

Research on the Value and Countermeasures of Precision Ideological and Political Education in Higher Vocational Education Based on the “Five-Integration” Student Profile

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Abstract: *Precise ideological and political education based on student profiles is a new model of ideological and political work in universities. Constructing student profiles deeply involved with educational big data has become a hot research topic in relevant fields. Against the backdrop of digital transformation, this study explores the theoretical and practical basis for precise ideological and political education in higher vocational colleges from the perspective of "integration of five educations", investigating its theoretical value, basic principles, and implementation paths.*

Keywords: *Integration of Five Educations, Student Profiles, Higher Vocational Colleges, Precise Ideological and Political Education*

1. Introduction

The "Implementation Outline for Enhancing the Quality of Ideological and Political Work in Higher Education" issued by the Party Committee of the Ministry of Education of the CPC explicitly proposes: "Adhere to problem orientation, emphasize precision in implementation, focus on key tasks, key groups, key areas, key regions, and weak links." To effectively adapt to the new era's changes in ideological and political education in higher education and the era characteristics of educational objects, "precision in ideological and political work" has emerged. At the high-level academic forum on precision in ideological and political work held in 2019, experts reached a consensus on the connotation of precision in ideological and political work. At the same time, the upgrading from the concept of "simultaneous cultivation of five aspects" to "integrated cultivation of five aspects" poses challenges to the current educational practices in China. Based on the background of the big data era, precision in ideological and political work based on student profiles has become a significant topic in current ideological and political work in higher education. Vocational colleges focus on comprehensive data depth and precise portrayal of students' overall quality growth profiles, explore precise implementation strategies based on students' "integrated cultivation of five aspects" for comprehensive development, and provide pathways and methods to promote the cultivation of high-quality skilled talents in the new era. At the same time, this provides theoretical and practical basis for vocational colleges to carry out precise ideological and political work, not only meeting the "precise supply" needs of higher education reform, but also fully leveraging the "multiplier effect" of ideological and political work in fostering moral integrity and cultivating talents.

2. The precise ideological value based on the 'integrated cultivation of five aspects' digital profile

2.1 Innovation in research on the concept of 'comprehensive development'

The integration of moral, intellectual, physical, aesthetic, and labor education ('Five Development' integration) embodies a refined practice of holistic human development. On one hand, it highlights the new pursuit of comprehensive development in the new era; on the other, it represents a return to the essential nature of overall educational nurturing functions. Anchored in the context of the big data era, combined with the practical application of 'Five Development' integration in vocational colleges, constructing a digital profile framework involves fully exploring students' multi-source, multi-dimensional, and multi-modal growth data. Through label analysis, it deepens the scientific and effective cultivation of high-quality skilled talents in the new era, thereby addressing fundamental questions such

as 'whom to cultivate, how to cultivate, and for whom to cultivate.

2.2 Deepening the Study of Precision Ideological and Political Education Strategies

Precision-oriented ideological and political work involves accurately grasping the ideological characteristics of educational subjects, providing precise ideological and political education content, selecting precise ideological and political work methods, and assessing the effectiveness of ideological and political work. Currently, higher education ideological and political education is closely integrated with the development opportunities of the AI era, formally entering a new stage of high-quality development focused on enhancing targeting and precision. This development holds significant theoretical significance and practical value for the advancement of higher education ideological and political education. As the main arena for cultivating skilled talents, vocational education is closely integrated with the development of new productive forces. Focused on vocational college students, especially high-quality skilled talents, the precise strategic analysis of 'integration of the five educations' enhances the specificity of precision-oriented ideological and political work, significantly contributing to the scientific and practical effectiveness of higher education ideological and political education.

2.3 Pathways to address the imbalance between supply and demand in ideological and political education in vocational colleges

Vocational college students possess dual attributes of "higher education" and "professionalism," often facing challenges in accurately, clearly, and visually describing their two-dimensional attributes. Based on the practical work of ideological and political education in vocational colleges, addressing issues such as the mismatch between educational content and methods and personalized student needs, as well as the lack of smooth communication between educational strategies and nurturing functions, can provide suggestions and references to resolve the imprecision in supply and demand sides of ideological and political education in vocational colleges.[1]

2.4 To provide ideological and political education strategies for integrating the "Five Development Dimensions" in vocational colleges

To cultivate high-quality practical and applied technical talent with comprehensive development, and to establish a scientifically sound ideological and political education system that meets these needs, is a crucial educational mission for vocational colleges. Deepening the ideological and political education strategies for vocational college students focuses on the "Five Development Dimensions" in the practice of nurturing high-quality skilled professionals for the new era. Utilizing advanced modern information technology, it provides data support for developing precise ideological and political education systems, aiming to effectively realize the goals of moral education and comprehensive human development.

3. The Current Status of Precision Ideological and Political Education Based on the 'Five Integrations' Digital Portrait

3.1 The information on the target of ideological and political education is insufficient

Due to technical limitations, the accuracy and precision of information recognition among students in vocational colleges do not meet expectations, hindering the development of precise profiles for the "integrated nurturing of moral, intellectual, physical, aesthetic, and labor education" .

