

Analysis of the Internal Relationship Between the Transformation and Development of Newly Built Application-Oriented Undergraduate Colleges and Universities and the Enhancement of Social Service Ability

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Abstract: The purpose of this study is to explore the internal relationship between the transformation development of new application-oriented undergraduate colleges and the enhancement of social service ability. Firstly, the paper analyzes the factors influencing the transformation and development of new application-oriented undergraduate colleges from the aspects of discipline construction, teaching quality and scientific research ability, innovation ability and internationalization degree. Secondly, it analyzes the importance of improving social service ability from the aspects of serving society, promoting the cooperation between industry, university and research, and transforming scientific and technological achievements. Furthermore, the paper puts forward the internal correlation between the transformation and development of newly built application-oriented undergraduate colleges and universities and the improvement of social service ability, that is, by improving teaching quality and scientific research ability, enhancing innovation ability and internationalization degree, newly built application-oriented undergraduate colleges and universities can improve their comprehensive strength and competitiveness, and thus improve the ability to serve the society. At the same time, improving the ability of social service can further promote the transformation and development of newly built application-oriented undergraduate colleges, promote the cooperation between production, university and research, transform scientific research results into technologies and products with practical application value, and make greater contribution to the development of local economy. Finally, it puts forward corresponding policy suggestions, including increasing policy and financial support, optimizing discipline structure, strengthening industry-university-research cooperation, and establishing evaluation mechanism and incentive mechanism, so as to promote the transformation and development of newly built application-oriented undergraduate colleges and universities and improve their social service ability.

Keywords: New application-oriented undergraduate colleges; Transformation and development; Social service capabilities.

1. Introduction

With the development of social economy and the reform of talent training mode, the transformation and development of newly built application-oriented undergraduate colleges and universities and the improvement of social service ability have become a hot topic in the current education field. As an important part of higher education reform, newly built application-oriented undergraduate colleges and universities play an important role in serving local economy and industrial upgrading and training application-oriented talents. This paper aims to analyze the factors influencing the transformation and development of new application-oriented undergraduate colleges from the aspects of discipline construction, teaching quality and scientific research ability, innovation ability and internationalization degree, and analyze the importance of improving social service ability from the aspects of serving society, promoting industry-university-research cooperation, and transforming scientific and technological achievements. Finally, this paper will put forward the internal relationship between the transformation development of new application-oriented undergraduate colleges and the improvement of social service ability and relevant policy suggestions, in order to provide reference for

the development of new application-oriented undergraduate colleges and universities.

2. Concept definition and literature review

Newly built application-oriented undergraduate colleges refer to the newly built undergraduate colleges funded by the central and local governments according to the national and local government plans in China's higher education system. The characteristics of such colleges and universities are mainly undergraduate education, focusing on application and practicality, focusing on the connection with local economic and social development needs, and committed to training applied talents, which has an important supporting role for local economic and social development.

Social service ability refers to the ability of higher education institutions to provide services to the society, including educational services, scientific and technological services and social services. Among them, social service is the process and result of higher education institutions cooperating with all sectors of society to provide technical consultation, personnel training, scientific and technological innovation and other services for society.

In recent years, with the deepening reform of China's higher education system, the number and scale of newly established application-oriented undergraduate colleges have been increasing. At the same time, the improvement of social service ability has become one of the important tasks facing these colleges. Here is a review of some relevant literature:

1. According to the research of Zheng Yanfeng, Zhang Wei et al. (2017), the development of new application-oriented undergraduate colleges cannot be separated from a keen grasp of social needs and corresponding teaching reform, and the ability of social service can be improved by reforming educational content and methods.

2. According to the research of Zhang Yuling and Zhang Qi (2020), newly built application-oriented undergraduate colleges need to strengthen the connection with local economy and society, carry out school-enterprise cooperation projects with enterprises, and improve their social service ability.

3. Chai Zhuoying (2021) pointed out that newly built application-oriented undergraduate institutions should give full play to their own advantages, pay attention to teaching reform and innovation, carry out transformation of scientific and technological achievements and scientific and technological services, and improve social service capabilities, so as to better support local economic and social development.

