



# Exploration on Trinity Talent Cultivation Mode of Rural Revitalization and Its Application on Taizhou Rural Revitalization College

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## Abstract

Taizhou Rural Revitalization College was established in 2018. Since its establishment, the college has actively promoted the establishment of rural revitalization colleges in all nine counties (cities, districts) in Taizhou, and actively created a new mode of talent training, adding two modules of theoretical research and practical guidance to create a “Trinity” pattern. This article focuses on the fact that under the guidance of “one direction” since the establishment of the college, it has presented distinctive features such as “many in three aspects”, “five assists in talent training”, and “seven introductions of practical guidance”, forming a three-in-one rural revitalization talent training model, and at the same time put forward a prospect for the development of the Rural Revitalization College in the future.

## Subject Areas

Economics, Educational Economy and Management, Sociology

## Keywords

Talent Training, Rural Talent Revitalization, Taizhou Rural Revitalization College

## 1. Introduction

Since the establishment of Taizhou Rural Revitalization College in April 2018, Taizhou Open University, as the main campus of Taizhou Rural Revitalization College, has always adhered to the concept of alliance and openness, adhered to demonstration and leadership, focused on dislocation development, and promoted the general requirements in accordance with Taizhou Rural Revitalization

Strategy. To meet the talent needs of rural revitalization, strengthen talent protection, and help talent revitalization as the goal, strive to build a new large platform of “theoretical research, talent training, and practical guidance”. Since its establishment, the college has promoted the establishment of rural revitalization colleges in all nine counties (cities, districts) of the city in accordance with the requirements of the “Organization Construction Year”, and has continued to improve the college’s organizational structure and broaden the content of the college’s education, highlighting many of the college’s bright spots. The college has specially trained 2000 students, offered more than 30 courses with 1000 hours, sent teaching to more than 30 villages, focused on coaching one township and one village, led and signed 1 project, and 2 projects are being docked, and received more than 20 batches of visiting delegations from inside and outside the province such as Beijing, Guangdong and Fujian. On April 29, “Guangming Insight” and “Zhejiang Daily” on August 6 reported on our practice of “‘red + green’, ‘classroom’ + ‘on-site’ to help rural revitalization and promote farmers’ benefits”. At the same time, Taizhou Rural Revitalization College won the National Excellent Case in the 2019 National Talent Work Innovation Case Selection.

## **2. Study the Spirit of the General Secretary’s Speech and Stick to the “One” Direction**

In-depth study and understanding of Xi Jinping’s “Three Rural” work exposition, the spirit of the important speeches on rural revitalization, and the relevant spirit of the central government, provinces and cities strengthen ideological guidance and accurately take this as the “one direction” for the work of the Rural Revitalization College. The first is to organize the compilation of the “Rural Revitalization Study Manual”. Based on the original study of “Excerpts from Xi Jinping’s Discussion on ‘Three Rurals’ Work”, we have carefully sorted all the important documents since 2013, especially since the 19th National Congress of the Communist Party of China at the end of 2017, including the important speech of General Secretary Xi Jinping on rural revitalization when participating in the national “two sessions” delegations, the spirit of the Central Rural Work Conference, the “Opinions on Implementing the Rural Revitalization Strategy”, “Rural Revitalization Strategic Plan (2018-2022)”, “Several Opinions On Adhering to the Prioritized Development of Agriculture and Rural Areas”, “Opinions on Establishing and Improving Institutions, Mechanisms, and Policy Systems for Urban-Rural Integrated Development” and other documents, as well as relevant documents issued by our provinces and cities, as well as some local experiences and practices, and dynamic information [1] [2]. The second is to deeply understand the spirit of Xi Jinping’s series of important speeches on rural revitalization. After the systematic study, we have a deeper understanding of why the central government implements the rural revitalization strategy, the overall goals, general principles, general requirements, institutional guarantees, and priority tasks

of the rural revitalization strategy are clearer, and clearly find out the answer how to implement the rural revitalization strategy, from following the rules, strengthening the leadership, leading and correctly handling the four major relationships [3] [4]. The third is to strengthen the guidance of the college's normal work. Guided by Xi Jinping's series of important speeches on rural revitalization, we have integrated her into all aspects of our teaching and training, curriculum setting, theoretical research, and practical guidance, and take our best effort on top-level spirit preaching, base practical experience summarization, and guidance of talent training.

