

# New Reflections on Higher Education and Social Services in the New Era

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**ABSTRACT** With the rapid development of China's economy, science and technology have also been at the forefront of the world. These changes have led to an increase in the number of colleges and universities in China in the new era, and the scale of running schools has also increased. It has provided good backup power and fresh blood for the development of the new era. The working concept of "" has gradually become an important idea in the education, teaching, and scientific research of various universities, and new directions and changes have also emerged in service guarantee work. Therefore, this article takes "new thinking of college education and social service in the new era" as an important research perspective[1], and lays the foundation for the later education and service collection to cultivate composite talents with excellent quality and innovation.

## 1. Background and Significance

The Law of the People's Republic of China on Higher Education clearly requires that institutions of higher learning need to focus on training talents and independently carry out scientific research and social service activities.

### 1.1. The background of college education and social services in the new era

Traditional college education and social services have traditionally provided necessary support services for college students' learning, living, and practical activities [2], and such a concept is very specific in a specific environment and context. Suitable. However, in the context of the new era, with the rapid development of China's socialist economy, the living standards and education levels of human beings have been continuously improved. The main anchor segments in society have also begun to evolve into the people's increasing needs for better lives and The contradiction between imbalance and underdevelopment. Undergraduates' different demand platforms are also further improved. Facing the different needs of modern and contemporary college students, it is difficult to meet their needs under the traditional conventional thinking mode, and the development needs and evolution direction of social services will also follow this. There is a certain change, which has to analyze and explore the existing social development background and the new needs and needs of college students, and then reasonably build the relationship and connection between the two, and reposition and think.

### 1.2. Significance of Higher Education and Social Services in the New Era

In the long-term development process, socialism with Chinese characteristics has entered a new and historical development stage, which is also a new historical positioning for China's current stage of development. Comrade Xi Jinping pointed out: In the new era, there must be new weather, and more importantly, new actions. Based on campus education, in the education and teaching work of colleges and universities, the realization of social services is an essential and important content. This requires not only the further improvement of services and management on the basis of education, but also the continuous improvement of education. Promote the sense of historical mission and responsibility that students should have, and then in the later development process, truly be a high-quality laborer who has the ability to serve people, have certain professional skills and vocational skills, and then reinstate high-quality talent Delivery to the market, which plays a vital role in promoting the development of contemporary economy [3].

## **2. New Requirements for Social Service Promotion in Colleges and Universities in the New Era**

The development and construction of colleges and universities must be combined with national development to meet the requirements of contemporary economic development in a targeted manner.

### **2.1. Clarify service direction and raise education awareness**

General Secretary Xi Jinping delivered an important speech at the National College Ideological and Political Work Conference, and put forward the "four services" clear requirements for the development of higher education in China, that is, serving the people, serving the Communist Party of China and governing the country, and consolidating and developing Chinese characteristics. The socialist system serves the reform and opening up and socialist modernization. The speech clearly stated that higher education must be integrated with social practice. Colleges and universities are a place where intellectuals are densely populated and talents are cultivated. To strengthen ideological and moral education and build a good school atmosphere, intellectuals should give full play to their advantages, be brave and innovative, serve the society and serve the people, and continue to provide important talent support, Intellectual support, innovation support. The continuation and performance of social services will be achieved through the general education and professional education of talent training, the transfer and transformation of scientific research results, and the demand for cultural heritage and innovation.

### **2.2. Emphasize key points and subjects and enhance service management**

To do a good job of social service to promote the development of education in universities, we must focus on the two factors of teachers and students. First of all, we must continue to attach importance to learning and training, adhere to various studies on legal theory, regulations, and policies, and be able to keep pace with the times, further improve our grasp of professional knowledge and skills in work and study, and improve One's own comprehensive ability and development level; secondly, pay attention to one's own professional ethics. In the development, keep in mind the important development tenet of "Building people, serving and educating people", rectify one's own work and learning attitude, strengthen the construction of working style among departments and personnel, and improve the service level in the later period.

