

# Talent Cultivation Management Mode and Innovation Strategy in College Education

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**Abstract**—College talent cultivate is an important part of colleges cultivating useful talents and serving the society, and the major channel to realize lifelong study. It is an important work for college education to establish a scientific talent cultivation mode, give full play to the resource advantages and talent cultivation function of the colleges and realize talent cultivation objective. The thesis starts from the characteristics of the current education talent cultivation to fully analyze and explore the basic mode and innovation strategy of college talent cultivation in our country.

**Keywords**—Education talent cultivation; Management mode; Innovation; College Education; Innovate Strategies

## I. INTRODUCTION

Talent cultivation, development of science and social service are three important functions of the colleges at present. Among, social service can mainly represented by disseminating cultural science and new technology, providing all kinds of further education, cultivating occupational talents and conducting industry-study cooperation. Developing education talent cultivation is an important channel for the colleges to realize their social functions, at the same time the requirement to improve the quality of the mass and realize all-round development, and a method to give full play to college resource advantages and increase their economic benefits.

The thesis aims to preliminarily analyze the current status, management mode and the innovate strategies of college education talent cultivation[1].

## II. MANAGEMENT MODE IS THE VEIN FOR COLLEGE EDUCATION TALENT CULTIVATION MANAGEMENT

To set a scientific talent cultivation management mode for college education talent cultivation management requires, a reasonable talent cultivation procedure must be established. Education talent cultivation management is generally composed of three parts in close link: project development management (at the earlier stage), project process management (at the middle stage) and project evaluation management (at the later stage).

### A. Project development management

Project development management is mainly in the charge of the responsibility department in the organization body and implemented by talent cultivation project undertaker (professional system). In general cases, talent cultivation project development procedure can be as below:

### 1) *The investigations with specific goal and the investigations without specific goal*

There are two forms of investigation over talent cultivation demand: the investigations with specific goal and the investigations without specific goal. the investigations with specific goal refers to such a procedure in which the talent cultivation project developers propose talent cultivation project and objective based on their own conditions, and then carry out investigation specific to the fixed crowd. In this way, they can learn the opinions of the investigated on the project, preliminarily understand its feasibility and make preparations for the follow-up work. The investigation without specific objective means in the investigation, the project developers do not have a fixed talent cultivation project beforehand, but they can learn the talent cultivation demands of the investigated and work out talent cultivation plan in combination with their actual conditions. While conducting talent cultivation demand investigation, pay attention to the appropriate investigation scope and the representation of the investigated crowd.

### 2) *Talent cultivation objective*

Talent cultivation objective means the cultivated talents can reach to expected objective at the end of the cultivation project. It is the decisive factor to attract the talents to the project. The developers must well grasp the essence of talent cultivation objective.

### 3) *Identify talent cultivation form*

Talent cultivation shall be in the principle of unification of learning and using, and actual effects, with emphasis on ability cultivation. Specifically, the talents can be cultivated in the forms of releasing from their regular work, partly releasing from their regular work and amateur cultivation. Horizontal joint cultivation mode shall be encouraged across departments, majors and colleges, and even between colleges and enterprises to realize resource sharing and complimentary advantages.

### 4) *Employment of talent cultivation tutors*

Talent cultivation tutors play a decisive role in talent cultivation. The tutors must have the corresponding quality which may includes the following in the opinion of the author: the enthusiasm for talent cultivation work, the professional knowledge and skills, as well as the development trends and direction of the related technology, high sense of responsibility and enterprise, the ability of communication with the students and learning their cognitive mentality; grasp the necessary

advanced teaching technology and instrument; having enough spirit in challenge spirit and innovation.

5) *Working out talent cultivation teaching plan*

Talent cultivation teaching plan must be scientific and reasonable to directly instruct the implementation of talent cultivation. That requires the plan makers to understand the basic conditions of the students, grasp talent cultivation rule and work out the plan in combination with the cultivation pattern. The plan shall always stick to the principle of “what to do, what to learn, what is in need and what to make up”. Attention shall be paid to the following in terms of teaching contents: the adaption to demands, suiting different levels and stages; emphasis on ability, with “must” and “adequacy” as the degree, sticking to the characteristics of “intensive lecture and more exercise”; putting some advancement into the plan.