### **3. Carrying Out Theoretical Research and Showing a Pattern of “Many in Three Aspects”**

1) Establish multiple research bases. The Lifelong Education Research Institute of Zhejiang Open University and the Lifelong Education Department of Soongsil University in South Korea signed a letter of intent for Sino-Korea cooperation. The main campus of Taizhou Open University was awarded the Rural Revitalization Research Center of the Lifelong Education Research Institute of Zhejiang Open University with the theme of rural revitalization education. It has become a lifelong education practice base of Soongsil University in South Korea. Huangyan established the “Sino-German Rural Planning Joint Research Center” and became the “Beautiful Rural Planning Teaching Practice Base” of Tongji University. The branch campus of the Taiwan Academy of Sciences established the Rural Revitalization Research Institute, launched the “Seven Roads and Hundred Questions” research activity on the rural revitalization strategy, and held the rural revitalization report meeting and the rural revitalization strategy seminar. Based on internal statistical analysis of Taizhou Open University, in 2018, he presided over 93 projects, 52 new projects in 2019, and published 16 papers in rural revitalization research journals, 12 papers in school journals, 17 papers in foreign journals, 16 papers in school journals, and 13 papers in agricultural technology journals.

2) Conduct a variety of forum communication. First, the Taizhou Rural Revitalization College “Famous Teacher Forum” was opened at the city and county levels. Last year, Hu Jian, former executive vice-minister of the Propaganda Department of the Zhejiang Provincial Party Committee, was invited to give a keynote speech at the “Famous Teacher Forum” entitled “Rural Revitalization Strategy Practice Path and Opportunity”, and four typical representatives of rural revitalization were arranged to speak; Jiang Dehai, a famous Chinese legal scholar, professor and doctoral supervisor of East China University of Political Science and Law, gave a special lecture on “Comprehensive Deepening of Governance by Law and Grassroots Sweeping and Evil” [5]. In April, the first Rural Revitalization (Planning) Summit Forum was held in Linhai, and Zhang Yi, Deputy Director of the Provincial Department of Housing and Urban-Rural Development, was invited to give a keynote speech. Second, the Taizhou Rural

Revitalization Tour Development Forum was opened at the township level [6]. Co-hosted with Taizhou Agriculture and Rural Affairs Bureau and China Taizhou Insight, the tour forum has entered the townships. Since its launch in March, it has entered 6 towns. The third is the establishment of “mobile forums” at the village level. Invited Professor Qian Wenrong, Executive Dean of the China Rural Development Research Institute of Zhejiang University, to give the first report entitled “Logic and Basic Ideas of Rural Revitalization” for the “Mobile Forum” in Zhaqiao Village, Jiaojiang; Pan Xiankao, Secretary of the Communist Party Committee of Taizhou Open University, went into 7 villages and give part classes. The fourth is to make typical speeches at national conferences. We made a speech on the work experience of Taizhou Rural Revitalization College in serving rural revitalization at the National Seminar on Lifelong Learning and Learning City Construction, and exchanged views with experts from Taiwan Air University and the Open University of Hong Kong on the same stage.

3) Form multiple research results. The main campus of the college has compiled the “Taizhou Farmer College Students’ Style Record”, and is compiling “36 Laws of Rural Revitalization and Entrepreneurship Stories and Entrepreneurship Cases of 108 Generals”. Luqiao District published an article signed by the secretary in Zhejiang News, “Developing Beauty First to Promote Rural Revitalization - Research Report on Beautiful Construction in Luqiao District”; Xianju County published a 12,000-word “Sample Report on Green Development and Rural Revitalization”; Tiantai County commissioned the Ningbo university, led by Academician Chen Jianping, helped the Tiantai County government to formulate a strategic plan for rural revitalization; Jiaojiang District, Huangyan District, etc. launched dozens of research topics to help the government make consultations; especially, Yongxi Township, Tiantai County issued documents and launched the “Rural Revitalization Evaluation Index”, around the “five revitalizations”, 39 indexes were formulated to evaluate 22 administrative villages in the township [7].

