

Exploring the Pathways of Vocational Mission Education for College Students in the New Era

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Abstract. College students constitute the backbone of future society and bear the critical responsibility of fostering social and national prosperity. They must not only acquire specialized knowledge but also cultivate excellent professional qualities, uphold ethical standards, and embrace social responsibility. Under new social circumstances, colleges and universities should explore and innovate in the development of vocational mission cultivation pathways, adapting to the new era by integrating curriculum design, educational mechanisms, and environmental shaping. Curricula should align with societal needs and student career orientations, emphasizing the integration of theory and practice while promoting the deep fusion of ideological and political education with professional courses. Moreover, optimizing educational mechanisms is essential. Universities should enhance interdisciplinary and interdepartmental collaboration to form an educational synergy, achieving a "Three All-Round Education" model characterized by full participation and comprehensive coverage throughout the educational process. Colleges and universities should reinforce students' sense of vocational mission and social responsibility through the construction of campus culture, such as leveraging school badges and mottos, thereby enhancing the effectiveness of vocational mission education.

Keywords: Sense of professional mission; Educational mechanisms; Professional features; Placemaking.

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1. Introduction

College students are in a critical period of life and face multiple challenges. Vocational mission education needs to combine ideological and political education with the characteristics of the new era, highlighting the characteristics of professions and industries[1]. Social progress promotes education and job search expectations, and puts higher requirements on educators. Excellent educators need both professional knowledge, noble sentiments and professional identity, only deeply identify with the profession, love life, in order to better solve students' problems, really urgent students, want to students think[2].

2. The Problems Existing in the Vocational Mission Education of Contemporary College Students

Driven by the current strategy of strengthening education and the concept of a community with a shared future for mankind, China's higher education attaches more and more importance to the cultivation of humanistic qualities, emphasizing the warmth between teachers and students, and paying attention to students' respect for knowledge, caring for classmates and professional research, which reflects the progress and development[3] of educational concepts. Qualified educators need to impart knowledge, but also cultivate students' humanitarian spirit and feelings of home and country. To cultivate college students' sense of vocation mission, higher education needs to build a diversified education system, adopt multiple teaching forms and evaluation mechanisms, guide students to understand career trends, deal with the relationship between psychological expectations and social reality, and cultivate their sense of vocation mission and empathy[4]. However, at

present, there are some problems in the cultivation of college students' vocational mission, such as unclear educational goal, uncharacteristic content and single mode, which lead to insufficient understanding and identification of students, low participation, and unmaximized educational effect.

2.1 The educational Goals of the Sense of Vocational Mission are not Clear

In college education, the cultivation of vocational mission is an important part of students' all-round development. It should be based on solid professional theoretical knowledge and practical skills, cultivate good professional quality and professionalism, enhance social responsibility identity, and become the internal motivation for future career. However, in recent years, although colleges and universities attach importance to quality training, the goal is not clear. Students have different understandings of the sense of career mission due to individual differences. Some students are confused about their future career, and some know nothing about it. This is due to the lack of clear education goals of vocational mission in colleges and universities, some are simply interspersed in professional courses, lacking a complete system and highlighting the key[5] points, and some have no planning plan, resulting in insufficient understanding of students and at a loss when looking for jobs.

2.2 There is no Characteristic in the Education Plan of Vocational Mission

In college education, the cultivation of the sense of vocational mission is crucial to the career development of students. However, the current teaching plan is monotonous and lacks characteristics, which is difficult to cope with the challenges of the new era and affects the teaching effect[6]. First of all, the educational content is outdated, out of touch with reality, lack of timeliness and pertinence[7], can not answer students' confusion, stimulate students' interest, and is difficult to adapt to the changes in students' vision and way of thinking under the background of information technology and globalization. Secondly, the education method stays on the surface, the depth is insufficient, most of the traditional cramming teaching, the theoretical content is too rich, combined with the lack of reality, resulting in students are difficult to adapt to, affecting the learning effect. Finally, the lack of diversity of educational approaches, practice classroom mostly adopt traditional forms, lack of creativity, lack of attractiveness, reduce students' trust, difficult to achieve educational goals.

2.3 The Single Teaching Mode of Professional Mission

In college education, the cultivation of a sense of vocational mission is crucial to the value of students' life, but many colleges and universities still adopt the traditional teaching mode, which is not compatible with modern educational concepts and scientific and technological development. Educators do not make full use of a variety of teaching places, do not organize career planning lectures, enterprise internships and other activities, lack a diversified practice platform, students can not appreciate the importance[8] of the sense of career mission. At the same time, the combination of professional courses and ideological and political courses is not close, professional knowledge and the value of the "three views" are not promoted simultaneously, and the advantages of modern teaching and social services are not fully utilized.

3. The Countermeasures of Vocational Mission Education for Contemporary College Students

In the new era, college students' sense of career mission is very important to individuals, society and the country. Education needs in-depth exploration, innovative practice, pay attention to both professional knowledge and moral quality, and enhance professional identity and social responsibility. In order to form a good education mechanism and achieve sustainable development, the following aspects should be strengthened.

