



# The Functional Positioning and Development of Educational Technology Centers in Local Universities

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**Abstract:** With the rapid development and widespread application of information technology, educational informatization has become an important direction for higher education reform. In this context, as the core force in promoting the development of educational informatization, the functional positioning and development strategy of local university educational technology centers are particularly crucial. This article aims to explore the functional positioning and development direction of local university educational technology centers from a new perspective, in order to contribute wisdom and strength to promoting the process of educational informatization and improving the quality of university teaching.

**Keywords:** local universities, educational technology center, functional positioning, development

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## 1. Introduction

The educational technology center of local universities is a bridge connecting educational practice and information technology, and its role has gradually shifted from simple technical support to a leader in educational innovation. In the context of the new era, educational technology centers not only need to pay attention to the latest developments in technology, but also need to deeply understand the essence and needs of education, deeply integrate technology with education, promote innovation in teaching models, and reform teaching methods. Therefore, how to better play its core role in the construction of educational informatization, effectively integrate and utilize various educational resources, enhance the information literacy and innovation ability of teachers and students, are all issues that the educational technology center needs to deeply consider and solve.

## 2. Introduction to educational technology centers of local universities

As an important support for the construction and development of school informatization, the educational technology centers of local universities is committed to promoting the innovative application of educational technology in teaching, scientific research, and management. The center has a professional technical team and advanced educational resources, providing comprehensive technical support and services for teachers and students. In terms of smart campus construction, the center actively participates in network infrastructure upgrades, teaching platform optimization, and other work to enhance the level of campus informatization. At the same time, the center is also committed to developing high-quality teaching resources, promoting modern educational concepts and methods, and promoting educational and teaching reforms. In the future, the educational technology centers of local universities will continue to leverage their professional advantages, continuously innovate and develop, and contribute to the informationization construction and education development of the school.

## 3. The functional positioning of educational technology centers in local universities

### 3.1 Leading the deep integration of innovative technology and education and teaching

The primary function of local university educational technology centers is to lead the deep integration of innovative technology and education and teaching. With the rapid development of new generation information technologies such as artificial intelligence, big data, and cloud computing, the education sector is undergoing unprecedented changes. In this context, local educational technology centers should closely monitor the development trends of these cutting-edge technologies, actively explore their integration points with education and teaching, and promote the application and innovation of new technologies in the field of education. By organizing specialized training and offering technical courses, we aim to enhance the information literacy and technology application abilities of teachers and students, enabling them to better adapt to the information-based teaching environment. At the same time, the center can also collaborate with relevant subject teachers to jointly develop teaching models and methods based on new technologies, promoting innovation in classroom teaching

models. For example, by utilizing virtual reality technology to build a virtual laboratory, students can engage in practical operations in a virtual environment. At the same time, big data analysis technology can be used to monitor and provide real-time feedback on the learning process of students, providing precise teaching guidance for teachers.

### **3.2 Building an intelligent and personalized learning environment**

Educational technology centers of local universities can also build intelligent and personalized learning environments to help students learn better. Traditional learning environments are often unable to meet the diverse learning needs of students, while intelligent and personalized learning environments can provide customized learning resources and paths based on students' interests, learning styles, and other characteristics. On the basis of building an intelligent teaching platform, develop a personalized learning system to achieve intelligent and personalized learning environments. For example, using intelligent recommendation algorithms to recommend learning resources that meet the interests and needs of students, and using data analysis techniques to deeply explore and analyze the learning situation of students, providing targeted teaching suggestions for teachers and helping students complete autonomous learning.

### **3.3 Promoting the sharing and optimized allocation of educational resources**

Educational resources are an important foundation for the development of schools, and local educational technology centers can achieve the sharing and optimization of educational resources through technological means, improving resource utilization efficiency. On the one hand, local educational technology centers can build educational resource libraries or online education platforms to centrally manage and share high-quality teaching resources such as courses, courseware, and cases, making it convenient for teachers and students to access and use them anytime, anywhere. On the other hand, the center can use data analysis technology to monitor and analyze the use of educational resources, dynamically adjust and allocate resources according to needs, and ensure the efficient utilization of resources.

### **3.4 Promoting the integrated development of production, learning, research and application**

As a bridge and link between schools, industries, and research institutions, local university educational technology centers can actively leverage their advantages in technological innovation, achievement transformation, and promote the deep integration of industry, academia, research, and application. In the process of cooperating with enterprises to carry out technology research and project cooperation, apply the latest technological achievements to the field of education, and promote the innovative development of educational technology center in local universities. At the same time, the center can cooperate with relevant research institutions to carry out research projects, academic exchanges, and other activities, jointly promoting the in-depth development of theoretical research and practical application of educational technology center in local universities. In addition, the educational technology centers in local universities can actively organize teachers and students to participate in various local university educational technology competitions and practical activities, encourage them to apply their learned knowledge and skills to solve practical problems, and enhance their practical abilities and innovative spirit.