#### **4. Concentrating on Talent Cultivation to Form a “Five-Assistance” Mode**

1) The “Party Building Leading Project” helps build a team of cadres for agriculture, rural areas and farmers. The first phase of the “City’s Thousands of Village Cadres Education Improvement Class” was jointly held with the Organization Department of the Taizhou Municipal Party Committee and Taizhou Agriculture and Rural Affairs Bureau. Nine counties (cities, districts) held the same period. Thousands of village cadres in the city formed a class and were divided into nine counties. The large group (city, district) is subdivided into nearly 100 groups, and jointly launch the class convention of “five management and three systems” to carry out unified management and realize “one thousand people in the same class, nine places in the same class, and eight schools in the same period”. In the first half of this year, we also jointly held the “Women’s Head Goose

Demonstration Training Course for the City” with the Taizhou Women’s Federation, held the “Special Rotation Training Course for Key Villages (Communities) Key Cadres” with Jiaojiang District, and cooperated with Guangdong, Fujian, Foshan, Quanzhou and other provinces. The city jointly held the “Rural Revitalization Study Seminar”. This mode, in teaching, mainly adopts the mode of “red + green”, “classroom + on-site”, “X + 1 (central work such as garbage classification, anti-criminal and anti-evil center work + academic majors)” mode, highlighting practicality, and focusing on cultivating rural governance, organizing and revitalizing the work team of the three rural cadres who “One knows and two loves”. “Guangming insight” and “Zhejiang Daily” reported on our practice of “‘red + green’, ‘classroom’ + ‘field’ to help rural revitalization”.

2) The “Farmer College Students Training Project” helps cultivate local talents in rural areas. Taking the local rural household registration personnel in Taizhou who are willing to stay in the countryside and build their hometown as the training object, and aiming at cultivating local talents in the countryside, through the “four-joint” school-running mode, adhere to the “school-administrative dual system in spring and autumn to jointly issue a document with recruiting students, the school-administrative dual system to jointly arrange and actualize in the whole city, the school-administrative dual system jointly to carry out various types of teaching and research, and the school-administrative dual system jointly to cultivate and manage”. “The school-administrative dual system integration” has formed a two-pronged mechanism for all aspects of cultivating peasant college students, with integrating the concept, talent training, teaching faculty, teaching base into major development. At present, 1000 peasant college students are recruited each year, and the “Double Thousand” mode is jointly established with the class of thousands of village cadres.

3) The “Farmer Training Project” comprehensively helps improve the quality of new professional farmers. The general secretary proposed to cultivate more new-type professional farmers who “love agriculture, understand technology, and be good at management”. The municipal-level training is guided by the demonstration class, and promotes the training of various farmers in the city. The city’s farmer training adheres to the orientation of entrepreneurship and innovation, cultivates a team of practical talents in rural areas, focuses on the training of new professional farmers who “love agriculture, understand technology, and be good at management”, and highlights “peasant college students, farmers secondary school students, agricultural leading talents, and farmhouse management talents”, “Taizhou Master” and other five high-quality project training. Focus on ten training objects including “leading agricultural enterprises, farmers’ professional cooperatives, joint-stock cooperative farms, agricultural social service organizations, family farms, large professional households, agricultural product brokers, farmhouses, rural cultural talents, and Taizhou masters”. From the annually summery of Taizhou Open University, every year, more than 10 demonstration training classes of various types are held at the city level,

with more than 1500 trainees.

4) “Send Education to Villages and Towns Project” helps rural revitalization classrooms. According to the development and actual needs of the towns and villages in the city, the Municipal Bureau of Agriculture and Rural Affairs and the Taizhou TV University dual system jointly promoted and co-constructed, and formed a linkage between cities and counties, and expanded education and teaching services in villages and towns. The implementation of “send education into the village, send education into the town”, and carry out teaching according to local conditions. Until now, based on Taizhou Open University’s record, the joint villages and towns have set up 8 technical secondary school classes and 2 junior college classes, and sent teachers to the village cultural auditorium for more than 160 sessions.

