

# ***Probing into Introduction of Project Management Mode to Students Associations Administration***

Yue Liu\*

Department of Mechanical Engineering School  
Tianjin University  
Tianjin, China  
liuyue0911@163.com

Zheming Zhuang

IT Innovation and Entrepreneurship Training Base  
Tianjin University  
Tianjin, China  
zhuangzheming@tju.edu.cn

**Abstract**—As the major bridge between campus life and the society, students associations are playing a more and more important role in students' development guidance, students' maturity in thought and campus culture construction. This paper focuses on the specific analysis and discussion of the status and issues of the activity type associations. It aims to introduce a new kind of management mode—project management mode and propose some implementing plans as well as the relative problems. This method clarifies the guiding role of instructors in the construction of campus culture, and ensures that the construction of campus culture is more planned, orderly and flexible. That is to maximize the integration of internal and external resources to achieve optimal allocation of resources. Increased transparency is shown in the use of funds, clearer accountability of activities and easier organization and management of activities. This is conducive to the accumulation of work experience and can improve the construction of campus cultural activities to undertake the work.

**Keywords**—students associations; associations activities management; project management

## I. INTRODUCTION

Project management is a systematic management method taking projects as objects. Through a temporary special flexible organization, the project is planned, organized, guided and controlled with high efficiency, so as to realize dynamic management and coordination of projects. [1] Generally speaking, the students associations often face financial shortages and lack of incentives. Thus, the management should be strengthened to make the students associations a prod to the overall development of students. [2] The project management theory unifies the student community management, is achieves the optimized disposition with the inside and outside the student community resources as the goal. [3] In this paper, the project management theory is combined with the management process of students associations to make the best use of resources. The subject of the project management conceptual model of student associations are students associations and the object is the project, that is, the internal and external activities of students associations. The internal activities of students associations refer to the activities organized by the art troupe of college students and the student union. The managers manage the activities by using the project planning system. The external activities of student societies, namely the activities organized by each association and independent interest groups,

manage the project initiation process with the tendering and bidding system. Specifically speaking, the work of the student work office has changed from direct guidance of student association activities in the past to bidding, evaluation, supervision and assessment of student activities. The relationship between teachers and students in charge of activities becomes party a and party b, and the two parties enter into a contractual relationship, which is used to clarify the responsibilities and rights of both parties, so as to put teachers and students on an equal footing and enhance students' independent management ability and innovation consciousness.

## II. THE CONSTITUTION AND ORGANIZATION STRUCTURE OF STUDENTS ASSOCIATIONS

### A. *The 00s as Main Part in Students associations*

The future students associations will face the 00s students who are the major components in associations. The features are following: First, smart and having willingness of acceptance of latest things; second, being equipped with professional skills; third, confident and frangible, sensitive and selfish; fourth, having more realistic values; fifth, having strong economic concept and sense of fame and gain; sixth, self-assertion and having the stronger sense of individuals; seventh, having considerable knowledge and information resources. In order to eliminate the negative factors, as the bridge between campus life and the society, the students associations will play an increasingly important role in students' development guidance, university students' maturity in thought and campus culture construction.

### B. *Analysis of the Organization Structure of Students associations*

According to the type, students associations are classified as functional type, interest type, and fellow-townsmen parties. Functional associations make a variety of association activities cohesive, aiming at improving students' self-ability and broaden the relationship between students. This kind of associations has orderly organizational forms and integral structure. Moreover, the associations' activities are similar and highly competitive. The interest associations take self-interest as cohesion with the aim to develop interests of students. This type has kinds of organizational forms and the structure is relatively not so firm. Different from the functional associations, this kind of associations is not so competitive. The fellow-townsmen parties are organized by the fellows in

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the same district with the aim to contact with fellow-townsmen through parties. This type with cultural factors makes much influence on the university.

This paper mainly analyzes and discusses the current situation and problems of the functional associations, introduces a new organizational mechanism to students' activities in order to inspire the future activities of the associations.

