

Research on the Paths to Improve the Retention Rate of Higher Vocational College Students in Wenzhou from the Perspective of Government-School-Enterprise Collaboration

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Abstract: Against the background of high-quality regional economic development, high-quality technical and skilled talents have become the core support for industrial upgrading and urban development in Wenzhou. As the core direction of vocational education reform, government-school-enterprise collaborative education can integrate the resources of the three parties, solve the pain points of talent training and employment connection, and provide an effective path to improve the retention rate of higher vocational students in Wenzhou. Based on this, this paper analyzes the current situation and influencing factors of the retention rate of higher vocational graduates in Wenzhou, expounds the important role of tripartite collaboration in improving the retention rate, and puts forward improvement paths, so as to provide a reference for Wenzhou to attract and retain higher vocational technical and skilled talents and promote the coordinated development of regional economy and vocational education.

Keywords: Government-school-enterprise collaboration; Higher vocational students; Retention rate in Wenzhou; Industry-education integration

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1. Introduction

As an economically developed coastal city in eastern China, Wenzhou is fully promoting industrial transformation and upgrading, vigorously developing emerging industries such as digital economy, intelligent manufacturing and modern service industry, with an increasingly urgent demand for technical and skilled talents. As an important reserve force of technical and skilled talents, the employment willingness and actual retention rate of higher vocational graduates in Wenzhou directly affect the construction quality of Wenzhou's industrial talent team and relate to the endogenous driving force of regional economic development^[1]. Government-school-enterprise collaboration can realize the complementary advantages of the three parties, form an education closed loop of

“government guidance, school leadership and enterprise participation”, promote the resonance between talent training and regional industrial demand, and further improve the employment willingness and actual retention rate of higher vocational students in Wenzhou. Therefore, it is of great significance to analyze the current situation and improvement paths of the retention rate of higher vocational graduates in Wenzhou.

2. Analysis of the retention rate of higher vocational graduates in Wenzhou

2.1. Current situation of the retention rate of higher vocational graduates in Wenzhou

In recent years, the retention rate of higher vocational graduates in Wenzhou has continued to rise, but the overall level remains moderate, with obvious professional and group differences, and a certain degree of mismatch with industrial development demand. Generally speaking, a number of higher vocational colleges in Wenzhou have been listed as national and provincial “Double High Plan” institutions, with about 15,000 graduates each year. In terms of professional differences, the retention rate of engineering majors is higher than that of liberal arts majors. The retention rate of graduates majoring in equipment manufacturing, electronic information and other engineering majors is more than 55%, which is related to the rapid development of Wenzhou’s intelligent manufacturing and digital economy industries. The low retention rate of liberal arts graduates, such as preschool education and secretarial majors, is mainly due to fierce competition and low salaries, making graduates tend to develop in first-tier cities. In terms of group differences, the retention rate of local household registration higher vocational graduates in Wenzhou is about 68%, much higher than 22% of non-local household registration graduates, mainly because local graduates have a strong sense of home belonging and low living costs. Graduates preparing for “college-to-undergraduate” study in the second year of junior college have a low retention rate after graduation, and most choose to work or pursue further study in the location of undergraduate colleges. Overall, the retention rate of higher vocational graduates in Wenzhou shows an upward trend, but problems such as low overall level, professional imbalance and obvious group differences still exist, which cannot meet the urgent demand for technical and skilled talents in industrial upgrading and must be solved through joint efforts of multiple parties.

2.2. Influencing factors of the retention rate of higher vocational graduates in Wenzhou

The retention rate of higher vocational graduates in Wenzhou is affected by four interrelated factors: individual, school, enterprise and government, which jointly determine graduates’ employment choices and willingness to stay in Wenzhou. From the individual perspective, career planning and development expectations are key factors. If Wenzhou enterprises can provide graduates with clear promotion channels and systematic skill training systems, graduates’ motivation to stay in Wenzhou will be significantly enhanced. The high housing and commodity prices in Wenzhou, coupled with the low starting salary of higher vocational graduates, lead to the inability of some non-local graduates to stay due to living costs. Family factors also play an important role: local graduates are more influenced by family environment and social networks and tend to stay, while non-local students are less likely to stay without family support ^[2].