5) “Entrepreneurship Incubation Project” helps cultivate agricultural entrepreneurial talents. The Rural Revitalization and Entrepreneurship Incubation Park are set up to form a joint team with the students of farmers and college students, set up an entrepreneurial team, hire entrepreneurial mentors, select excellent agricultural entrepreneurial projects, and incubate entrepreneurial companies.

## **5. Strengthen Practical Guidance and Establish a “Seven Introduction” Mechanism**

1) The college-city-county alliance introduces well-known colleges and universities. Compared with the structure of the original farmers’ college, Taizhou Rural Revitalization College is no longer a closed internal circulation body. According to the characteristics of regional industrial development in each county, city, and region, it looks for cooperative colleges and universities, and introduces nearly 30 well-known colleges and universities both inside and outside the province to open schools and cooperate and share. For example, the Tiantai Rural Revitalization Institute and Zhejiang University and other 10 colleges and universities have allied with each other to form a big pattern, which also brings more choices to the construction of talents in towns and villages.

2) The school-running network of the college continues to introduce towns and villages. The goal of the rural revitalization strategy is in the countryside. The tentacles of the rural revitalization colleges in each county (city, district) extend to townships and villages. Rural Revitalization Research Institute; Huan-gyan District has incorporated 5 village cultural halls into rural revitalization teaching sites. These measures have effectively promoted the extension of the college’s teaching network to villagers.

3) The rural revitalization teaching practice base introduces a sharing mechanism, a combination of municipal and provincial levels. Combined with the sharing and co-construction mechanisms such as the selection of teaching practice bases for farmers and college students in the city, actively organize the declaration of provincial teaching practice bases such as Provincial TV University

and Provincial Farmers University, and lead the identification of two batches of 53 teaching practice bases, forming a multi-level system with different degrees of closeness. With on-campus and off-campus integration, establish a rural revitalization and entrepreneurship incubator in the school; incubate start-up companies, and at the same time integrate various on-site teaching bases in a targeted manner to form an off-campus teaching practice base that takes into account planting and breeding, e-commerce and traditional agricultural teaching.

4) Faculties set up to introduce local needs. The city-level main campus has six research institutes based on actual needs, namely the Rural Culture and Planning Research Institute, the Rural E-commerce Research Institute, the Rural Industry Development Research Institute, the Rural Finance Research Institute, the Rural Better Life Research Institute, and the Rural Governance Research Institute. The research institute is composed of relevant professional teachers and part-time visiting professors of the school. The dean is a person who has both rural feelings and professional influence. The research institute integrates teaching, research and practical guidance. The main campus at the city level is mainly responsible for building a platform for the overall operation and carrying out “four ones”: one discussion, one essay, one teaching, and one guidance. With the first demonstration of the county and city alliance school-running system, the town and village teaching system has its own characteristics. For example, Tiantai Shiliang Town Rural Revitalization College has four departments, and 31 administrative villages in the town are the practice points of the Rural Revitalization College; Linshan Xinnong Academy employs various types of experts and scholars at all levels in the province and city, business backbones of Linhai City, Baishui foreigners, local sages, “earth experts” and “farming scholar” as teaching teachers, focusing on cultivating all kinds of agricultural talents most needed by the local area; Wugen, Wenling carried out a special lecture on the “Rural Revitalization Strategy” in Wugen Town, implemented the “Six-step Revitalization Law”, and set up 13 village-level teaching points; Tiantai Yongxi Township set up a “Rural Revitalization Workshop” in Yongxi Village, and The “Rural Revitalization Workshop” will be established in 22 administrative villages, and a team of lecturers at both rural levels will be established. With the help of Zhejiang Media College and other universities, the theoretical study of the “Rural Revitalization Strategy” will be widely carried out. Training, field study visits, advanced experience exchanges and other forms of rich courses.

