

SATISFY REQUIREMENT OF PROFESSIONAL AND TECHNICAL PERSONNEL IN CONTINUING EDUCATION BY PROVIDING ACCURATE SERVICE

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Abstract: Targeted education should enhance the pertinence and effect of education content to inspire interior motivation of learning. Defining technical professionals' requirement of continuing education plays an important role in continuing education. This paper analyses how to satisfy technical professional's requirement of continuing education content with targeted perspective. Continuing education base for national technical professional provides theoretical evidence and practical proof.

Key words: professional and technical personnel, continuing education, need, supply, accurate service

Continuing education for professional and technical personnel, which is the main part of talented people and pioneer boosting economic in China, has gained more attention in recent years. And clear requirement on it has also been formed. Thesis of accurate education training from President Xi indicated the direction of pertinence and effect for continuing education. continuing education promotes enterprise production and economic and social development by improving the quality of workers under demand.

1 DEFINITIONS OF RELEVANT CONCEPTS

1.1 professional and technical personnel

Professional and technical personnel are employees with diplomas and secondary or above and have a junior and above professional and technical personnel in enterprises and institutions. The definition, by the Ministry of Labor and Social Security and the personnel department under the State Council, refers to the personnel engaged in relevant specialized technical work or related professional technical management work with relevant professional qualification certificates issued by the institutions directly under the State Personnel Department.

1.2 connotation of continuing education

Continuing education refers to education received by those who have graduated from formal education. The definition in China's "Education Dictionary" is that "offering education to those who have obtained a certain degree of academic qualifications and professional and technical personnel." Continuing education can be seen as the extension and development of academic education, generally refers to re-education for those who have received university education want to updating of knowledge. It is a kind of high-level education for professional and technical personnel to update, supplement, expand and improve knowledge.

Continuing Education improving the quality of workforce through training and education means increasing the working ability, technical level and proficiency of workers so that they can increase their incomes by improving the efficiency and quality of their workforce and eventually achieve the effect of increasing their national income. In the process of economic construction, we will continue to educate and give play to such functions as the continuous development of the labor force, the effective realization of the conversion of productive forces and the promotion of the all-round development of the productive forces. In short, continuing education promotes enterprise production and economic and social development by improving the quality of workers.

1.3 relevant provisions of continuing education

The state has always attached great importance to the continuous education of professional and technical personnel. The Ministry of Human Resources and Social Security has clear requirements on the continuing education of professional and technical personnel in the Regulations on Continuing Education for Professional and Technical Personnel, which were implemented on October 1, 2015. The state's requirement for continuing education of professional and technical personnel reflects the fact that in the era of "Internet +", the ever-changing technology makes lifelong learning a must for professional and technical personnel. Under this premise, the continuous education process for professional and technical personnel also needs to be re-recognized.

Professional and technical personnel is the main body of China's talent team. Therefore, grasping the continuous education of professional and technical personnel is of great importance to the development of various reforms in our country and to the strategic layout of our country's future economic development.

2 REFORM OF THE CONTINUING EDUCATION NEEDS AND SUPPLY ON PROFESSIONAL AND TECHNICAL PERSONNEL

2.1 the characteristics of professional and technical personnel educational needs

Professional and technical personnel of continuing education is mainly dependent on the employer's input and their own choice. Learning is not only the nature of mankind, but also the source of interesting in life. Since ancient times, mankind has the desire to perfect itself. This is even more so for professional and technical personnel. Demand, economic conferred meaning is the unity of desire and ability, on the one hand need to clear their own ideas and goals, on the other hand need to be able to meet the conditions. Cleared professional and technical personnel's continuing education needs, better service can be provided.

Education is a typical mix of goods. Professional and technical personnel to continue education in line with the characteristics of mixed goods. For such mixed goods, the government must include it in the scope of its own public service and ensure the legitimate interests of vast numbers of professional and technical personnel through proper intervention. According to the public goods theory, continuing education can be provided by the market, government departments subsidize certain situations, and direct continuing education services can be provided as needed. Government intervention in professional and technical personnel to continue education has become a reasonable choice.

2.2 provide precise supply for the demand

Accurate education requires strengthening the relevance and effectiveness of

educational content and stimulating the intrinsic motivation of learning. To identify the most urgent needs of professional and technical personnel, the appropriate precision services are provided. Professional and technical personnel to continue the main form of education is a variety of training. General Secretary Xi clearly put forward the precise assessment of education and pointed out the direction of pertinence and effectiveness of continuing education for professional and technical personnel at the seminar on studying and implementing the spirit of the Fifth Plenary Session of the 18th CPC Central Committee and the major leading cadres at the provincial. The content of training of professional and technical personnel is clearly defined. This is a major innovation in training concept. It is necessary to establish a new supply and demand structure in training to achieve consistency between training contents and demand. The transform from the rough model to the precise mode is promoted to tackle the unfounded targeted training problems.