3.2 The specificity of ideological and political education content is insufficient

Currently, vocational colleges primarily rely on theoretical courses in ideological and political education, with insufficient richness and differentiation in educational content, making it difficult to achieve comprehensive coverage of the "integrated nurturing of moral, intellectual, physical, aesthetic, and labor education" .

3.3 The effectiveness of ideological and political education methods is limited

In vocational colleges, ideological and political education still primarily relies on one-way delivery by educators. Although some vocational colleges have started mining student big data through smart

campuses, the use of big data for precise ideological and political education remains very limited, making it difficult to ensure the achievement of "precision" in practice.

3.4 The effectiveness of ideological and political education is lacking

Currently, the evaluation methods adopted by vocational colleges are relatively single-sided. The results of big data calculations are typically only used as research references and have not become direct criteria for evaluating school effectiveness. This makes it difficult to achieve timely and precise evaluation and feedback for ideological and political education.

4. The Fundamental Principles of Precision Ideological and Political Education Based on the 'Five Integrations' Digital Portrait

4.1 The Fundamental Principles of Precision Ideological and Political Education Based on the 'Five Integrations' Digital Portrait

To implement precise ideological and political education in universities, the roles of educators, students, educational platforms, and environments are crucial in influencing educational outcomes. Therefore, achieving precision in ideological and political education requires educators to adhere to the principles of educating and nurturing individuals, understanding the growth patterns of students, and following the rules of ideological and political work. Continuously grasping the characteristics of contemporary vocational college students, as well as educational and managerial methods, is essential. By accurately understanding and predicting student behaviors and needs through precise adherence to educational principles, more effective educational strategies and models can be designed. This synergy enhances the quality and effectiveness of ideological and political education.

4.2 Adhering to the Principle of Scientific Rigor to Strengthen the Effectiveness of Education

The work of ideological and political education requires both a macro perspective to grasp the overall direction and a micro perspective to focus on individual differences. Only precise strategies and measures can achieve educational goals. Therefore, based on the "Integration of Five Educations" student profile, it is crucial to scientifically, systematically, and normatively reflect the true situation of students, minimizing subjective influences as much as possible. In terms of presentation, emphasis should be placed not only on demonstrating students' common qualities but also on encouraging the development of their individual characteristics. Regarding the content of the profile, a multi-level, multi-index, and clearly weighted evaluation system should be designed based on factors such as ideological integrity, professional competence, skill levels, and physical and mental qualities, aiming to objectively and comprehensively reflect the actual development of students. In terms of design procedures, evaluations should proceed item by item according to established standards, followed by step-by-step integration. After analysis, interpretation, and value judgment, a holistic profile should be generated. Leveraging the "Integration of Five Educations" digital profile can enable comprehensive and harmonious development of students' knowledge, abilities, and character, promoting their holistic development in morality, intelligence, physical fitness, and aesthetics.

4.3 Adhering to the Principle of Targeted Approach to Strengthen Individual Development

Precision in ideological and political education reflects the transformation from a process of "wide dissemination" to one of "precise delivery." The key to implementing precision in ideological and political education at vocational colleges lies in enhancing educational targeting, catering to the personalized development and growth needs of educational subjects, and adopting tailored strategies. Precise implementation of ideological and political education requires not only a deep understanding and accurate assessment by educators of the educational subjects, but also leveraging information technologies such as big data to support precise ideological and political education. Therefore, precise ideological and political education should be based on scientifically assessing students' comprehensive qualities through student profiles, highlighting individual differences, and adapting evaluations for students across different majors and departments. This facilitates horizontal comparisons by schools and employers, fostering a conducive environment for mutual comparison, learning, striving, assisting, and surpassing, thereby achieving the collective development of all students. Furthermore, combining "quantitative evaluation" with "qualitative evaluation," it is essential to focus on acquiring and storing

quantitative data based on students' daily performances, continuously updating evaluation data and records. Given the complexity and dynamic nature of student activities and behaviors, integrating these two evaluation methods in quantitative analysis should be done judiciously, ensuring that the meaning of quantitative indicators is clear and comprehensive.

5. Precision Ideological and Political Education Based on 'Five-Education Integration' Digital Profiles

In the new era, the comprehensive implementation of "precise ideological and political education" based on the "integration of five educations" digital profile should focus on two dimensions: the subject of education and digital empowerment. It requires in-depth research to continuously optimize the implementation path of "precise ideological and political education" in universities, forming collaborative efforts in education, focusing on practical educational effectiveness, and striving to enhance the level of ideological and political education in universities.

5.1 Focus on the Dimension of Educating People to Form Precision Ideological and Political Education Force

5.1.1 Focus on Problem Orientation, Strengthen Digital Empowerment

In the context of focusing on vocational college characteristics, optimizing evaluation content is crucial. Based on the goal of cultivating comprehensive vocational and artisanal talents^[2], the student profile's evaluation index system should include core aspects such as basic qualities, cultural literacy, and skill proficiency. Specifically, evaluations should revolve around qualities of ideological, cultural, physical and mental, aesthetic education, and labor literacy to ensure a comprehensive assessment that aligns closely with vocational education needs.

