The Construction and implementation strategy of Shanghai learning city

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Abstract

Shanghai's internal environment and external conditions provide the foundation and development space for the construction of learning city. Since proposing the strategy of constructing learning city, Shanghai has gone through three stages of development. Around the concept of "lifelong development for every citizen", we implement comprehensive measures to promote the construction of learning city, and then get remarkable achievements. With the promulgation of a series of policy documents, the construction of Shanghai learning city meet development opportunity, Shanghai will take this opportunity to promote the construction into a new stage.

The general situation of Shanghai

The construction of Shanghai learning city is deeply rooted in the general situation of Shanghai, because the development of Shanghai natural geography, population, politics, economy, science and technology, culture and education and so on, provide a complete ecosystem for Shanghai learning city construction, affect the growth foundation and development space of Shanghai learning city construction.

In terms of population, there are three characteristics: large population base, a lot
of floating population and serious aging population problem. The 2015 statistics bulletin of the national economy and social development in Shanghai shows that in the end of 2015 there are 24.1527 million resident population in Shanghai, among them, the registered population is 14.3362 million, external population is 9.8165 million. The elderly population of Shanghai and aging monitoring system of statistical surveys shows that as of December 31, 2015, Shanghai has 4.3595 million elderly aged 60 and above, accounting for 30.2% of the total registered population. According to the aging research center of Shanghai, Shanghai elderly population will be total more than 5.4 million in 2020, accounting for 36%. Shanghai has been the first to enter the depth aging stage, and these elderly population are the focus of Shanghai lifelong education services.

In terms of economic, Shanghai city master plan (2016-2040) (draft) established new development goals of Shanghai from 2016 to 2040, and put forward the goal of “constructing outstanding global cities, the international economic, financial, trade, shipping, science and technology innovation center and cultural metropolis”. The per capita GDP of Shanghai now is $15300, expected to reach $20000 in 2017, so the rapid development of economy provides a strong support for the construction of the learning city.

In terms of culture, Shanghai is a famous city with historical and cultural in China, has profound modern urban culture and many historical sites. The wuyue traditional culture of regions south of the Yangtze River and the integration of diverse cultures which brought by immigrants, form the unique Shanghai-style culture. Shanghai successfully hosted the 2010 world exposition, Shanghai international arts festival of China, Shanghai international film festival, and some other large-scale cultural exchange activities. The heritage and development of urban cultural also provides a good soft environment the development of learning city.

Shanghai is implementing the strategy of innovation driven development, transformation and upgrading economy. Building the international economic, financial, trade and shipping center vigorously, accelerating the development of global influence of science and technology innovation center, making great efforts to
build the socialist modern international metropolis, all of these provide unique advantages for the Shanghai building learning city.

**The process of Shanghai constructing learning city**

(a) **The background of Shanghai constructing learning city**

In 1999 Shanghai put forward the idea of constructing learning city, which mainly based on three aspects background. The first is to conform to the era trend that lifelong education developing vigorously. Shanghai is in the forefront of China's reform and opening up, early felt and accepted positive influence of the concept of lifelong education; The second is to adapt to the inner demand of economic and social development in Shanghai. The rapid development of economy put forward new and higher requirements to talents' quality and ability, so promoting the construction of learning city is the best route choice; The third is the inevitable measures to meet citizens' diverse learning needs. With the social change, and the improvement of citizen's life quality, lifelong education urgently need to be developed to satisfy people's spiritual and cultural needs.

(b) **The phase of Shanghai constructing learning city**

It has been 17 years since the idea of constructing learning city was been put forward, and the whole process can be roughly divided into three development stages.

1. **The stage of Researching and forming ideas (1999-2005)**

The construction goal of this phase is to make citizens can get corresponding learning opportunities in different stages of life, and basically construct learning city which match the modern international metropolis. Therefore, in 2004, Shanghai municipal party committee, municipal government decided to set up learning society construction research group, which formed by the laboratory of municipal committee and other institutions. The report *The total research report of guidance on Shanghai construction learning society* was created, which systematically answered the goals and policy measures, and other issues of Shanghai constructing learning society.

