

Research on the Development Strategy of HN Secondary Vocational School

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Abstract—HN Secondary Vocational School has a short history. In order to promote the development of the School, this paper makes an in-depth analysis on the development advantages and existing problems of the School, makes clear and definite the guiding ideology, orientation and goals of the School in development, and the development ideas, strategies and paths of the School, and puts forward development measures in a targeted manner.

Keywords—secondary vocational school; development; strategy

I. INTRODUCTION

With the continuous improvement in the society's recognition on vocational education, vocational education has ushered in a new development opportunity. Under the leading of the new leadership team, HN Secondary Vocational School carries out a project for research on development strategy of the School, aiming to build a secondary vocational education base having certain influence all over China and build a first-class modern vocational education system.

II. DEVELOPMENT FOUNDATION

Since establishment, the School has always closely adhered to the school-running policy of "taking service as the purpose, employment as the orientation, quality as the core serving as the purpose, employment-oriented, quality as the core, and ability as the focus", abided by the development rules of vocational education to make scientific positioning, and has achieved certain progress in each aspect.

A. The School-running Scale Is Being Constantly Expanded

Founded in 2009, the School is the unique secondary vocational school in the region. It provides opportunities for local students to attend secondary vocational school without having to go far, compensates the shortcoming of the local region having no vocational education, and initially improves the unbalanced proportion of general enrollment for vocational education in high school stage in the whole region to relatively rational status.

B. The School-running Conditions Are Being Constantly Improved

The School occupies an area of nearly 20 mu, and initially has the basic conditions for running a school. In 2013, with the support of local government, the School was building student apartment. After completion of the new student apartment, the living and learning environment of students will be greatly improved.

C. The Setting of Specialties Has Been Initially Made Clear

The school devotes to cultivate high-quality skilled talents for local economic development, and exports of skilled workers to coastal areas. Focusing on the talent cultivating objective, the School has opened four specialties such as logistics service and management, fine chemicals, electromechanical equipment installation and maintenance, computer application, and additionally opened university entrance exam classes applicable to specific specialties, forming a distinctive professional structure with regional characteristics.

D. The Teacher Resource Has Begun to Take Shape

The proportion of double-professional teachers in the School reaches 100%. At the same time, the School also hires senior technicians, senior engineering and technical personnel and well-known scholars and professors to serve as visiting professors or consultants, initially forming a teacher team combined skilled, academic and expert teachers.

E. The Training Conditions Are Being Gradually Improved

The School cooperates with many schools and enterprises to jointly build up an experiment, training and internship platform for students, which effectively ensures the quality of cultivating skilled professionals.

III. MAIN PROBLEMS EXISTING

Although the School has done a lot of work and made certain achievements since its establishment, due to the short history of the School, its basic work is relatively weak. Especially in the sustainable development, there are still various problems and challenges: first, it has not been highly recognized by the society. Affected by traditional concepts, it is still a universal phenomenon that people prefer to go to college other than vocational school, and prefer to receive

academic education other than technical education. Moreover as the social position and salary of grass-roots workers are generally low, students and their parents are reluctant to attend vocational schools, so that it is difficult for secondary vocational schools to enroll students and expand the school-running scale; second, the basic ability is relatively weak. As the School was founded not long ago, it has not that perfect conditions no matter in fund, land and equipment. Especially, the limited land space has seriously affected the conducting of normal education and teaching activities and setting of new specialties; third, the features of specialties are not that distinctive. The school has not yet formed its own special specialty and has not sufficient technical accumulation. Some specialties are not that highly matched with applicable industries and employment; fourth, the teacher structure is not that reasonable. The age structure and professional structure of teachers are not too perfect. Teachers lack practical knowledge in corresponding industry, cannot fully understand or know about the advanced knowledge, technology and method applicable to the specialty, and have not sufficient practical ability in the specialty. The lacking of profession teacher resources directly affects the opening and running of some new specialties; fifth, the school-enterprise cooperation field is narrow. School-enterprise cooperation is mostly limited to internships, and the specialty setting, curriculum development and teaching reform is not highly combined together. The motivation mechanism for enterprises to participate in school-enterprise cooperation is lacking; the implementation of incentive policies is not in place; and the joint talent cultivating mechanism between schools and enterprises is in urgent need to be constructed.