6) *Analysis on the expected benefits talent cultivation*

Any talent cultivation project shall be built on a proper benefit analysis. In the process of analyzing the expected benefits talent cultivation, Attention shall not simply paid to the analysis on the single talent cultivation project, but notice there is some link between talent cultivation projects.

7) *Preparation for talent cultivation.*

The successful implementation of each talent cultivation project must be supported by perfect auxiliary conditions which include talent cultivation site, equipment, student accommodations, traffic and spare-time recreational activities.

B. *Project process management*

After the college talent cultivation undertaking department finishes the work in talent cultivation development procedure, the generated documents shall be sent to the function department and proceed into project process management stage. The process is organized by the talent cultivation management function department. Project process management procedure flow can be illustrated as Figure 1.

C. *Talent cultivation management at later stage*

Talent cultivation management at later stage mainly includes the collection and documentation of talent cultivation materials, and talent cultivation evaluation and comparison. The materials main include the written materials generated in the training development, talent cultivation list and summary, training scheme, student investigation sheet, exam at the end of the cultivation, design and to topics. All these materials shall be finished within the given time.

Talent cultivation evaluation and comparison is the key move in the later stage management. The tracking of the talent cultivation process and indicator evaluation are helpful to push through the training as planned, adjust the plan based on the actual situation, improve the management level and the practical result of the cultivation project, enhance talent cultivation efficiency and make sure the expected goal can be reached. That cannot only help the trainee gain more knowledge and also help the implementation department accumulate more experience in talent cultivation field and project process.

Therefore, the organizations related to talent cultivation evaluation must be founded with the members from the organization framework, and then the detailed implementation scheme on evaluation and comparison must be established.

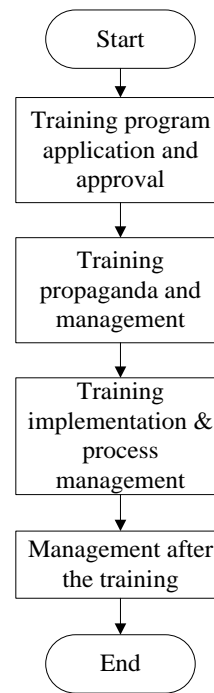


Figure 1. The flow chart of project process management

III. MARKET EXPANSION AND INNOVATION MEASURES ON COLLEGE EDUCATION TALENT CULTIVATION

A. *Analysis on market expansion mode of education talent cultivation project*

1) *Work with party and political organs and expand party and political talent cultivation market*

Government is a big customer at talent cultivation market. From the perspective of talent cultivation, it has the characteristics of stable demands, talent cultivation target and project. Therefore, colleges shall make full use of all social resources, positively build cooperation channels with government and win more talent cultivation projects. While researching talent cultivation projects and curriculum, we shall make sure the organic combination of common talent cultivation and individual talent cultivation to improve quality and ability of the leaders.

2) *Cooperate with the industry and association in occupational and post qualification certificate talent cultivation, research occupational, post, technical certificate standards and talent cultivation courses and teaching materials.* That tends to create new talent cultivation demands and market and popularize the subject and technical advantages of the school by carrying out education training through cooperation with industrial system.

3) *Carry out talent cultivation through cooperation with the exam certificate institute*

Exam certificate institute hold an initiative in occupational qualification talent cultivation. College

talent cultivation unit shall win the authorization to acquire relatively stable talent market in middle and low-end training.

4) *Cooperate with social talent cultivation institute*

Social talent cultivation institute holds some advantages in enterprise management, market expansion and talent resources, and colleges and social institute can work together to develop education talent cultivation to realize resource complement, mutual benefit and mutual development.

5) *Build education talent cultivation base and carry out high-end talent cultivation*

Colleges build their own talent cultivation bases on and off campus in different modes, make full use of college subject advantages and brand advantages, set out to develop high-end talent cultivation. The high-end talent cultivation organized in colleges is mainly specific to high-level, high-grade, high-quality talents, with emphasis on the high-level talents, badly-needed talents and intelligent talents. It aims to cultivate the high-level management talents and professional technicians proficient in technology, operation and management, with innovative spirit and creativity, such as holding senior training class, president training class and industrial & commercial management training class.

*B. College education talent cultivation strategies*

As an important social power in building life-long education and study-oriented society, college education talent cultivation shall effectively integrate college quality resources, build high-end talent cultivation brand, constantly development improve after-college talent cultivation ability, and try to achieve something in cultivating high-level occupational talents.

