

Research on the problem of attracting middle and high-end talents back to Higher Vocational Colleges——illustrated by the case of Wenzhou Polytechnic

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Abstract

Teachers are the foundation of the construction of higher vocational colleges. How to attract the return of native talents and win the competitive strategic resources is worthy of in-depth study. This paper takes Wenzhou Polytechnic as an example to study the current situation of high-end talents' return to higher vocational colleges, and put forward policy suggestions for the current problems.

Keywords

Higher Vocational Colleges; Talent Introduction.

1. Introduction

Talent is the foundation of the construction of higher vocational colleges. How to attract the return of local native talents and realize the strategic resources of the school to win the competition is worthy of in-depth study. Taking Wenzhou Polytechnic as an example, this paper studies the current situation of high-end talent return in the college, and puts forward policy suggestions for the current problems.

2. Current situation of middle and high-end talents return

The key to the stable scale and sustainable development of higher vocational colleges is to improve the quality and level of personnel training, while the construction of high-level and high-level teachers is the key to cultivate high-level technical and skilled talents. With the new wave of higher education reform, the state's attention to vocational education has reached an unprecedented level. It has become an inevitable trend that higher vocational education will develop to a higher level in the future. If higher vocational colleges want to improve the level of running schools and achieve leapfrog and sustainable development, they must strengthen the construction of high-level talent team.

In the past five years, Wenzhou Polytechnic has introduced 230 staff members, including 209 with master's degree and 37 with professional and technical positions of associate senior and above. Among the introduced staff, 138 belong to Wenzhou native place, 132 have master's degree, and 15 have deputy senior and above professional and technical positions. As shown in Figure 1, it can be seen that the return rate of talents in Wenzhou is 66%, the return rate of graduates is 63%, and the return rate of professionals with professional and technical positions at or above the deputy senior level is 41%. With the increase of talent level, the return rate gradually decreases. How to attract middle and high-end talents, especially high-level talents, to ensure that they can attract, retain and employ good people, is a problem that Wenzhou Polytechnic human resources department has been committed to researching and solving.

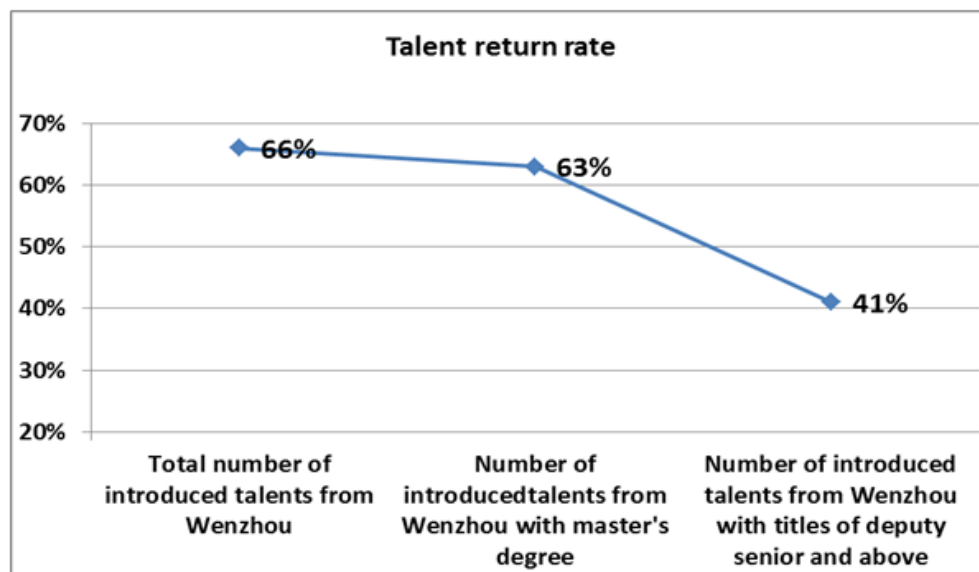


Figure 1. return rate of talents from Wenzhou

3. Obstacles to attract middle and high-end talents

At present, the main obstacle to attract high-end talents is the cost of talent return. As a second tier city, Wenzhou's high housing cost, living cost and corresponding income level have a great impact on the return of high-end talents in Wenzhou. Moreover, in terms of geographical location, Wenzhou, which is close to Shanghai and Hangzhou, cannot compete with it in terms of post treatment, development opportunities, culture and biochemistry, children's education, information exchange channels, etc., and it is difficult to meet the needs of high-quality life such as the social needs of middle and high-end talents.

At the beginning of 2019, the State Council issued the implementation plan of national vocational education reform, which requires vocational colleges and application-oriented undergraduate colleges to recruit relevant professional teachers in principle from those who have more than 3 years of enterprise work experience and have higher vocational education, and special high skilled talents (including those with higher vocational qualification) can appropriately relax the education requirements. However, the annual income of applied talents working in enterprises is much higher than that in Colleges and universities. At present, we still lack the preferential policies and incentive mechanisms for the above-mentioned applied talents, especially the existing relevant policies, which have great support for enterprises, but not enough support for colleges and universities, especially for higher vocational colleges. More policies are needed to achieve the above-mentioned talents' return.

4. Policy suggestions on attracting middle and high-end talents

4.1 Establish a talent sharing and training platform for schools and enterprises

The government is the backer of talent return, the enterprise is the highland of talent development, and the university is the cradle of talent cultivation. Under the leadership of the government, a platform for talent development and training sharing is established among the government, enterprises and universities, so as to realize the sharing of human resources, improve the collaborative development and training mode of the combination of production, learning, research and application, establish the talent communication and transmission bridge between enterprises and universities, and strengthen the University The construction of enterprise collaborative innovation alliance will create a more diversified development platform for the returned middle and high-end talents.

4.2 Establish a sound service platform

Establish and improve the "green channel" for talents, provide one-stop service for returned middle and high-end talents, timely provide housing security and medical security for them, solve the

employment problem of their spouses, and provide better education environment for their children, so as to attract middle and high-end talents from Wenzhou to return, and ensure that they can attract, retain and use good people.

4.3 Broaden channels to attract talents

Continuously adjust innovative talent introduction measures, broaden talent introduction channels, allow colleges and universities to set up special positions, support "full-time introduction, flexible introduction, project-based introduction" and other ways, absorb more leading talents of Wenzhou nationality with high professional level. Wenzhou Vocational and technical college is selected into national high-quality vocational colleges and universities this year, applying for high-level professional colleges and professional groups, hoping to provide funds and Policy tilt, help Wenzhou Vocational and technical college to better create a national high-level vocational colleges.

5. Conclusion

Higher vocational colleges in non first tier cities are at a disadvantage in the competition of attracting talents due to their geographical location. They need to provide policy support on the issue of talent return, such as: establishing a talent sharing and training platform for schools and enterprises, broadening the channels of talent return to attract talents.

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