From the school’s perspective, talent training is disconnected from industrial demand. Some higher vocational colleges still adopt traditional teaching modes and neglect practical skill training, resulting in a mismatch between graduates’ skills and enterprise post demand. Employment guidance services lack pertinence, curriculum content is monotonous, and there is no comprehensive display of Wenzhou’s industrial policies and enterprise needs. School-enterprise cooperation mostly remains superficial, making graduates

unable to deeply understand Wenzhou enterprises and hard to improve their willingness to stay in Wenzhou. From the enterprise perspective, poor post quality leads to high employee turnover intention. Some small and medium-sized enterprises have low salary levels and non-standard social insurance payments. Enterprises lack initiative in talent training, regard talent training as the responsibility of schools, and fail to truly play the main role in practical teaching. Some enterprises also tend to value academic qualifications over skills and are unwilling to provide equal development opportunities for higher vocational graduates, thus reducing their motivation to stay in Wenzhou.

From the government's perspective, policy orientation is not accurate. Existing policies do not provide personalized support for higher vocational graduates, and the support for engineering and non-local graduates is insufficient. The ability of resource integration is lacking, and there is no effective communication channel and cooperation platform among the government, school and enterprise, making it difficult to form a joint force for education. The talent service system is not perfect, and services such as housing security and children's education for higher vocational graduates are incomplete, resulting in unstable retention of non-local graduates in Wenzhou.

3. The important role of government-school-enterprise collaboration in improving the retention rate of higher vocational students in Wenzhou

3.1. Conducive to optimizing the talent training model

Government-school-enterprise collaboration can break the limitation of single-school training and synchronize talent training with Wenzhou's industrial demand. The government determines the direction of talent training according to industrial planning and guides higher vocational colleges to adjust major settings. Schools rely on enterprise resources to improve the practical teaching system, integrate enterprise post requirements into teaching, and select suitable talents from enterprises. Such a cooperation model can effectively improve the disconnection between talent training and post-demand, enhance graduates' employment competitiveness and their willingness to stay in Wenzhou.

3.2. Conducive to enhancing the stability of graduates' retention in Wenzhou

Government-school-enterprise collaboration can gather the strength of the three parties to form a comprehensive employment security system. The government issues policies such as employment subsidies and housing subsidies to reduce graduates' living and employment pressure. Schools provide employment tracking services, post-recommendation and skill improvement support for graduates. Enterprises establish salary and welfare mechanisms and clear promotion channels, create a good corporate culture atmosphere, strengthen graduates' sense of belonging and identity to enterprises, and reduce talent loss ^[3].

3.3. Conducive to promoting the coordinated development of the regional economy and vocational education

Government-school-enterprise collaboration can improve the retention rate in Wenzhou and realize the benign interaction between vocational education and the regional economy. Tripartite collaboration can provide a stable talent source of skilled workers and technicians for Wenzhou's industrial upgrading and solve the problem of enterprise labor shortage. Industrial development provides more practical resources and employment posts for higher vocational colleges and promotes the improvement of the school-running level. A virtuous circle of "government guidance, school training and enterprise absorption" is formed, creating a good

ecology of talent gathering, prosperous industries and retained talents in Wenzhou.

4. Paths to improve the retention rate of higher vocational students in Wenzhou from the perspective of government-school-enterprise collaboration

4.1. Giving play to the government's overall planning and guidance role and building a talent data information database

As the overall planner, the government should strengthen policy guidance, resource integration and service guarantee, with the core of establishing an accurate "talent data information database" to realize the precise connection of talent supply and demand.

Firstly, establish a targeted policy support system. Introduce differentiated support policies to improve the subsidy standards and duration for higher vocational graduates staying in Wenzhou, especially engineering and non-local household registration graduates. Provide tax reduction, social insurance subsidies and other supports for enterprises absorbing higher vocational graduates. Improve entrepreneurship support policies, provide all-around support for graduates starting businesses in Wenzhou, and refine policy measures to ensure implementation^[4].

Secondly, build a talent data information database. Led by the government, integrate resources from human resources and social security, education, colleges, enterprises and other parties, establish a database containing graduate information and enterprise post demand, update data continuously, use big data to accurately connect supply and demand, provide personalized services for graduates, schools and enterprises, and promote higher vocational colleges to optimize professional structure.

Thirdly, improve talent services. Integrate tripartite employment guidance resources to provide all-round training for graduates. Build youth talent apartments to reduce the living costs of non-local graduates, promote the equalization of public services, relieve the worries of non-local graduates and strengthen their sense of belonging^[5].

