

Existing Problems, Internal Causes and Paths to Solving the Problems of Rural Social Worker Talent Building

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Abstract: The construction of rural social work personnel is an important part of guaranteeing the realization of China's rural revitalization strategy, and is an important support for comprehensively promoting the development of rural social undertakings. With the development of economy and society, China's rural areas are being placed in a new development environment and facing new development problems, and rural residents have higher and higher requirements for the quality of life, and after satisfying the basic material needs, they begin to pursue spiritual, cultural and psychological needs. Rural social work, with its professional, social and service characteristics, has become the resource guarantee and social security foundation for the implementation of the rural revitalization strategy. However, in practice, the construction of rural social work talent team still has a series of problems such as insufficient number of talents, insufficient development of talent quality, and low recognition of social workers, which seriously restricts the development of rural social undertakings and the cause of rural revitalization. Strengthening the attention paid to social work and the training of rural social workers plays an important role in promoting rural revitalization, facilitating the development of rural economy and society, improving people's livelihoods and safeguarding the public interest. From a practical point of view, it is necessary to build rural social work teams to revitalize the countryside by establishing a sound system of talent protection and optimizing the work remuneration of social work talent, so as to attract talent to reside in the countryside.

1. Introduction

In the process of implementing the rural revitalization strategy, rural social work plays an irreplaceable role, and the construction of its talent team is an important part of guaranteeing the realization of China's rural revitalization strategy, and an important support for comprehensively promoting the development of rural social undertakings. With the continuous advancement of new rural construction and new urbanization, the development of rural social undertakings is being placed in a new development environment, facing new development problems, and is in urgent need of a high-quality social work team to provide specialized and personalized services. At present, China's rural social work talent team construction in the process of development, there are a series of problems such as insufficient number of talents, low quality, poor treatment and so on. This paper focuses on the problems existing in the construction of rural social work talent team in accordance with the

current situation, problems, causes, solutions to the logic of the exposition to develop, through the design of the rural social service system to the construction of rural social work talent team, mainly in the logic of the construction of rural social work service system focusing on the construction of the talent team problem of the comprehensive study, aims to the construction of rural social work talent team to analyze and solve the problems existing in the construction of rural social work talent team. It aims to analyze and solve the problems existing in the construction of rural social work talent team, and accelerate the construction and quality improvement of rural social work talent team by optimizing the talent system and improving the treatment of talents and other measures.

2. Current status of rural social workforce development

China's rural social work talent team construction is in an initial exploration stage, although the development of rural social work has made some progress in recent years, but compared with urban areas, there is still a large gap between the scale and quality of the rural social work team, and even more a lack of professionalism and vocational empowerment. The proposed strategy of rural revitalization provides an opportunity and policy support for the development of rural social work.

2.1 The number of social work professionals in the country has risen dramatically

National development has entered a new era, and the great changes over the past decade have been landmarks in the history of social construction and development. The number of people holding professional qualification certificates for social workers nationwide totaled 929,000 [1].

2.2 Uneven and inadequate development of rural social work compared to urban social work

At present, the development of rural social work is unbalanced and inadequate in comparison with that of urban social work. There are many professional and vocational social work talents in the urban construction team, who have set up a number of social service organizations as well as social service sites for the different needs of urban community residents, playing an important role in the urban community governance system and public services, and enhancing the sense of well-being of community residents [2]. On the other hand, the development of the construction of the social work talent team in rural areas is relatively slow, and compared with the cities, rural areas are allocated fewer resources, including human resources, material resources and financial support. This leads to a large gap in rural social work in terms of staffing, program development, and service quality. As the economy of rural areas is relatively backward and less attractive, many social work professionals prefer to choose employment in urban areas, resulting in an inadequate staffing structure and lack of professional support for rural social work teams. In addition, infrastructure development and social service facilities in rural areas, including education, health care and culture, lag behind those in urban areas, making it difficult for rural social work to provide services and support.

2.3 Rural revitalization provides a policy basis for building a rural social work workforce

The issue of agriculture, rural areas and farmers is a fundamental issue related to the national economy and people's livelihood, and it is necessary to always take the solution of the "three rural issues" as the top priority of the national work, and implement the strategy of rural revitalization. Rural social work needs to closely focus on the key tasks of the rural revitalization strategy. With the in-depth promotion of the rural revitalization strategy, rural social work has gradually become an important part of rural revitalization, and the task of rural social work has more clarity, and the first prerequisite for the development of rural social work is the construction of rural social work personnel,

but the construction of rural social work personnel has always been a relatively weak link. 2021 February, the State General Office of the State Office of the State Council issued the "Opinions on Accelerating the Promotion of Rural Talent Revitalization" proposed to accelerate the development of rural social work. Opinions on Rural Talent Revitalization" issued by the State General Office proposed to actively introduce social workers in rural revitalization, accelerate the construction of the rural workforce, and help the comprehensive revitalization of the countryside with rural talent revitalization. The Strategic Plan for Rural Revitalization (2018-2022) issued by the relevant state departments clearly proposes to build a new type of rural governance system and strengthen the construction of the rural social security system in the rural revitalization strategy. These policies provide a policy basis and direction for the development of rural social work.