IV. GUIDING IDEOLOGY, ORIENTATION AND GOALS OF THE SCHOOL IN DEVELOPMENT

A. Guiding Ideology

The School should abide by the spirit of the National Education Work Conference, put into practice the "Outline of National Medium and Long Term Education Reform and Development Plan", devote to meet the modern, world and future requirements and drive economic development and employment, improve people's living condition, solving "agricultural, farming and rural" issues, orient to serve the economic and social development, insist on taking educating people as the foundation, reforming and innovating as the driving force, and improving quality as the core, and focus on "creating new vocational education concept, reforming the education and teaching mode, improving vocational skill quality, and adapting to economic and social development" to greatly improve the market orientation, economic contribution and attraction to the society of running the school, and cultivate such high-quality laborers and skilled talents as meeting the needs of the economic society.

B. School-running Orientation

The School should constantly adjust the functional orientation of school in development on the basis of the

needs of regional social and economic development to gradually form a clear and stable school-running orientation.

C. Main Goals

Through 5~10 years of hard work, the School has seen great improvement in its school-running strength, teaching quality, management level, school-running efficiency and radiation capacity, achieved significant progress in deepening education and teaching reform, creating new talent training mode, forming professional teaching teams and improving social service capabilities, and been built up into a secondary vocational school with distinctive local characteristics and provincial demonstration specialties.

V. DEVELOPMENT IDEAS, STRATEGY AND PATH

A. Overall Ideas

The School should take the "academic education, social service and continuous education" school-running mode as per the requirement for constructing a national secondary vocational education reform demonstration school, actively serve the regional economy and enterprises on the basis of modern logistics industry, petrochemical industry and modern agriculture and other industries in Yunxi District and Yueyang City, take moral education as the core, focus on cultivating students' creativity and practical ability, speed up modernizing the school running mode, achieve significant breakthroughs in students' quality improvement, professional teacher team construction and school management mechanism; it should make effort to improve the school-running norms, optimize the mechanism system, create new education and teaching mode, constantly improve the quality and efficiency, provide more efficient management service and reach more powerful comprehensive strength, so as to form significant professional advantages and distinctive school-running characteristics and build up a modern secondary vocational school with appropriate school-running scale, good condition, superior quality, remarkable benefits and harmonious campus.

B. Main Strategies

1) *High-end cut-in strategy*: Based on the needs of local economic and social development, it is needed to build up a new campus with high specifications, establish advantageous brand specialties with high norms, set up a high-standard teaching system, cultivate students' high-quality practical ability, and establish a high-level teaching quality assurance system and high-level teacher and management teams.

2) *Leveraging development strategy*: The School should undertake the responsibility for serving the social and economic development of the region, and make full effort to obtain broad support from the government and all circles of the society. It is also necessary to actively enter a close cooperative relationship with universities in the province and the city. Through cooperative school running mode, jointed school running mode and project cooperation mode and other mode, it is available to realize school-running

resources sharing, mutual benefit and win-win, and promote a sound and sustainable development of the school by virtue of excellent educational resources of colleges and universities. In addition, it is also needed to strengthen cooperating with enterprises and business circles to continuously expand the channels for running school, improve the social adaptability of the school, and promote a sound interaction between school and society.

3) *Business innovation strategy*: In terms of innovation, the School should introduce the concept of enterprise “business”, constantly stimulate the vitality of school in development by introducing talents, setting specialties, cultivating students, integrating resources, creating brand, cultivating competition and efficiency awareness, establishing incentive and restraint mechanism and realize cost-effectiveness, create new educational resource allocation mechanism, implement a strict budget management system and unceasingly improve the school-running efficiency. Moreover, it is needed to realize scientific development of schools, create new school management mode, explore modern secondary vocational school system, create a harmonious campus culture, and foster a whole-staff education environment.

4) *Strategy for competition in misplaced manner*: The school should overcome the skills training orientation of traditional vocational education and create new school-running mode to cultivate all-round comprehensive and high-level technical talents, misplace the development of key advantageous specialties to enhance the ability of serving regional economic and social development, create distinctive school-running characteristics in misplaced manner to build up the reputation and band of the school, expand new channels, establish for collecting resources to establish reliable advantage in school-running resources, and comprehensively build up harmonious relationships between people, between specialties, between departments, and even between schools to achieve complementary win-win and differential development.

C. Development Path

In terms of development path, it is needed to focus on long-term development based on the real condition, adhere to the development path of “one year for integration, three years for improvement, and five years for leap”, make overall plan and steadily execute it, to achieve healthy, orderly and sustainable development of all undertakings of the School.

VI. DEVELOPMENT MEASURES

In this aspect, it is needed to deepen education reform and management innovation in the School, broaden educational resources, expand the development spaces, and reform the management behaviors, to build a modern secondary vocational school with high quality and distinctive characteristics and achieve new leapfrogging and new development.

A. Actively Improving the School-running Conditions

Considering the school-running conditions, it is necessary to actively seek for governmental support, raise funds through multiple channels, strengthen infrastructure construction for the School, and deploy necessary teaching and practical training equipment and facilities.