4.2. Focusing on industry-education integration in higher vocational colleges and optimizing talent training supply

As the main body of talent training, higher vocational colleges should rely on Wenzhou's industrial demand, strengthen industry-education integration, improve talent training supply, and enhance graduates' post-match degree and employment competitiveness.

Firstly, optimize major settings. Adjust the professional structure according to Wenzhou's key industrial development planning, eliminate disciplines disconnected from industries, add emerging characteristic disciplines, strengthen advantageous engineering disciplines, promote the integration of liberal arts majors and industries, and establish a dynamic major adjustment mechanism to ensure the consistency between education supply and industrial demand^[6].

Secondly, promote the in-depth integration of industry and education. Co-build industrial colleges and training bases with local enterprises to realize the integration of "post-course-competition-certificate". Invite enterprise technical backbones to serve as part-time teachers, adopt the mode of "order-based training and oriented employment", integrate real enterprise projects into teaching, improve the employment internship system, and enhance students' practical ability.

Thirdly, strengthen employment guidance. Optimize employment guidance courses, add content related to Wenzhou's industries, and cultivate graduates' awareness of staying in Wenzhou. Provide personalized employment guidance, organize graduates to visit enterprises and participate in internships to improve their

willingness to stay in Wenzhou, and integrate employment education with ideological and political education and professional education^[7].

4.3. Promoting enterprises to fulfil their main responsibilities and building an employment service platform

As the provider of employment posts, enterprises should actively assume their own responsibilities, participate in collaborative education, improve post quality and attract higher vocational graduates.

Firstly, improve post quality. Abandon the concept of valuing academic qualifications over skills, provide graduates with reasonable salaries, standardized social insurance and a good working environment, establish clear promotion channels, develop more technical posts suitable for higher vocational graduates, and expand the scale of employment.

Secondly, participate in collaborative education. Take the initiative to cooperate with higher vocational colleges, provide students with internship posts, training equipment, part-time teachers and other resources in all links of talent training, conduct pre-job training for graduates, and participate in the construction of industry-education consortia to realize the common development of schools and enterprises.

Thirdly, build an employment service platform. Actively participate in campus recruitment, establish a graduate tracking training mechanism, solve graduates' work and life problems, strengthen corporate culture construction, create an atmosphere of respecting talents, and enable graduates to integrate into enterprises quickly. Build a "skilled talent training alliance", jointly share talent resources with industry associations, colleges and other enterprises, and solve the problems of scattered training resources and inconsistent standards of small and medium-sized enterprises^[8].

4.4. Giving play to the tripartite collaborative force and designing a full-cycle service system

Government, school and enterprise should break down barriers, give play to joint forces, and build a service system covering enrollment, training, employment, retention and other links to realize seamless connection.

Firstly, establish a collaborative communication mechanism. Led by the government, set up a collaborative education leading body, assign special personnel to set up an information exchange platform, and invite industry associations to join, so as to improve collaborative efficiency^[9].

Secondly, create a full life-cycle service system. Carry out career enlightenment education at the enrollment stage to cultivate students' awareness of staying in Wenzhou; promote industry-education integration at the training stage to improve students' post matching degree; jointly carry out recruitment at the employment stage to provide accurate services; and make joint efforts of the three parties to do a good job in follow-up security at the retention stage to improve the stability of staying in Wenzhou^[10].

Thirdly, strengthen the collaborative guarantee. The government increases capital investment, schools speed up the construction of "double-qualified" teachers, enterprises increase efforts in talent training and guarantee measures, establish a collaborative evaluation system and update and improve it in a timely manner, to form a virtuous circle.

5. Conclusion

To sum up, improving the retention rate of higher vocational students in Wenzhou is an important measure

to promote industrial upgrading and urban development in Wenzhou, and an inevitable requirement for the high-quality development of vocational education. Government-school-enterprise collaboration can integrate tripartite resources, optimize talent training and improve employment security. Through close cooperation among the three parties, the retention rate can be effectively improved, providing support for Wenzhou to attract and retain more technical and skilled talents and promote the coordinated development of the regional economy and vocational education. In the follow-up work, the collaboration strategy should be continuously optimized, combined with industrial development and graduates' demand, so as to provide a reference for Wenzhou's talent team construction and high-quality economic development.

Disclosure statement

The author declares no conflict of interest.

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