

## **The Current Status and Implementation Strategies of Industry-Academia Cooperation in Higher Vocational Education**

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**Abstract:** China's economic environment is entering a new stage of development, and the pace of industrial transformation and economic structural adjustment is also accelerating. The demand for technological and skilled personnel in various industries is becoming increasingly urgent, and the status and role of vocational education are becoming increasingly prominent. Vocational education must serve economic and social development, and serve the employment and entrepreneurship of talents. It must be rooted in the industrial production site, familiar with production modes and process standards, and achieve mutual promotion and deepening of theory and practice. Industry-academia integration can achieve the perfect integration of industry and academia. Deepening cooperation between schools and enterprises, strengthening integration of production, learning and research, and building a common destiny between schools and enterprises are the inevitable path and fundamental principle of dual education mode. It can be seen that industry-academia integration is not only the basic concept and effective model of vocational education development, but also an important measure and intrinsic mechanism of economic and social coordination development. It involves not only the integration of industry and vocational education, higher vocational colleges and enterprises, but also the expansion and deepening of urban development strategy layout, and is the only way to achieve urban and rural integration.

**Keywords:** higher vocational education; industry-academia cooperation; current status; implementation strategies.

### **1. The Necessity of High-Quality Development of Vocational Education and**

### **Industry-Academia Cooperation in Higher Education**

The translation industry has played an increasingly important role in the process of globalization, as international exchanges become more frequent. With English being the global lingua franca, the demand for its translation has also been on the rise. Whether it is business communication between multinational corporations, cooperation among international organizations, or the dissemination of cultural works, translation has been playing a critical role. In particular, in the new era, the translation industry is facing many new opportunities and challenges. This paper aims to explore the trends and corresponding strategies of the English translation industry in the new era, by analyzing the current problems and proposing practical solutions. It is hoped that this paper can provide reference for practitioners and researchers. The high-quality development of vocational education and industry-academia cooperation in higher education must deepen the construction and reform of the modern vocational education system, adhere to the development direction of market orientation, service orientation, and employment promotion, so that the type positioning is more clear, the trend of development is constantly improving, and the social evaluation can be steadily improved. In terms of the scale of talent cultivation, higher vocational colleges have already accounted for half of China's secondary education and higher education. Vocational education majors closely follow market demand and continuously adjust their structures and optimize their settings. More than 1,200 majors have been opened across the country, covering all sectors of the national economy; the needs of economic and social development are the main driving force for vocational education reform.

Deepening the construction and reform of the modern vocational education system focuses on adhering to the principle of promoting production through education, supporting education through production, integrating production and education, and cooperating with industry and academia. According to the decision and deployment of the Central Committee on promoting industrial and educational integration, efforts are being made to deeply integrate and organically connect the education chain, talent chain, industrial chain, and innovation chain. The National Development and Reform Commission and the Ministry of Education have actively promoted the construction of pilot cities for industrial and educational integration and pilot enterprises. Currently, 20 national pilot cities for industrial and educational integration have been determined, and more than 4,500 industrial and educational integration enterprises have been cultivated in various places. A large number of industry organizations and associations have actively participated in the work of integrating education and industry, and a preliminary mechanism for promoting industrial and educational integration has been formed with cities as nodes, industries as fulcrums, and enterprises as the focus. Embrace new development concepts, improve the mechanism of industrial and vocational education integration with enterprise development, and guide the high-quality employment of graduates and the needs of industrial development. Focus on building a new engine for synergistic cooperation between industry and education, and support the high-quality development of vocational education through industrial and educational cooperation.