## **4. The development direction of educational technology centers in local universities**

### **4.1 Strengthening technological innovation and research and development capabilities**

Educational technology centers of local universities should be committed to technological innovation and research and development, actively tracking the development trends of emerging technologies, and introducing cutting-edge technologies into the field of education. In the process of development, strengthening technological innovation and research and development capabilities should be placed at the core, and a dynamic and creative research and development team should be built, so that this team has a profound theoretical foundation in educational technology and maintains a keen insight into emerging technologies. At the same time, the technology center should actively cooperate with external scientific research institutions and industry-leading enterprises, introduce advanced technological concepts and research and development resources, and jointly overcome difficulties in the field of educational technology. In addition, it is necessary to establish a scientific research and development mechanism, encourage team members to be brave in innovation and practice, provide a continuous source of power for the innovative development of educational technology, continuously improve their own technological innovation and research and development capabilities, and inject new vitality into the development of higher education.

### **4.2 Building a smart education ecosystem**

Educational technology centers in local universities should start from the top-level design in building a smart education

ecosystem, clarify the core goals and framework of smart education, and ensure the overall and coordinated construction of the system. At the same time, we will strengthen the construction of technological infrastructure such as networks, data centers, and intelligent terminals, providing a solid material foundation for smart education. In the process of integrating high-quality educational resources both inside and outside the school, we will build a resource sharing platform to promote the effective utilization and sharing of resources, provide one-stop learning support services for teachers and students, and achieve a hybrid teaching approach that combines online and offline teaching. In addition, it is necessary to promote innovation in educational and teaching models, utilize technologies such as big data and artificial intelligence to achieve personalized teaching and learning analysis, improve teaching quality and efficiency, and promote the in-depth application and development of smart education.

### **4.3 Promoting innovation in educational and teaching models**

The educational technology centers of local universities play a crucial role in promoting innovation in educational and teaching models. The technology center should actively explore the deep integration of information technology and education, build a teaching model that combines online and offline, break the constraints of traditional classrooms, stimulate students' learning interest and innovation ability, and provide students with more flexible and diverse learning paths. At the same time, attention should also be paid to updating educational and teaching concepts, promoting teachers to transform traditional educational concepts, actively adopting new technologies and methods, and improving teaching effectiveness. During the process, it is necessary to strengthen cooperation with industry enterprises, introduce cutting-edge technologies and practical cases, enrich teaching content, enhance students' practical abilities and innovative awareness, effectively promote the innovation and development of education and teaching models, and provide strong support for cultivating more outstanding talents.

### **4.4 Strengthening the cultivation of information literacy among teachers and students**

Local educational technology centers in universities should focus on building a comprehensive training system, providing diverse learning resources and practical platforms, and thereby cultivating the information literacy of teachers and students. For the teacher group, the technology center can organize regular information literacy improvement training, covering information technology applications, online course design, and other content, to help teachers master modern educational technology and improve teaching effectiveness. At the same time, it is also necessary to encourage students to participate in information technology practice activities, organize information technology competitions or information literacy challenge competitions, and stimulate students' interest in learning and innovative spirit. In addition, it is necessary to strengthen the construction of information literacy education courses, integrate information literacy cultivation into daily teaching, ensure that teachers and students can comprehensively improve their information literacy level, and lay a solid foundation for the development of educational informatization.

### **4.5 Expanding social service functions**

In terms of expanding social service functions, educational technology centers of local universities should actively explore and practice to realize the social value of educational technology. They can develop targeted technology applications and solutions to serve local economic development on the basis of combining local industrial characteristics and needs, and they can unleash the social responsibility and sense of responsibility of the educational technology center by participating in social welfare undertakings and carrying out educational technology poverty alleviation activities. At the same time, educational technology centers of local universities are able to provide educational technology training and consulting services to communities and enterprises, thus enhancing the public's ability to apply information technology, and assisting in the process of social informatization. In addition, it is necessary to utilize their own advantages to carry out research on educational technology innovation, provide scientific basis for government decision-making, and promote the optimization of educational policies. Moreover, the educational technology centers of local universities should strengthen exchanges and cooperation with other universities and research institutions to jointly build an open and shared social service system. Through these measures, local university educational technology centers can not only enhance their social influence, but also make positive contributions to local socio-economic development and maximize the social value of educational technology.

In summary, the educational technology centers of local universities have promoted the process of educational informatization. It not only shoulders the mission of technological research and innovation, but also needs to be committed to building a smart education ecosystem and promoting the transformation of education and teaching models. In terms of functional positioning, the educational technology centers should become the "vanguard" leading educational technology innovation, continuously promoting the modernization of education and teaching. At the same time, it should also become a bridge connecting educational resources both inside and outside the school, providing teachers and students with rich

and diverse learning resources and personalized learning support. In the future, the development of educational technology centers in local universities will pay more attention to the deep integration and innovative application of technology, continuously exploring the boundaries and possibilities of educational technology. It's believed that with the unremitting efforts of the education technology centers, the level of educational informatization in local universities will continue to improve, contributing to the cultivation of more outstanding talents.

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