

# Research on the Strategies and Approaches of Private Universities Serving Rural Revitalization

Jin Wang

*Xi'an FanYi University, Xi'an, Shaanxi, China*

**Abstract:** With the in-depth implementation of the rural revitalization strategy, the role of higher education in rural development is becoming increasingly prominent. As an important part of China's higher education system, private colleges have unique advantages and irreplaceable roles in serving rural revitalization. This paper analyzes the current situation and challenges of private colleges in serving rural revitalization, cites practical cases of private colleges serving rural revitalization, discusses the strategies and implementation paths of private colleges in serving rural revitalization, and aims to provide theoretical support and practical guidance for private colleges to better serve rural revitalization.

**Keywords:** Private Colleges; Social Service Function; Rural Revitalization; Collaborative Development

## 1. Introduction

In the process of serving the rural revitalization strategy, colleges and universities should serve rural revitalization with modern agricultural technology [1]. Colleges and universities integrate talent cultivation, scientific research, and social service functions. As an important part of colleges and universities, private colleges have a strong regional nature, and the state encourages private colleges to transform towards applied types, making the talent cultivation goals of private colleges consistent with the country's long-term development plan. Furthermore, as a product of educational diversification, private colleges have flexibility and innovation in talent cultivation, scientific and technological innovation, and social services, which play an important role in promoting rural revitalization.

Strengthening the close connection between private colleges and rural construction, and

giving full play to the cultural and technological advantages of private colleges, provides spiritual motivation for the realization of rural revitalization. The state clearly encourages ordinary undergraduate colleges, especially private colleges, to transform towards applied types, providing clear directions and positioning of Establish school for private colleges, which will bring historical opportunities for the development of private colleges [2]. Finally, by studying the strategies of private colleges serving rural revitalization, it accelerates the pace of rural revitalization and promotes the development of private colleges.

## 2. Current Situation of Private Colleges Serving Rural Revitalization

At present, rural revitalization faces many problems and challenges. On the one hand, there is a serious loss of rural talent, lacking high-quality labor and innovative talents; on the other hand, the rural industrial structure is unreasonable, and the level of agricultural modernization is not high, which restricts the development of the rural economy. In addition, the lag in rural civilization construction and prominent ecological and environmental issues are also problems that need to be solved in rural revitalization.

Some private colleges have carried out a series of practices to serve rural revitalization, such as establishing industry-university-research cooperation platforms and carrying out agricultural technology training. However, there are still problems in the service of private colleges to rural revitalization, such as uneven resource allocation, imperfect cooperation mechanisms, unformed service systems, and the need to improve social recognition, which restrict the effectiveness of private colleges in serving rural revitalization.

Talent is the first driving force to implement the rural revitalization strategy, and private colleges, as an important part of regional talent

cultivation, provide human resources for the development of the rural economy [3]. Colleges and universities serve rural revitalization and achieve the transformation of achievements, ensuring the smooth transformation of rural revitalization achievements, and promoting the transformation and development of private colleges; private colleges should actively carry out agricultural scientific research and technological innovation, and carry out research on key issues in rural economic development. Through different ways such as the input of scientific research achievements of private colleges and the construction of characteristic small towns, promote rural industrial development, and ensure the development of rural revitalization. Ultimately, it can promote the collaborative development of private colleges and rural areas. Promote a win-win situation for rural revitalization and the development of private colleges.

### **3. Challenges Faced by Private Colleges in Serving Rural Revitalization**

#### **3.1 Lack of "Three Rural Issues" Awareness**

Students in private colleges generally have a low identification with agriculture and rural areas, and even have the concept of looking down on agriculture [4]. Compared with cities, the living conditions in rural areas are relatively backward, and the infrastructure is not perfect, such as the lack of medical care, transportation, information networks, etc., making students lack yearning and identification for rural life. There is a big gap in educational resources between rural and urban areas. The insufficient resources of educational quality, experimental practice opportunities, and international exchanges that private college students feel affect their interest and identification with the field of agriculture. The employment opportunities in agriculture-related fields are relatively limited, and the salary treatment and career development prospects are not clear, which further weakens the students' motivation to choose agriculture-related majors. There is a general stereotype in society that agriculture is backward, which affects students' cognition and attitude towards the field of agriculture. The education system does not fully

emphasize the importance of agriculture, and the curriculum setting and teaching content are out of touch with the actual needs of rural areas, leading to a lack of interest in agriculture among students. Family expectations and personal career planning lead students to prefer to choose majors that are considered to have more "prospects" rather than agriculture-related majors. Private colleges lack close contact with rural communities, lack practical teaching opportunities, and students lack opportunities to understand and experience rural life.

