

# Research on the Service of Normal Universities to Local Economic Development under the Background of "New Strengthening Normal University Project"

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**Abstract:** Under the development requirements of the "new strong teachers project", the requirements for schools and teachers' educational ability are also higher and more diverse. How to make normal colleges adapt to the needs of social and economic development is the focus of numerous scholars. For this reason, the research on Normal Colleges Serving Local Economic Development under the background of the "new strong teachers project" is proposed. Analyze the relationship between normal universities and local economic development under the background of the "new strong teachers project", analyze the current situation of normal universities serving local economic development, on this basis, explore the path to promote normal universities serving local economic development, and put forward corresponding development measures, including promoting the professional reform of Colleges around local industries, strengthening the cooperation between schools and enterprises to promote the integration of industry, University and research The construction of diversified teaching and cooperative teaching platform.

**Keywords:** New strong division project; Normal University; Local economy; Serving economic

## 1. Introduction

Colleges and universities have strong vitality, and each year they cultivate various types of talents and send them to all parts of the country, injecting fresh blood into social development [1]. Different from other professional colleges, normal colleges continue to train teachers and input new teachers to each school [2], but at the same time, normal colleges also have their own limitations. The traditional development model of normal colleges and universities is highly conservative [3]. However, under the development requirements of the "new strong teacher project", the requirements for schools and teachers' educational abilities are also higher and more diverse. How to make normal colleges adapt to the needs of social and economic development is the focus of countless scholars [4]. For this reason, this paper proposes a research on normal colleges serving local economic development under the background of "new strong teacher project". Analyse the relationship between normal colleges and local economic development under the background of "New Strong Teachers Project", analyze the status quo of normal colleges serving local economic development, and on this basis, explore the path of promoting normal colleges to serve local economic development, and propose corresponding measures. The development measures include four aspects: promoting the professional reform of colleges and universities around local industries, strengthening school-enterprise cooperation to promote the integration of production, learning and research, establishing a "dual teacher and dual ability" teacher training system, and building a multi-teaching and cooperative teaching platform.

## 2. Analyze the relationship between normal universities and local economic development under the background of "new and strong teachers project"

The "new and strong teachers project" has put forward higher requirements for the educational ability and level of teachers and schools. While continuously expanding the scale of teachers and improving the quality of teachers, it is also necessary to combine the development of colleges and universities with the local economic development. Local economic development is vigorous, which can generate attraction, attract investment, human and material resources, so as to promote the attraction of Local Normal Colleges and ensure the sustainable development of normal colleges and universities. Normal colleges and universities are constantly developing and innovating their own development

concepts. They can import new-type teachers and non normal innovative talents for the local, promote the continuous development of the local economy and stimulate the vitality of local economic innovation. It can be said that the development of the two is mutually promoting and complementary [5].

### **3. Analysis of the current situation of normal colleges serving local economic development**

At present, the help of normal colleges and universities to local economic development is relatively weak. Compared with non-normal colleges and universities, their motivation to promote local economic development is insufficient. The specific circumstances are as follows:

(1) Insufficient kinetic energy for innovation and development of students in normal colleges and universities. In the long-term development process of normal colleges and universities, they have been in a state of conservative development, educating and teaching students with the training of traditional teachers as the standard. This makes it difficult to improve one's own education and teaching mode in the face of new educational development requirements, and students' ability to innovate and develop cannot meet the needs of local economic development.

(2) The specialty pertinence of normal colleges needs to be improved. The traditional professional model of normal universities is based on the normal majors, but the development of engineering majors is not paid enough attention. The direction of graduation and employment of non normal majors is limited, and it is not the priority of local enterprises. At the same time, there is a lack of non normal majors that adapt to the characteristics of local economic development, and the faculty and curriculum content can not follow the requirements of economic development, which restricts the development of both sides.