Supply is the necessary condition to meet the demand. When the supply is not in place, the demand will be lack of substance. Education and social development are highly homogeneous. The core of educational supply reform is to expand the supply of quality educational resources, optimize the allocation of educational resources.

3 THE STATE-LEVEL CONTINUING EDUCATION BASE

In recent years, the state has attached great importance to the continuing education work of professional and technical personnel and promoted in batches the construction of continuing education bases for professional and technical personnel at the state level. National professional and technical personnel continuing education base (national continuing education base) has become an important institution for professional and technical personnel to participate in the study. The national continuing education base is a training entity relying on the construction of institutions of colleges and universities, research institutes and other teaching institutions. It is training institutions and service platform recognized by the Ministry of Social Security of Human Resources, which update the knowledge of professional and technical personnel, expand the knowledge structure and improve the overall quality And innovation ability as the basic content of education.

Beijing University of Technology (BJUT) plays an exemplary role in training professional and technical personnel in Beijing. It has been approved as Beijing municipal professional and technical personnel continuing education base in 2013 and national professional technical staff to continue education base in 2014. There are two main points of continuing education base construction. One is to hold training courses entrusted by government departments or enterprises , the other is to assist in the training, examination and management . Based on the training needs and a wealth of science and education resources, BJUT developed training programs and write professional course guides in 9 areas (e.g., equipment manufacturing, information) combining with advantages of existing teaching resources. For different areas of the project, industry-specific syllabus and training courses have been designed based on its own characteristics to contribute for national economic restructuring and innovation via training high-level, urgently needed technical personnel.

Relying on the universities and industries around the professional and technical personnel continue education bases, the service direction and objects are largely clarified.

The education contents are expanded within the advantages of their respective universities or industries, providing a carrier for precision training and education. For different needs of professional and technical personnel, provide corresponding continuing education contents, which is the accuracy of training.

4 IMPLEMENT ACCURATE SERVICES WITH EFFORTS BY THE NATIONAL BASE

As mentioned earlier, meeting the requirements of professional and technical personnel's continuing education needs is the main body of accurate service. The bridge between personnel and their needs relies on continuing education base built by colleges and universities, research institutes and other teaching institutions. The base must identify its space for development in the social and political economy to establish its service orientation, Develop tasks and goals.

4.1 precise positioning service object by national professional and technical personnel knowledge update project

Different industries, different colleges and universities have different educational advantages, the base should design characteristic courses on its own resources. To meet the needs of the industry and the needs of employers, construction of hierarchical classification of professional and technical personnel continuing education system is necessary. Education is divided into professional subjects and public subjects. Professional subjects training should be close to the actual development of the industry. Lead professional and technical personnel to keep pace with the development of science and technology and improve innovation ability. The main target of Public subject training is expanding knowledge and broadening their horizons. It also focus on cultivating professional and technical personnel innovative awareness.

4.2 supply accurate services based on accurate demand analysis

For a better performance of education and training, it is important to follow the principles of "teaching students according to their aptitude" and "teaching according to need", what should be taught by what, what should be learned and what is lacking, so as to maximize the unification of training needs and training effects. National-level bases need organize regular research and analysis focusing a wide range. For example, the survey in Zhangjiagang Human Resources and Social Security Bureau of Jiangsu Province, conducted by BJUT National Base in September 2017, achieved the goal of exchanging talents and enterprises. In the research, we analyzed factors include the requirements of national policies on talents, the needs of employers, the educational needs of professional and technical personnel to enhance their own abilities. Based on their own conditions, the provision of services was supplied. The definition of supply in economics is that want to provide supply and have the ability to provide supply. First of all, the idea is necessary, but it needs to be built on the basis of ability. It comes from practice, so all bases need to be motivated to exchange ideas and learn from each other and to stimulate innovation in their thinking. In order to realize effective supply of bases, the important source is its own construction, including the construction of hardware and software. In this regard, the country has given about 3 million subsidies to the base for three consecutive years. With this grant, all national bases have completed the initial

construction, including quality teaching materials, talent pool, online courses. Accurate demand to find out, the base can provide accurate supply of services according to their own situation.

4.3 create demand to lead demand by keep improving

Continuous improvement is the source of organizational motivation and the requirement of knowledge renewal. Knowledge update in modern society is fast. Base curriculum design, syllabus and training guide should make improvement with the development of world. It should be analyzed after proposal and implementation of the precise supply for improvement. All improvements are made to meet the continuing education professional goals and requirements of professionals, but also need to focus on future needs and expectations. Analysis needs Accurately means not only to meet the demand, but also to create demand to lead demand, and the corresponding supply service is to meet current needs and future needs. Therefore, the improvement is not only based on the original adjustment but also focused on the future development and future expectations. In the era of "Internet +", continuous and accurate improvement has become the trend that meets the requirements of the times and the continuous education of professional and technical personnel Need to meet and exceed the needs of this trend to provide an effective supply of services.