

Analysis of the Factors Affecting the Development of College Sports Associations in Western Liaoning

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Abstract—College sports associations are an important part of China's sports associations, and also an essential driving force for colleges and universities to carry out sports work. With the advancement of Healthy China Initiative, the health awareness of college students has gradually strengthened. College sports associations are playing an increasingly crucial role in enriching students' campus cultural life, improving students' health and cultivating college students' lifelong sports awareness. Through the investigation and analysis of the factors affecting the development of college sports associations in western Liaoning, it is found that there are problems in its development in terms of management mechanism, number and function of instructors, activity content, and activity funds. In view of the problems in the students' sports associations, suggestions for promoting the development of sports associations are proposed for the development of sports associations.

Keywords—colleges and universities; sports associations; influencing factors

I. INTRODUCTION

With the continuous deepening of school physical education reform, the role played by student sports associations in college physical education has become prominent. The development of student sports associations is of great significance to the formation of quality education and lifelong sports awareness of college students. The student sports society not only plays an active role in mastering sports technology, cultivating sports interests, developing sports habits and enriching the campus sports culture, but also plays an irreplaceable role in relieving students' learning, life and mental stress.

II. THE BASIC STATUS OF COLLEGE STUDENTS' SPORTS ASSOCIATIONS IN WESTERN LIAONING

TABLE I. MAIN FACTORS AFFECTING THE DEVELOPMENT OF THE COMMUNITY (N=39)

Factor	Select the number of clubs	Percentage(%)
Lack of funding for activities	21	53.85
Lack of professional guidance	18	46.15
The system of the person in charge Of the association is not working well	9	23.07
Less activity, single event	6	15.38
The organization and management Of the association is not good.	15	38.46

It can be seen from Table I that 53.85% of the members of the society believe that the lack of funds for the activities affects the development of the association; 46.15% of the members of the sports associations believe that the association lacks professional guidance; and 38.46% of the members of the sports associations believe that the organization and management of the associations are not good; 23.07% of the associations believe that the operation of the responsible system of the association affects the development of the association; 15.38% of the associations indicate that the activities of the associations are less active, and the single content of the activities affects the development of the associations.

A. Funding of student sports club

It can be seen from Table I that the lack of funds for the main factors affecting the development of sports associations ranks first. Due to the small scale of activities carried out by sports associations, it is impossible to form a large social influence and it is generally difficult to obtain financial support from society and enterprises. The school itself does not have funds specifically for supporting the development of sports associations. The membership fees paid by members of the sports clubs are very limited. The funding problem is a major obstacle to the development of college sports associations.

TABLE II. SOURCE STATISTICS OF COMMUNITY ACTIVITIES (N=39)

Source of funding for club activities	Quantity	The proportion(%)
Only dues	26	66.67
Funding for special activities of the school	0	0
Provided by sponsor	6	15.38
Students share	4	10.26
Other (provided by the event organizer)	3	7.69

From the statistics of the sources of social activities in Table II, it can be seen that the source of activities of the sports associations is relatively simple, and the activities of the associations mainly come from the membership fees paid by the members and the members of the participating activities. The main reason for the relatively simple source of funds is that the school does not have funds for special club activities. The student sports club activities need to apply for special funds from the higher authorities. However, due to the small influence of the organization activities or the relatively large funds required for the activities, the applications are often

unable to It has been approved, and even the event holding day is approaching, and the activity funds have not been approved yet, thus delaying the development of the club activities.

B. Lack of professional instructors in the development of sports associations

TABLE III. SURVEY STATISTICS OF SPORTS CLUB INSTRUCTORS (N=39)

Survey content		Select the number of clubs	Percentage (%)
Instructor participation	Often participate	8	20.51
	Occasionally participate	3	7.69
	Never participate	28	71.80
Guiding experience	with rich	6	15.38
	General experience	12	30.77
	no experience	21	53.85
How long is the community average?	Every month	0	0
	Contact he instructor once Half term	8	20.51
	one semester	3	7.69
	One academic year or longer	3	7.69
	Never contacted	25	64.10

It can be seen from Table III that only 20.51% of the instructors are often involved in organizing community activities and related guidance work. 71.80% of the instructors have never participated in the guidance work of the association, and 53.85% of the instructors have no experience in community activities, and 71.79 % Instructors and the association's average contact time is one year or longer or even no contact. The instructor has no workload, no remuneration, and is responsible for the guidance of the sports associations, which affects the enthusiasm of the instructors. The participation and experience of the instructors of the student sports community is insufficient, and it is difficult to give full play to its guiding role, so that the society lacks effective professional guidance and systematic training.