3. Problems in building a rural social work workforce

Social work cannot be separated from the talent team, and the construction of the rural social work talent team has already had a certain embryonic form, and has made certain progress and achieved certain results in the process of construction, but still faces many challenges and problems. These problems have seriously constrained the development of rural social work teams and have become bottlenecks in the process of building rural social work teams.

3.1 Insufficient number of rural social workers

The differences in economic and cultural conditions in rural areas in China have led to an imbalance in the development of social work in rural areas, resulting in the phenomenon of "hot in the cities but cold in the countryside". The demand for social work in some developed cities is saturated, while there is a serious shortage of manpower in the construction of rural talent teams. Few graduates of social work programs return to their hometowns each year to take up social work positions, exacerbating the problem of the shortage of rural social work personnel. Most of the social workers in the existing rural social work team have switched jobs because of factors such as the shortage of resources in rural areas, a difficult environment, poor welfare benefits and limited room for advancement, and even many rural social workers have left the countryside for urban development. The loss of rural social work talent has greatly weakened the scale of rural social work talent building.

3.2 Lack of professionalism and practical capacity of rural social work teams

According to a survey of the real situation, the construction of rural social work personnel is lagging behind, and the structure of the entire team is complex, with varying professional qualities. Among the existing rural social workers, some are promoted from village streets, while others are recruited from official websites. In addition, the level of education varies greatly, with some having a secondary school education, some a college education, and some a bachelor's degree or above. Most of the personnel engaged in social work services are non-social work majors, and most of them deal with the problems encountered in rural social work with their personal experience; the number of licensed personnel is relatively small; they lack professional theoretical knowledge and skills, and professional education and training; the services they provide are not very much different from those of general volunteer services, and they can't well highlight their professionalism, let alone be good at solving professional problems. The rural population is large and concentrated, and since the main targets of rural social work are the elderly, women, children, the disabled and other vulnerable groups in rural areas, the problems of these vulnerable groups are often difficult and complex. And there are organizations or groups of different sizes and natures in rural communities, which are both differentiated and connected, and these differences and connections often create an antagonistic or

conflicting relationship [3]. If rural social work lacks attention to and research on these factors, it will easily lead to the failure of rural social work services. In the face of such a complex rural situation, the number of social workers is small, experienced social workers lack theoretical knowledge, and social workers with rich theoretical knowledge lack practical experience, then the problems caused by the barrel effect are very serious[4].

3.3 Rural social work continues to face a more difficult professional environment

Compared with cities, rural areas have a less favorable natural environment, infrastructure and working environment. Our rural social work professionals working in rural areas need to face more pressures and difficulties than in cities, such as inconvenient transportation, 24-hour on-call, usually temporary late-night meetings, no holidays and weekends, heavy workloads, low pay, few benefits and lack of corresponding promotion paths, etc., and these difficulties and pressures sometimes discourage some potential social workers. The small number of rural social work recruitment positions has made it difficult for social work professionals to choose a career and the number of people staying at home is high. There is also the problem of an unreasonable appraisal system while social workers are working. In order to ensure the quality of social work services and the sound development of social organizations, it is common for social organizations to adopt an appraisal system [5]. However, the appraisal system of rural social work lacks scientificity and flexibility, resulting in many staff members only being able to complete their work tasks in a mechanical way, making it difficult for them to utilize their potential and making their work inefficient.

3.4 Low recognition of social work in rural areas

When rural social workers carry out social work in rural communities, the functional positioning of rural social workers is vague, and the role of social workers is more generalized, and the majority of rural residents' knowledge of social work remains at a superficial level, believing that they are no different from community volunteers and volunteers. Rural residents usually seek help from their acquaintances when they are in trouble according to their inherent thinking, and they feel that social workers do not have enough ability to help them deal with their problems, and they are skeptical of their efficiency, and even if they finally seek help from the social workers, they are unable to actively cooperate with the work of social workers in rural areas. The professional authority of social workers has not been established, and some rural residents consider rural social workers to be "full-time nannies" who call on them at will, leading to an awkward situation for rural social workers. Most rural residents even think that the services provided by social workers are similar to those provided by village committees and neighborhood committees, ignoring the scientific and professional nature of social work [6].