### III. ANALYSIS OF MAIN FACTORS THAT AFFECT THE DEVELOPMENT OF STUDENTS ASSOCIATIONS

#### A. *Complicated Associations*

The associations of our university are classified as two levels: the university-level and the school-level. The organizational structures are similar. The seniors, as members of presidiums, are responsible for general plans and strategies. The sophomores take the post of directors who are responsible for administration. The freshmen, as members of associations take part in the specific activities. With the increasing number of colorful activities, different kinds of associations appear, enriching students' spare life. However, too many associations cause members surplus and complicated structure, which leads transitional administration to chaos. Therefore, it needs to introduce the competitive mechanism by developing the superior and weeding out the inferior to simplify the management of students associations.

#### B. *Outmoded Activities and Demands of Innovation*

Except for some distinguished activities, the activities of students associations have the problems of outmoded form, similar content and little uniqueness, which are especially embodied in the activities in schools. The following reasons are: First, the associations are lack of good scheme. Many activities are lacking in value and without elaborate preparation. Second, the associations cannot grasp good opportunities. Many activities do not appear in the appropriate time and place, which affects the whole effect. Third, the associations own no vital material guaranty. A lot of distinguished activities are limited materially and financially, which cannot achieve the ideal effect. Fourth, the associations do not demarcate responsibilities. Different associations carry out almost similar activities, which are adverse to the development of innovation.

#### C. *The Lack of Crisis Consciousness*

The directors of associations are almost seniors whose enthusiasm and activeness have been reduced while the organizational structure is basically stable, which leads to the sluggishness of the directors that causes descent of whole strength. Therefore, it needs to introduce free competitive system to improve the students' responsibility and crisis consciousness.

### IV. THE PROBABILITY OF INTRODUCTION OF PROJECT MANAGEMENT MODE TO STUDENTS ASSOCIATIONS ADMINISTRATION

The concept of project refers to integrating human resources and non-human resources to form a short-term organization to achieve a particular goal, [4] which is an accomplished, temporary and special task. The project is a

generic term that contains multi-relative work meeting the needs of specific goals in a specified period. [5-8] the project owns the feature of just-for-once and uniqueness, so do activities of students associations. Therefore, the thought of Introduction of Project Management Mode to Students Associations Administration gives some inspirations in solving some problems in association activities.

#### A. *Bidding Mode of International Project Administration to Activities Scheme*

It means to take an activity as a project, an association as a contractor, the instructing adviser in a school as a proprietor, the "proprietor" invites public bidding, and the "contractor" submits a bid according to the scheme. Through the free competition among associations, the "proprietor" chooses the innovative, feasible and capable "contractor" to carry out the activities. Thus wise, on one hand, it introduces competitive mechanism in order to strengthen competition among all the associations; on the other hand, it will inspire the innovative enthusiasm of associations and improve their activeness. After ensuring the "contractor" and the project in the executive phase, the "proprietor" supervises the project to ensure its accomplishment on time to make the activity implement as what the expectation of the proprietor is. Finally, the projects achieve their goals.

#### B. *Making Unified Manage of all the Associations*

It is necessary to carry out unified management of all associations, implement the qualification examination system of the association, mobilize the enthusiasm of students, develop the innovation ability of the association, and eliminate inactive and non-creative associations to improve the work level of the student associations. According to the current problems of students associations, we need to introduce free competitive mechanism to association activities with the aim of making activities project-oriented and standardized, taking the project management mode into the activities, intensifying the crisis awareness of the leaders as well as strengthening consciousness of crisis and responsibility of the members.

### V. PROBING INTO INTRODUCTION OF PROJECT MANAGEMENT MODE TO STUDENTS ASSOCIATIONS ADMINISTRATION

Project management indicates using knowledge, skills, tools and techniques in the project so as to meet its needs. [9] Project management will be accomplished through the following process: initiation, scheme, implementation, control and ending. And it is carried out throughout the whole activity. Due to the uncertainty of the project, the implementing organizations divide the project into some phases so as to improve the control and establish proper relations with each other. All the phases are called the lifecycle of the project. Each phase is marked by one or some accomplishments, which are considered as feasible results. Therefore, all the association activities are classified as simple projects that are conducted by some project management knowledge.

#### A. *The Application of Qualification Examination System in Association Management*

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example, do not differentiate among departments of the same organization). This template was designed for two affiliations.