(3) The operation mechanism of normal universities needs to be improved. Under the background of the "new strong teachers project", it is necessary for normal universities to be able to provide high-quality and high-quality teachers for local economic development. However, in the actual operation process, there is a lack of guidance of effective operation mechanism, which makes the connection between normal universities and local economic development insufficient and lacks the relationship between them. The confusion of talent training objectives in normal universities makes the final results fall short of their own development objectives, and the effect of serving economic development is not satisfactory.

### **4. Explore the path of promoting normal colleges and universities to serve local economic development**

In order to promote normal colleges and universities to serve local economic development, on the basis of studying the characteristics of the two, this paper explores the corresponding development path, and proposes the following countermeasures.

#### ***4.1. Promote the professional reform of colleges and universities around local industries***

In order to explore the path of serving the local economic development, normal universities need to define their own development orientation. Focusing on the educational needs of the "new strong teachers project", we should innovate our own educational concepts, reform the teacher training methods, and provide local schools with high-quality teachers with innovative educational concepts. At the same time, we will reform the professional allocation and improve the ability of colleges and universities to serve local economic development. The specialty setting can focus on the industrial needs of local economic development, add high-tech engineering specialties, and create specialties that meet the characteristics of local economic development, so as to continuously inject fresh power into local economic development.

#### ***4.2. Strengthen school-enterprise cooperation to promote the integration of production, education and research***

For normal colleges and universities, their internal scientific research capabilities are relatively weak. In response to this feature, normal colleges and universities should strengthen cooperation and contact with local enterprises, establish an innovative development model of school-enterprise

cooperation and joint development, and continuously improve the scientific research capabilities of normal colleges and universities. Under the school-enterprise cooperation model, normal colleges and universities should strengthen the teaching practice of students and improve their practical ability. At the same time, it is also possible to establish a "scientific research laboratory" within the enterprise and jointly develop topics with the enterprise in the school. Through these methods, the tripartite integration of production, learning and research can be strengthened, so that the development of new talents is not limited to textbook knowledge, but also Adapt to the development of local industries, be able to innovate scientific research technologies and achievements, and closely integrate with local economic development.

#### **4.3. Establish a "Double Teacher and Dual Ability" teacher training system**

For normal colleges and universities, the most important thing is to strengthen their own teachers and strengthen the construction of the overall teaching staff in the school. For this, this paper adopts the training system of "double teachers and double abilities". The system strengthens the construction of college teachers from three aspects. First, stimulate the enthusiasm for education and teaching in colleges and universities, guide healthy competition among teachers, and provide a positive development environment for talent development. Second, to introduce talents and improve the professional application ability of college education, you can hire off-campus entrepreneurs, high-end industry talents, etc. to give regular lectures at the school, innovate the education model, and improve students' knowledge application ability. Third, encourage innovation, stimulate the innovative vitality of teachers in the school, protect the innovative scientific research achievements of teachers, continuously improve the innovation enthusiasm of the teaching staff, use scientific research to serve teaching, and use teaching to strengthen scientific research.

#### **4.4. Building a multi-teaching and cooperative teaching platform**

Under the background of the current "new strong teachers project", in order to strengthen the service of normal colleges to the development of local economy, we should not only strengthen the professional construction, but also strengthen the knowledge exchange between schools. In this regard, we should establish a diversified teaching platform and make use of modern science and technology, so that the professional knowledge between schools can be shared, and improve the quality of teaching courses of weak majors in normal colleges. At the same time, it is also necessary to establish a multi platform for school enterprise cooperation to continuously strengthen the exchange of information between schools and enterprises, including extracurricular practice of students, quality development, talent demand information of enterprises, explanation and analysis of scientific research technology, etc., to break the information blocking situation between schools and local enterprises, improve the relationship between students and enterprises, lay a good employment foundation for students, and achieve employment after graduation, To meet the needs of local economic development.

### **5. Conclusion**

Under the background of "new strong teachers project", this paper analyzes the current situation of normal colleges serving local economic development, and on this basis, explores the path to promote normal colleges serving local economic development, and puts forward corresponding development measures. In the process of research, there are still many problems that need to be further explored. I hope this paper can throw a brick and attract jade, and work with many scholars to study the development path more suitable for normal colleges and promote the development of local economy.

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