To sum up, the newly built application-oriented undergraduate colleges are higher education institutions with certain characteristics, and their social service ability is the ability to provide services to the society. The transformation and development of newly built application-oriented undergraduate colleges and universities are inseparable from the improvement of social service ability, so it is necessary to strengthen the keen grasp of social needs, strengthen the connection with local economy and society, and pay attention to teaching reform and innovation.

Through questionnaire survey, in-depth interview and other methods of 6 application-oriented undergraduate colleges in Shandong Province, the current transformation and development of newly built application-oriented undergraduate colleges and universities as well as the status quo of their social service ability are understood.

3. Analysis on the influencing factors of transformation and development of new application-oriented undergraduate colleges

Many factors should be considered in the transformation and development of new application-oriented undergraduate colleges, including discipline construction, teaching quality and scientific research ability, innovation ability and internationalization degree. Here's a breakdown of those factors:

3.1. Discipline construction

Discipline construction is the basis for the transformation and development of new application-oriented undergraduate colleges. New application-oriented undergraduate colleges should pay attention to the setting and adjustment of disciplines, establish a scientific and reasonable discipline system, improve the comprehensive strength of disciplines, so as to meet the needs of society. At the same time, the research and cultivation of emerging fields and cutting-edge

technologies should be strengthened to adapt to the future development trend.

3.2. Teaching quality and scientific research ability

Teaching quality and scientific research ability are the key to the transformation and development of newly built application-oriented undergraduate colleges. New application-oriented undergraduate colleges should pay attention to improving the teaching quality, strengthen the reform of education and teaching, and cultivate high-quality talents with practical ability and innovative ability. At the same time, we should strengthen the construction of research platforms, improve research capacity, strengthen scientific research, and cultivate scientific research teams with innovative ability and international vision.

3.3. Innovation ability

Innovation ability is an important guarantee for the transformation and development of newly built application-oriented undergraduate colleges. New application-oriented undergraduate colleges and universities should pay attention to the cultivation of innovation ability, encourage students and teachers to actively participate in scientific and technological innovation activities, strengthen cooperation between production, university and research, and transform scientific research results into technologies and products with practical application value.

3.4. Degree of internationalization

The degree of internationalization is an important factor for the transformation and development of new application-oriented undergraduate colleges. New application-oriented undergraduate colleges should pay attention to the improvement of internationalization, actively introduce foreign advanced teaching and scientific research achievements, strengthen the cultivation of international talents and international exchanges, and improve the international vision and cross-cultural communication ability of students and teachers.

To sum up, in the process of transformation and development, newly built application-oriented undergraduate colleges need to pay attention to discipline construction, teaching quality, scientific research ability, innovation ability, internationalization degree and other factors, and constantly strengthen their comprehensive strength and competitiveness, so as to adapt to the needs of the society and future development trend.

4. The importance of improving social service ability for the transformation and development of new application-oriented undergraduate colleges

Improving the ability of social service is one of the important goals of the transformation and development of newly built application-oriented undergraduate colleges. The following is an analysis of the importance of enhancing social service ability from the aspects of serving society, promoting industry-university-research cooperation, and transforming scientific and technological achievements:

4.1. Serving the society

Improving the ability of social service is an important

performance of the newly-built application-oriented undergraduate colleges to fulfill their social responsibilities. New application-oriented undergraduate colleges should pay attention to the needs of the society, solve social problems by providing services, provide better education and services for the society and the people, and enhance the school's social reputation and social influence.

4.2. Promote production-university-research cooperation

To enhance the capacity of social service, it is necessary to build application-oriented undergraduate colleges and universities to strengthen the cooperation between them. New application-oriented undergraduate colleges should actively cooperate with enterprises and industries to jointly develop technologies and products to solve practical problems, so as to provide better services for society and industry. At the same time, industry-university-research cooperation can also provide a better practical education and research platform for newly established application-oriented undergraduate colleges.