## **2. Current Situation and Problems of Industry-College Cooperation in Higher Vocational Education**

At present, China's vocational education is in a period of rapid growth. Every year, a large number of vocational skills graduates enter the labor market, and the employment pressure is huge. Although the national and local governments have successively introduced relevant policies on the integration of industry and education, the

actual operation is often "hot schools and cold enterprises". Schools are more motivated to improve the quality of education, improve reputation and increase the employment rate, while enterprises often just go through the motions and have no substantive participation. Some companies prefer to recruit openly from the society and then go through a period of training to meet their onboarding needs, rather than risk spending a lot of money on school-enterprise cooperation training. At the same time, the recognition of vocational skills by higher vocational students is not high. Through a variety of policy incentive mechanisms, higher vocational colleges and enterprises will actively respond to the government's latest industry education integration policy, and the two sides will carry out educational cooperation with great enthusiasm. Enterprises send technicians to the school for professional teaching, and students have the opportunity to carry out on-the-job internships. After graduation, they can work directly to achieve a win-win situation. However, over time, when the temporary benefits of the policy disappear, the willingness of the two sides to cooperate will be reduced, and the internship opportunities of students will be gradually reduced, which will even be used by enterprises as cheap labor. In response to the policy, some schools contact enterprises to sign symbolic cooperation agreements, and various paper-based industry education integration agreements are ultimately formal. Although the national and local governments have formulated some policy documents on promoting new vocational and technical education and cultivating skilled talents, most of them are vague, and there are no specific operating procedures and implementation rules. The regulations on the rights, responsibilities and interests of enterprises and schools are relatively vague, resulting in a relatively relaxed state of industry education integration. At the same time, local governments in some industrial parks only know that the employment demand of enterprises is tight, and do not consider solving the problem of insufficient incentive policies and cooperation models for talent recruitment.

### **3. Implementation Countermeasures for Industry-College Cooperation in Higher Vocational Education**

Higher vocational colleges adhere to the interconnection and integration with the industry, and strive to integrate the excellent elements representing the development trend of the industry into the education and teaching process. Significant achievements have been made in innovating the talent training model, building a teaching team combining full-time and part-time, serving the society, serving localities, serving enterprises, and forming school characteristics. They accelerated the pace of vocational education reform, embarked on a development path different from ordinary colleges and universities, raised the connotation of industrial education integration to a new level, showing unprecedented vitality and vitality.

#### **3.1 Integrate Advanced Industrial Technology Elements into the Education and Teaching Process**

Advanced technology is the representative of advanced productivity. Integrating the key requirements of advanced industry technology for professional positions into professional teaching standards, syllabus and other teaching resources, which is important for promoting the combination of professional teaching and industrial development, effectively promoting new industrial technologies and skills, and improving the technical content of vocational education courses. Righteousness. And increase the effective supply of technical and skilled talents. It provides irreplaceable platform resources for high-level professional construction. Some higher vocational colleges have begun to pay attention to integrating advanced industrial technology into teaching reform and improving the level of talent training ability and service contribution.

#### **3.2 Improve the Cooperation Mechanism to Safeguard the Legitimate Labor Rights and Interests of Graduates**

To do a good job in the top-level design of deep integration in the process of industry-university cooperation in higher vocational education, it is necessary to formulate laws

and regulations to promote the deep integration of industry-university cooperation, and increase supervision and assistance to employers. Strengthen the legal labor protection mechanism for graduates when they are in office, and standardize and institutionalize them. Therefore, enterprises should pay attention to the long-term coordination and leading role between enterprises and local higher vocational colleges through a good cooperation mechanism, actively build an information platform for local enterprises to attract talents, and formulate a fair, just and open school-enterprise recruitment cooperation mechanism with human resources and social security to attract more real talents. Professionals enter the enterprise and give the most appropriate jobs. At the same time, they ensure that graduates comply with relevant labor laws and regulations in the process of entering the enterprise for internship until they become a regular employee, and reasonably protect the basic rights and interests of graduates. Through preferential policies such as encouraging taxes issued by government departments to give enterprises the greatest policy support, enterprises can recruit excellent professionals, and be able to actively respond to relevant national encouragement policies to achieve a win-win situation. In addition, it is necessary to establish a third-party supervision and assessment mechanism, formulate a scientific and reasonable assessment system, and include the results of the integration of industry and education in the annual assessment indicators of colleges and universities, so as to urge the whole society to actively participate in this cause, and help graduates of higher vocational colleges to open the door to open the open recruitment of enterprises through policy incentives, and Link the internship conversion rate of previous graduates to the preferential policies enjoyed by enterprises to avoid the occurrence of violations of yang and yin. Some enterprises regularly carry out recruitment activities in order to obtain policy rewards, but they formulate an unreasonable labor system to squeeze on working graduates, such as an extra-long internship period, or arranging overloaded