1) *Establishment of management organization of students associations: The university (school) establishes management organizations towards students associations, makes the faculty as instructors and the committee of associations as subject, which is responsible for the establishment and fees of students associations as well as improvement of supervision and management system including annual enrollment, working report and exhibition of students associations.*

2) *Annual enrollment: The person in charge of students associations should take annual enrollment in the management department in order to get the approval qualification. If the association does not enroll within such a given period of time, it is considered cancellation so that it will be eliminated in the record of the university. For instance, Harvard University requires the leader of one association enroll in annual autumn so as to discuss the relative scheme. If the association does not enroll in the successive two semesters, it will be eliminated.*

3) *Implementation of annual working report and exhibition: Each association should hand in its particular introduction, members, organizations and activities. Thus, the university (school) will take the work of the association as communication platform and share experience by holding some exhibitions and cultural festivals. On the other hand, the associations that are unable to carry out activities annually will be removed.*

#### *B. The Application System of Association Activities*

As students associations, their significance of existence depends on activeness and creativeness of students. The association should take advantage of teamwork excellence to accomplish the work to achieve the goal. In the practical process, students will learn some knowledge, exercise work ability, and gather experience. Colorful and new activities are the fundamental driving force for the development of the associations. Therefore, each association should be responsible for the flourishing student activities.

The application system of associations activities, based on the above thoughts, requires all the associations to hand in their scheme pamphlet to the university (school) association management organization in the beginning of a new semester to show up the ideas that introduce the particularity, thoughts and goals in order to instruct all the activities.

Therefore, under the guidance of teachers, it is necessary to establish a set of system and continuously supplement and improve it with the development of the associations, and gradually form a long-term operation mechanism, such as regulations on the management of student associations and procedures for handling emergencies. This is one of the ways to make the students associations develop sustainably in the long run.

#### *C. Bidding Management of Student Activities*

The association management organization of the university (school) formulates the bidding document including the theme, time, place, scale and form of the proposal activity. The

association intending to undertake such an activity will hand in the bidding materials (the association introduction, specific scheme pamphlet and budget sheet) as well as the way of handing in bidding materials and specific time.

The bidding associations will be examined according to the annual materials to make sure whether the associations are qualified for the capability, at the same time in order to encourage the participation of the associations, it permits small-scale associations to integrate as an alliance to submit a bidding.

All the qualified bidding materials of "contractors" will be examined to choose the proper thematic, innovative and feasible scheme and offer the rights and responsibilities. The association should hand in the preparation work, make report on the accomplished work and accept the supervision of management department. Thus wise, it ensures the activity to carry out in the scheme in order to achieve the respected results.

#### *D. Some Problems in Association Activities Management*

1) *Emphasis on the propagation of activities: The propagation work, as the important segment, deserves more attention. An integrated and successful project must be carried out by a high-level propagation team which makes efforts to widen the influence, makes an example and affects public opinion. Similarly, the association should propagate the works greatly: First, follow the university's motto "seeking truth from facts." Secondly, expanding the channels of communication is in line with the requirements of using WeChat Subscriptions, BBS, Renren and blogs to reduce costs and improve communication. Finally, make full use of mainstream media. All of this is designed to promote enthusiasm of students.*

2) *Emphasis on conclusion after activities: To make association activities project-oriented requires recording all the process in the activities, collecting the relative materials and analyzing the acquisition and errors to form a comprehensive report which is considered judging standard of the success.*

## VI. CONCLUSION

The reform of college student association management is a long-term and complicated systematic project, which needs the joint efforts of teachers and students. Based on the analysis of the current situation and existing problems of the construction of university associations, this paper proposes to apply the project management theory to the management of student associations. Through the bidding of student activities in colleges and universities, suitable activities and efficient management team are selected, and then the main ways of building excellent student associations are put forward.

To make association activities project-oriented is a transition mode of connection of universities and the society. Compared with the formal project management, it is simpler. However, both of the principal aim and thought are the same: The way that introduction of competitive mechanism among students associations and scientific management provides methods to students associations so as to develop innovative motion. We believe that association activities based on positive competition and scientific management will be various and

vigorous and make contributions to the talents cultivation of universities.

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