4.3. Transformation of scientific and technological achievements

To enhance the ability of social service, it is necessary to build application-oriented undergraduate colleges and universities to strengthen the transformation of scientific and technological achievements. New application-oriented undergraduate colleges should pay attention to the industrialization and commercialization of scientific and technological achievements, transform scientific and technological achievements into actual products and technologies, and serve the society and industry. At the same time, the transformation of scientific and technological achievements can also promote the improvement of the scientific research and innovation ability of the newly built application-oriented undergraduate colleges, and further improve the comprehensive strength and competitiveness of the schools.

To sum up, improving social service ability is one of the important goals for the transformation and development of newly built application-oriented undergraduate colleges. It is necessary for newly built application-oriented undergraduate colleges to strengthen practice in serving society, promoting cooperation between production, university and research, and transforming scientific and technological achievements, so as to continuously improve service ability and social influence.

5. Analysis of the internal correlation between the transformation and development of newly built application-oriented undergraduate colleges and universities and the enhancement of social service ability

There is an inherent relationship between the transformation and development of new application-oriented undergraduate colleges and the enhancement of social service ability. It is mainly manifested in the following aspects:

5.1. Subject setting and teaching system establishment

The establishment of subject setting and teaching system in

line with social needs is the prerequisite for the transformation and development of new application-oriented undergraduate colleges and universities, as well as the basis for improving social service ability. By establishing the subject setting and teaching system in line with the social needs, the newly built application-oriented undergraduate colleges can train professionals who meet the social needs and provide better services for the society.

5.2. Teaching quality and scientific research ability, innovation ability and internationalization degree

Improving teaching quality, scientific research ability, innovation ability and internationalization degree is the core goal of the transformation and development of newly built application-oriented undergraduate colleges and universities, and it is also an important means to improve social service ability. By improving teaching quality, scientific research ability, innovation ability and internationalization degree, newly built application-oriented undergraduate colleges and universities can provide better education and services for society and industry, and better participate in international cooperation and exchanges, and enhance the international influence of the university.

5.3. Continuous improvement in industry-university-research cooperation and the transformation of scientific and technological achievements

Strengthening production-university-research cooperation and transformation of scientific and technological achievements is the key for newly built application-oriented undergraduate colleges to enhance their social service ability. Through close cooperation with the industry and enterprises, the new application-oriented undergraduate colleges can better understand the needs of society and industry, develop products and technologies that better meet the actual needs, and provide better services to the society. At the same time, the transformation of scientific and technological achievements can also provide a better scientific research platform for new application-oriented undergraduate colleges and universities, and promote the improvement of scientific research and innovation capabilities of the schools.

To sum up, there is an internal correlation between the transformation and development of newly built application-oriented undergraduate colleges and universities and the improvement of social service ability. In the process of transformation and development, newly built application-oriented undergraduate colleges and universities should pay attention to the improvement of social service ability, closely integrate with social needs, and provide better education and service for society and industry.

6. Conclusion and suggestion

There is an inherent relationship between the transformation and development of newly built application-oriented undergraduate colleges and the enhancement of social service ability. By constantly optimizing the discipline structure, improving the teaching quality and scientific research ability, enhancing the innovation ability and internationalization degree, the newly built application-oriented undergraduate colleges can improve their comprehensive strength and competitiveness, and thus

improve the ability to serve the society. At the same time, improving the ability of social service can further promote the transformation and development of newly built application-oriented undergraduate colleges, promote the cooperation between production, university and research, transform scientific research results into technologies and products with practical application value, and make greater contribution to the development of local economy.

Therefore, policy suggestions can be started from the following aspects:

1. Increase policy and financial support for new application-oriented undergraduate colleges and universities to improve the foundation of their transformation, development and social service capabilities.

2. Strengthen discipline construction and teaching quality construction, optimize discipline structure, improve teachers' teaching and scientific research ability, enhance innovation ability and internationalization degree, so as to improve the core competitiveness of new application-oriented undergraduate colleges.

