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Research on the Talent Team Construction of Township Social Work Stations in the Context of Rural Revitalisation

— Taking Guangxi S Autonomous County Social Work Station "Three Districts" Programme Project as an Example

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Abstract: Talent is the foundation of rural revitalisation and an important part of the construction of township social work stations, while township social work stations, as a product of rural revitalisation and development, provide professional social work talents for rural revitalisation in a continuous manner, but in the process of the construction of the talent team in township social work stations, it is found that there are shortages of professionals, lack of professional competence, insufficient localisation, and loss of talents in township social work stations, which urgently need to innovate the mechanism of the construction of the talent team to solve the dilemmas of the development of talents and to promote rural revitalisation and development.

Keywords: Rural Revitalisation; Township Social Work Stations; Talent Development.

1. Presentation of the Issue

In February 2021, the General Office of the CPC Central Committee and the General Office of the State Council issued the "Opinions on Accelerating the Promotion of Rural Talent Revitalisation", which put forward the requirement of "Strengthening the Construction of Rural Social Work Talent Teams"[1], which shows that the strategy of talent revitalisation is crucial for rural revitalisation. The Ministry of Civil Affairs made the construction of township social work stations as the core content of social work talent team construction during the "14th Five-Year Plan", and requested to achieve the full coverage of township social work stations during the "14th Five-Year Plan" period, in order to carry out rural revitalisation work, and the construction of township social work stations has become a hot topic. The construction of township social work stations has also become a hot topic. Nowadays, the countryside is facing a critical period of transformation, and the problems of rural pension, medical security, low-income groups, left-behind groups, and rural grassroots democracy are becoming more and more serious in the process of building new rural communities [2]. At this time, social workers with professional theoretical knowledge become particularly important, can carry out professional services in the countryside in social assistance, social welfare, pension services, employment assistance, poverty alleviation and other issues, and to carry out professional social work services require professional talents, although the current township social work station talent team is mainly for the village committees and women's federations and other organisations and join the township social work station social workers, few are subject to professional education of social workers, and the township social workers, and the township social workers, and the township social workers. Education of social workers, and township social work station talent construction there is also a shortage of professionals, professional ability is not strong, localisation is not enough, the problem of brain drain, resulting in the promotion of rural revitalization tasks and difficulties, there is an urgent need to strengthen the construction of talent, innovative work service mechanism, therefore, this paper analyzes the operation of the project of the "Three Areas" plan in Guangxi S Autonomous County Township Social Work Station, and finds that it is very important to strengthen the construction of social work teams. Therefore, by analysing the operation of the "Three Areas" programme in Guangxi S Autonomous County, this paper reveals the problems in the construction of talent teams in township social work stations and puts forward suggestions for the development of talent team construction in township social work stations, so that the development of township social work stations and the "Three Areas" programme can be more perfect, and make preparations for promoting the revitalization of rural talents and assisting in the implementation of the strategy of rural revitalization.

2. Overview of the "Three Districts" Programme for Township Social Work Stations in Guangxi S Autonomous County

Guangxi S Autonomous County belongs to the Dong ethnic minority area, with a resident population of about 320,000, and a total of 15 townships, each of which has a corresponding social work station, with a total of 15 social work stations, each of which has 3-4 social workers, but each of which has one person who is transferred to the Civil Affairs Bureau to complete the corresponding administrative work, and the main responsibility of the township social work stations is to carry out projects such as the accurate rehabilitation programme for people with disabilities, the civil affairs and social assistance programme for children and the elderly. The main projects that township social work stations

are responsible for are the precise rehabilitation programme for the disabled, civil society social assistance, children, the elderly and so on, of which the "Three Districts" programme is a training programme for the talents of township social work stations.

The "Three Areas" programme is the "Opinions on Accelerating the Promotion of Rural Talent Revitalisation" of the General Office of the Central Committee of the Communist Party of China and the General Office of the State Council, which points out that it is necessary to accelerate the promotion of the construction of social work service stations in townships and villages, intensify the training of local social work professionals, and encourage village cadres and young party members to take part in the evaluation of professional qualifications in social work and in various types of education and training. training; and continuously implement the support programme for social work professionals in old revolutionary, ethnic and border areas [1].

