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Research paper

Exploration and practice of the path of joint construction of party building between universities and enterprises

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Abstract

As a new driving force for the innovative development of vocational education, new quality productivity has clarified the main direction of vocational education in serving economic and social development and the main battlefield for cultivating high-quality technical and skilled talents. This article delves into the path and practice of university-enterprise party building collaboration in vocational colleges from the perspective of new productivity. By analyzing the current problems in the joint construction of party building between universities and enterprises in vocational education, exploring and constructing the basic principles, models, and effectiveness evaluation system of the joint construction of party building between universities and enterprises that are suitable for the development of new quality productivity, and forming a practical path, it will promote the deep cooperation between universities and enterprises, achieve the optimal allocation of educational resources, provide beneficial reference and lessons for vocational colleges and enterprises, and also provide strong support for promoting the development of new quality productivity.

Keywords: *New Quality Productivity; Vocational Education; University-Enterprise Party Building; Grassroots Party Building; University -Enterprise Cooperation.*

1. Guiding the innovation and development of vocational education party building with new quality productive forces

New quality productivity is an advanced form of productivity in which innovation plays a leading role. It has broken away from traditional economic growth methods and productivity development paths, and is characterized by high technology, high efficiency, and high quality, in line with the new development concept.

New-quality productivity is driven by technological revolutionary breakthroughs, innovative allocation of production factors, and deep transformation and upgrading of industries. It is based on the qualitative changes of laborers, labor materials, labor objects, and their optimal combination, with the improvement of total factor productivity as its core symbol. This productivity not only reduces the input of natural resources and energy, making economic growth free from the quantitative expansion mode driven by factors, but also relies more on data elements and innovation capabilities, thus achieving a qualitative leap in productivity.

The new quality of productivity is closely linked to the new development concept, including the five aspects of innovation, coordination, green, openness and sharing. It emphasizes that innovation is the primary driving force, coordination becomes an endogenous need, green becomes a universal form, openness becomes the only way, and sharing becomes the fundamental purpose. Therefore, new quality productivity is not only a concrete manifestation of advanced productivity, but also an important force to promote economic and social development.

In the context of fostering and developing new productive forces, the development of vocational education needs to closely focus on the core characteristics and requirements of new productive forces. New quality productivity emphasizes the combination of technological innovation and industrial optimization. Vocational education should strengthen cooperation with enterprises and industries, deepen the integration of production and education, jointly develop courses and teaching resources, and closely link educational content with industry needs; New quality productivity focuses on innovation, and vocational education should be committed to cultivating students' innovative thinking and abilities. This includes setting up innovative courses, carrying out innovative practical activities, and encouraging students to participate in scientific research projects, so as to enhance students' innovative awareness and practical ability; New quality productivity often involves the cross-integration of multiple fields, and vocational education should break through traditional disciplinary boundaries and strengthen interdisciplinary education. This helps students to form a comprehensive knowledge structure and ability system, and better adapt to the development needs of new productivity; The new quality productivity highly depends on information technology. Vocational education should strengthen the application and promotion of information technology, such as online education, virtual simulation experiments, etc., to improve teaching efficiency and quality; New quality productivity emphasizes green development, and vocational education

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should strengthen education and training in green technology and green industry, cultivate students' environmental awareness and green skills, and provide talent support for the development of green economy.

In the context of fostering and developing new productive forces, vocational education should deepen the integration of production and education, cultivate innovative talents, focus on interdisciplinary education, strengthen the application of information technology, pay attention to green development, and improve the evaluation system. Through these measures, vocational education can better adapt to the development needs of new quality productivity and provide strong talent support for economic and social development. In the context of vocational education adapting to the development of new productivity, it is necessary to strengthen the joint construction of party building between universities and enterprises. The joint construction of party building between universities and enterprises helps to achieve the goal of joint efforts, shared resources, and common development of grassroots party organizations, thereby building a new pattern of party building.

This article chooses to cultivate and develop new productivity from the perspective of analyzing the current problems of party building and co-construction between universities and enterprises in vocational education, exploring and constructing a path for party building and co-construction between universities and enterprises that is suitable for the development of new productivity, promoting deep cooperation between universities and enterprises, optimizing the allocation of educational resources, and promoting the innovation and development of party building work.