5) Teachers from colleges and universities go to the countryside to introduce strong intellectual support. With the alliance of colleges and universities, a large number of college professors have appeared in all counties (cities, districts). Professor Yang Guiqing of Tongji University rushes from Shanghai to Huangyan every two weeks or so to lead a team of teachers and students to guide the practice of rural revitalization. Shangzhang Township, Xianju County, an old revolutionary base township, signed a contract to hire 6 experts and professors from three universities in Beijing and Hangzhou to serve as rural revitalization

practice classroom tutors in the township to promote rural revitalization with wisdom and talents. The six experts and professors are from the Beijing University of Technology, China Academy of Art, and Zhijiang College of Zhejiang University of Technology.

6) Leading talents are introduced into the characteristic training mechanism. Yuhuan City held the first rural revitalization “green collar talents” selection competition, selected skilled craftsmen and local talents who played a leading role in the construction of beautiful countryside, rural tourism development, and radiated and driven, and formulated the “Trial Measures for the Selection and Management of Yuhuan Rural Revitalization ‘Green Link Talents’”, enjoy comprehensive policy support such as education and training, project establishment, and financial support; Luqiao held the 2018 Yunnan Minority Village Leading Talents Entering Luqiao and Rural Revitalization Strategy Seminar, and conducted training, held forums, and organized villages through strong joint villages. Through cadre training and other forms, it will strengthen the communication and integration between Luqiao and ethnic minority areas, and help the development of ethnic minority villages in Yunnan and the improvement of the quality of grass-roots cadres.

7) The base of building nests and attracting phoenixes introduces the wisdom of local sages. The municipal school also held a licensing ceremony for the teaching practice base of Taizhou Rural Revitalization College with the Qiushan township team, encouraging it to attract famous scholars and sages, and build a global tourism demonstration township with the theme of “Qiushui Pleasant, One Side in the Mountain”, and dig deep the potential of ancient culture, revitalizing the countryside with industry and culture as the main axis. Luqiao District encourages sages to devote themselves to the construction of their hometowns. Among them, the Hongjia Sub-district Association of Rural Sages has established a rural revitalization project implementation center to build the association of sages into a “concentric force” for rural revitalization; Sanmen County promotes the “Hundred Villages and Tens of Homes” the on-ocean garden action, jointly planting the “Village Sage Forest”, effectively activates the village sage resources, gathers the village sage wisdom, and gathers the village sage’s strength; Encourage and guide the majority of rural sages to actively serve the development of their hometowns.

## 6. Conclusions and Prospect

A new mode of talent training via adding two modules of theoretical research and practical guidance to create a “Trinity” pattern, which under the guidance of “one direction”, has presented distinctive features such as “many in three aspects”, “five assists in talent training”, and “seven introductions of practical guidance”, forming a three-in-one rural revitalization talent training model, and at the same time put forward a prospect for the development of the Rural Revitalization College in the future. The new mode has been successfully applied to the



management of Taizhou Rural Revitalization College, and forms 4 practical rules: one direction guideline, three or more patterns, “five-assistance” talent cultivation mode, and “seven introduction” mechanism.

Looking forward to the future, the college will closely focus on the goal and requirements of “how to play a better role”, guided by the spirit of General Secretary Xi Jinping’s important speech on “taking the rural revitalization strategy as the general starting point for agriculture, rural areas and farmers in the new era”, and learning from Zhejiang’s ‘Thousand Villages’ nationwide. Demonstration and improvement of 10,000 villages as an opportunity, in accordance with the requirements of the central, provincial and municipal work conferences on agriculture, rural areas and farmers, implement the spirit of the Municipal Party Committee’s ‘Two Years’ activities, and actively carry out ‘hundreds of thousands’, ‘strengthening training’, ‘building three foundations’”, “Expanding Influence” and “Consolidating the System” five action plans, further explore the rural revitalization talent training mode based on the Trinity, and promote the various work of the college, in order to achieve greater results in the opening education of the alliance.

### Conflicts of Interest

The author declares no conflicts of interest.

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