

The Main Countermeasures on College Students' Post Practice from the Perspective of the Mode of Government Purchase Service

Tian Shuqin^{1,a}, Wang Dongqiang^{1,b*}, Zhou Daoqing^{1,c}, Wang Daping^{1,d}

¹. Chongqing University of Arts and Sciences, Chongqing, China, 402160

^atianshuqin99@126.com, ^bcqwdq2011@163.com,
^cemail52833814@qq.com, ^d451223281@qq.com

* The corresponding author

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Abstract. In recent years, college students' post practice, has been paid great attention as an important link to solve the structural contradiction between the personnel training supply side and the demand side of the industry. The main attributes of college students' post practice, such as higher order subject, relative complex post and relative independent work, decide their importance in the process of practice teaching. The main countermeasures for deepening the reform of government purchase service mode of college students' post practice are to broaden the specific fields of government purchasing post practice services, explore the multiple ways of government purchasing post practice services, and innovate the system and mechanism of government purchasing post practice services.

Introduction

Since entering the new century, higher education has developed rapidly and has made remarkable achievements. However, it is undeniable that "the supply side of talent training and the demand side of industry can not fully adapt to the structure, quality and level," and the "two skins" problem still exists. Post practice as an important part of breaking this structural contradiction has been highly valued in recent years. On December 19, 2017, the General Office of the State Council issued "Several Opinions on Deepening the Integration of Industry and Education" (No. 95, State-run Development [2017]), clearly pointed out that "through the purchase of services, entrusted management, support enterprises to participate in the running of public vocational schools", "through the exploration of purchasing services, the implementation of tax policies and other ways to encourage enterprises to accept student practical training directly. In view of the various "chaos" and management dilemmas existing in college students' post practice, it is of great theoretical and practical significance to explore the management innovation of college students' post practice under the mode of government purchase service.

The Management Dilemma of College Students' Post Practice

For higher education, the quality of post practice has become an important bottleneck restricting students' professional ability and employment competitiveness. The main reasons are the insufficient financial allocation, low tuition income, heavy pressure on infrastructure construction and unwillingness to expend the limited fund income to the management of students' post practice. Cooperative enterprises of post practice are not only lack of strategic thinking and project guidance to school-enterprise cooperation, but also limited in reasonable economic interests which are not effectively guaranteed and they are unwilling to accept the post practice of college students; in the actual operation, the government documents mentioned in the financial subsidies, tax relief and other policies have not really landed, school fever, enterprise cold "shaving hot" problems often appear, greatly affecting quality of college students' post practice and the quality of personnel training.

The Introduction of Government Purchase Service Mode

Throughout the study of government purchase services at home and abroad, the basic connotation of government purchase services is that the government entrusts the public functions which should be provided by the government to the social organizations to complete, the social organizations provide services to the public according to the agreements reached with the government, and the government uses financial funds to pay for the related service expenses of the social organizations. In view of the "chaos" and management dilemma of College Students' post practice, the introduction of government purchase service mode can help transform government functions, integrate social resources, and help college return to the functional standard. The main contents of Shenzhen mode for government to buy college students' post practice services for are to select practical training bases, subsidize post practice students, dynamically evaluate the quality of post practice, strengthen policy support and clarify responsibilities of government.

The Main Countermeasures for Deepening the Reform of Government Purchase Service Mode of College Students' Post Practice

Broaden the specific areas of government purchase of college students' post practice services

Expanding the service area is a prerequisite for deepening the government purchase of student post practice service mode. As mentioned above, the Shenzhen mode of government purchase services for college students' post practice has a lot of experience to learn and refer to, but the content of purchasing services in Shenzhen is mainly limited to the choice of enterprises for students' post practice. The lack of specifications in specific fields will inevitably affect the effectiveness of post practice for college students. To broaden the specific areas where the government purchases internship services for students, the main focus can be considered from the following aspects: At first, the purchase of post practice for college students. At present, in the process of student post practice, the problems of "on-the-job" not "on-the-job" and professional mismatch are still prominent. Therefore, it is impossible to guarantee the effect of student internship only by selecting students' post practice enterprises. The government must purchase specific internship posts according to the principle of professional counterpart, and then select them accurately to ensure the effectiveness of internship. Post practice students really "post". Secondly is to buy student internships (tasks). According to the survey, many interns report that they can't touch the core projects and tasks of the enterprise even if they come to work, and their professional ability can't be improved. Therefore, it is necessary for the government to purchase student internship projects (tasks) and implement project-based, task-based internship model for the real production environment of enterprises. Only in this way can students truly master solid professional knowledge and excellent professional ability. Thirdly is to buy student post practice guidance services. Aiming at the problem of insufficient motivation for enterprise personnel to participate in the process of student internship, it is necessary for the government to set aside the special labor service fee for students' post practice guidance in the service purchasing funds for enterprises, encourage professional and technical personnel and senior managers to participate in the student internship, and adopt one-to-one form to teach and help them. We should help students improve their technical skills and professional accomplishment by means of personal teaching, project leadership and technical demonstration to ensure the quality of post practice.