2. Research status of party building in vocational colleges

2.1. Research status of vocational education and adaptation to the development of new productivity

Vocational education is actively adapting to the development and changes of new productivity. As a new driving force for the innovative development of vocational education, new quality productivity has clarified the main direction of vocational education in serving economic and social development and the main battlefield for cultivating high-quality technical and skilled talents. Therefore, vocational education is strengthening the characteristics of type education, comprehensively enhancing the social adaptability of talent cultivation, and better meeting the demand for talents from new-quality productivity. Zhang Pei and other scholars analyzed the path of high-quality development of vocational education from the perspective of new productivity [1]; Pan Haisheng and other scholars have studied the role, mission, and responsibility of vocational education in the context of accelerating the development of new productive forces [2]; Zheng Bei and other scholars have proposed a logical approach and practical model for the high-quality development of vocational education enabled by new-quality productivity [3]; Han Fei and other scholars analyzed the theoretical logic, practical obstacles, and innovation paths of vocational education empowering new productivity[4].

New changes are taking place in the professional setting of vocational education. For example, with the adjustment and upgrading of the domestic industrial structure, the demand for high-quality technical and skilled talents is increasing. In order to keep up with the changes in demand, vocational education institutions are actively adjusting their professional settings and adding professional directions related to emerging technologies and industries, such as agricultural Internet of Things, high-speed rail power supply, and Central Asian trade, to meet the development needs of new-quality productivity. Yan Zhili and others analyzed the allocation of factors and action logic of vocational education in empowering new productivity [5]; Yang Lei and other scholars proposed the path of professional structure adjustment under the background of the construction of a highland for innovative development of vocational education [6]; Zhang Zhixin and other scholars have proposed the internal logic and practical path of four-chain integration to empower new productivity [7]; Guo Yifeng and other scholars analyzed the challenges and countermeasures of cultivating technical and skilled talents under the conditions of new productivity[8].

At the policy level, efforts are being made to promote the development of vocational education to align with the advancement of new productivity. For example, the government work report emphasizes the development of new quality productivity as the primary task, and vocational education, as an educational type with a high degree of isomorphism with economic and social development, naturally becomes an important force in promoting the development of new quality productivity. Miao Zhicong and other scholars proposed to contribute educational power to the development of new quality productivity according to local conditions [9]; Li Zhenhua and other scholars proposed to promote the city-wide industry-education consortium from the perspective of the integration of two wings of vocational education, forming a new quality of urban productivity [10]; Lin Xibao and other scholars proposed that vocational colleges should help the high-quality development of new productivity [11]; Shen Yanrui and other scholars have proposed the realistic dilemma and practical path of the two-way empowerment of new quality productivity and the deep integration of production and education[12].

Although vocational education has made some progress in adapting to the development of new productivity, it still faces some challenges. For example, how to better connect with industrial development and improve the pertinence and effectiveness of talent cultivation; How to strengthen cooperation with enterprises and industries, and form a good situation of integration of production and education, and cooperation between universities and enterprises; and how to improve the institutional mechanisms of vocational education to provide strong guarantees for its innovative development. Therefore, it is necessary to deepen the adaptability of vocational education to the development of new quality productivity, promote the deep integration of vocational education and industry, improve the quality and efficiency of vocational education, and promote the development of new quality productivity.

2.2. Research status of the theory of joint construction of party building between universities and enterprises

The model and practice of party building and cooperation between universities and enterprises are constantly being explored. Some universities and enterprises have begun to try new cooperation models, such as jointly holding themed educational activities, carrying out labor education practices, and hiring model workers as mentors, in order to enrich the content and forms of university-enterprise party building and co-construction. These practices have promoted deep cooperation between universities and enterprises to a certain extent, and improved the quality and effectiveness of party building work. Guo Dijie and other scholars proposed a party building model for university-enterprise cooperation from the perspective of collaborative innovation [13]; Ma Yichen and other scholars proposed innovative methods for party building in universities during the process of deep cooperation between universities and enterprises [14]; Tu Xiang and other scholars studied the practice of university-enterprise party building and joint construction leading the deep integration of production and education [15]; Liu Gang and other scholars analyzed the impact of the joint construction of party building between universities and enterprises from the perspective of corporate culture [16]; Lai Zhouyi and other scholars proposed that university-enterprise joint party building should be used to build a new platform for party members' growth from the perspective of party member cultivation [17]; Jiang