2. **The stage of planning blueprint and constructing system (2006-2010)**

In January 2006, the municipal committee and municipal government officially
issued *The guidelines on promoting the construction of learning society*, which puting forward the development direction of the two "combination", namely adhering to government-led combined with social participation, adhering to the lifelong education system combined with the national education system, and made clear the promoting path, made arrangement to develop five kinds of education and construct four types of learning organization. The main construction achievement of this stage reflected in the following seven aspects: first, the leadership system has got established and improved; Second, the lifelong education system has got preliminarily perfected; Third, study mechanism innovation has got a certain degree progress; Fourth, the education resources have a certain degree integration; Fifth, learning platform has got basically formed; Sixth, the establishment of learning organization has widely carried out; Seventh, the investment of funds has markedly enhanced.

3 Making rules and regulations and normative developing stage (2011 - present)

In May 2011, the promulgation of *The promoting rules of Shanghai lifelong education* marked the construction of lifelong education and learning city of Shanghai coming into the standardized developing stage. The regulations brought "promoting the construction of learning society" into legal norms for the first time. With some documents issued in succession, such as *Three year action plan for the construction of learning society and the promotion of lifelong education in Shanghai, Opinions of the Ministry of education and other seven departments on promoting the construction of learning oriented City, Several opinions of Shanghai education committee and other seven departments on further promoting the construction of learning society*, Shanghai promoted a series of key work, therefore, the construction of learning city in Shanghai came into the path of specification and sustainable development.

**（c）The planning of Shanghai constructing learning city**

In order to ensure the construction of learning city keep sustained and stable development, Shanghai took it into the annual work of municipal party committee and municipal government to carry on the overall planning. Since 2007, lifelong education and the construction of learning city have been included in the annual working points of the municipal party committee and municipal government every year. At the same
time, Shanghai timely released guidance documents to put forward the direction and measures for periodic work.

*Shanghai long-term education reform and development plan outline (2010-2020)* which published in 2010, clearly put forward "by 2020, take the lead to achieve the modernization of education, take the lead to build learning society fundamentally". Several opinions of Shanghai education committee and other seven departments on further promoting the construction of learning society released in August 2016, it put forward from the lifelong education system, learning platform construction, system innovation and system mechanism to perfect 4 direction, 18 aspects, which given clear direction and concrete suggestions for future Shanghai learning city construction. *Shanghai education reform and development plan in 13th Five-Year* released in August 2016, put forward that "to provide more flexible lifelong education services, first to build learning society basically, meet the diversified demand of education and services, promote citizens' lifelong development and the harmony of urban sustainable development." *Shanghai education reform and development plan in 13th Five-Year* points out that the basic construction of learning society need to achieve four development goals, “to form civilized and healthy city learning culture, to form open and syncretic lifelong education system, to form beneficial and friendly lifelong learning environment and advocating excellent lifelong learning quality." *Shanghai the elderly education plan in 13th Five-Year* put forward "by 2020, basically form the modern education system of the elderly, which is wide coverage, social participation, resource accommodation, diversity and flexible, balanced high quality, full of vitality." At that time, the number of participant involved in the elderly education, the number of the elderly institutions, the number of the elderly learning organization and learning resources must be double.

All these policy documents depict a clear development blueprint for Shanghai learning city construction, cohere all levels of lifelong education workers' enthusiasm and efforts, make a vow to realize grand vision of the learning city construction in Shanghai: by 2020, basically built a highly open learning city which based on Shanghai; by 2025, built the learning city which has international influence, and make learning
city construction turn into the infrastructure and power engine for the sustainable development of citizen and city.

The implementation strategy of Shanghai constructing learning city

Since putting forward the goal of the construction of learning city, Shanghai follow the core concept of "to every citizen's lifelong development", implement the measures of promoting the construction of learning city with systems, emphasis, steps, stages.