According to conversations with social workers in the region and some of the information available, the main contents of the "Three Areas" programme for township social work stations in Guangxi's S Autonomous County are as follows:

2.1. Purpose of Work

To select two social workers with social work qualifications to carry out social work services in township social work stations, and to train 1-2 social workers in each township social work station to help the development of local social work professional services.

2.2. Workplaces

Township B Social Work Station and Township D Township Social Work Station

2.3. Work Content

Participate in the training of social workers at township social work stations, provide training and supervisory support services to frontline social workers at social work stations, and carry out training on work-related knowledge to help them understand, master and apply the basic concepts and working methods of social work.

The project period is from July to December 2022.

Instruct social workers of social work stations to complete the project paperwork in a standardised manner.

Instruct social workers of social work stations to prepare for the improvement and organisation of the final evaluation documents.

Instructing social workers of social work stations to learn how to carry out professional activities such as household visits, investigation and assessment, guardianship follow-up and guidance, casework service and group service.

Participate in care and support services for groups with special difficulties (psychological counselling, end-of-life care, resource connection, social assistance, rights and interests protection, legal advocacy, behavioural modification, growth counselling, critical prevention and parenting counselling).

2.4. Project Completion Evaluation Criteria

Completion of case, group and community activities

Evaluation of the supervision and guidance of social workers

Cultivation of volunteers at township social work stations, etc.

From this, we can see that the "Three Districts" programme of the township social work stations in Guangxi S Autonomous County is mainly targeted at the talent team building programme, and the social work stations in other provinces have similar talent team training programmes, such as the "Wo Plan" in Hunan and the "Double Hundred Plan" in Guangdong, both issued by the Civil Affairs Department of the province on the talent team building programme. The province's Civil Affairs Department issued a plan on the construction of social work stations in townships and villages, different from the domestic different is that foreign countries for the development of social work in the rural areas of the path of exploration is different, foreign countries are more inclined to directly to the residents of the problem to solve, William Farley proposed that you can provide rural residents with job opportunities to reduce the pressure on the rural residents of the purpose can be seen, the domestic[3]. It can be seen that the domestic "Three Districts" programme, the "Wo Plan" and the "Double Hundred Plan" are projects initiated in the light of the actual situation of the countryside in China.

3. Problems in Building the Staff of Township Social Work Stations under Rural Revitalisation

Lack of talent has always been a bottleneck that affects and restricts the development of the "three rural areas" [4]. Rural development is restricted mainly due to the lack of talent phenomenon is widespread, the recruitment of insufficient number of talents, professional ability is not strong, not strong local and other issues have become a constraint on the development of rural revitalisation strategy, combined with the Guangxi S Autonomous County of the "Three Areas" plan project is analysed as follows.

3.1. Shortage of Professionals and Vacant Professional Posts in the Countryside

In the countryside, we can commonly stay in the countryside personnel are mostly old and young women and weak, because the level of urbanization continues to rise, many people leave their homes to go to the city to make a living, which to a certain extent explains the current countryside is really engaged in the production of labour force, young and strong labour force, effective labour force is very lack of [4], according to statistics, at present, all kinds of practical talents in rural areas in China are only more than 16.9 million people, only accounted for the rural labour force of 3.3%, which to some extent reflects the shortage of personnel in the countryside [5]. Under the influence of this background, the staffing in the rural service will be less and present the phenomenon of aging, but also the formation of one person with multiple jobs or other professional positions vacant situation, and China's rural labour force to go out to work has been maintaining the trend of continuous growth, and many of them are rural young adults [6]. The number of social workers in the township social work stations in Guangxi S Autonomous County is only 3-4, and the Civil Affairs Bureau of the region will send a social worker from some of the township social work stations to do other related administrative work, resulting in the original social work stations with fewer staff, and the social workers in other township social work stations need to take on more work.

3.2. Inadequate Professional Capacity of Rural Staff and Poor Sustainability of Services

The implementation of the rural revitalisation strategy not only requires a sufficient number of personnel, but also high-quality professionals, now the continuous development of science and technology, rural services also need to be constantly reformed and innovated, which also requires the rural service staff to have a solid theoretical expertise, in order to better combine scientific and technological and local characteristics of the promotion of the development of service means, but many rural staff have limited education and cannot be carried out well. Professional services.