## **3. Important Measures to Promote the Implementation of University Education and Social Services in the New Era**

In the process of contemporary transformation and development, colleges and universities should focus on adjusting the professional structure in a more reasonable and timely manner and carrying out vocational skills education in order to meet the demand for various talents in the contemporary economic transition period.

### **3.1. Strengthen education skills**

Focusing on the technical requirements of senior technicians in various industries, it is always a consensus that universities have been relentlessly pursuing to build a strong "dual teacher" faculty team. Attach importance to the training of professional skills of current teachers, formulate relevant systems, policies and measures, strongly encourage and support teachers to take turns to study in enterprises and take part-time jobs in social institutions, take the initiative to keep abreast of the latest market developments and developments in the industry, and integrate teaching, research and enterprise development. Combined, all-round strengthen the advantages of colleges and universities to serve the contemporary economy. Through effective practice, training, and learning of knowledge and theories, they can improve their overall capabilities and service levels, and then drive and promote the overall work of various departments to lay the foundation for better services in the later stages. The so-called "learning high as a teacher and being a model", a good level of

ideology and morality, and excellent professional skills are important guarantees and foundations for the entire service staff to successfully complete service education.

### **3.2. Reasonably build professional structure**

Schools should investigate the actual talents required by the local economic market, actively participate in corporate technological innovation and research and development, closely integrate school talent training with the development of the economy of the times, set up corresponding majors for the lack of talents, adjust the professional structure and open new majors in a timely manner, Carry out special training for industries lacking talents, focus on the construction of key professional schools, form a professional group with key specialties as the leader, use limited teaching resources in the school, expand enterprise service access, and provide technical services and talent support for economic construction [4]. The orientation of the training goal is not only to be familiar with the application technology and vocational skills, but also to be forward-looking and adaptable to future vocational and technical changes to meet the actual needs of production, construction, management, and service positions.

### **3.3. All-round shaping talent training**

Posts are directly linked to teaching content, and teaching is adapted to local economic jobs. In the teaching process, we pay attention to practical operations, and in order to adapt to the professional ability requirements of talents, we focus on training applied talents. Students trained in colleges and universities must have both academic qualifications and abilities in order to meet the requirements of contemporary social and economic development, and to cultivate students' professional ability and professional qualities in doing and doing in school. In addition, starting with the actual needs of enterprise development, students' professional skills and ability are integrated, and cooperation, communication, and innovation capabilities are combined with foreign languages and computer skills, which run through the entire process of university education, allowing students to It is also clear that mastering these abilities is also a requirement for career development and job requirements, so that they can learn the necessary employment ability in the school.

### **3.4. Deepen quality education**

The fundamental task of college education is to train talents for social development. While improving the knowledge structure, distinguishing honor and disgrace in the process of moral education, regulating self-behavior, paying attention to political literacy and sense of historical mission, educating students to establish lofty faith goals, enhancing social responsibility, enhancing the ability to serve social life, and developing the right to others Awareness of work and social leaders [5]. Responsibility and gratefulness are closely linked. Schools need to attach importance to the cultivation of gratitude awareness of college students, so that they understand that when receiving care and favor from others, they must be grateful, and turn gratitude into practical actions and give back to others.

In the service of colleges and universities and the later education system, how can we effectively combine this system with modern and contemporary education in China? This is to a great extent also related to the further cultivation of the combination of excellence and academic excellence in China in the later period. For talented people[6]. Therefore, this requires education and teaching workers to continue research and exploration, strive to more fully and closely combine college education and social services, and set an important development foundation for joint development and mutual promotion in the later stage.

## **4. In conclusion**

To sum up, there is a clear division of work between higher education and social service, but there are countless relationships between them. How to further promote their mutual integration and promotion under the new era background is a topic that many modern scholars and researchers have been exploring. This article mainly elaborates its development background, development

significance, new requirements and implementation measures, and then shows the mutual relationship and influence between the two in the development process, pointing out the direction for further research on the mutual promotion and development between the two in the later period.

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