(a) Carrying out the top-level design, establishing the management system

Shanghai take the lead in China to create a more effective management system to promote the construction of learning society, establish and improve the leadership system. In 2006 the city level set up “Shanghai promoting the construction of learning society steering committee,” which led by the Commission of Spiritual Civilization and was composed of other 13 units ". On this basis, in 2010 "Shanghai committee for the promotion of construction of learning society and lifelong education" was established, and 20 leaders of municipal party committee and municipal government are members of the committee. The committee consists of an office which set up jointly by Shanghai municipal education commission and spiritual civilization commission, and linked to the Shanghai municipal education commission. In order to carry out this work, the municipal education commission set up independent bureau namely lifelong education bureau, which undertake daily work of "Shanghai committee for the promotion of construction of learning society and lifelong education". what is more, the office relied on Shanghai distance education group, set up “Shanghai learning society construction and service guidance center " to assist the office's work.

At the same time, districts and counties of Shanghai also established corresponding organizations to carry out the relevant work, and gradually the lifelong education management system of urban linkage was formed. This practice has formed three level management system of city, district and street, ensure the steady progress of the construction of the learning city.
(b) Strengthening the infrastructure, improving the service network

Municipal education commission successively issued *The guidelines on promoting the construction of the community college*, *The opinions on strengthening the construction standardization of township adult schools*, *Several opinions on promoting Shanghai's old education work*, *The work plan of the construction of the community education three-level education network*, *The recommendation project of Shanghai elderly education function classroom configuration and Shanghai elderly school standardization construction guiding disc* and so on, and these documents were issued by Municipal education commission alone or with the relevant commission. These measures played a great role in promoting school learning conditions improving and field construction.

The infrastructure construction of Shanghai community education institutions and aged education institutions has undergone the process from materialization to standardization, then informationization, last socialization, and for now it has been basically achieved the "four-ions". In order to meet the needs of citizens on lifelong learning, Shanghai built three-level citizen learning network with community college as leading, streets and villages and towns community schools as backbone, villages and residential committees learning point as basis, through adult school transformation, community culture activity center sharing, the government investing. Three-level citizen learning network covers 16 districts, 212 street, 5275 villages and residential committees, and there are more than 3.7 million citizen take participation in lifelong learning in the place of community education each year.

(c) Strengthening the team construction, enhancing the level of ability

In recent years, Shanghai make a exploration from full-time teacher team, part-time worker team, volunteers team and promoting lifelong learning worker team, build high-quality and professional lifelong education worker team.

The construction of full-time teacher team is the main force of community education in Shanghai, and with the increase of scale, Shanghai is also studying and guaranteeing the sustainable development of the team. At present, Shanghai has formulated and implemented the community education teacher's title appraisal system,
which properly solved the problem of full-time staff treatment. Shanghai encourage to expand the sources of part-time teachers, for now education administrative department of Shanghai is in conjunction with the relevant administrative departments to establish and perfect lifelong education part-time teachers information database, provide teachers' information service for lifelong education work. Shanghai cultivate promoting lifelong learning worker team, who are responsible for providing services such as learning consulting, demands and feedback, course recommendation for people in community, and help lifelong education institutions like the community school organize various learning activities to meet the needs of citizens. In addition, in 2014, Shanghai set up the community education volunteer service chief team, recruited more than 4000 volunteers, set up five volunteer service branch team, constantly improved the construction system of volunteer team, completed the job of volunteer recruitment, selection, training, and operation management, etc.

(d) Taking the resource integration, expanding the learning program

Shanghai focus on integrate all kinds of social resources, give full play to the public cultural facilities, the social education function of news media, encourages library, science and technology centers, cultural centers, museums, cultural activities, gymnasium and other resources, provide learners with newspapers, books, teaching seminars, tour, computer networks and sports entertainment and other public welfare services.

Through cooperating with Shanghai TV media, some health programs such as "The public lecture hall, The treasure book of "the silver age", We have retired" are produced, 100 sets "I love the beauty of Chinese characters" micro course are made, all of which get welcome from citizens. Uniting Shanghai science and technology development foundation make 20 series and 237 sets video about popularization of science; Uniting Jingan community college compile "Today how to be a eldership"; Uniting Shanghai university continuing education training union, relying on 18 colleges and universities such as Fudan university, Tongji university, Donghua university, customize 59 digital community education courses. Actively integrating social resources, Shanghai set up eight "Shanghai lifelong learning experience base",
which consists of 105 experience site, 260 experience projects, all of which greatly
enrich the learning content of citizen, and there are 1 million participant every year.