In Guangxi S Autonomous County, the rate of social workers holding social worker certificates in township social work stations is very low, and the training time for social workers in township social work stations under the "Three Districts" programme is short, only half a year, with no continuous training to follow up, and there are only two township social work stations that have the "Three Districts" programme training programme. Only two township social work stations have training programmes under the "Three Districts" programme. Moreover, many social workers in rural areas are not made up of professional social workers, and most of them are part-time workers of local village committees or other professionals.

At the same time, because of the differences in rural areas and the dispersion of the population, as well as the urgency of addressing the "three rural issues", the staff of the township social work stations often work part-time on other tasks, resulting in a need for further improvement in the coverage, professionalism, and effectiveness of their services [7].

3.3. Insufficient Localisation of Services and Lack of Practical Experience

The Ministry of Civil Affairs released the 2021 Civil Affairs Development Statistics Bulletin in August 2022, which showed that a total of 53,000 people had passed the assistant social worker exam and 16,000 had passed the social worker exam nationwide. By the end of 2021, the total number of licensed social workers nationwide was 737,000, of which 559,000 were assistant social workers and 177,000 were social workers [8]. Although professional social work talents are gradually growing, they cannot yet meet the needs of rural development, and although professionally educated social work talents have a good theoretical foundation in social work, they are still lacking in rural local practice [9]. Contrary to the requirements of professional competence, a part of the social workers in rural services, received training or professional learning, but for the local customs and habits and local conditions are not very well understood, can not adapt to the local situation to carry out services flexibly, rigidly applying the professional services of social work does not take into account the local situation is likely to be counterproductive. Harold also proposed that the social workers should be to solve the rural problems from a cultural perspective [10]. Harold also suggested that social workers should solve rural problems from a cultural perspective [10].

In the "Three Areas" programme in Guangxi S Autonomous County, experienced social workers were assigned to train and guide the social workers in the township social work stations, but the supervisors assigned to the programme were not local personnel, and they did not have a good understanding of the local customs of S Autonomous County, and, as social workers, the supervisors were not in a relationship of equality and learning. As social workers, supervisors and local social workers do not have an equal learning relationship, and the evaluation criteria for the completion of the "Three Areas" programme are not comprehensive enough to judge whether the trained social workers are really proficient in the content of the professional services, which is not conducive to the construction of township social work stations in S Autonomous Prefecture.

3.4. Low Salary Compensation and Brain Drain

In the Statistical Bulletin on the Development of Civil Affairs in 2021, we can know that the number of professional social workers is constantly increasing, but very few of them are really doing social work services consistently. And the high and low salary of the personnel in the township social work station has become an important reason for the high turnover rate of social workers[11]. In Guangxi X autonomous county township social work station social worker's monthly salary is about two thousand, intern monthly salary is one thousand, both do not provide accommodation, it can be seen that Guangxi X autonomous county township social work station staff salary treatment is not very good.

For social work services to be truly professional and effective, they need to rely on government resources. Township social work stations have almost no fundraising ability, and government project grants are the only source of funding for the projects [12], and with the many expenses of the service projects, it is difficult to improve the remuneration of social workers in township social work stations.

4. Recommendations for the Social Work Force in Township Social Work Stations

Township social work station to promote the revitalisation of rural talent, through the people's service "last metre", we must continue to improve the township social work station talent team construction mechanism, to create a professional service team, in order to better serve the strategy of rural revitalisation, so the Guangxi S Autonomous County can be on the "three areas Therefore, Guangxi S Autonomous County can improve on the problems of the "Three Areas" programme, so as to launch a better project service plan, and help the development of township social work stations in the region. It will continue to play a role in promoting the revitalisation of rural talents.

