

## **Study on the Countermeasures to the Construction of Campus Culture in Higher Vocational Colleges**

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**Abstract:** The campus culture of colleges and universities is an important part of the complete education system for undergraduates. The rich and distinctive campus culture plays an irreplaceable and unique role in improving the quality of education and teaching as well as the overall quality of students. This paper analyzes the significance of campus culture construction in higher vocational colleges to build a unique campus culture of higher vocational colleges, we must insist on the countermeasures of building a campus culture in higher vocational colleges with the combination of work and study, unity of knowledge and practice, base on school culture and enterprise culture, highlighting culture of innovation and entrepreneurship.

### **1. Introduction**

After nearly 30 years of development in higher vocational education in our country, the integration of industry and education has been deepened. The cooperation between schools and enterprises has been continuously strengthened. A large number of highly qualified and highly skilled personnel have become craftsmen of great powers. However, we should be soberly aware that due to the short development time of higher vocational education, its development status is still in its "primary stage". Higher vocational education still has its own unscrupulous characteristics of running a school. The campus culture has not formed its own distinctive features. And other issues, in close connection with the goal of personnel training in higher vocational education, in order to improve the professional quality of students oriented, enriching the cultural forms of the campus, building a university-enterprise culture, bold introduction of social and business, professional post culture and their own training objectives combined to form. With distinctive characteristics of campus culture, for promoting the reform and development of higher vocational colleges, to strengthen and improve the ideological and political education of college students, and comprehensively improve the overall quality of college students, is of great significance.

### **2. Vocational college campus culture significance**

The construction of campus culture with characteristics of higher vocational colleges is an inevitable requirement to achieve the goal of running higher vocational colleges. The campus culture of higher schools is an important part of the advanced culture of socialism. Higher vocational education has the double attributes of higher education and vocational education. It is the main task to cultivate the high-end skilled professionals in production, construction, service and management. We must adhere to the service for the purpose of employment-oriented, take the road of combining production with research guidelines, to improve the quality as the core, to enhance the characteristics as the key to cooperation in running schools, cooperative education, cooperation and employment, cooperation and development as the main line, Innovate system and mechanism, deepen the reform of education and teaching, focus on the construction of the national modern industrial system, serve China to create strategic plans, strengthen the coordination of secondary and higher vocational education, systematically train skilled personnel, and strive to build higher vocational education with Chinese characteristics and world standards. In modern vocational education System to play a leading role. The orientation of running a school in higher vocational

colleges and universities determines that the students trained are laborers and builders strong in practical ability and possess the professional characteristics. The Ministry of Education's "Several Opinions on Improving Teaching Quality of Higher Vocational Education" put forward guiding principles and specific measures for strengthening the connotation construction and training high-quality and skilled professionals in higher vocational colleges. Higher vocational colleges should be based on the new requirements of the concept of running a school, adhere to the principle of openness, commitment to the exploration and reconstruction of campus culture, the bold introduction of social and business, job post culture, and with their own training objectives combined to form a clear Characteristics of the campus culture, which effectively promote the construction and development of higher vocational colleges. This is the top priority of the construction of campus culture in higher vocational colleges, and should be different from the campus culture of ordinary colleges and universities.

### **3. Insist on the formation of a unique vocational college campus culture system**

School spirit, style of study and teaching style are the core contents and main manifestations of campus culture. They attach importance to and strengthen the construction of school spirit, cultivate good teaching style and style of study, form a cohesive role for teaching staff, have a mold for students and have an exemplary role in society Fine school spirit. On the basis of fully exploiting the valuable resources for the cooperation between schools and enterprises in higher vocational colleges and universities and according to the school's development strategy and planning, according to the thoughts and positioning of school administration, we should vigorously create a good campus that advocates practice, is rigorous and realistic, is good at creation, and possesses professional characteristics and professional characteristics atmosphere. To extract their motto reflects its own characteristics, create a career-oriented school song. Actively building "good lofty, love and respect their jobs, as a teacher, teaching and educating people, rigorous Benedictine, advancing with the times," the good teaching style. The construction of campus material culture should also highlight the characteristics of higher vocational colleges. With professional characteristics and professional culture as the starting point, we should construct and design teaching sites, libraries, improve teaching facilities and optimize learning environment so as to meet the needs of university students. Planning, construction of college students literature, sports, science and technology activities, improve campus cultural facilities, to carry out campus cultural activities provide the necessary venues and conditions. Promote professionalism and professional ethics, strengthen the construction of school newspapers, school publications, campus radio and television networks, campus networks and publicity windows, and play a greater role in propaganda and public opinion positions in the construction of distinctive campus culture. The construction of campus environment such as mountains, water, parks, forests and roads should also be based on the characteristics of higher vocational education and the introduction of corporate culture elements so as to achieve the harmonious integration of the functions of use, aesthetic functions and educational functions, and enhance the recognition of university students on the cultural environment of the campus.