(e) Organizing learning activities, creating cultural atmosphere

Building lifelong learning culture in the society is an important task to promote
the construction of learning city. Shanghai has been held topic lectures for many years
such as The east forum, The Shangtu lectures, Civil servant weekend lecture, providing citizens with high-quality cultural feast. "National lifelong learning activity" and "China revitalization reading activity", "Shanghai citizens online reading activity", "Shanghai book fair", "Popularization of science lecture hall", "Millions of families online act", "Millions of families learn etiquette", " Thousands of high-quality books go into the community" and "Classical art knowledge popularization", all these city brand learning activities create a good learning atmosphere in civic groups, widely propagandize the concept of lifelong learning.

In order to make the concept of lifelong learning more deeply rooted in the hearts
of the citizens, we are actively using variety of media to propagandize, and specially
product public welfare advertisements and films, and publish column article reflecting
citizen lifelong learning achievements in Wen-Hui News and Liberation Daily, at the
same time use some the most basic of propaganda carrier such as the community
electronic screen, community publicity column, blackboard, enlarge the popularity
and participation of lifelong learning to citizens.

(f) Promoting informatization construction, innovating learning approach

Shanghai actively use information technology to promote the innovation of
citizens learning approaches, promote the sharing of all kinds of learning resources,
optimize the environment of network learning, enlarge the coverage of online learning,
making sure that citizens can get rich, high quality learning resources through the
network timely and easily. Shanghai opened "Shanghai learning network", provide
curriculum supermarket service, learning resource service, learning searching service,
learning map service, interactive classroom service, learning archives service,
learning motivation service and remote support service for the general citizens, and
establish 15000 courses, which attracted 1.82 million citizens to register for learning,
including more than 500000 registering remote older university, and for now there has more than 160 million click. The first national digital learning areas such as Shanghai Changning district, unite Shanghai eight districts which has lifelong learning workstation to form "Digital learning resource sharing alliance". Basing on cross-district sharing the digital curriculum resources, Changning enhance effectively the development level and utilization level of the grassroots community education network learning resources. Shanghai launch the lifelong education credit bank which main function is credit authentication, accumulation and transformation. There are 63000 students' learning outcomes have been identified, and 12000 students' credits have got conversion.

(g) Strengthening the theoretical study, encouraging exploration and innovation

Shanghai learning city construction work is facing many problems which urgently to be solved, so Shanghai need to keep pace with the time to strengthen theoretical research. Relying on the East China normal university, Shanghai set up lifelong education research institute in 2012. The research institute integrate Shanghai colleges and universities, other research institutes, enterprise lifelong education research and practice resources, provide scientific basis and intellectual support for Shanghai lifelong education policy and development of practice. At the same time, Shanghai organize each districts to participate in the competition of the national experimental area and demonstration area of community education, carry out the construction work of municipal experiment street town, demonstration Street town of community education. Nearly two years, Shanghai takes part in some important research projects, such as The national lifelong learning legislative research report, The Shanghai community education development report, The national community education research report 2013-2014, participate in some important issues like Chinese learning city construction development report 2013, The theory and practice of the construction of learning society. The experiment project propel the practice and exploration of the construction of Shanghai learning city, summarise experiences and research theories from the important issues of practice.
The Achievement of Shanghai Constructing learning city

(a) Covering all the residents, promoting the education fair

During promoting the construction of learning city, Shanghai actively meet the diverse needs of lifelong learning, with an eye to make all the members of society can get all-round development. The service object covers all types and wide scope, attach importance to provide differentiated education services for different people, including for party cadres, professionals, enterprises workers, farmers and so on, providing various in-service continuing education services, and also attach importance to offer a variety of cultural quality education and training services for teenagers, the elderly, migrant workers, foreigners, the disabled, meeting their specific learning needs. When learning services are provided for the public, Shanghai especially pay attention to the learning services for disadvantaged groups, guaranteeing effectively the fairness of lifelong education service. At present, Shanghai has basically completed the coverage of all kinds of people, and has formed the lifelong education system with multiple functions, guaranteeing the citizens' lifelong learning opportunities, inspiring citizens' lifelong learning motivation effectively, enhance the ability and well-being of citizens.

