

Research on Joint Enrollment and Training of College-enterprise Cooperation of Express Operation Management Specialty

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Abstract—By investigating domestic express enterprises and vocational colleges, the writer points out the problems of express enterprise's talent team construction: shortage of express talent and a gap between the abilities of the graduates educated by colleges and the requirements of enterprises, and deeply analyses the causes of these two problems. Taking the practice of Hubei Communications Technical College as an example, this article innovatively proposes to build a platform to develop joint enrollment for colleges and enterprises, and establish college-owned enterprise to carry on joint training of College-enterprise Cooperation, which is a way to solve the problem of the construction of express enterprises' talent team.

Keywords—express operation management specialty; joint enrollment; college-enterprise cooperation; integration of production and education

I. INTRODUCTION

In recent years, the scale of express industry in China has grown rapidly. Over the past 10 years, the national express business volume has increased 20 times, the business income has increased more than 6 times, the market scale has leaped to the first place in the world, and the express industry has become a new bright spot of Chinese economic growth. With the maturity of the whole industry, the express industry of China has entered a new era of intellectualization, informatization, greening, standardization and internationalization. However, there are still shortcomings in the construction of talent team in express industry, which cannot fully meet the development requirements of modern express industry. It is a key work of express industry to train all kinds of talents urgently needed by express industry and provide talent guarantee for realizing a powerful postal country [1].

II. ANALYSIS OF THE PRESENT SITUATION OF TALENTS IN EXPRESS INDUSTRY

In order to understand the current situation of talent in express industry, our team visited and investigated 6 well-known express delivery enterprises and 20 colleges with express delivery and related specialties in China. We learned that there are the following problems in the construction of talent team in express industry of China.

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A. Shortage of Express Talent

With the rapid development of the express industry and the rapid expansion of the scale of express delivery enterprises, the number of technical and managerial talents is increasingly difficult to meet the development needs of express delivery enterprises. On the one hand, there is insufficient talent growth and less fresh blood in the express industry, and the flow of talent is still dominated by "familiar faces" of the industry. There is a serious shortage of high-quality, sophisticated and top-notch technical talents. There is a big gap in the management talents who are familiar with supply chain management, capital operation and international operation. On the other hand, the number of express professionals trained by domestic universities is insufficient. According to the data of National Postal Vocational Education and Teaching Steering Committee in 2018, only 17 colleges in China have established express operation management specialty. According to the average annual enrollment of 30 students in each college, there are only about 510 students in every college, which is obviously difficult to meet the talent demand of express industry enterprises.

B. There is a gap between the abilities of talents trained by colleges and the requirements of enterprises

The research team found that domestic express delivery enterprises generally believe that there is a gap between the talents trained by colleges and the requirements of enterprises. The main manifestations are students' insufficient knowledge of express delivery enterprises, longer period of adapting to enterprises, insufficient practical operation ability and so on. Enterprises have a low recognition of students because the low matching degree between students' quality and enterprises' needs, which leading to poor competitiveness of jobs and salaries offered to students by enterprises [2]. So the retention rate of students in express delivery enterprises is not high. According to the statistics of the research group, the average retention rate of the students in the first year is about 50%, and the average retention rate in the second year is 30%. The serious brain drain aggravates the problem of talent supply for express delivery and forms a vicious circle of the professional personnel training [3].

III. CAUSE ANALYSIS OF EXPRESS TALENTS PROBLEM

A. *Social Insufficient Understanding of Express Operation Management Specialty*

Express operation management specialty was approved by the Ministry of Education in 2013, and enrollment began in 2014. Compared with the related traditional specialties such as logistics management, Express operation management specialty started late, and the social awareness of the specialty is seriously inadequate [4]. Most people's awareness of the specialty only stays at the level of "express delivery", which directly leads to the small number of students applying for the specialty. According to statistics, the number of students enrolled in this specialized college is about 10 to 50 per year.

B. *Lack of Characteristics in Enrollment of Express Operation Management Specialty*

From the point of view of the enrollment of express operation management major, it is still a one-man show. The enrollment propaganda mainly focuses on the colleges [5]. There is a lack of in-depth cooperation between express delivery enterprises and schools, integration of industry and education, typical examples of innovation and entrepreneurship and other aspects of enrollment publicity [6]. Obviously, without the participation and propaganda of express delivery enterprises, the attraction of this specialty to students is weak, and it is difficult to achieve a better recruitment effect [7].