To empower the evaluation of students' abilities in future career development, assessments should consider their internalization and application of vocational knowledge, skills, and ethics, closely tied to their career directions, job positions, and occupational roles. This evaluation approach aims to enhance students' comprehensive qualities, addressing the current imbalance in intellectual, moral, physical, aesthetic, and labor aspects.

In implementing "precision ideological and political education," the focus should be on addressing the challenges and difficulties in goal setting. By optimizing digital platforms through decision analysis, assessing and forecasting the implementation status of "precision ideological and political education" is facilitated. Utilizing the MIPAL digital profile to comprehensively collect, record, organize, analyze, and provide feedback on students' growth trajectories enables a precise understanding of students' dynamic data and behavioral characteristics. This helps identify ideological and political performances at different stages of vocational college students, predict their ideological characteristics and behavioral trends, and select the most suitable ideological and political education content.

Finally, leveraging student management information systems and big data analytics enables comprehensive tracking evaluation and feedback throughout the process. This method provides a basis for adjusting ideological and political education strategies promptly and optimizing their effectiveness.

5.1.2 Generating synergistic efforts around collaborative education to foster ideological and political education

Around the "educational subject," strengthening collaboration from all parties to form educational synergy is crucial to advancing the implementation of ideological and political education. Building a university management team centered on counselors, combining specialization and part-time roles, and ensuring vertical and horizontal coordination, which is important. The school innovates the "1+N" comprehensive educational model, implements a dual-subject educational approach of "counselors + class advisors," and fully leverages the roles of professional teachers, club guidance teachers, party-building staff, and management personnel in the students' growth and development process.

Enhancing the responsibilities of counselors to accurately grasp students' ideological dynamics. The counselors regularly engage in student communities and dormitories to provide care and establishes routine interaction mechanisms with students, promptly address their ideological, academic, living, and developmental issues. The school transforms the advantage of counselors' full-time presence in student communities into organizational strength for continuous enhancement of community ideological work, integrates resources from the student management team, coordinating counselors, party and government

cadres, and part-time counselors to regularly engage in student communities. And they can fully understand students' living conditions and ideological dynamics, provide targeted solutions to students' ideological doubts, effectively bridge the "last mile" of ideological and political work.

Promoting school leaders, teaching staff, educational support staff, and external mentors to deeply engage in student education management and services. Implementing a system where members of the leadership team are paired with student party branches, youth league branches, and classes to monitor ideological dynamics and address practical difficulties in real time. The school deepens the involvement of educational support staff in communities to continuously enhance students' sense of achievement, satisfaction, and happiness. Also school can invite external mentors into communities to introduce the latest achievements and vibrant examples from the practice of building socialism with Chinese characteristics so that facilitating the deep integration of ideological classrooms and societal learning experiences.

5.2 Focused on Collaborative Education, Generating Synergistic Forces for Ideological and Political Education

The school precisely positions vocational college students, based on individual factors such as personality, interests, and majors, closely aligning with the goals of cultivating high-quality skilled talents in the new era, and focuses closely on the actual conditions and dynamics of ideological and political education in vocational colleges, innovates personalized ideological and political education models to meet students' individual needs.

The school precisely focuses on the integration of the "five educations," closely integrate around the depth of "five educations," selects suitable ideological and political education content based on the framework and data labels of the MIPAL profile, sets related topics such as current affairs, social hotspots, traditional culture, and craftsmanship spirit.

The school precisely supplies ideological and political education solutions, scientifically formulates professional course ideological and political construction, precise ideological and political education implementation plans, and precise dissemination of ideological and political content through digital analysis of the MIPAL five-dimensional profile. Teachers employs diverse ideological and political education methods, such as flipped classrooms, practical activities, and online education, and they can be adapted accordingly.

The school precisely coordinates ideological and political forces, establishes a collaborative and institutional guarantee mechanism under the leadership of the Party Committee across departments, sets up a dedicated data management department, unifies ports and standards between different departments, and integrates data to ensure precise ideological and political integration throughout the entire process of ideological and political education.

The school precisely evaluates educational effectiveness, applies comprehensive quality evaluation of the MIPAL profile to tailored teaching, career planning, educational governance, etc., highlights ideological and political education in the "new era, new thoughts, new dynamics," ensures accurate identification of needs and supply to achieve precise education.^[3]

6. Conclusions

Vocational colleges focus on comprehensive data elements, based on the holistic development approach of "integrating the Five Educations" for students. They explore, research, and innovate around precise ideological and political education strategies and pathways, providing pathways and methods to promote the cultivation of high-quality skilled talents. This framework also serves as theoretical and practical guidance for vocational colleges to implement targeted ideological and political education effectively, enhancing students' competitiveness and overall capabilities. It fully demonstrates the educational value of nurturing individuals and effectively leverages vocational colleges' role in moral education and cultivating talents.

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