C. Management of sports club

The traditional management method of student sports associations is the management of the school's competent departments, instructors and the associations themselves. The instructors' management of sports associations is mainly manifested in technical guidance and management supervision.

1) Establishment and implementation of the system of sports associations

TABLE IV. SURVEY STATISTICS OF SPORTS CLUB INSTRUCTORS (N=39)

Project content		Number of choices	Percentage (%)
Whether you have a management system	Have	39	100
	No	0	0
Implementation of the Management system	Good performance	6	15.38
	General implementation	12	30.76
	The implementation is not good	21	53.86

It can be seen from Table IV that the internal management of sports associations is relatively loose. Although sports associations have their own management systems, their management is not in place. 53.86% of the sports associations said that the implementation of the management system of the association is not good. Although the association has established rules and regulations, its implementation is not in place. Through interviews with the responsible persons of some associations, some associations were established only by the interests of individuals or minority people, lack of effective management, some of the work within the associations are not clear, and the management is chaotic. As the competent department of the school, there is no full-time management of sports organizations. Most of the personnel, with macro guidance, no detailed activity plans and long-term development plans, affect the healthy development of sports associations.

2) Change of the head of the sports club

TABLE V. SURVEY STATISTICS OF SPORTS CLUB INSTRUCTORS (N=39)

Project		Number of choices (n=13)	Percentage (%)
Association leader Appointment system	Have	15	38.46
	No	24	61.54
Form produced by the Head of the association	Association meeting election	9	23.08
	Instructor assignment	6	15.38
	Old person in charge chooses to train	61.54	61.54

The change of the sports clubs and the sustainability of the development are important links of the association. The main cadres of the sports associations play an important role in the development of the associations. It can be seen from Table V that 61.54% of the associations do not have a system of appointment of association heads. In the survey on the way in which the heads of associations were produced, 61.54% of the associations were selected and appointed by the previous heads, and only 23.08% of the heads of the associations were elected through the associations. Most sports associations do not pay attention to the connection and accumulation of information

between new and old members. The sports association leaders only pay attention to the activities during their term of office, and do not pay attention to the training of the next person in charge. There is no suitable candidate for the change of time, leading to new and old. There is a lack of ideological communication and experience exchange between the responsible persons. The fine traditions and spiritual outlook cannot be passed down and carried forward, and the management and operation level of the associations is difficult to improve.

3) Activities in sports club

TABLE VI. STATISTICAL TABLE OF ACTIVITIES OF SPORTS ASSOCIATIONS (N=39)

Option	Number of choices	Percentage of all associations (%)
plan	39	100
Activity Feasibility (SWOT) Analysis	9	23.08
Capital budget	33	84.62
Preliminary preparation meeting	15	38.46
Assess activity risk	6	15.38
Have an alternative plan	6	15.38
Early publicity	15	38.46
Activity summary	27	69.23
Activity effect display	12	30.76

It can be seen from Table VI that many associations have neglected the management of the whole process of community activities. The activities of many associations only stay on the planning, capital budget and activity summary. There is no feasibility analysis, activity evaluation and activities for the activities. The attention to the plan and the performance of the event show that many activities have been abandoned halfway, or the same problems have occurred many times, and the quality of the activities is getting worse.

D. Activities in student sports club

1) Sports club members' evaluation of activities

TABLE VII. STATISTICS ON THE EVALUATION OF CLUB ACTIVITIES BY MEMBERS (N=181)

Project name	Number of people	The proportion(%)
Feeling after participating In the event	Very satisfied, feel happy	21
	Feel the general	69
	Not satisfied, very tired after the event	91
Lead to the withdrawal of members	Club activities are nothing new	84
Reason for the community	Community guidance is not professional or wrong	72
	Member's own reasons	25

Table VII shows that only 11.60% of the members of the community participated in the event and expressed that they were very satisfied with the activities of the organization. After

participating, they felt happy and happy. After the activities, 50.28% of the members thought that the activities did not achieve the expected results, but they were tired. The members of the sports clubs generally evaluate the activities of the clubs. From the statistics of the reasons that lead the club members to withdraw from the clubs, 46.41% of the members are not new because of the club activities, and 39.78% of the club members are unprofessional or wrongly withdrawing from the clubs. Only 13.81 members have withdrawn from the community for their own reasons.