B. Striving to Expand the School-running Scale

With respect to school-running scale, it is planned to expand the school-running scale in two stages based on the actual situation of local economic development and combined with the school's running orientation, teacher resources and school-running conditions.

In the first stage, it is mainly to enroll junior middle school graduates in the region, attach importance to university entrance exam classes applicable to specific specialties, and skill education class, and mainly solve the problem of continuously entering higher school and employment of junior middle school graduates who fail to be enrolled by high school in the region. It is also needed to actively seek for national support, and strengthen cooperation with junior middle schools, increase publicity efforts to encourage local students to attend local vocational school, reduce learning costs, and strive to achieve an annual student population of more than 300 people.

In the second stage, it is mainly to enroll students from surrounding regions, output skilled talents for leading industries and emerging industries in responds to the rapid economic development of the region, and provide support of high-quality human resources. In terms of enrollment policies and methods, it is necessary to give full play to the school's school-running characteristics and core strengths, cooperate with other schools and enterprises in running school to expand the influence and further attract more students to study in the school, and strive to achieve an annual student population of more than 500 people.

C. Practically Strengthening Construction of Specialties

With respect to construction of specialties, it is needed to integrate existing school-running resources and combine primary and auxiliary specialties to optimize the structure of specialties, oriented to serve the economic and social development and aiming to realize sustainable development of the School. In addition, it is necessary to follow the principle of “seeking for being strong, refined and special”, establish and improve a long-term mechanism for professional optimization, and implement a main path of surveys such as “market research, forecasting, professional positioning, post clustering, capacity differentiation, target determination, course carrier, module construction, planning execution and feedback reform” to timely perfect the advantageous specialties, reform old specialties, develop emerging specialties and reconstruct cross-over specialties.

D. Focusing on Optimizing Allocation of Teacher Resources

In allocation of teacher resources, it is needed to further put into practice the Quality Improvement Plan for the

Professional Teachers in Secondary Vocational School as issued by the Ministry of Education, create new teacher training mode, enhance the independent selectivity of teachers' participation in training, and establish and improve a quality monitoring and guarantee mechanism for teacher training. It is also needed to strengthen school-based training, promote paying attention to research on problems in classroom and teaching, arrange national, provincial and local teachers with relevant training, implement the system of encouraging secondary vocational school teachers to practice in enterprises, and ensure that professional teachers go to the basic level of production service industry to practice for two months every two years, aiming to get teaching in school linked with actual production and employment standard in enterprises and improve teachers' vocational skill level, professional teaching ability and occupational quality. Moreover, the following practices should also be implemented: actively gather resources and create conditions to stimulate teachers' professional development motivation; continuously promote the two-way development of teachers' cultural literacy and professional quality to realize the development from "double-certified teachers" to "double-professional teachers"; strengthen providing moral education on all teachers to promote the construction moral educational teacher team; create a full-time and part-time teachers combined "double-professional" teaching team with high educational morality, advanced educational concept, high cultural literacy, strong professional ability, pioneering spirit, pragmatic and efficient working behavior, strong scientific research ability and professional practice ability, and reasonable structure; implement the specially-employed teacher program for secondary vocational school, support a group of secondary vocational schools to openly recruit a batch of professional and technical personnel and skilled craftsmen from the society to teach at the School, to alleviate the shortage of teachers and structural shortages; and cultivate a batch of national and provincial backbone teachers.

E. Enhancing the Construction of Practical Training Bases

In terms of the construction of practical training bases, the following practices should be implemented: implement the 100-enterprise cooperation project to further expand the construction of high-standard and high-level off-campus training practice bases, actively explore the benign operation mechanism of mutual cooperation between school and enterprises to build a school-enterprise cooperation network and a platform for working and learning combined professional network training internships; build up logistics service and management training bases, fine chemical training bases, and more than two in-campus practical production training bases integrated with "teaching, learning, doing and service", and strive to build more than 10 off-campus internship and practical training bases; on the basis of mutual benefit and win-win, strengthen daily communication with and management on the professional internship and practical training base, continuously improve and maximally play the role of the utilization rate of the internship and practical training bases.

VII. CONCLUSION

As a vocational school that serves the local economic development, the key to its development is to keep in close contact with enterprises and strengthen cooperation with enterprises. It is available to guarantee a sound and sustainable development in school-enterprise cooperation and promote unceasing improvement of talent cultivation quality by formulating talent training program for school-enterprise cooperation and focusing on taking the measures such as allowing full-time teachers to take part-time position in enterprises, inviting workers from enterprise to serve as part-time teachers, and arranging students to practice on teacher's job.

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