1. Make accurate location and planning, which means scientifically orienting education talent cultivation, working out a deliberate development planning. Colleges must identify the teaching position with scientific outlook on development, development strategy and fighting objective, and work out their own subject construction planning, teaching faculty construction planning and campus, construction planning, as a way to unify the thoughts, concentrate the mind and seek development. Only in this way can they develop their own characteristics and maintain a strong competitiveness and life strength.

2. Emphasize research and create brand requires strengthening the research and development in talent cultivation project and brand creation project. Talent cultivation unit on campus develops talent cultivation project in combination with their own subject characteristics, and integrating academic resources is an important instrument of building training brand. Deepen talent cultivation theory research, scientifically analyze education talent cultivation demands with emphasis on high-level management talents. Strengthen talent cultivation demand investigation and positively develop education talent cultivation project. There are different types of talent cultivation demands which shall not only satisfy the inner interest and needs of the students, and also meet the outer demands of the society and post. Their

initiative can be pushed up only by turning external demands to the inner study need, and the external pressure on cultivation to inner study motive. The turning can be an important link in talent cultivation demand analysis.

Talent cultivation courses are the core of teaching and also a major characteristic of education talent cultivation. Colleges shall seek reference from the international advanced cultivation notion, combine the features of talent cultivation objective and give full play to the relation between the course elements to promote the effective, sustainable and front-edge teaching effect in the entire course system. Besides, run social talent cultivation in the fields of public management, economy, law and journalism, develop characteristic courses covering the traditional thoughts, and strengthen the student's historical decorous feeling and humanistic quality by learning philosophy and natural law.

3. Look for the advantages and build a cultivation mode requires further integrating the resources and expand talent cultivation mode. It is the key to carrying out education training to fully take the advantages of the subject advantages, integrate internal resources and carry out the suitable talent cultivation mode. One of the modes is to bring various resources into operation with project cooperation as the locomotive, one is to build a long and stable cooperation community, and another is to selectively develop the major fields. Education talent cultivation shall mainly target at the cadres of party and government, female cadres, cadres in minority ethnics and outside the party, and social workers For the cooperation projects in major field, efforts shall be paid to integrate various resources, build professional research team, and at the same time, rely on the scientific research topics to improve their own research and development capacity while cultivating high-quality innovative talents.

4. Emphasize practical effects and benefits requires sharpening the actual effects and pay attention to quality and benefits. Make talent cultivation more specific and effective. In face of the different demands for education talent cultivation, Wuhan University is positively exploring the talent cultivation mode and method with emphasis on both universality and characteristics, to improve the comprehensive quality and the innovative ability of the students. With the all-round development as the core, pay more efforts in the cultivation of political theory, policy regulation, professional knowledge, culture quality and skills, strengthen the education in party spirit, state conditions and the current situations, and advocate learning more philosophy. In the actual teaching activities, independent, behavioral and interactive teaching modes, suitable to the cadres, shall be adopted and more emphasis shall be given to quality education to deepen talent cultivation.

5. Implement all-process monitoring and carry out talent cultivation quality evaluation.

Talent cultivation project shall be under monitoring all the process from declaration to the end. The importance of starting a joint talent cultivation project lies in strengthening monitoring over the cooperation agreement and fully understanding the responsibilities,

rights and the possible risks of both sides and identifying dispute settlement mechanism. Strengthen the monitoring over the whole process covering recruitment, publicity, teaching and certificate issuing, strictly follow the requirements of running the class as per the approved plan, publicizing the project based on the records, teaching students as per the agreement provisions, charging the students on the normal standards of school and issuing the certificate based on the number of the students passed the courses.

#### IV. CONCLUSIONS

Teaching quality management is a complete process, starting from project design, planning and the preparatory stage of teaching to topic selection, faculty allocation and classroom feedbacks, and finally until the formulation and implementation of the corrective measures. Teaching quality management is not only limited to class teaching, but shall expand to all the links starting from planning design. At the same time, a strict quality monitoring system shall be set to make sure all-through and all-direction quality monitoring and evaluation over education talent cultivation. This paper discusses on the characteristics of the current education talent cultivation, analyze and explore fully the basic mode and innovation strategy of college talent cultivation in our country. Currently, college education talent remains in the ascendant. With the implementation of lifelong education system and the strategy of the constructing study-oriented society, we firmly believe college education talent cultivation will accomplish a lot.

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