2) Sports club members' activities and targets

TABLE VIII. COMMUNITY ACTIVITY CONTENT AND OBJECT STATISTICS TABLE ((N=39))

Project	Number of people (n=13)	The proportion(%)
Activity content	Basic skills	27
	Foreign exchange and social practice	12
	make friends	0
The main object of activity	Only for members	23
	For all teachers and students	14
	other	2

It can be seen from Table VIII that the main activities of 69.23% of the associations are basic skills training, and the activities of 30.77% of the sports associations are external communication and social practice. The content of community activities is relatively simple. 58.97% of the activity targets are members of the community, and the instructor is the person in charge of the association. The limited ability of the responsible person limits the socialization process of the members of the association to a certain extent, affects the interest of the members of the community in the activities of the association, and also leads to the withdrawal of some members, which seriously affects the development of the sports association.

III. PROBLEMS IN THE DEVELOPMENT OF COLLEGE STUDENTS' SPORTS ASSOCIATIONS IN WESTERN LIAONING

(1) Sports club activities have a single source of funds and scientific management of activities. The source of funding is mainly composed of membership fees. Although there are a small number of sponsorships, the lack of funds has reduced the scale or cancellation of club activities. Another reason is that the association is in the early stage of development and its scale is small. It is difficult to develop a large social influence and it is difficult to attract social and enterprise attention. Therefore, the probability of social sponsorship is low.

(2) The role and functions of the instructor are fully utilized, the instructor has no clear duties and obligations, the work is not affirmed, and the participation is not high. During the development of sports associations, some associations lack professional guidance, and some associations are in a state where unsupervised teachers or instructors are not sufficiently connected with the associations.

(3) In the process of the development of sports associations, their own management is relatively loose. Although the association has formulated some rules and regulations, its

implementation is not good. The sustainable development of school sports associations has not formed a virtuous circle. Many associations do not have standardized club cadres to hire and compete for posts. The sports associations lack continuity and sustainability, resulting in low-level repetitive development of the associations and even stagnating.

(4) The content of sports club activities is relatively simple, mainly for students in school, and many are unattractive, which leads to the withdrawal of some members and seriously affects the development of sports clubs.

IV. SUGGESTIONS ON THE DEVELOPMENT OF COLLEGE STUDENTS' SPORTS ASSOCIATIONS IN WESTERN LIAONING

(1) To broaden the source of funding, the competent unit will take the lead in organizing the association to cooperate with the off-profit clubs, and further promote the competition between the college sports associations and various campus sports competitions.

(2) To strengthen the functions of the sports community instructors. The development of student sports associations should be fully integrated with professional teachers. Schools should clearly guide the duties of teachers and give corresponding treatment. The competent department of the school and the head of the student sports club strengthen communication and contact with the instructors and regularly report to the instructor about the recent activities and activities of the club, as well as problems in development.

(3) To improve the management system of student sports associations and strengthen the supervision of the competent departments. The activities of the sports associations and the development of the associations are often evaluated, and the assessment is publicized. The responsible persons are required to make regular rectifications so that the associations can identify their own deficiencies and make adjustments and improvements. The standardized association cadres hire and compete for the post-employment system, and the affiliated

social associations regularly evaluate the performance and ability of the person in charge of the association.

(4) To strengthen the exchange of student sports associations between schools. Enrich the activities of the clubs, hold exchanges and competitions for inter-school student sports clubs, promote outstanding club leaders to learn and train-related clubs outside the school, and improve the organization and management capabilities of the club leaders.

V. CONCLUSION

College associations can enrich students' campus life, spread campus culture, and cultivate and develop students' interest in sports. By broadening the sources of funding, strengthening the functions of sports associations to guide teaching, improving the management system of student sports organizations, and strengthening the exchange of inter-school student sports organizations, we will build a distinctive campus community culture and promote the dissemination of sports culture in schools. Contemporary college students form a correct outlook on life and values and promote their healthy development.

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