

Conception of strategic cooperation between universities and community elderly service centers

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Abstract. At present, about 90% of the elderly in the country choose to live at home. For various reasons, many elderly people feel lonely, even with children around. Using the methods of questionnaire survey and in-depth interviews, this paper visited the elderly service centers in 15 communities in Wuhan, and conducted a questionnaire survey on 412 elderly people over 60 years old. The results showed that 54% of the elderly often go to community elderly service centers to participate in activities, but 30% of the elderly never go; the elderly who go to the community have the highest satisfaction with community entertainment activities such as mahjong room and square dance, 50% are satisfied; elderly people with higher education level are less likely to participate in community activities; the elderly generally lack spiritual comfort; 37% of them want to use their expertise to contribute to the community but do not know how to start. To this end, this paper proposes to take advantage of Wuhan's 83 colleges and universities to seek strategic cooperation between universities and neighboring communities, so that relatively young healthy elderly people aged 60-75 can have lifelong learning opportunities and continue their spiritual growth. At the same time, it promotes the effective combination of theoretical knowledge and social practice of teachers and students in universities. This move will enhance the social participation and well-being of the elderly and promote the construction of an elderly-friendly society.

Keywords: Maslow's hierarchy of needs, Spiritual needs, Community elderly service centers, Strategic cooperation, Age-friendly society.

1 Introduction

Since March 2019, the author has visited more than 30 community elderly care service centers and institutions in Wuhan, and conducted a questionnaire survey on the elderly care status of 412 elderly people. The survey found that, whether in community elderly service centers or nursing homes, the most satisfied are some elderly people with mild disposition and good attitude; the most active elderly people, who can't even tell their age, are those who have a wide range of interests and are eager to learn. The national "14th Five-Year

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Plan" clearly pointed out: "Establish a mechanism for joint training of 'double-qualified' teachers by universities and enterprises; improve the lifelong learning system, build a learning society, and promote the opening of high-level university educational resources." In Wuhan, can the quality of life of the elderly be improved through strategic cooperation between universities and communities?

2 Investigation on the status quo of the elderly in Wuhan

2.1 A questionnaire survey of 412 elderly people in Wuhan

Through a survey of 412 elderly people in Wuhan, it was found that the disposable money of the elderly in Wuhan mainly comes from their own pensions, and the monthly disposable income is between 2,000 and 5,000 yuan, accounting for nearly 67%; among the elderly, 17% live in pensions Institutions, 83% live at home. Among the elderly at home, and 54% said that they often go to the community elderly service center to participate in activities, 30% said that there is an elderly service center in the community but seldom go there. In terms of community service centers for the elderly, 50% of the elderly are satisfied with the cultural and sports activities carried out in the community, and 34% of the elderly are satisfied with the health consultation. There is basically no spiritual comfort service for the elderly in the community.

According to the survey, 58% of people aged 60-64 like physical exercise, 45% like outdoor activities, 41% like traveling, 38% often hang out with friends, 24% like to play with smartphones; 65-79 years old Between the ages, 25% often hang out with friends, but less than 20% often go out; after the age of 70, about 20% still like to play with smartphones. Some hobbies, such as singing, gardening, yoga, Tai Chi, painting and calligraphy, walking and playing mahjong, are not affected by aging. Regardless of age, older adults who reported better physical fitness were more likely to participate in a variety of activities, with the most participation in senior choirs, square dancing, smartphone apps and playing mahjong.

The higher the education level, the stronger the sense of independence of the elderly, the better at discovering interesting things around them, the less anxiety about aging. Elderly with higher education are particularly keen on domestic and foreign travel; in addition, their participation in physical fitness, health care, painting, calligraphy and tea art, vocal and instrumental music, yoga and dance, smartphone applications and foreign language learning is significantly higher than Older people with less education. A small number of highly educated seniors are still writing books and starting their own businesses. There was no significant difference in educational background among the elderly who participated in the elderly choir and mahjong.

The proportion of elderly who have graduated from college is the highest, accounting for 31%, but the proportion of feeling lonely is also significantly higher than that of elderly with other educational backgrounds. Among the elderly who often go to community elderly service centers to participate in activities, the proportion of the elderly with lower education level is larger; while the elderly with bachelor's degree are relatively less satisfied with the activities organized by the elderly service center. When asked if they wanted to use their expertise to contribute to society, 37% of people who identified themselves as healthy and 20% of those with minor health problems said they wanted to do something good for the community.

2.2 The satisfaction of the elderly to the community elderly services center

We visited 15 community elderly service centers and found that the elderly were most satisfied with various activities and interest classes, while the elderly were least satisfied with loneliness and lack of spiritual comfort.

