

## A Practical Exploration of “Strengthen Morality and Foster Talents” of University’s Logistics

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### Abstract

As a service provider and educational resource, university’s logistics has bright prospects in the practices. A comprehensive grasp of the basic connotation of “strengthen morality and foster talents” of the university’s logistics, a profound understanding of the practical value of “strengthen morality and foster talents” of the university’s logistics, and an active exploration of the practical path of “strengthen morality and foster talents” of the university’s logistics are the necessary requirement to realize the fundamental task of “strengthen morality and foster talents” of higher education.

**Key words:** Strengthen morality and foster talents; Basic connotation; Practical value; Practical path; University’s logistics

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### INTRODUCTION

The fundamental task of universities is to train qualified builders and reliable successors of the socialist cause with an all-round development of morality, intelligence,

physique and aesthetic. All departments of universities including logistics should carry out their work based on this center. The CPC’s 18<sup>th</sup> national congress report proposes,

Education is the cornerstone of national rejuvenation and social progress. We should insist on giving priority to educational development, fully implement the Party’s educational policy, insist that education serves the construction of socialist modernization and the people, take strengthening morality and fostering talents as the fundamental task of education, and train the socialist builders and successors with all-round development of morality, intelligence, physique and aesthetic. (*The Compilation of Chinese Communist Party*, para.4, 2012, p.32)

The competition among countries in today’s world is the competition of human resources. In the circumstance when reinvigorating China through human resource development has become the national developmental strategy, university students, as a valuable national human resource, are quasi talents or potential talents, and is the main force of the national human resources. Whether the students can become socialist qualified builders and reliable successors with both abilities and integrity and an all-round development of morality, intelligence, physique and aesthetic, is related to the success of the socialism with Chinese characteristics.

The contemporary moral education in universities under the control of the overall concept, in the target, should focus on the overall increase of students’ ideological and moral quality; in the implementary approach, should focus on the overall effect of universities’ leading role and social influences; in the practical mode, should focus on the comprehensive exploration of a variety of educational resources in universities. (Shen, 2005, p.259)

As a service provider and educational resource, university’s logistics can make much accomplishment in the practices of “strengthen morality and foster talents”.

## 1. THE BASIC CONNOTATION OF “STRENGTHENING MORALITY AND FOSTERING TALENTS” OF UNIVERSITY’S LOGISTICS

Dewey said, “There are two learning outcomes, one is to make conscious efforts to learn knowledge; the other is to learn knowledge unconsciously, to obtain ideals, emotions, interests, and volition through communications and evaluations.” (Zhao, et al., 1981) University’s logistic services provide students more with unconsciously learned knowledge, which is an important knowledge source for students’ ideological and moral formation. Under the new historical conditions, the world, the country, and the Party have undergone profound changes. In the background of cultural diversity, information socialization, interest diversity, social class differentiation and so on, people’s minds become pluralistic and diverse. University’s practices of fostering talents are facing serious challenges. The Party and the state propose to “take strengthening morality and fostering talents as the fundamental task of education,” which is highly targeted on the era. As the bases to train talents of national undertakings, universities should consciously take “strengthen morality and foster talents” as the fundamental task, adhere to the development of ability and morality, give priority to morality, undertake to train university students to be socialist qualified builders and reliable successors. “Qualified” requires “morality” to be firstly qualified, and “reliable” requires “morality” to be firstly reliable. Strengthening morality is the basis and premise, fostering talents is the goal and terminal. The process to strengthen morality is the process to foster talents, the basic requirement of fostering talents is to firstly strengthen morality. Since November 1999 the socialization reform of university’s logistics officially launched, the service capacity and level of university’s logistics have been effectively improved. University’s logistics has stick to the mission of serving and education people, promoted the development of higher education in 16 years of continuous explorations, made a positive contribution to the leap of development of higher education, popularization of higher education, and talent development for the socialist modernization with Chinese characteristics. Today, when “strengthen morality and foster talents” has become the fundamental task of higher education, university’s logistic people should deeply understand the extremely important role of “strengthen morality and foster talents” in the national talent strategy so as to enhance the sense of historical mission and responsibility, and consciously take the practice of “strengthen morality and foster talents” as the theme of serving and educating people. The specific requirement is to always highly hold the banner of serving and educating people, take meeting the needs of students’ growth as the

survival base of logistic people, take enhancing the service capability and standard as the rigid requirement to logistic people, take building a beautiful and harmonious campus as the image of logistic people, and realize the value of logistic people in the practice of “strengthen morality and foster people”. As an important field of the practice of “strengthen morality and foster talents”, university’s logistic services have a glorious and significant mission. Only when they focus on the fundamental task of serving and educating people, strengthen team building, team training and concept promotion, identify practice carriers and strengthen interactions with students, they can make a difference in in the process of “strengthen morality and foster talents”, and achieve the fundamental purpose of serving and educating people.