workload during the internship period, or dismissing interns for various reasons at the end of the internship period. The behavior of loopholes in laws and regulations.

### **3.3 Integrate Excellent Cultural Elements of the Industry into the Process of Education and Teaching**

Excellent industrial culture not only reflects the exquisite skills of the industry, but also carries the spirit of excellence and the pursuit of excellence. Higher vocational colleges not only pay attention to improving students' skills, but also attach importance to the educational function of excellent industrial culture. Combined with the characteristics and rules of vocational education, explore effective ways to promote the integration of professional ideas, professional quality, professional skills and professional spirit with the language that students like and accept, and continue to influence students with excellent culture, guide students to form correct values, shape their behavior patterns, and improve their education level. Enterprises should fully realize the importance of professional talents in the process of promoting the development and growth of enterprises, and training talents with high quality and strong professional ability is the primary condition of enterprise human resources. Therefore, enterprises can use their own industry advantages and resources to establish a cooperative education mechanism with higher vocational colleges. The state shall encourage and appeal to social forces to promote the large, medium and small enterprises in the society to offer olive branches to higher vocational colleges, provide exclusive jobs for graduates of higher vocational colleges during the graduation season every year, and send outstanding graduates with integrity and ability to high-quality positions in enterprises through objective review and training within the school, and give priority to the qualification for regular transfer. In this process, enterprises should carry out equal resource exchange with higher vocational colleges, and enterprises should take their own industry characteristics and practical experience as the content of training courses, and attract professional

talents to employment through tuition subsidies, on-the-job internships, graduation distribution and other ways. At the same time, enterprises can send senior professionals to schools to undertake teaching tasks, and jointly develop talent training plans, curriculum Settings, and teaching contents with higher vocational colleges, so as to continuously deepen the deep integration of production and education. Finally, the school should really consider the talent training direction of the students, can not ignore the quality education at the same time of professional education, and pay attention to the professional quality of students while strengthening the practical ability. In addition, higher vocational colleges should strengthen the two-way communication with enterprises and employers, carry out cooperative research with enterprises with potential and strength, help graduates select high-quality internship enterprises, and seek greater interests for graduates. Higher vocational colleges should also timely adjust the talent training strategy, actively adjust the talent training strategy according to the economic environment, and formulate practical talent training plans.

### **3.4 Integrate Industrial Development Needs into the Process of Professional Construction and Education and Teaching**

Professional construction meets the development needs of local industries and is an important embodiment of the combination of industry and education in higher vocational education. This is also a highlight of higher vocational education's adherence to the direction of "serving development and promoting employment". Promote the professional teaching reform and service contribution ability of higher vocational colleges and universities, reflecting the industry and local characteristics of higher vocational education. In addition, higher vocational colleges should choose powerful enterprises when choosing cooperation to run schools. They should not blindly pursue the number of industry-university integration, but should take the quality of school-enterprise cooperation as the primary consideration. Higher vocational colleges should not blindly pursue the false employment rate of

students, send bare-handed graduates to positions with poor qualifications and low reputation, and effectively plan career paths and career development for graduates. Higher vocational colleges and universities should pay attention to the consistency with the goal of enterprise talent training to achieve the sustainable deep integration and long-term development of graduates of higher vocational colleges into reliable enterprises.