(b) Making good relationship between citizens, promoting social governance

Community learning is a efficient channel for citizens to participate in community construction and community affairs. The carrying out of community education improves the citizen organizational level, improve the interpersonal communication environment, and makes up the loss brought by the shift from "unit person" to "social person", open up a tie with the citizens. With the aid of community education platform, citizens express their demands in the communication of study, and during participating in community construction, citizens enhance the ability of self-management, self-discipline and self-improvement, which effectively promoting the community governance. It should be said that the community education is an effective way to promote the social governance, such as: "the citizens “xin class” of Minhang district, "zhangbang sweet little teahouse" of Qingpu district, "citizens
good-neighborly point" of Jiading district, "market book house" of Hongkou district and so on. In the most basic level, learning points transmit all kinds of policies and requirements to the citizens timely, making the community education become the tie and communication platform between the party, government and the citizens.

(c) Stimulating learning consciousness, improving ability and quality

The concept of life long education has gradually interiorized, life long learning has become a consensus of life. During the process of Shanghai learning city construction, the leadership put a high value and offer top design, and multiple subjects offer active participation and contribution. Shanghai increase the propaganda of the concept, pay attention to the diversity and convenience of learning, which making learning individuals and social organizations to form the life long learning consciousness, thus learning become a way of life into the study, work and life, and some new ideas gradually formed such as "everyone is teacher", "everywhere is classroom", "learning is development", "learning is life" and so on. Community education is the most directly platform for citizens to carry out lifelong education, it not only meet the needs of spirit culture of citizens, make citizens humanities and the comprehensive quality got further improve, change living habits, keep physical and mental health, but also through the study of community to help citizens gain more knowledge and skills, expand the their possibility of future development.

(d) Inheriting the excellent tradition, cultivating new type of culture

The development of resources in the process of Shanghai constructing learning city become the effective way of inheriting Chinese excellent traditional culture. According to statistics, during 280 Intangible Cultural Heritage projects of Shanghai, more than 80 has become the community education courses, such as: Jiading bamboo carving, Zhuanqiao paper-cut, Hongqiao dough modelling, Jinshan farmer paints, Pudong storyteller, etc, which is popular with citizens. With the help of lifelong education platform, these excellent traditional culture has been widely spread, and got well heritage. At the same time, after more than ten years of construction, the concept of lifelong learning, and in civic groups, somg new learning culture like community learning, all people learning, life long learning have been cultivated, which expand
the social influence of lifelong learning activities, and has a very good incentive effect on citizens to learn, meet citizens' spiritual and cultural needs, help citizens to improve the life habits and the quality of life.

(e) Developing learning organization, Excavating brand characteristics

The learning society is the ultimate goal of social development, and the learning organization is the way to achieve the goal. Through holding learning organization promoting meeting, and setting up the evaluation criteria, classification guidance, continuous evaluation, typical work mechanism, Shanghai form the prosperity of the construction of the learning organization, and learning party, learning community, learning enterprises and institutions, learning family, these four types of learning organizations' cultivation get remarkable achievements, all which created by municipal multi-departments. Among them, the municipal learning office take the lead, Shanghai trade unions, Shanghai women's federation, regional learning committees take participation. In addition, the citizens self-organize learning team, learning building, learning community, learning points, etc, enriching the study form and content. Shanghai encourage the lifelong education organizations at the grassroots level to explore and innovate. Some outstanding achievements of lifelong education gradually emerge, and a batch of characteristic brands which have leading and big influence are fostered. Through collecting and sorting, finally "Shanghai community education characteristic work case assembly" and other books are published.

(f) Spreading construction experience, playing demonstration effect

Since Shanghai proposed the idea of constructing learning city firstly, it constantly adapt to the economic and social development needs and citizens learning needs. In lifelong education network system construction, the study resources development, ensuring adequate funding for education and learning organization fostering, Shanghai has long-term practice of exploration, and has accumulated lots of advanced experience. In promoting the harmonious development of society, promoting urban cultural soft power, exploring diversified forms of study, Shanhhai makes breakthrough progress, and gets outstanding achievements. In Shanghai, the proportion of lifelong learning, lifelong learners, the richness of lifelong learning
resources and the experience of learning city construction, are beyond the reach of the general city in China. In the construction of learning city, Shanghai gradually establishes its own status and role, and plays a leading and exemplary role.