Explore the government's multiple ways to purchase post practice services

Exploring multiple ways is an effective way to deepen the government's purchase of student post practice service mode. For college students' post practice, local governments can adopt different ways of government purchase services according to their own financial pressure, tax policy, college characteristics, students' actual situation and corporate culture. Firstly, the financial subsidy system for enterprises. The government allocates special subsidy according to certain standards for students' post practice, invests directly in enterprises receiving post practice students by means of financial transfer payment, and finally determines the financial subsidy according to the evaluation and assessment results of the administrative department of education on the organization,

management, operation norms and concrete results of students' post practice. Secondly is the tax preference system for enterprises. According to the tax laws and regulations, the government promulgates tax relief and other related policies and specific rules for cooperative enterprises that accept on-the-job interns, so as to really let the relevant policies come into effect and adopt tax exemption or tax reduction to stimulate enterprises to participate in the integration of industry and education, school-enterprise cooperation and students' enthusiasm for post practice. Thirdly is the professional high fee charging system for colleges and universities. The government coordinates education, finance and price related departments to carry out the pilot work of cooperative education between colleges and enterprises, to raise the fee standards for cooperative specialties between colleges and enterprises, and to compensate enterprises for their post practice with higher fees according to the situation of different regions, different forms of cooperation, different specialties and the completion of enrollment plans. The government compensates colleges and universities according to the cost accounting and quality of post practice. Fourth is the segmentation system for universities and enterprises. It emphasizes that the government should allocate special funds for students' post practice, and pay for universities and enterprises separately. For colleges and universities, the subsidy is mainly used for students' post practice. For enterprises, it is mainly used to compensate the labor expenses and other related expenses caused by enterprises sending special personnel to guide students' post practice.

Innovate the system and mechanism of government purchasing post practice service.

Innovating the system and mechanism is important guarantee for deepening the reform of government purchasing college students' post practice service mode. Under the current background, we need to focus on the following problems: Firstly, explore the multi-agent joint-stock and mixed system of industrial colleges. By means of government purchase, enterprises should be supported to participate in the running of secondary colleges of public vocational colleges or public undergraduate colleges in the form of capital, technology and management, explore joint-stock and mixed-system industrialization colleges jointly constructed by multi-subjects, support enterprises to enjoy corresponding rights, and lay a solid foundation for post practice of college students. Secondly, to promote integration of production and education and deepen the relevant reform. Through the promotion of the government, we should make overall plans to promote school-enterprise cooperation, strengthen the linkage of government departments, improve the mechanism of deep cooperation and cooperation between schools and enterprises, jointly establish the goal of personnel training, jointly formulate personnel training programs, jointly promote curriculum construction and reform, jointly carry out research and development of teaching materials, jointly strengthen the construction of teaching staff and jointly realize the reality. Furthermore, the enterprise needs are truly integrated into all aspects of personnel training and provides favorable conditions for college students' post practice. In the third, we should strengthen the "Internet +" post practice information management. we should develop information management system for post practice based on the cooperation of the government, universities, students and post practice units. By virtue of cloud platform, visualization, large data, high efficiency and low cost, the system can effectively realize large data statistics of post practice, information management of post practice affairs in universities and students' post practice situation. The system can carry out monitoring (mainly using GPS information of students' mobile phones to locate and sign in), unified management of post practice units to improve the post practice process management and service level.

Conclusion

Several opinions on deepening the integration of industry and education issued by the General Office of the State Council (No. 95 of the State Office of the People's Republic of China) as a programmatic document guiding the integration of industry and education in colleges and universities and promoting the reform and development of higher education in the new era, mentioned five times that the government should purchase and apply it to school-enterprise cooperation or student practice, which fully demonstrates that the way of the government purchases

services is highly affirmed and fully recognized. As an innovative way to solve the structural contradiction between the supply side and the industrial demand side of talent cultivation in colleges and universities and to promote the omni-directional integration of the structural elements of the supply side and the industrial demand side of talent cultivation, the government purchase service mode of college students' post practice will certainly play its due role and contribute to the cultivation of a large number of high-quality innovative talents, applied talents and technical and skilled talents, will surely provide strong talent support for speeding up the construction of modern industrial system and implementing the innovation-driven strategy.

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