The basic training objective of higher vocational colleges is to train first-line technicians who have both theoretical knowledge and practical ability for an industry in society. A student should really grow into a proficient operator. In addition to having knowledge and skills, he must become a person who loves work, comprehends jobs and develops jobs in a certain industry, profession and post culture, rather than simply Skilled worker. This requires vocational colleges to cultivate students in the process of creating a strong cultural atmosphere so that students learn knowledge and skills at the same time, by the industry and job culture, access to a higher level of knowledge literacy for graduates " Zero induction "and sustainable development to make full preparations. Higher vocational teachers and students have a strong hands-on practical advantages, so in the construction of campus culture can take the road can also be more, the effect will be better, and some activities with high vocational students in the cultural construction Having a pivotal position will directly affect the formation of the entire culture. To school-enterprise cooperation, joint

school-run as a carrier, build campus culture and corporate culture butt docking platform, through teachers and enterprises to achieve zero distance docking, the enterprise management and corporate culture into the classroom so that students can embrace the corporate culture in the campus. At the same time, students are organized to visit and study in the company and internships in place to carry out the alternation of work and study so as to truly realize the organic combination of corporate culture and campus culture. Through the education of students' professional ethics, the characteristics of "office" and corporate culture are emphasized while encouraging Students participate extensively in social practice and strengthen the training of various occupational training certificates so as to enable students to grasp the skills of entering into relevant fields or industries earlier and enhance their employability in employment. According to "doing secondary school, doing teaching", through the practice of the school classroom training package into business workshop, enhance students' professional identity. Encourage the school-enterprise cooperation to develop textbooks, explore the establishment of "school in the factory" form of practical teaching base, so that students directly in the school factory classes, and strengthen the practical process of education, openness and professionalism. Well-designed and organized to carry out campus cultural activities with rich elements, new forms and attractive ideological and political, academic science and technology, cultural and sports enterprises with enterprise elements, make full use of the May 4th Youth Day, July Day Memorial Day, the 11 National Day, One or two. On the 9th anniversary of National Day and other major festivals and anniversaries, they carried out thematic educational activities on the core values of socialism and sang the main theme of patriotism, collectivism and socialism. Through running the science and technology festival for college students, the "Challenge Cup" for college students, the arts festival for college students, the college sports games and the social practice of college students, we will continue to improve their professional abilities and overall quality.

Adhere to promote innovation and entrepreneurship education, the formation of innovation and entrepreneurship education as the core of the campus culture highlights.

Students trained in higher vocational colleges require hands-on ability, graduation will be able to work, so hands-on ability, practical ability, innovative ability, entrepreneurial ability nurturing is particularly important during school.

Highlight the professional characteristics, the establishment of multi-level, three-dimensional innovation and entrepreneurship education curriculum system. The innovation and entrepreneurship curriculum should be organically integrated with the professional curriculum system. The innovative and entrepreneurial practice should be organically connected with the professional practice teaching. The construction of teaching materials for innovation and entrepreneurship education should be strengthened. Learning from the successful experiences of other countries, it is necessary to compile suitable and distinctive high-quality vocational education specialties Teaching material.

Strengthen innovation and entrepreneurship team building. Guide all professional teachers and career guidance teachers to actively carry out theoretical and case studies on innovation and entrepreneurship education and continually raise their awareness and ability to conduct innovative and pioneering education in professional education and employment guidance courses. Support teachers to the enterprise attachment exercise, encourage teachers to participate in the innovation and entrepreneurship practice in the social sector. Actively hired from all sectors of society entrepreneurs, successful entrepreneurs, experts and scholars as part-time teachers, the establishment of a combination of both high-quality innovation and entrepreneurship education teachers. Regularly organize teacher training, training and exchange, and constantly improve the teaching of teachers and guide students in the practice of innovation and entrepreneurship.

Extensive innovation and entrepreneurship practice. The school should regard innovation and entrepreneurship practice as an important extension of its innovation and entrepreneurship education. It should enrich students' knowledge and experience of innovation and entrepreneurship through innovation and entrepreneurship competitions, lectures, forums and simulation practices so as to enhance students' innovative spirit and entrepreneurial ability. The formation of a good

campus culture requires a long accumulation process. The positioning of campus cultural construction in higher vocational colleges should pay attention to the combination of inheritance and innovation, the combination of common development and outstanding individuality, the combination of scientific spirit and humanistic spirit, the inner law of campus culture construction in higher vocational colleges, multi-channel, multi-disciplinary to carry out.

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