As the subject of serving and educating people, university’s logistics should firstly strengthen morality itself. From the component of morality, it is the generic term of political ideology, morality and personal psychological quality. The particularity of logistic workforce’s structure decides the hierarchy of “morality”. The overall comprehensive quality of university’s logistic staff is relatively lower, particularly the lower overall educational levels. The work contains no high technologies, is at a lower level in the social labor division, and is in a secondary position in university work. Undeniably, the quality of university logistic services does affect university students’ growth. Because of this, university’s logistics must not give up the responsibility, or refuse to honor. Only when they stick to the fundamental task of serving and educating people, university’s logistic teams can keep a right direction and have a lasting power in the work of “strengthen morality”.

## 2. THE PRACTICAL VALUE OF “STRENGTHEN MORALITY AND FOSTER TALENTS” OF UNIVERSITY’S LOGISTICS

The essence of education is to educate people, and in the age of higher education its requirement is the process of “strengthen morality and foster talents”. The French philosopher Leon Robin once clearly pointed out, “the moral reflection which people originally conduct is the most profound and direct requirement in public life.” (Luo et al., 1985, p.42) University’s logistical services are the basic component of the public life which university students directly contact with, and play an important role of unconscious influence in university students’ moral education. As the important component of an invisible ideological and political education, university’s logistic services have permeability, aliveness, openness and latency, which enable them to occupy an irreplaceable place in the ideological and political education system, and to play a unique role. University’s logistics is an important participant to “strengthen

morality and foster talents". Its involvement is to provide high quality of services for the growth and success of university students, and to achieve the goal of serving and educating people in the service process. As an important part of "strengthening morality and fostering talents", university's logistic services play functions in fundamental guarantee, demonstration, motivation and quality enhancement, etc., having an important and unique practical value. Firstly, they provide basic supports in terms of diet, apartment, property, energy and health care, etc. for university students' learning and life, so that the students can learn and live in a convenient, comfortable, clean and tidy campus to relax and concentrate on their studies. Marx once said that a good mood is better than 10 good medicine to relieve physical fatigues and pains. Throughout the logistic services of higher education, some students always have criticisms, which are rooted in some failings of university's logistics in the basic guarantee, which affects the students' normal learning and life and cause displeasure. Therefore, university's logistics should always put the needs of students on the top of logistical work, and winning the recognition and respects from students is the basis to achieve the purpose of "strengthens morality and foster talents". Secondly, through the hard work of logistical staff, influence and inspire university students to be diligent and thrifty, cherish time, work hard, practice diligently, understand respect, comity and gratitude. Often make deep publicity that logistical staff work from dawn to dusk, are not afraid of hardship, willing to sacrifice and unknown to the public, which can not only improve university students' understandings to logistical work and logistical staff, but also inspire them to study hard. Although logistical staff are not the teachers on the platforms, they are by the side of students everyday. As long as they manage to be serious and responsible, be good at communicating, work on what the students need, think what the students think, make the students feel like at home when live in the dorms, make them feel like under the parents' care when eat at the dining room, the students will be able to feel the sincere efforts from the logistical staff. This also lay an ideological foundation for the students to enter the society and serve of others. In their subconsciousness, there will be an example of service and dedication to inspire them in the long-term. In addition, as the future alumni, logistical staff's sincere efforts will motivate them to be grateful. Thirdly, subtly cultivate university students' sentiment through high quality of services and beautiful environments. Logistical staff's words and deeds, the sincere services, pleasing campus plants, high quality and culture-rich cultural campus landscapes reveal potential positive impacts everywhere, which constitute a cultural environment to enhance university students' qualities. Environmental education is also an integral part of "strengthening morality and fostering talents". As the main creator and defender of campus, logistical staff

should have a profound understanding to the potential impacts of a beautiful environment to the ideologies and behaviors of university students. These impacts go deeply into the heart, and will play a positive role in promoting university students' healthy aesthetic. Therefore, as the teachers who do not stand on the platforms, logistical staff should not ignore the details, and should make the students keenly aware of the refined and personalized service concept. They should take the service post as the platform, and make students enjoy benefits from the logistical services and cultivate a good temperament.

In the historical process of securing the leap of development of universities, the structure of university's logistical teams has undergone fundamental changes, and has a strong characteristic of liquidity. In the practice of "strengthening morality and fostering talents", the logistical workforce takes training, interacts with students everyday, and receives rich cultural influences from universities. Especially in the organized service practices, their comprehensive qualities are also improved. It can be said that university logistical staff themselves also become the beneficiaries of "strengthen morality and foster talents". When they leave university logistical service jobs to other social service jobs, they will spread such qualities to other social members. This is the positive result of "strengthen morality and foster talents" of university's logistics.