The survey found that 50% of the elderly are satisfied with the cultural and sports activities organized by the community. However, the scale and facilities of elderly service centers in different communities in Wuhan vary greatly. Most communities have mahjong rooms, reading rooms, painting and calligraphy rooms, and some large communities also have movie screening rooms and dance studios. We found that in many communities, the painting and calligraphy studios did not specially arrange for teachers to teach the elderly, some were vacant for a long time, and some were turned into private studios, which were not open to the public at ordinary times.

The vast majority of the elderly at home under the age of 75, if they are healthy, often have expectations for the activities organized by the community, and many cultural and sports activities and projects cannot effectively meet the needs of the elderly, especially the need to improve the level of hobbies. Obviously, the curiosity of the elderly has not been well satisfied, and there is still a lot of room for improvement in community services for the elderly.

3 University-community strategic partnerships possibilities to improve quality of life for elderly

Maslow's (1943) hierarchy of needs theory holds that human needs are hierarchical. After basic physical and safety needs are secured, people have higher spiritual needs such as social and belonging needs, esteem needs, and self-actualization needs. Goebel, Barbara L (1981) pointed out that the safety needs of the elderly are the highest. However, for health reasons, some older adults have difficulty pursuing esteem and self-actualization needs, but because of this, they tend to have a stronger need for love and belonging. For the elderly who are healthy enough and have lifelong growth needs, the community should provide lifelong learning opportunities to meet their still growing cognitive needs, aesthetic needs and self-actualization needs as much as possible, so that the elderly can become the ideal self they want to be. to a richer, more fulfilling life.

In 2002, the World Health Organization (WHO) proposed the concept of "active ageing" and defined it as: improving the quality of life of older persons by optimizing their access to health, participation and safety. This policy framework takes into account the determinants of lifelong health and contributes to national and regional policies on ageing. Here, social participation is the core, health is the foundation, and social security is the premise. It can also be understood in this way that "health" is to meet the physiological needs of the elderly, "social security" is to meet the safety needs of the elderly, and "social participation" is to satisfy the sense of belonging of the elderly. Education and learning were identified as important factors in promoting participation. Some seniors also want to use their accumulated knowledge, skills and experience to continue contributing to the community.

According to statistics from the Wuhan Civil Affairs Bureau, the average pension for the elderly in Wuhan in 2018 was 2,725 yuan. Clearly, seniors' income levels, health and educational background influence their retirement choices, but seniors with limited income levels should also have the opportunity to continue learning and growing, which can be achieved through strategic university-community partnerships.

At present, most communities in Wuhan have the problem of insufficient service capacity. The health (legal) consultation rooms, multi-functional halls, libraries, etc. of

some community service centers for the elderly did not play their due role due to insufficient staff or limited professional level. At the same time, affected by factors such as the low overall salary level and the limited space for industry development, the total number of service talents such as nursing staff is relatively small, with low educational level, low professionalism and high mobility. Nursing institutions have the problem of "difficulty in recruiting and retaining people". It is difficult to guarantee the number of elderly service personnel, and the quality is impossible to talk about.

At the same time, Wuhan has a number of comprehensive colleges and universities, covering economics, law, education, literature, history, science, engineering, agriculture, medicine, management, arts and other disciplines, including social work, nursing, rehabilitation therapy technology, acupuncture, massage and applied psychology are highly related to the needs of community elderly service centers; business administration, artificial intelligence, music performance, dance performance, art, social sports guidance and management and other majors are also related to elderly care services; Many teachers and students of these majors also hope to have more opportunities for social practice and improve their teaching and scientific research level. There is a broad space for cooperation between the two sides.

4 Conception of strategic cooperation between universities and community service centers for the elderly

4.1 Universities can establish cooperation with nearby community elderly care centers for providing the elderly lifelong learning opportunities, so that the elderly with different interests and hobbies can find their own spiritual homes

As mentioned earlier, the elderly who have good health and security mostly need social participation, and thus whether community elderly service centers, which have rich and colorful activities and programs will be the most popular among aged people. By taking part in all kinds of activities, the elderly can not only learn new skills, make the like-minded friends, but also can maintain the activity of the brain and mind, a certain degree of protection against "Alzheimer's disease". So "lifelong learning" is the most active way of aging. In addition, learning in the old age is neither for higher education nor for promotion, the elderly can really enjoy the fun of learning, experience the sense of achievement in the process of constantly improving skills, and even have the opportunity to achieve the dream of their childhood.

Universities can select relevant professional teachers to provide the elderly with regular health and psychological counseling according to the characteristics (such as education level, age, income level, etc.) and needs (health care, art aesthetics, sports, etc.) of the elderly living in the neighboring community, sports fitness guidance or music appreciation, art appreciation lectures to help them improve their cognitive and aesthetic abilities.