4. Causes of problems in building a rural social workforce

Problems in the construction of rural social work personnel are constrained by a number of factors, and there are four main causes of these problems: first, the factors of the social work personnel themselves, second, the lack of a professional training mechanism, third, the imperfection of the personnel security system, and fourth, the small publicity efforts, and the lack of attention paid by the relevant departments to the construction of the personnel team.

4.1 Brain drain in rural social work

The under-representation of rural social work is caused by the social work brain drain. First, most

students are not aware of the social work profession. At the university stage, the specialty of social work is not well known, and many students do not know that there is such a specialty, nor are they interested enough in these specialties, and many college students do not choose this specialty, which leads to a lack of the number of social work talents. Secondly, social work students think that there is no employment prospect for the social work profession, and it is difficult for them to take the public examination, and most of them tend to go to graduate school for further study or work in other industries. Third, the respect needs and self-realization needs of social work talents are not satisfied. Rural residents do not have enough trust and respect for rural social workers, which leads to the frustration of rural social workers and makes it difficult for them to identify themselves with the profession. In addition, in the existing social workers, most of the social workers think that the degree of self-realization of value is low, which creates an imbalance, and they choose to give up social work after becoming dissatisfied with social work.

4.2 Lack of professional training mechanisms for rural social workers

Rural problems are intricate and complex, and rural social workers need to be professionally trained and educated, applying specialized knowledge and skills, including knowledge of social work theory, social policy, and social work methodology, to carry out services that take into account the needs of rural residents. In practice, most of the social workers in the rural social work talent team have not received professional training and education, and deal with problems based on personal life experience only, mainly because of the lack of professional training mechanisms. The lack of professional training mechanism leads to the fact that social workers are unable to learn knowledge and master skills systematically. At the same time, the lack of professional training mechanism also leads to the lack of practical ability of rural social workers. Although some social workers have undergone professional technical training, they are often unable to apply the theoretical knowledge they have learned to their practical work due to the lack of practical opportunities and guidance. This has resulted in a lack of practical skills in solving rural problems and an inability to effectively meet the needs of rural residents.

4.3 Inadequate rural social work personnel security system

The difficult professional environment of rural social work is mainly due to the imperfection of its talent protection system, which is mainly reflected in the following: firstly, the lack of incentive system, which leads to the poor remuneration of rural social work talents. This makes the enthusiasm and creativity of rural social work talents limited, and makes it difficult to attract and retain excellent talents. Second, the career development channel is not smooth. The career development channels of rural social work talents are relatively narrow, with limited space for promotion and opportunities for self-improvement, which makes rural social workers stay in the same position for a long time and lack motivation for career development. Thirdly, there is a lack of scientific and reasonable evaluation system. In rural social work, there is a lack of scientific and reasonable evaluation system to comprehensively and accurately assess the performance and contribution of rural social work talents. This makes the efforts of outstanding talents not properly recognized and rewarded, affecting their work motivation. Fourthly, the support mechanism is not sound. Rural social work talents face greater pressure and difficulties in their work, but there is a lack of effective support mechanisms. In the face of complex rural social problems, they often feel powerless and uneasy, with insufficient help and support, leading to a decline in the quality of their work.

4.4 Low publicity for rural social work and insufficient attention paid by the relevant authorities to the building of a talent pool

In rural areas, rural residents generally have a low level of literacy and lack proper knowledge and understanding of social work; they do not understand the content of social work services, let alone the role and advantages of social work in solving problems in rural communities.

The low recognition of social work in rural areas is to a large extent due to the fact that the relevant departments in the construction of rural social work personnel do not pay enough attention to rural social work. Most of the relevant departments at the rural grass-roots level do not pay attention to the development of community services, and lack of accurate positioning of the function of rural social workers, resulting in social work professionals in rural work is difficult to play their own advantages, and the construction of townships and townships of social work talent team is stranded.

5. Countermeasures for building a rural social work workforce

In order to promote the construction of the rural social work talent team, improve the professional quality and working ability of the overall social work talent team, and better provide specialized and efficient services for the development of rural social work, this paper puts forward the following four countermeasures.

5.1 Increasing the attractiveness of policies for social work professionals

An open communication atmosphere allows social workers to freely express their thoughts and feelings, thus more effectively improving their experience of self-realization of the value of feelings. Therefore, leaders should try to establish an open and transparent communication environment to encourage social workers to share their work experience and express their ideas and suggestions freely.