## CONCLUSION AND RECOMMENDATION

Logistical services are an important part of university education. Actively practicing "strengthen morality and foster talents" is the mission of the times to university's logistics. *The CPC Central Committee and State Council's Opinions on Further Strengthening and Improving the Ideological and Political Education of University Students* (Zhongfa No. [2004] 16) states that,

formulate and improve the relevant regulations and policies, clarify the responsibilities and assessment methods, form a good atmosphere and working pattern of teaching education, management education and service education. Logistical service staff must strive to improve logistical supports, do practical things and good things for university students, so that university students can be influenced and educated from the high quality of services. (Group of Ministry of Education Ideological and Political Department, 2008, p.382)

The achievement of university's logistics relies on hard work. The position of logistics in universities is also determined by the work performance. Logistical work is not a theoretical work, but absolutely a practical work. To universities, logistics is really important. But whether it can not be recognized or not depends on whether the logistical staff can work around the fundamental task of "strengthen morality and foster talents", on whether they can win the approvals from teachers and students and make acknowledged achievements with high quality of

services, humane management and beautiful environment. The achievement of all these relies on the practices of logistical staff.

Firstly, we should establish a convenient and efficient intelligent communicative platform, based on which we can communicate with students at any time and accept their supervision. The development of modern information technology, construction of digital campus, popularity of smart phones, wireless free WiFi coverage throughout campus, development and application of various AAP software set up a bridge of convenient communication between logistics and students. When communication is more convenient, it’s more conducive to improving the efficiency of logistical services and reflecting the service concept of “logistical service is always by your side”. The fast interactions between logistics and students can not only greatly improve the quality of logistical services, but also subtly help students form a service concept, rights awareness, communication skill, rational thinking and teamwork spirit. Using new media to build a variety of intelligent communicative platforms is a new carrier for logistics to practice “strengthen morality and foster talents”.

Secondly, we should vigorously attract university students to participate in logistical services to enhance their comprehensive qualities in personal practices. *The Opinions on Further Improving Students’ Work - Study* (Zhong Qing Lian Fa No. [2005] 14) jointly issued by the Central Committee of Communist Youth League and Ministry of Education states that “universities should integrate inner resources, standardize work-study posts, establish work-study bases, active provide more work-study jobs for students within the campus. Strengthen efforts to send students to undertake logistical services, campus order maintenance, labors of public interests and other work in their powers.” University students have active thinking, are willing to practice and participate in community activities vigorously. University’s logistics should maintain a close contact with the youth league committee and student union to provide a platform for their practices. University’s logistics controls rich service resources, and has a large number of service jobs. Under the conditions of rising labor costs and that the quality of logistical services is restricted by the quality of logistical staff, providing opportunities and platforms for university students to conduct work-study, public services, practices and innovations can not only save labor costs and improve the quality of logistical services, but also improve students’ understandings of logistical services, cultivate their practical abilities and hard-working spirit, make them form a consciousness of gratitude so as to promote their success.

The third is to strengthen and innovate the party building work of logistics, and establish a banner of logistical services. University’s logistics does not have a high proportion of party members, plus their daily services are quite busy, the work of party building can

easily be overlooked or even marginalized. In fact, a lot of models in logistical services are communists. They play a good vanguard and exemplary role, but due to the lack of solid and thorough daily work of party building, their party memberships are not prominent. We should establish communist service windows, publicize party members’ information, set up party members’ exemplary posts, implement party members’ service commitment, interact with and jointly build student party branches to do a solid and prominent party building of logistics. This will not only improve logistics to keep advanced, but also can effectively play the fighting force function of the basic level party organizations, establish a banner of logistics to serve and educate people, and achieve the purpose of “strengthen morality and foster talents” in the process of party building.

The fourth is to strengthen the cultural construction of logistics, and improve the connotation of logistical services. A service without cultural connotations will not have lasting vitality and attractiveness. Therefore, university’s logistical services should be input with cultural connotations, which is not only the need of a sustainable and healthy development of university’s logistics, but also the need for serving the connotative development of higher education. The cultural construction of university’s logistics is an integral part of the cultural construction of campus, and during the constructive process the participation of university students and the development of a logistical career should be paid attention. We should strengthen the cultural construction of logistics in terms of refining service concept, quantifying service quality and standard, motivation of high quality of service, organizing cultural activities of employees, constructing human systems and other aspects, so that students can feel the appeals of logistical cultures while receiving logistical services, and we can achieve the purpose of serving and educating people.

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