Universities can also apply for registration through the elderly, and try to provide vacant seats for college-related professional courses to the elderly, such as humanities history, art appreciation, cultural tourism, psychology and other courses that the elderly are interested in. Or jointly set up a university for the elderly with the community, offering courses such as vocal music, instrumental music, calligraphy, painting, dance, yoga, gardening, etc., to meet the needs of the elderly to learn knowledge and improve their skills. Elderly people can even stimulate the learning motivation of young students and promote the understanding and interaction between generations, which is of great significance to building an elderly-friendly society.

4.2 Universities can cooperate with communities by setting up training bases in elderly care communities to cultivate students' professional practice ability and communication skills, accumulate work experience and prepare for smooth employment after graduation

At present, many college students lack long-term cooperation with enterprises, so it is difficult to effectively guarantee students' social practice and internship opportunities. The establishment of long-term cooperative relationship between colleges and communities can provide students with professional internship, social practice and volunteer service opportunities, and also bring happiness to the elderly in the community, cultivate their interests and relieve loneliness. Such majors' students as social work, nursing, rehabilitation treatment technology, acupuncture and massage ,applied psychology... can be led by the guide teacher through practice to participate in volunteer service in the community, care, rehabilitation therapy, acupuncture therapy and mental consolation service, can not only alleviate community or the problem of shortage of labor pension mechanism, and make students to apply to exercise practice ability; The students who are major in music, dance, art, sports...can be arranged to the community to guide the elderly who are interested in singing, dancing, drawing, etc. Teaching some smartphones and fitness health care knowledge are also very welcome in the community elderly center. By teaching ,the students can not only improve professional skills, and also promote the improvement of the communication and social skills, most importantly, they help the old people develop interests, enrich the endowment living, It is conducive to creating a cultural atmosphere of respect and mutual care for the elderly, promoting their physical and mental health, and improving their happiness.

4.3 The cooperation between universities and community service centers for the elderly can promote the effective combination of relevant professional teachers' teaching and practice, improve the level of teaching and research, and at the same time promote the construction of an elderly-friendly community

At present, many universities lack long-term cooperation with enterprises, and it is difficult to effectively guarantee students' social practice and internship opportunities. Establishing a long-term cooperative relationship between colleges and the community can provide students with opportunities for professional internships, social practice and volunteer services, while bringing happiness to the elderly in the community, cultivating their interests, and alleviating loneliness. Students majoring in social work, nursing, rehabilitation technology, acupuncture and massage, applied psychology, etc. can be community volunteers under the leadership of their instructors, providing nursing, rehabilitation, acupuncture and psychological comfort services for the elderly. Alleviate the shortage of community elderly service personnel, and enable students to get professional practice opportunities; students majoring in music, dance, art, and sports can go to the community to guide the elderly in singing, dancing, painting, and dancing. Through teaching at the community elderly service center, students can improve their professional skills, exercise social skills, help the elderly to develop their interests, enrich their retirement life, promote physical and mental health, and improve their sense of well-being. It can be said to achieve a win-win situation.

4.4 The cooperation between universities and community elderly service centers can also guide and mobilize healthy and skilled seniors to give full play to their spare capacity, make beneficial contributions to the society, and achieve greater self-worth.

The American movie "The Intern" tells the story of a retired professional who actively accepts the offer of a "senior intern" and continues to realize his self-worth while serving the young entrepreneurial boss. The skills and experience of older people are a valuable asset to society. According to our survey, nearly one-third of healthy seniors are willing to devote their spare time to the idea of contributing to society. Some of them have professional skills but suffer from no opportunity to play. The community should fully understand the background and strengths of the elderly (especially retired teachers and professionals) in the jurisdiction, and encourage the elderly who need volunteer services to give full play to their advantages and contribute to the development of the community. For example, they can participate in cultural, scientific or entrepreneurial projects of college students, or participate in professional seminars for students, make their own suggestions, or let them participate in community management, or be teachers in interest classes. Seniors should be reasonably rewarded for their expertise, especially if they are financially disadvantaged. Being able to use their strengths to serve others and contribute to society will definitely give them a greater sense of satisfaction and a greater sense of life value.

As people born in the 1960s and 1970s move into old age, they must have higher expectations for later life than previous generations. Due to the one-child policy, many of them may become empty nesters, or even if they live in the same city as their children, because women are busy with careers or have to take care of their children, it is difficult for them to get good care from their children. If colleges and universities can cooperate with the community, they will make a positive contribution to meeting the pension needs of the elderly aged 60-75, and effectively meet their diversified and multi-level spiritual needs. Only by taking good care of the life of the elderly and comforting the hearts of the elderly can the children of the elderly focus on building the country and cultivating the next generation. Hopefully this concept can play a role in building a more harmonious age-friendly society.

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