5.2 Establishment of professional training mechanisms

In the process of building a social work talent team, it is necessary to strengthen the professional training and education of rural social workers and to establish a specialized training mechanism. First of all, personalized training programs are formulated for different types of rural social workers, and professional knowledge training in the form of courses, seminars, conferences, readings and other forms can be carried out for social workers on a regular basis to make them adapt to the requirements of their work as soon as possible, to improve their communication skills and the level of their professional services so that they can cope with all kinds of problems in their actual work, to alleviate their psychological pressure, to increase their recognition of the job itself, to help them establish a professional and occupational image among rural residents, and to enhance their prestige. This work will increase their sense of identity and help them to establish a professional and occupational image among rural residents and enhance their prestige and respect. Secondly, colleges and universities are encouraged to actively carry out professional internships for students in social work, so as to improve their practical ability and adaptability and enrich their practical experience.

5.3 Improvement of the rural social work personnel security system

Optimizing the workplace environment for rural social work requires the establishment of a sound system to safeguard rural social work talents, and the system needs to be improved in the following ways: First, a sound incentive mechanism should be established, including measures such as reasonably adjusting wages, optimizing benefits, strengthening training, and implementing a

vocational assessment system, so as to enable staff members to receive better career development and life care, so that they can devote themselves to their work in a more active manner. Secondly, the government should strengthen its support for rural social work and provide better protection and support for rural social workers by formulating relevant regulations and policies. These regulations and policies should include job arrangements, professional training, salaries and wages, working environment and other aspects, so as to provide an all-round guarantee for the development of rural social workers. Third, the appraisal system should be flexibly adjusted, the appraisal content and standards should be set scientifically and reasonably, and diversified appraisal methods should be adopted to improve the staff's work enthusiasm and motivation. Fourthly, psychological support and assistance mechanisms should be established to pay attention to the psychological health of rural social work talents and provide necessary psychological counseling and support. Psychological counseling activities can be organized to help them reduce work pressure and anxiety. At the same time, regular peer-to-peer exchange meetings or seminars can be organized to share work experience and insights and to jointly solve problems encountered in social work.

5.4 Increased rural awareness-raising efforts and increased attention to rural social work by the relevant authorities

Rural social workers need to actively enter villages to publicize the concept of social work, make use of the Internet and multimedia platforms to widely publicize the concept of social work, and write about the deeds of outstanding social workers, so as to raise the level of rural residents' awareness and understanding of social work and increase their trust in social workers. Rural social workers are engaged in work very close to rural residents, to strengthen the communication and contact between rural social workers and rural residents, to establish a good working relationship, to understand the actual needs and wishes of the residents, to provide a full range of high-quality services, and at the same time, actively develop rural volunteer services. The development of rural voluntary services can effectively integrate rural resources, mobilize the enthusiasm and initiative of rural residents to participate in rural governance, enhance the awareness and ability of rural residents to participate, improve the quality of life of residents, and improve the credibility of rural social workers in rural governance and the people's recognition of social work.

In the new situation, the relevant departments should recognize the important goal of rural social work talent team building and local economic and social development village development. Therefore, the relevant departments should pay attention to the relationship between rural social work talent team building and local economic and social development and balance the development of these two aspects. Only through the mutual promotion of talent team building and local economic and social development, can we realize the sustainable development of rural areas. At the same time, the relevant departments should also focus on establishing a good service concept. Rural development and construction must put the needs and interests of rural residents in the first place, and constantly improve the quality of services to meet the diversified needs of residents, and this requires the relevant departments to pay attention to the construction of rural social work professionals, and to improve the service consciousness and service level of the overall social work talent team. Only by doing so can the core competitiveness of rural workers be enhanced. In addition, the relevant departments also need to improve their management capacity, strengthen the construction and management of the team, and realize high-quality rural development.

6. Conclusions

Rural revitalization and rural social work interact with each other, the implementation of rural revitalization strategy promotes the development of social work, and the development of social work

contributes to rural revitalization. Starting from the perspective of status quo analysis and policy interpretation, this paper researches and analyzes the existing problems in the construction of rural social work talent team, sorts out the intrinsic causes, and finally puts forward four realistic solutions. Although rural social work has achieved certain results, the construction of rural social work talent team is still facing a series of problems and challenges, and by adopting corresponding solutions, the service capacity and quality of the rural social work team can be effectively improved, so as to make greater contributions to the social development of rural areas. Community work is a noble cause dedicated to serving the people, aiming to improve the quality of life of community residents and promote the development and prosperity of the community, and social work is of great significance to the social stability and sustainable development of rural areas. However, in the "climbing stage" after the start of the 14th Five-Year Plan, rural social work still needs to be invested in more vigorous construction.

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