3.1 Clarify the Goals of Vocational Mission Education

In some colleges and universities, unclear education goals lead to students' lack of awareness of career mission, relying on their parents' wishes or excessively high expectations when choosing a career, and ignoring the importance of social reality and occupation to personal growth. To this end, colleges and universities should provide targeted guidance, such as internship opportunities and case studies, through systematic curriculum, combined with career planning and social practice, to enhance students' understanding of the sense of career mission. At the same time, personalized career development consultation, psychological counseling and career planning services should be strengthened to help students recognize themselves and understand the role of their sense of career mission. Colleges and universities should clarify the status of vocational mission education in quality education, integrate internal and external resources, combine with professional courses and ideological and political education, and accurately design course content. The implementation rules and evaluation mechanism should be formulated, training programs should be designed according to the characteristics of different disciplines and specialties, and teachers should be trained more on their professional sense of mission. In addition, activities such as dialogues between industry leaders and entrepreneurship competitions have been held to train students' practical skills and comprehend the profound meaning of their sense of professional mission.

3.2 Enrich the Content of Vocational Mission Education

The vocational mission education of college students should keep up with The Times, integrate the essence of traditional culture with the practice of socialism with Chinese characteristics, and learn from the deeds of role models such as Zhang Guimei and Zhong Nanshan to enhance students' sense of responsibility of The Times. The educational content should also cover the global workplace situation and international workplace ethics, and enhance students' personal cultivation and social responsibility by combining traditional wisdom of Confucius such as "cultivating one's self and unifying the family, governing the country and leveling the world".

Colleges and universities should combine vocational mission with traditional culture and practice in the new era, pass on social responsibility and dedication through poverty alleviation models, deepen students' understanding of the professional principle of "putting morality first", and cultivate professional spirit with both virtue and talent. At the same time, combined with cases in the field of modern science and technology, students' insight into their future career development should be cultivated.

The educational content should be diversified and personalized, teaching programs should be designed according to students' interests and industry needs, and the contributions of modern entrepreneurs and scientists should be told to inspire students' sense of innovation and responsibility. In addition, in close combination with the diversity of social professions, professional ethics and sense of mission should be conveyed through heroic stories in the workplace, and guidance should be provided for students' career development. These measures lay a solid foundation for cultivating outstanding talents with a sense of professional mission.

3.3 Create New Forms of Vocational Mission Education

With the leap of electronic technology, network teaching has become a new trend of higher education, and hybrid teaching mode has attracted much attention. College students are the "natives" of the Internet, and their social activity brings new opportunities for vocational mission education. Colleges and universities can use new media technology to let students shoot videos of outstanding people in their professional fields, both to practice skills and learn quality. At the same time, online resources such as MOOCs and micro-courses provide rich educational materials.

Online education facilitates communication. Wechat and QQ can organize seminars and invite industry experts, allowing students to get in touch with talents in various fields. Topics such as Douyin and Kuaishou can be set up to encourage students to create and disseminate, and deepen

their professional understanding. Virtual internships and online career experience courses are also ways to learn about the work environment and career mission.

Educators should use the web to reform curriculum, innovate teaching and enrich content through special lectures, seminars and other forms to ensure that cases are closely related to future careers. Online classes are flexible and convenient, making it easy for students to access career planning and practical experience, and big data analysis helps personalized education.

The first and second classes are combined to form a third information-based class to achieve multi-directional interaction[9] and broaden the learning space. Interdisciplinary integration, school-enterprise cooperation, volunteer service, transnational cultural exchanges and other diversified measures improve the quality of vocational mission education, help students fully prepare for their careers, enrich their experiences, and lay a solid foundation for growth and career development.

3.4 Forming a Joint Force for Vocational Mission Education

In the process of cultivating college students' sense of vocational mission, universities need to cooperate across disciplines and departments, improve the educational mechanism and create an all-round educational environment. It is necessary to realize the "three aspects of education", that is, full participation, whole process coverage and all-round penetration, to ensure that every student benefits. To this end, it is necessary to integrate curriculum resources, integrate vocational mission education into all courses, and create a good teaching environment. Combine ideological and political courses with professional ethics courses to enhance curriculum attractiveness. Establish a wide range of collaboration platforms inside and outside the school, so that students can learn in a professional environment and understand the sense of mission in the workplace. Cooperate with international educational institutions to broaden students' international horizons.

At the same time, we will enhance teachers' ideological and political ability and awareness of education, improve the quality of teaching, optimize curriculum ideological and political thinking, encourage innovative teaching methods, build a "big ideological and political" pattern, and raise the level[12] of education. Shape the campus environment, strengthen cultural construction, and form a special vocational education atmosphere with a sense of mission. The Youth League committee and student organizations can organize humanistic activities to integrate vocational mission education into student activities and promote students' all-round development.

Colleges and universities should ensure that vocational mission education permeates every course, realize the seamless connection between classroom teaching and extracurricular activities, course content and campus life, and provide immersive learning conditions. Students should be encouraged to participate in a variety of educational activities to deepen education on the sense of vocational mission. Focus on interdisciplinary integration and cultivate cross-disciplinary thinking skills.

To sum up, through the combination of theory and practice, educational innovation, rich content, mechanism improvement and other comprehensive measures, colleges and universities can effectively improve the quality of vocational mission education and lay a solid foundation for students' career. Under the background of the new era, college students should master professional skills, carry forward fine traditions, bear in mind the mission of serving the society, align with the national development strategy, and actively participate in the construction cause to lay a solid foundation for serving the country and society.

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