#### **3.2 Professional Construction is Out of Touch with the Needs of Rural Revitalization**

With the transfer of urban and rural industries, rural planning and rural industrial development have become key issues in rural revitalization. However, private colleges have not been able to keep up with the curriculum setting and construction of agriculture-related majors in a timely manner, lagging behind the talent needs of rural revitalization [5]. In terms of professional construction, private colleges often lack in-depth research on social needs, resulting in a deviation between the curriculum system setting and actual needs. Some private colleges' curriculum content is too theoretical and lacks a close connection with the actual needs of rural industrial development, making it difficult for students to directly apply to rural revitalization practice after graduation. Some private colleges have not provided students with sufficient practical opportunities, such as rural internships and participation in rural projects, which limits students' ability to understand and adapt to the rural working environment. The faculty of private colleges lacks teachers with practical experience in agriculture and rural development, which affects the practicality and innovation of education content. With the transformation and upgrading of rural industries, the demand for professional talents is also changing. Private colleges' professional settings have not been adjusted in time to adapt to these new needs. Private colleges lack in-depth cooperation with agricultural enterprises, local governments, and industry associations, which limits the school's understanding and response to rural talent needs. Rural revitalization is not only about economic development but also involves

cultural heritage and social governance. Some private colleges' educational content may ignore the diversity and complexity of rural culture. Private colleges have not adjusted and planned professional construction according to the long-term goals and plans of rural revitalization, leading to a deviation between educational content and future needs.

### **3.3 Scientific Research and Innovation Capabilities are Insufficient to Support Rural Industrial Revitalization**

As an important force in scientific and technological research and development, private colleges should play an important role in the rural revitalization strategy. However, private colleges lack sufficient research funds, which limits their ability to conduct high-quality scientific research. The scientific research facilities and laboratory equipment are not advanced enough to meet the needs of modern scientific research. Private colleges lack high-level scientific research talents, especially those who can conduct interdisciplinary research [6]. Even if there are scientific research achievements, it is difficult to apply them to rural industrial revitalization due to the lack of an effective transformation mechanism. Researchers lack experience in applying theoretical knowledge to practical problems. Research is too concentrated in some areas and ignores the diverse needs of rural industrial revitalization. There is a lack of policies to encourage scientific research and innovation, and private colleges pay more attention to academic research while neglecting the service effect of scientific research achievements on society, especially on rural industrial revitalization.

### **3.4 The Rural Talent Security Mechanism is Not Perfect**

The overall development of rural areas is relatively backward, and it is necessary to introduce high-quality talents for a long time. However, due to the backward infrastructure of rural areas, limited promotion space, and the lack of talent system guarantees, it is difficult to attract and retain talents [7]. This not only restricts the development potential of rural areas but also hinders the process of rural revitalization. Therefore, the government needs to increase support and improve the rural talent security mechanism to attract more

high-quality labor to invest in rural revitalization.

## **4. Practical Cases of Private Colleges Serving Rural Revitalization**

### **4.1 Talent Support**

There is a huge gap between the economic development of rural and urban areas. To achieve the goal of rural revitalization strategy and common prosperity, talent is crucial. Rural revitalization requires a large number of professional talents, and the cultivation of talents needs to be implemented by private colleges and other cultivation entities, giving full play to the educational function of private colleges [8]. For example, Hunan Applied Technology College has organized 18 key thematic social practice teams at the school level, with more than 200 teachers and students participating in the practice team going to the grassroots level of rural areas, focusing on six aspects such as beautiful rural construction, consumer assistance, and the inheritance of Chinese culture, to carry out the 2024 summer "three rural" social practice activities.

### **4.2 Knowledge Innovation**

Private colleges are dynamic in scientific research and technological innovation and can serve local economic development based on local resource endowments. Combined with local characteristic industries, they can play their scientific research advantages, transform theoretical knowledge into practical applications, and provide new ideas and technologies for rural development. Guangzhou Institute of Technology is a typical case. In the process of serving rural revitalization at different stages, whether it is the assistance team forming problem-solving strategies through participation, sharing, and reflection, or the private college and local rural interaction process to jointly implement decision-making methods, it reflects the role of private colleges in knowledge innovation.