C. *Lack of Carriers to Achieve Deep College-enterprise Cooperation and Integration of Industry and Education*

First of all, there is a lack of carrier to establish "theory and practice integrated" teaching team [8]. On the one hand, restricted by factors such as assessment of school teaching workload, teachers cannot accumulate practical experience in long-term on-the-job training in enterprises; on the other hand, the main objective of express employees is to complete production tasks, which cannot guarantee that they will engage in full-time teaching work in schools for a long time. Schools and express delivery enterprises urgently need effective carriers to solve the contradiction between teaching and production, so as to truly establish a "theory and practice integrated" teaching team [9].

Secondly, there is a lack of carrier to connect learning, training and production in real time. The curriculum system and training system of higher vocational colleges have been relatively mature, and the in-school training room has also been built. However, there is a lack of effective carrier between schools and express enterprises to link learning, training and enterprise production in real time. The new technology, method and processes of express industry cannot be introduced into the classroom at the first time, the combination of teaching content and production content is not close enough, and the pertinence of talents training is not strong.

Finally, there is a lack of carriers to achieve in-depth cooperation between colleges and enterprises [10]. Most express delivery enterprises cooperate with colleges in order to

form the ordered Class. However, Most enterprises organize classes only one month before students' internship. The time for students to receive systematic training is relatively short. It is difficult for students to fully understand the corporate culture of express delivery and master the post technical skills. This kind of shallow college-enterprise cooperation cannot guarantee the quality of order class personnel training [11].

IV. EXPLORATION AND RESEARCH ON JOINT ENROLLMENT AND TRAINING OF COLLEGE AND ENTERPRISE

In order to explore the ways and paths of college-enterprise cooperation and integration of industry and education, the research group proposed to carry out joint enrollment and training between schools and enterprises, and carried out a pilot project in express operation management major of Hubei Communications Technical College (hereinafter referred to as "the college") based on the mature practices of other majors at home and abroad, and achieved certain results [12].

A. *Building Platform to Develop Joint Enrollment of College and Enterprise*

In order to accurately obtain the talent information of express industry, the college visited the express industry enterprises such as Hubei Express Association, Postal EMS and SF Express, and found out the large demand for technical and skilled talents of the main express enterprises in Hubei Province. It also investigated the Hubei Postal Administration and Hubei Education Department, and obtained the support of the industry authorities and education authorities for the joint enrollment of students between schools and enterprises [13]. On this basis, the school signed the "Modern Apprenticeship Agreement for Joint Recruitment of Express Specialty between School and Enterprise" with EMS, SF Express and other enterprises, and set up a platform for the construction of express talents team jointly by industry authorities, education authorities, express enterprises and schools.

In order to strengthen the publicity effect of enrollment, the school has set up an information platform for enrollment of express delivery operation and management specialty on the official website of enrollment, Wechat subscrip and other media. On the platform, industry associations timely announce on the platform the high-speed development trend, talent demand forecast and salary level of express industry in the next three years. Well-known express companies release the latest technology applications in UAV distribution, automated warehousing, artificial intelligence, image intelligent recognition, large data application and so on. The college opens up a special area of online communication to provide students with timely answers to questions and puzzles when applying for express delivery major. College enrollment staffs and experts of express delivery enterprises jointly carry out on-site joint enrollment propaganda in major enrollment areas of the country, and strengthen zero-distance communication with candidates and their parents. The public's recognition of express delivery industry has been strengthened. After entering the school, the college and express enterprises jointly organize "express ordered class" interview and selection, in order to ensure the quality of students at the entrance.