#### **4. Future Prospects of Industry-College Cooperation in Higher Vocational Education**

In view of the unclear problems existing in the modern corporate governance system based on asset definition, clear property rights, etc., and the internal operation mechanism based on property rights attributes, higher vocational colleges are encouraged to carry out pilot projects, summarize and upgrade the grass-roots solutions to practical problems into a policy system, and form a replicable The experience. Seize the opportunity of the pilot reform of mixed ownership in vocational education, accelerate the transformation of the management system of vocational education, break through policy bottlenecks, reduce the institutional cost of the reform and exploration of mixed ownership in vocational education in colleges and universities, encourage more market-oriented means to support enterprises to participate in vocational education, and realize the government's vocational education to "service" vocational education. Transformation. In the process of the reform of mixed ownership in vocational education, we should pay more attention to the mechanism innovation of diversified education in schools and enterprises, give full play to the important role of the main body of enterprises, and make the improvement of the quality of vocational education talent training become the endogenous driving force of the reform of mixed ownership in vocational education. Pay attention to the integration of small-scale professional production and education in small-scale higher vocational colleges and higher vocational colleges. Horizontally build a unified exchange platform for the integration of industry education, form

economies of scale, and provide opportunities for school-enterprise cooperation for higher vocational colleges; vertically, promote the integration of secondary vocational courses, jointly carry out educational school-enterprise cooperation, and give full play to the leading role of school-enterprise cooperation between higher vocational colleges and vocational schools. Build an integrated talent demand docking platform for industry education as soon as possible, summarize the employment and research and development of enterprises, especially the demand information of small and medium-sized enterprises, serve higher vocational colleges to grasp the employment and research and development needs of enterprises in a timely manner, promote schools to give full play to the advantages of intellectual resources, transform technology patents and scientific research achievements, and balance the talent supply of schools and enterprises. Seek a relationship. Promote the integration of vocational education resources, build and share internship training bases with relevant majors, and give full play to the advantages of resource integration and sharing. Implement specific management policies for the established public training bases and give full play to their public nature. In the context of vocational education, we need to change the traditional model of combining production and education in vocational schools and explore the innovative skills education model focusing on basic talents. Accelerate the introduction of specific policies to support high-quality higher vocational schools and new enterprises with potential to jointly implement professional optimization education, carry out the connection and training of higher vocational education and vocational undergraduate education, design integrated courses, and rationalize the internal talent training system of vocational education; education on the characteristic industries formed by the original vocational schools. The practical content and difficulty of the physical education model are redesigned to realize the vertical integration of secondary vocational education and meet the actual needs of high-level professionals in enterprises.



## 5. Conclusion

At present, China's economic development has entered a new stage of upgrading quality and efficiency. The improvement and adjustment of the internal structure of enterprises and industries, as well as the improvement of industrial quality and efficiency, will inevitably change the employment structure and direction, and also put new requirements on the development of enterprise human resources. In this context, the reform practice of deepening the industry-education cooperation in higher vocational education has been continuously deepened, and the experience gained is worth promoting and demonstrating. However, it should also be seen that deepening the integration of industry and education in higher vocational education still faces many bottlenecks. The ultimate goal of deepening industry-education integration is to improve the final evaluation standard, which not only evaluates the number of cooperative enterprises but also focuses on the depth of integrating advanced industrial technology elements, excellent corporate culture, and advanced scientific development concepts into professional teaching. It is also about optimizing the intensity of educational objectives and talent specifications, as well as the degree of comprehensive integration and benign interaction between education and industry. The key is to improve the ability of students trained by schools to face industrial development and the service ability of schools. Practice has proved that adhering to the combination of industry and education is the key to the development and growth of higher vocational education. The core of industry education integration is to integrate advanced industry technology, excellent industry culture, and industry development needs into educational resources and teaching processes, promoting the integration of professional teaching and industry development, promoting new industry technologies and skills, increasing the technical content of vocational education courses, and increasing the training and

effective supply of high-quality professional and technical skilled talents.

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