### **4.3 Cultural Heritage**

Cultural leadership is the internal driving force of rural revitalization and can be transformed into the material basis of rural revitalization [9]. Give full play to the cultural leadership role of colleges and universities, and improve

the overall cultural literacy and taste of farmers through the construction of cultural squares, cultural activity rooms, libraries, rural bookstores, cinemas, and rural cultural activity centers. Protect and inherit rural culture and enhance the attractiveness and influence of rural culture. For example, Shanghai International Studies University Xianda Economic Humanities College, as the initiator of the alliance and the host of Shanghai Chongming regional colleges and universities, builds a platform to invite experts and scholars from many colleges and research institutions across the country, as well as government and enterprise personnel, to gather around the development of cultural and creative industries, rural creation and intangible heritage, and art design education and creation to carry out intercollegiate linkage and research-industry interaction.

#### **4.4 Social Practice**

No knowledge theory can be separated from practice. Under the background of the rural revitalization strategy, private colleges must root knowledge in practice. Students from private colleges can deeply understand the countryside through social practice activities and promote the combination of theory and practice, so as to truly help rural revitalization. For example, the "Design Empowerment-Digital Assistance to Hunan" summer social practice team of the School of Design and Art at Hunan Applied Technology College, their task is to take ethnic style elements as design inspiration, to innovate, and to "tailor-made" cultural landscapes for Naqiu Village.

### **5. Strategies of Private Colleges Serving Rural Revitalization**

#### **5.1 Optimize Talent Cultivation Model**

Private colleges should adjust and optimize professional settings and talent cultivation plans according to the needs of rural revitalization. Strengthen the construction and development of agriculture-related majors, create a group of agriculture-related majors, and form a professional cluster. Other disciplines can also create professional characteristics around serving rural revitalization. Include rural revitalization-related courses in the teaching

system to enhance students' practical ability and innovative spirit. Cultivate high-quality applied talents with an innovative spirit and practical ability. At the same time, strengthen cooperation with enterprises and rural areas, and carry out in-depth integration of industry-university-research talent cultivation models to provide strong talent support for rural revitalization.

#### **5.2 Strengthen Scientific Research and Technology Promotion**

Private colleges should actively carry out scientific research and technological innovation related to rural areas, agriculture, and farmers, and carry out research on key issues such as rural economic development, rural e-commerce, and rural ecological civilization construction. At the same time, strengthen the transformation and promotion of scientific and technological achievements, apply scientific research achievements to agricultural production practice, and improve the efficiency and competitiveness of agricultural production. Private colleges should form a scientific research cooperation model with local rural areas, combine practice in rural construction with scientific research, rural construction provides practical data for private college scientific research, private colleges strengthen scientific research for rural construction, and carry out technology promotion, thus achieving a win-win cooperation between rural areas and private colleges.

#### **5.3 Deepen Social Service and Cultural Construction**

Private colleges should actively participate in rural social service and cultural construction activities, improve the cultural quality and overall quality of farmers by offering cultural courses, holding popular science activities, and other ways. At the same time, strengthen cooperation with local governments and enterprises to carry out social service projects such as rural poverty alleviation and educational support, and contribute wisdom and strength to rural revitalization. Private colleges should strengthen their social service functions and directly serve rural revitalization through technical consultation and achievement transformation.

#### **5.4 Change Students' Employment Concepts**

At present, the country is vigorously implementing the rural revitalization strategy and promoting the construction of beautiful rural areas. The current rural areas have been improved in terms of infrastructure, industrial structure, employment environment, and ecological civilization construction. In the past, college students were unwilling to work in rural areas. The school should offer career guidance courses to change college students' employment concepts and encourage students to take root in the grassroots and devote themselves to rural construction [10]. Outstanding graduates who have performed well in grassroots work can be invited back to the school to give lectures, allowing students to truly understand the work of serving the countryside. Private colleges can arrange for students in their internships and practical training to participate in rural industries and projects, to understand the content and significance of serving rural work in advance.