Jianping and other scholars discussed the joint education model of party building between universities and enterprises in the context of the construction of the Guangdong-Hong Kong-Macao Greater Bay Area [18]; Ren Ning and other scholars took Zhejiang University of Technology as an example and proposed the idea of a community of party building among universities, enterprises, and localities from the perspective of synergy theory[19].

However, there are still some shortcomings in the current research. For example, there is a lack of systematic summary and refinement of the theoretical basis and practical experience of the joint construction of party building between universities and enterprises; There is a lack of in-depth research and innovation in the mechanism and mode of joint construction of party building between universities and enterprises; Further exploration and research are needed on how to effectively integrate university-enterprise resources, leverage the strengths of both parties, and achieve mutual benefit and win-win results. In general, the research status of the theory of joint construction of party building between universities and enterprises shows a positive trend, but further research and exploration are still needed to better serve the needs of university-enterprise cooperation and party building work.

2.3. Research status of the relationship between the joint construction of party building and the development of vocational education in three universities and enterprises

The research on the relationship between the joint construction of party building and the development of vocational education in universities and enterprises is a topic of great concern in the current education field and party building work. With the rapid development of vocational education and the deepening of cooperation between universities and enterprises, the joint construction of party building is playing an increasingly important role in improving the quality of vocational education, promoting the all-round development of students, and promoting industrial upgrading.

The joint construction of party building between universities and enterprises plays a positive role in promoting the development of vocational education. Through the joint construction of party building, universities and enterprises can jointly carry out ideological and political education, internship training, teacher training and other activities to improve students' professional quality and practical ability, and promote the close connection between vocational education and industrial needs. At the same time, the joint construction of party building can also promote the integration of university and enterprise culture, enhance the awareness of cooperation and trust between universities and enterprises, and provide a good external environment for the development of vocational education. Guo Zican and other scholars proposed the operation mode of joint party branches between higher vocational universities and private enterprises under the perspective of industry-education integration [20]; Zhang Zhe and other scholars proposed the "eight common" joint creation of collaborative education mechanism between universities and enterprises [21]; Fu Haohui and other scholars analyzed the path of university-enterprise joint party building in higher vocational colleges by taking Hubei Vocational and Technical College as an example [22]; Wu Qingling and other scholars analyzed the mechanism of strengthening the adaptability of vocational education through the joint construction of party building between universities and enterprises, taking Tianjin Light Industry Vocational and Technical College as an example[23].

In summary, from the perspective of the development of new productive forces, it is necessary to explore and build a path for the joint construction of party building between universities and enterprises in vocational colleges. Through the joint construction of party building between universities and enterprises, it can promote the deep cooperation between universities and enterprises, enhance the social responsibility of both parties, achieve the optimal allocation of educational resources, improve the pertinence and effectiveness of vocational education, and thus promote the rapid development of vocational education and the continuous improvement of new productivity.

3. Construction of the practical path of university enterprise party building in vocational colleges

3.1. Requirements for the cultivation and development of new productivity for the joint construction of party building in universities and enterprises

The new quality productivity is characterized by innovation, high quality and advanced productivity, with the leap of laborers, labor materials, labor objects and their optimal combination as its basic connotation, and the significant increase of total factor productivity as its core symbol. The development of such productivity has brought new challenges and opportunities to the joint construction of party building in universities and enterprises.

Firstly, the joint construction of party building between universities and enterprises needs to pay more attention to innovation and quality. This requires both universities and enterprises to constantly explore new ideas and methods in party building work, and promote the development of party building work with innovative thinking. At the same time, we should pay attention to the quality of party building work, ensure the effectiveness and pertinence of party building work, and provide strong organizational support for the development of new productivity.