4.1. Strengthening Publicity and Attracting Aspirants

The effectiveness of social work services must not only be seen by the local people and the government, but also by more members of the community and social organisations. Relevant government departments and social work organisations, etc., should actively advocate, host or co-organise publicity activities with the media, so as to enhance the public's understanding of the social work profession, for example, Lau Chung Yan's role as a social worker in the Big Dipper, which has led to Hong Kong's social workers being named as "Big Dipper" and become widely known [13]. So the common WeChat public number tweets and short video shooting, you can also shoot microfilms and documentaries,

etc., a mix of pleasant forms to the public to promote the daily life of the township social work station, so that the public to witness the construction of the township social work station of the journey, to attract more people to pay attention to the development of the township social work station to a certain extent, can attract the relevant professionals to join and financial support.

4.2. Establishing Co-operative Relationship with Colleges and Universities to Innovate the Cultivation Mode of Talent Team in Township Social Work Stations

Social work professional education is the entrance to the social work career system [14]. First of all, the solution to the lack of professionalism of social workers in township social work stations is to establish cooperation with colleges and universities. Professors from colleges and universities can be invited to come to township social work stations to guide their work, social workers from township social work stations can be selected to participate in a certain number of hours of professional learning in colleges and universities, and learning and exchange platforms between colleges and universities and township social work stations can be created, such as case exchange meetings and academic lectures, to form a long-term professional learning co-operation and exchange relationship. Secondly, a volunteer service mechanism can be established. Volunteers, as an indispensable force, have become an indispensable part of the social work mechanism. In the case of limited funds and social workers in township social work stations, to improve the quality of social work services, we should make reasonable use of the volunteer resources and mobilise local people and other members of the society to join in the construction of township social work stations, which will also further stimulate the vitality of township social work stations.

4.3. Introducing Financial Support to Improve the Treatment of Social Workers

Salary and treatment issues have always been the key consideration when people choose a career, and township social work stations in addition to government project funding support, other sources of funding channels are very few, which also makes the township social work stations of social workers are more likely to lose, to break this routine, we must expand the development of the project sources of funding into an important task of the township social work stations, we can increase the township social work stations new media campaigns to hold Social fund-raising activities, but also the township social work station service projects into the public welfare project selection activities, township social work station to their own social work station service project information collated, assembled into a public service project to participate in the selection in the rankings can be a certain bonus, can be used to enhance the treatment of township social workers station social workers, but also a means of publicity for the township social work station.

4.4. Improve Relevant Policies to Support the Construction of Talent Team

Government organisations have always been a strong supporter of the development of social work institutions, township social work stations and the "three districts" plan are produced by the introduction of government policy, so government policy is to promote the development of social work is a prerequisite for the development of social work in China's social work development policy features a series of progressive [15]. This also shows that the social work policy is also maturing, on this basis, the government should continue to improve the township social work station talent team training policy, around the "professional social worker driven" to build a social organisation platform, in the form of "one-on-one" participation in the township social work Service centre [2], sound township social work station talent team training plan, based on the local customs and customs based on the content of the talent team training and job establishment mechanism, the township social work station talent team construction into the government's assessment objectives, the establishment of the talent team construction supervision system, to promote the township social work station social workers to become an important part of the revitalisation of rural talent, in Guangxi S autonomous county implemented the "three districts", the "three districts", the "three districts", the "three districts", the "three districts", the "three districts", the "three districts". The "Three Areas" programme implemented in S Autonomous County in Guangxi, after being improved and developed, can be promoted throughout the province, thereby promoting the development of social work professional talent teams in townships in Guangxi.

5. Summary

This paper takes the construction of the talent team of the "Three Areas" programme in the township social work station of Guangxi S Autonomous County as the starting point to explore a suitable road for the revitalization of rural talents. However, social work is not omnipotent, relying only on the power of social work to promote the revitalisation of rural talents is difficult, and requires the cooperation of the government, universities and volunteers. In the process of rural revitalisation, township social work stations play an important role in promoting the development and progress of the "three rural areas", promoting rural revitalisation, and opening up the "last metre" of people's services, but in this process, there is still a long way to go. Social workers should be effectively involved in the practice of rural revitalisation, and should dare to abandon the traditional single training mode of the talent team, to promote the development of a new type of talent team training mechanism, according to local conditions, in the social work agencies, colleges and universities, government departments, and other multi-party subjects to link up, the formation of a personalised development path to explore the construction of the talent team in townships and townships of social work stations, in order to better promote the revitalisation of the countryside.

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