### **6. Implementation Paths for Private Colleges to Serve Rural Revitalization**

#### **6.1 Establish Cooperation Mechanisms and Platforms**

Private colleges should strengthen cooperation and exchange with local governments, enterprises, rural areas, and other aspects, establish long-term and stable cooperation mechanisms and platforms. Through signing cooperation agreements and building practice bases, achieve resource sharing and complementary advantages, and promote a win-win situation for rural revitalization and the development of private colleges.

#### **6.2 Improve Policy Support and Security**

The government should increase support for private colleges to serve rural revitalization, formulate relevant policy measures and incentive mechanisms. For example, provide financial support, tax incentives, and other policy support to encourage private colleges to actively participate in rural revitalization work; at the same time, establish a sound evaluation and supervision mechanism to ensure the quality and effectiveness of private colleges serving rural revitalization.

#### **6.3 Strengthen Publicity and Promotion**

Increase the publicity of private colleges serving rural revitalization and raise social awareness and understanding of this work. By holding achievement exhibitions, experience exchanges, and other activities, showcase the achievements and contributions of private colleges in rural revitalization, and stimulate more colleges and social forces to participate in rural revitalization enthusiasm.

### **7. Conclusion**

Private colleges play an important role in serving rural revitalization, and their unique educational resources and innovation capabilities provide new momentum for rural revitalization. This paper sorts out the current situation of private colleges serving rural revitalization, combines practical cases, and proposes strategies such as optimizing talent cultivation models, strengthening scientific research and technology promotion, deepening social service and cultural construction, and changing students' employment concepts. It has formulated implementation paths such as establishing cooperation mechanisms and platforms, improving policy support and security, and strengthening publicity and promotion. According to this, the ability and level of private colleges to serve rural revitalization can be further improved, and greater contributions can be made to the development of rural revitalization.

### **Acknowledgments**

Shaanxi Province Education Science "14th Five-Year Plan" 2021 Annual Topic (SGH21Q062) "Research on the Strategies and Paths of Private Colleges Serving Rural Revitalization".

### **References**

- [1] Li Jing. Discussion on the Effective Ways and Countermeasures of Colleges and Universities to Serve Rural Revitalization Strategy. *Shanxi Agriculture Economy*, 2021, (03): 67-68.
- [2] Zheng Xiaoyun. Research on the Countermeasures of Colleges and Universities to Serve Local Economic Development under the Rural Revitalization Strategy. *Journal of Shandong Agricultural Engineering University*, 2023, 40 (06): 72-76.



- [3] Kuai Yanbo. Research on Private Colleges Serving Rural Talent Revitalization in Henan Province under the Background of Rural Revitalization Strategy. Journal of Shanxi Economic Management Cadre Institute, 2023, 31 (01): 18-22.
- [4] Tan Song, Wang Gang. The Mechanism, Dilemma, and Path of Colleges and Universities Serving Rural Revitalization. Journal of Shandong Agricultural Engineering University, 2024, 41 (08): 44-47.
- [5] Fu Henyi. Analysis of the Path of Private Colleges Serving Rural Revitalization. Mass Standardization, 2021, (16): 93-95.
- [6] Zhao Hefang, Qiu Feng. Research on the "School-Enterprise" and "School-Local" Education Practice Teaching of Private Local Colleges Serving Rural Revitalization - Taking Ma'anshan University as an Example. Comparative Study of Cultural Innovation, 2022, 6 (03): 137-140.
- [7] Tang Jingyang, Jiang Huan, Yang Jiani. Research on the Employment Problems of Private College Graduates Serving Rural Areas under the Background of Rural Talent Revitalization. Employment and Security, 2023, (05): 196-198.
- [8] Shi Mengyuan. Research on Private Colleges Serving Rural Talent Revitalization under the Background of Rural Revitalization Strategy. Smart Agriculture Guide, 2024, 4 (06): 164-167.
- [9] Ding Kai, Niu Xiaoxia. Exploration of the Practical Path of Colleges and Universities Serving Rural Revitalization Strategy in the New Era - Taking Jilin Normal University as an Example. Journal of Jilin Normal University (Humanities and Social Sciences Edition), 2024, 52 (04): 94-100.
- [10] Zhang Yan, Huang Jingjing, Shen Xinyu. Case Survey and Practical Path Exploration of Private College Students Participating in Rural Revitalization. Higher Education Forum, 2023, (12): 59-63.