Secondly, the joint construction of party building between universities and enterprises needs to pay more attention to the combination of technology and talents. The development of new productivity cannot be separated from technological innovation and talent support. Therefore, both universities and enterprises need to further strengthen cooperation in scientific and technological research and development, talent cultivation, and other aspects, jointly promote scientific and technological innovation and talent cultivation, and provide a continuous source of power for the development of new productivity.

In addition, the joint construction of party building between universities and enterprises also needs to focus on the deep transformation and upgrading of industries. The development of new quality productivity requires the optimization and upgrading of industrial structure, which requires both universities and enterprises to pay more attention to industrial upgrading and transformation in industrial cooperation, and promote the development of industry towards high-end, intelligent and green direction to meet the development needs of new quality productivity.

Finally, the joint construction of party building between universities and enterprises needs to strengthen the common goal of party building leadership and high-quality development of business work. By building a platform for collaborative education between universities and enterprises, strengthening cooperation in scientific research, transformation of scientific and technological achievements, application of technology, and mutual employment of talents, and constructing a comprehensive, multi-level, and three-dimensional framework for university-enterprise cooperation, we can promote the cultivation and development of new productivity.

3.2. Basic principles for the joint construction of party building between universities and enterprises in vocational colleges

Cultivating and developing new quality productivity has put forward new requirements for the joint construction of party building in universities and enterprises, including focusing on innovation and quality, strengthening the combination of science and technology and talents, promoting the deep transformation and upgrading of industries, and strengthening the common goal of party building leadership and high-quality development of business work. These requirements will help promote the development of the joint construction of party building between universities and enterprises to a deeper and broader level, and provide strong support for the cultivation and development of new productivity.

In the context of fostering and developing new quality productivity, the joint construction of university-enterprise party building in vocational colleges mainly includes the following basic principles:

Adhere to the leadership of the Party and strengthen political guidance: Vocational colleges and enterprises should always adhere to the leadership position of the Party in the joint construction of Party building, ensuring that the Party's line, principles, and policies are fully implemented in the process of joint construction. Through party-building activities, we will strengthen the political education and ideological guidance of teachers, students, and staff, ensuring the correct direction of university-enterprise collaboration.

Mutual benefit and win-win results, promoting deep integration: The joint construction of party building between universities and enterprises should be based on mutual benefit and win-win results, through resource sharing and complementary advantages, to achieve deep integration between vocational universities and enterprises in talent cultivation, scientific and technological innovation, social services, and other aspects. This will help promote the cultivation and development of new productivity and achieve the common development of both universities and enterprises.

Focus on effectiveness and innovate the co-construction model: In the process of party building and co-construction, we should focus on effectiveness and innovation. According to the development needs of new productivity, we should constantly explore and innovate the co-construction model to ensure that the co-construction activities can achieve tangible results. At the same time, we should focus on summarizing experience and constantly improve and optimize the co-construction mechanism.

Strengthen team building with a people-oriented approach: The joint construction of party building between universities and enterprises should adhere to the principle of putting people first, focusing on strengthening the team building of teachers, students, and employees. By strengthening training, communication, and practice, we aim to improve the overall quality and ability of teachers, students, and employees, providing a strong talent guarantee for the cultivation and development of new productivity.

Managing according to law and standardizing joint construction behavior: In the process of university-enterprise party building and joint construction, it is necessary to strictly abide by national laws and regulations as well as university rules and regulations to ensure the legitimacy and standardization of joint construction behavior. At the same time, we should pay attention to strengthening supervision and management in the process of joint construction to ensure the smooth progress of joint construction activities.

3.3. The mode of university-enterprise party building and joint construction from the perspective of three new quality productivity

From the perspective of new productivity, this article constructs a model of university-enterprise party building and collaboration in vocational colleges, covering aspects such as concept sharing, organizational construction, talent cultivation, technological innovation, and cultural integration. By carrying out these collaborative activities in depth, it helps to promote the deep integration and collaborative development of both universities and enterprises, and jointly promote the cultivation and development of new productivity.

Sharing of ideas and leading of thoughts

Shaping a common philosophy: Through joint party-building activities, deepen the understanding of new productivity between the two sides, jointly shape a development philosophy led by innovation, and promote in-depth cooperation between universities and enterprises in scientific and technological innovation, talent cultivation, and other areas.