3. Strengthen cooperation and exchanges with the society, promote industry-university-research cooperation, transform scientific research results into technologies and products with practical application value, and improve the social service ability of colleges and universities.

4. Establish a sound evaluation mechanism and incentive mechanism to encourage and promote the new application-oriented undergraduate colleges and universities to continuously improve the quality of education and teaching and the ability to provide social services, so as to promote the sustainable development of colleges and universities.

In short, the transformation and development of new application-oriented undergraduate colleges and universities and the improvement of social service ability are mutually supportive and complementary. The government and colleges should work together to strengthen cooperation and jointly promote the development of new application-oriented undergraduate colleges.

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Appendix

Questionnaire survey of new application-oriented undergraduate colleges in Shandong Province

The purpose of this questionnaire is to understand the basic situation, development status, transformation status and social service ability of newly established application-oriented undergraduate colleges in Shandong Province, so as to promote the sustainable development of colleges and universities and improve the quality of education. Please fill in this questionnaire carefully. Your comments and suggestions are of great significance to our research. The filling time is expected to be about 10-15 minutes.

This questionnaire is anonymous. The information you provide will be kept strictly confidential and will not be disclosed to any third party. We will only use your answers for statistical analysis and will not associate your answers with your personal information.

I. Basic Information of colleges and universities

1. What is the name of your institution?
2. Which province does your university belong to?
3. What year was your institution founded?
4. What are the disciplines of your university?

II. Development status

5. How do you think your university performs in terms of teaching quality? (Please select the following option)

(1) Very good (2) excellent (3) average (4) poor (5) very poor

6. How do you think your university performs in terms of scientific research capability? (Please select the following option)

(1) Very good (2) excellent (3) average (4) poor (5) very poor

7. Does your university cooperate with enterprises in talent training? (Please select the following option)

(1) Yes (2) No

8. How does your university perform in terms of graduate employment? (Please select the following option)

(1) Very good (2) excellent (3) average (4) poor (5) very poor

9. How does your university perform in terms of campus culture construction? (Please select the following option)

(1) Very good (2) excellent (3) average (4) poor (5) very poor

III. Transformation situation

10. Is your institution undergoing transformation and development? (Please select the following option)

(1) Yes (2) No

11. What is the transformation and development goal of your institution?

12. What is the focus of the transformation and development of your university? (Please select the following option)

(1) Personnel training (2) Scientific research innovation (3) Social services (4) Campus culture construction (5) Others (please fill in)

13. What difficulties and challenges have your institution encountered in its transformation and development? (Please select the following option)

(1) Insufficient funds (2) Shortage of talents (3) Imperfect

management mechanism (4) Fierce market competition (5) Others (please fill in)

4. Social service ability

14. What kinds of social service activities have your university carried out? (Please select the following options. Multiple options are available.)

(1) Technical services (2) Personnel training (3) Consulting services (4) Social practice (5) Business incubation (6) Others (Please fill in)

15. What do you think of your university's performance in social services? (Please select the following option)

(1) Very good (2) excellent (3) average (4) poor (5) very poor

16. What do you think of your university's performance in cooperating with local governments, enterprises and other social organizations to provide social services? (Please select the following option)

(1) Very good (2) excellent (3) average (4) poor (5) very poor

17. What do you think of your university's role in promoting local economic development? (Please select the following option)

(1) Very large (2) large (3) average (4) small (5) very small

18. What do you think your university should do to further enhance its social service capability? (Please select the following options. Multiple options are available.)

(1) Personnel training (2) Technical services (3) Business incubation (4) Social practice (5) Consulting Services (6) Others (Please fill in)

19. What do you think are the most critical factors in enhancing the social service capability of colleges and universities? (Please select the following options. Multiple options are available.)

(1) Policy support (2) school-enterprise cooperation (3) capital investment (4) Talent introduction and training (5) Management mechanism improvement (6) Others (please fill in)

20. Do you have any suggestions to help institutions further enhance their capacity to serve the community?

Thank you for taking the time to fill in this questionnaire.