

## Chapter 1

### Introduction

#### Background

In higher education, educational partnerships become commonplace. For the purposes of resource sharing, curriculum innovation, and reputation enhancement, higher education institutions established academic partnerships and collaboration with other institutions. The main objectives of educational partnerships are to reduce operating costs for colleges and to give them a competitive edge in the market for higher education (Chou, 2012, p. 84). Meanwhile, effective learning has been a major focus of research on effective schools as one of the main outcomes of education. However, because covert mental activity prevents learning from being directly observed, there are few research findings on effective learning. Integrating ideas like aptitude, drive, self-efficacy, and perseverance has also proven challenging (Mortimore, 1993. pp.290-310).

Colleges all over the world are required to maintain ongoing dialogues with their social stakeholders. This might lead to some important changes in the way universities relate to their surroundings. Every community that interacts with the higher education sector has a unique need that is increasing in number and variety. As a result, there are new and revised relationships between higher education institutions (also known as universities) and their external communities or stakeholders (Jongbloed et al.,2008, pp.303-324).

The current research makes the claim that the collaborative efforts of numerous internal and external stakeholders are necessary for the continuous and comprehensive improvement of the university education system. Collaboration will contribute to the system of higher education being improved. Universities could build strong bonds or relationships with labor-market participants like other educational institutions, non-profits, and the private sector, as well as with other external stakeholders. University administrators and the university board management committee could ensure continuous improvement in the university education system by ensuring ongoing training and retraining of teachers and other staff members through high-quality professional development programs. In this way, the nation's college education systems can achieve excellence and high standards (Asiyai, 2014, p. 61).

The studies results show that these partnerships have a variety of advantages for research, education, and community recognition. Some improvements, however, are required to properly account for tertiary institutions and stakeholder partnerships, including the need for tertiary institutions to make engagement a "core value" and to better recognize and support academics who establish and maintain community partnerships. Despite the significance of partnerships between institutions and stakeholders, there is little research to help with practice (Buys & Bursnall, 2007, pp.73-86). Given the tendencies to give societal interests more weight in higher education and research, we believe there is a need for more research in this important area (Jongbloed et al., 2008, pp.303-324). In addition, an educational system that something is in trouble is leaving many students behind. The central thesis of this monograph is that the use of effective learning techniques can help students better regulate their learning, which is part of the solution to improving educational outcomes (Dunlosky et al., 2013, pp.4-58).

## **Research Objectives**

1. To investigate needs of the Strategic Guideline for Establishing Effective Cooperation Between Vocational Colleges and Educational Stakeholders for the Enhancement of Learning Achievement of the Students.

2. To develop Strategic Guideline for Establishing Effective Cooperation Between Vocational Colleges and Educational Stakeholders for the Enhancement of Learning Achievement of the Students.

## **Scope of the research**

### **1. Population**

The vocational college in Lianyungang city, Jiangsu province, China was used as a case study for this research. The population were divided into 2 groups; namely, 8,000 students, and 10 teacher /administrators.

### **2. Samples groups**

In this research, the sample groups were divided into 2 groups; namely, 381 students and 10 teachers (Yamane, 1973). The respondents were obtained through stratified random sampling technique.

### **3. Area of the study**

This research project will be conducted using Jiangsu Finance & Accounting Vocational College as a case study. My main reasons for choosing this school as a case study are: 1) the researcher has been working in this school for ten years, therefore, the researcher is concerned about the Achievement of education in the college; 2) it will be helpful to get permission from the college president to collect data and information from the people in the college.

### **4. Research instrument**

An online survey was conducted online using questionnaires composing 2 parts; namely, 1) general information and 2) needs of the strategies guidelines for Establishing Effective Cooperation between Vocational College and Educational Stakeholder for the Enhancement of Learning Achievement of the Students. Each question in the questionnaire was evaluated and approved by the three specialists. Each question was evaluated in terms of the IOC score ranging from 0.66 to 1.

### **Definition of Terms**

**Strategic Guidelines** refer to organizational strategies, guidelines and examples.

**Effective Cooperation** refer to the process of multiple individuals collaborating and cooperating with each other to accomplish tasks under a common goal.

**Vocational Colleges** refer to vocational and technical colleges are local institutions of higher learning.

**Educational stakeholders** refer to all parties involved in a school's administration, teaching staff, students, and parents who have a stake in the welfare and success of the institution's students (Asiyai, 2014,p61).

**Learning achievement** refer to the effectiveness of the studied coursework, usually expressed in numbers.

### **Research Expectation**

The results from this research provide: the researcher's problem of establishing effective collaboration between vocational institutions and educational stakeholders to improve the Achievement of student learning and construct effective strategies: using the example of Jiangsu Finance & Accounting Vocational College.

**Data and information towards needs 1** of professional institutions to work effectively with educational stakeholders to improve the Achievement of student learning.

Strategic guidelines for Establishing Effective Cooperation Between Vocational Colleges and Educational Stakeholders for the Enhancement of Learning Achievement of the Students.