Ideological guidance and education: Strengthen the party's innovative theory education, ensure that the party's latest theoretical achievements are deeply rooted in the hearts of the people, guide teachers, students, and enterprise employees to establish a correct value orientation, and enhance their sense of responsibility and mission in serving the development of new quality productivity.

Organizational construction and resource sharing

Optimization of organizational structure: Adjust and optimize the organizational structure according to the development needs of new productivity, which can better serve scientific and technological innovation and talent cultivation. Establish grassroots party organizations in key scientific research teams and innovation platforms to strengthen the party's leadership and support for scientific research directions and innovation projects.

Resource sharing and complementary advantages: Build an university-enterprise resource sharing platform to achieve optimal allocation and efficient utilization of equipment, technology, talent and other resources. Promote in-depth cooperation between universities and enterprises in internship and training, teaching and research, employment and entrepreneurship, etc., to achieve complementary advantages and mutual benefit.

Talent cultivation and exchange and cooperation

Joint education mechanism: Establish a joint education mechanism between universities and enterprises, and jointly cultivate high-quality talents with innovative spirit and practical ability through joint enrollment, joint training, joint evaluation, and other methods.

Talent exchange and mutual employment: promote mutual visits, mutual employment, and mutual learning between personnel from both universities and enterprises, strengthen exchanges and cooperation in scientific and technological innovation, teaching and research, and other aspects, and promote the sharing and optimal allocation of talent resources.

Scientific and technological innovation and achievement transformation

Joint R&D and technological innovation: Encourage both universities and enterprises to jointly carry out scientific research projects and technological innovation activities, jointly solve key technologies and common problems in the industry, and promote the continuous improvement of new productivity.

Achievement transformation and industrialization: Strengthen cooperation between universities and enterprises in the transformation and industrialization of scientific and technological achievements, promote the transformation, application, and market promotion of scientific and technological achievements, and achieve deep integration of scientific and technological innovation with economic and social development.

Cultural integration and brand building

Cultural integration and exchange: Strengthen the exchange and cooperation between universities and enterprises in terms of corporate culture construction and value shaping, promote the integration and mutual learning of cultural concepts between the two sides, and form a common cultural value system and brand image.
Brand building and cooperation promotion: jointly create influential party building and co-construction brands, enhance the visibility and influence of both universities and enterprises through media publicity, event promotion, and other means, and attract more high-quality resources and partners.

4. Evaluation method for the co-construction of party building between universities and enterprises in vocational colleges

4.1. Basic principles for evaluation of party building and co-construction

The principle of innovation: New quality productivity emphasizes the key role of innovation in promoting the development of social productivity. Therefore, in the evaluation of the joint construction of party building between universities and enterprises, the importance of innovation should be highlighted, and both parties should be encouraged to constantly explore new ideas and methods in party building, education and teaching, scientific research and innovation, and form a joint construction model of party building with their own characteristics.
Effectiveness principle: When evaluating the effectiveness of the joint construction of party building between universities and enterprises, we should focus on the actual results, based on specific work achievements and benefits, and avoid formalism and empty theoretical statements. Through the combination of quantitative indicators and qualitative analysis, comprehensively and objectively evaluate the actual effect of the joint construction of party building between universities and enterprises.
Principle of collaboration: The joint construction of party building between universities and enterprises emphasizes collaboration and cooperation between both parties to achieve resource sharing and complementary advantages. During the evaluation process, attention should be paid to the degree of collaboration between the two parties in the process of joint construction, as well as whether an effective interaction and cooperation mechanism has been formed between the two parties in the cooperation.
The principle of sustainable development: The new quality of productivity pursues sustainable development of productivity. Therefore, in the evaluation of the joint construction of Party building between universities and enterprises, attention should be paid to the long-term benefits and sustainable development potential of the joint construction projects, ensuring that the joint construction achievements can continue to play a role and provide strong support for the long-term development of both parties.
Principle of openness and transparency: The evaluation process should be open and transparent to ensure the fairness and credibility of the evaluation. The evaluation results should be promptly fed back to both parties and subject to social supervision, so as to identify problems and make improvements in a timely manner.