**The prospect of Shanghai promoting the construction learning city**

Shanghai has made great achievements and progress in constructing learning city. But with the change of economic and society and citizens' demand, we will face greater challenges in the future, which also are opportunities to further advance the learning city construction. *Nine departments such as the ministry of education on further promoting the development of the community education opinions and Several opinions of Shanghai education committee and other seven departments on further promoting the construction of learning society in the new situation*, these two documents provide strategic opportunities to promote the construction of learning city. We will take this opportunity to promote the construction work into a new stage.

**(a) Deepening the practice, promoting the system construction**

The period of development opportunities are often the period of emergent problems, so Shanghai will seek methods in the process of deepening practice, solve development problems. In order to promote the institutionalization development of the community education, Shanghai will Study and establish "The quality and management standards of community education institutions, The qualification standards of community education institutions, The staff qualifications and professional development standards". Shanghai will focus on exploring qualifications framework, establish qualification standards covering all types of education, provide the scientific basis for all kinds of learning outcomes identification and transformation. Shanghai will continue to promote the construction of “citizens' lifelong learning ability and the demand monitoring system”, research system of citizens' lifelong learning requirements, ability monitoring and evaluation index, promote citizens' learning skills, etc.

**(b) Integrating resources, enriching education supply**

Learning city construction is social project and the citizens' livelihood project. It
is not enough only relying on government support alone, so in the later work, Shanghai need to further stimulate social vitality, arouse widespread social organizations involved in the construction process, facilitate "single force push" turn to "more force push". Shanghai will encourage more industries and enterprises and social training institutions which have qualification and will involved, share the public service resources in the community, further open all kinds of school quality education resources. At the same time, Shanghai will further perfect the combination of online and offline learning resources distribution system, optimize the education supply and implement personalized learning resources distribution according to the learning object differentiated demand, and meet citizens' diverse demand for lifelong learning.

(c) Attaching great importance on the cultivation and improvement of teacher quality

At present, Shanghai has formed community education teachers with more than 1600 full-time teachers, more than 40000 part-time teachers, more than 100000 volunteers. During the period of 13th Five Year Plan, in order to update the teaching staff service concept and improve professional ability, Shanghai will vigorously promote the training plan "ten thousands of part-time teachers, thousands of backbone teachers, hundreds of excellent teachers, ten famous teachers". What is more, there are " training plan for community college dean, community school principal, outstanding young backbone teachers ", " ten thousands of team leader cultivation plan", teacher training base construction. To improve the level of specialization in community education teachers, Shanghai will hold business training for community education messenger, and hold community education volunteer training class, community education, youth backbone teachers of community education training class, and organize community education teaching view game.

(d) Continuing to explore, perfecting the way and carrier

During the period of 13th Five Year Plan, Shanghai will face some new challenges like serious aging problem, residents quality continues improving, learning needs more diversified, therefore, on the basis of organizing traditional classroom learning, Shanghai will pay more attention to the study carrier innovation, study way
transformation, actively carry out activities such as reading salon, practice experience, communication and exhibition, introduce team learning, games learning and experiential learning. Combined with the "broadband China" strategy, Shanghai will explore the role of new technology and new media in lifelong learning, create a more convenient friendly learning platform, develop mobile learning, online learning, etc, provide citizens with online and offline various forms of learning support services. Shanghai wil also explore carrying out various forms of education such as life education, health care, civil literacy, humanities and arts, professional skills, advocate positive way of life, make the lifelong education to improve public well-being and enrich citizens' spiritual world.

(e) Strengthening cooperation, facilitating communication

In information society, information communication become more convenient, which provide convenience for us know the progress in theory and practical experience at home and abroad, but Shanghai's economic and social development more and more presents obvious regional characteristics, so the problems we face cannot be solved simply by transplanting others' theories and experiences. We should take others' theories and experiences to combine with Shanghai local lifelong education and learning city construction theories and practice paradigm, which is top priority for now. Shanghai will host theme forums, form cooperation alliance and make mutual help to strengthen internal communication and external dialogue, and promote Shanghai lifelong education construction and learning city move toward modernization and internationalization.

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