B. Establishing College-owned Enterprise and Developing Joint Training between College and Enterprise

The college and SF Express have jointly built a production training base in the school - "SF Business Department of Hubei Communications Technical College" (referred to as "SF Business Department"). SF Business Department" is responsible by the professional teachers in turn, guided by SF Express experts, engaged in specific business operations by students. After years of exploration and practice, "SF Business Department" has promoted the construction of express delivery personnel from three aspects:

1) Establishing a "college-owned enterprise" operation and management mechanism of "Integration, two managers and three services"

"Integration": college-enterprise integration; "double management": college and enterprise co-management, co-production and teaching; "three services": service teaching, service enterprise, service society. In order to form a long-term mechanism of college-enterprise cooperation, college and enterprises jointly invest in construction and management, so that the business department is not only a part of SF Express Production, but also a part of college teaching. In order to highlight the teaching and production of SF Business Department, college and enterprises have jointly tailored two personnel training projects, namely "Running Seeds" and "Eagle Spreading Wings", to strengthen the talent training function of SF Business Department, to solve the problem of unstable and inadequate depth of college-enterprise cooperation, and to make college-enterprise cooperation always full of vitality [14].

2) Establishing the Trinity Teaching Model of "Learning, Practice and Production"

Firstly, Integrating Practice and Teaching.

Based on the business work of SF Business Department, the college set up curriculum modules matching with the actual situation, reform the teaching methods, promote the integration of theory and practice, take the project as the carrier and production training as the grasp, attach importance to the practical application of knowledge, strengthen the flexible grasp of theoretical knowledge, and consolidate the professional foundation.

Second, Integrating Practice and post.

The college constructs a "circular progressive" post skill training system, carries out comprehensive training in the "SF Business Department", trains students' professional ability, and cultivates team mutual assistance and other professional post literacy.

Thirdly, Integrating Production and Teaching.

Students participating in real production in SF Business Department can not only test the mastery of knowledge and skills, but also realize the seamless link between production and teaching. The three links of the teaching mode are interlinked, progressive and integrated. It has obvious advancement, operability and foresight.

c. Improving the Integration of Full-time and Part-time Teachers

According to the needs of production, operation and teaching arrangement of "SF Business Department", the college arranges professional teachers to act as ministers of SF Business Department. Enterprises have appointed a group of skilled craftsmen to undertake teaching and training tasks in the college, making operation and management the job responsibilities of professional teachers, making teaching the job tasks of skilled craftsmen, and taking the production activities of teachers and the teaching tasks of skilled craftsmen as the tasks of skilled craftsmen. Job assessment content, the implementation of double assessment in enterprises and schools, innovated the way of teaching team building, and solved the problem of low integration of full-time and part-time teachers of "double division structure".

V. EFFECTIVENESS OF JOINT ENROLLMENT AND JOINT TRAINING OF COLLEGE AND ENTERPRISES

The exploration and research on joint enrollment and training between college and enterprises have achieved certain results. The express operation management Specialty students have won 3 gold, 4 Silver and 2 bronze medals in the three "Internet+"Express college students innovation and entrepreneurship competition. They are the only universities that have won silver awards and above awards in Hubei. In 2015 and 2017, the first prize was awarded to individuals and groups in the vocational skills competition of Hubei postal industry, and 12 students were awarded the "Hubei Express technology Expert" by the provincial postal administration. The title of "skilled artist" is the first vocational college with this honorary title in Hubei province. The average employment rate of students majoring in express is 98%, and the professional counterpart rate is 95.6%. Graduates are highly praised by employers. Employers' satisfaction with graduates is 94%. They are known as "Huangpu Military Academy" of Hubei express technical skills training. Hubei TV reported the course construction, teaching mode, training equipment and employment situation of express operation management specialty with "More Choices of Employment Direction for Express Learning Specialization", and affirmed the college-enterprise cooperation achievements.

The college has been designated as "National Postal and Express Demonstration Specialty of Vocational Colleges" by the State Post Bureau and the Ministry of Education, as "National Postal Training Base for Postal Professionals", and as "Excellent Typical Case of College-enterprise Cooperation in National Postal Industry" by the State Post Bureau.

VI. CONCLUSION

In a word, the mode of joint enrollment and joint training of talents is an important direction of higher vocational development. It is an important guarantee for training modern express technical talents. We should fully mobilize the enthusiasm of universities and enterprises, integrate the high-quality resources of society, do a good job in top-level design of talent training program for express operation management specialty, form a positive atmosphere of public opinion in

society, enhance the public's recognition of express industry and specialty, and promote the smooth progress of express talent team construction.

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