4.2. Evaluation indicators for the effectiveness of party building and common development

From the perspective of new quality productivity, the evaluation index system for the effectiveness of the joint construction of party building between universities and enterprises in vocational colleges should be able to objectively and accurately reflect the depth, breadth, and actual effects of university-enterprise cooperation.
Organizational construction indicators
Party member participation rate: calculate the proportion of party members participating in the joint construction activities of party building between universities and enterprises, reflecting the enthusiasm of party members to participate in joint construction.
Frequency of Party-building activities: Count the number of Party-building activities jointly organized by both the university and the enterprise, such as themed Party days and symposiums, to measure the activity level of the joint activities.
Scoring of the degree of improvement of party organization construction: Scoring is based on the organizational structure, system construction, work norms, and other aspects of the party organizations of both universities and enterprises, quantifying the degree of improvement of organizational construction.
Resource Sharing Metrics
Development rate of teaching resources: Calculate the number of jointly developed teaching resources to reflect the degree of investment in teaching and training by both parties.
Number of scientific research projects: Statistics on the number of scientific research projects jointly participated in by both universities and enterprises, measuring the degree of scientific research cooperation.
Number of talent exchange interactions: Record the number of interactions between universities and enterprises in terms of mutual recruitment of teachers, student internships, and employment, and quantify the activity of talent exchange.
Social benefit indicators
Contribution value to local economy: estimate the contribution of university-enterprise joint projects to the local economy, such as new output value and employment opportunities, and quantify economic benefits.
Social influence index: assess the popularity and recognition of the university-enterprise joint project in the society through questionnaire surveys, online evaluations, and other methods, and quantify the social influence.
Innovation development indicators
The number of innovative practices in party building: Count the number of innovative practices and successful cases in party building between universities and enterprises to measure the activity of party building innovation.
Conversion rate of scientific research and innovation achievements: Calculate the proportion of scientific research achievements jointly developed by universities and enterprises that are transformed into actual products or services, and quantify the actual benefits of scientific research and innovation.
Scoring of teaching mode innovation: Scoring is based on the innovative measures and effects of university-enterprise joint construction in teaching mode and curriculum setting, quantifying the degree of teaching mode innovation.
Evaluation feedback and continuous improvement indicators
Evaluation satisfaction index: Collect the evaluation opinions of both universities and enterprises on the effectiveness of joint construction through questionnaire surveys and other methods, calculate the satisfaction index, and quantify the positive degree of evaluation feedback.

Completion rate of problem rectification: Statistics are made on the rectification measures taken for the problems found in the evaluation and their completion status, and the completion rate is calculated to quantify the effect of continuous improvement.

5. Conclusion

Through in-depth research on the path of joint party building between universities and enterprises in vocational colleges from the perspective of developing new productive forces, this paper explores a series of effective practical strategies and implementation methods. Firstly, the joint construction of party building between universities and enterprises is an important way to improve the level of vocational education and promote the development of new productivity. Through the deep cooperation between universities and enterprises, resource sharing and complementary advantages can be achieved, and the organic connection between the education chain, talent chain, industrial chain, and innovation chain can be promoted. This will not only help improve the pertinence and effectiveness of vocational education, but also cultivate more high-quality technical and skilled talents who can meet the needs of the development of new productivity. Secondly, the key to the joint construction of party building between universities and enterprises lies in the establishment of a close cooperation mechanism and an effective communication platform. Both parties should establish a regular exchange mechanism to strengthen cooperation in talent cultivation, scientific research innovation, social services, and other aspects. At the same time, by building an information sharing platform, efficient utilization of resources and rapid transmission of information can be achieved, providing strong support for the in-depth development of university-enterprise cooperation. However, it is also necessary to recognize some challenges and problems faced by the joint construction of party building between universities and enterprises. For example, there may be problems such as inconsistent interests and poor communication between the two parties. Therefore, in the future work, it is necessary to further study and strengthen the construction of cooperation mechanisms, improve communication platforms, and ensure the smooth progress of university-enterprise cooperation.

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