

Research on the Cultivation Mechanism of Student Work Brand of Colleges and Universities based on the Background of Double First-Class Construction

Yong He

College of Sichuan Agricultural University, Chengdu 611130, China

747184205@qq.com

Abstract. As an important symbol for measuring the work of “first-class” students, student work brand of colleges and universities plays an irreplaceable role in promoting the cultivation of top-notch and innovative talents in colleges and universities, which is a strong support for the construction of “double first-class” in colleges and universities. Under the background of the construction of “double first-class” in colleges and universities in China, this paper starts from the concept and connotation of student work brand, focuses on the necessity of cultivating student work brand in colleges and universities, and proposes the implementation principle, technical route and method measures of brand cultivation, hoping to provide references for colleges and universities cultivation, the construction of “first-class” student work brands, training first-class talents, and the promotion of the construction of first-class universities and first-class disciplines.

Keywords: Model students' work; Brand; Cultivation; Mechanism; Double first-class construction.

1. Introduction

Currently, the “coordinating and promoting double first-class” strategy that was initiated and implemented by Chinese universities is the “bugle call” for Chinese universities to sprint the forefront of the international arena and to create top universities. One of the core tasks of “double first-class” construction is to cultivate top-notch innovative talents, highlight the core position of talent cultivation, and focus on cultivating various innovation-type and application-type and compound-type outstanding talents who have a sense of national mission and social responsibility and who have innovative spirit and practical ability. As an important part of the cultivation of talents in colleges and universities, college student work is an important method for the cultivation of top-notch innovative talents in colleges and universities and also an important mean to create a good academic style, prosper campus culture and improve the quality of personnel training, which plays an important part in higher education. Therefore, the “double first-class” construction is inseparable from the strong support of “first-class” student work. As an important symbol for measuring the work of “first-class” students, student work brand of colleges and universities is the degree of social recognition that gradually accumulates in the process of student work development and spans time and space, which is the reflection of students' status in colleges and universities [1]. Under the background of “double first-class” construction, this paper starts from the concept and connotation of student work brand of colleges and universities, focuses on the necessity of cultivating student work brand in colleges and universities, and proposes the implementation principle, technical route and method as well as measures of brand cultivation, hoping to provide references for cultivating and building a “first-class” student work brand for colleges and universities.

2. The Concept and Connotation of Student Work Brand of Colleges and Universities

The word “brand” comes from the ancient Scandinavian brand, which means “burning” and which means that the producer burns the stamp on the product. It is a merchandise mark. The term “brand” is mostly used in the field of management. Marketing expert Philip Kotler points out that brand is the name, term, symbol, design and their combination by which the sellers' products or service can be identified and differentiated from their competitor [2]. Since ancient times, the most long-lasting

meaning and essence of the brand is its value and culture, which include innovative ideas and unique personalities [3].

As the evolution of the brand itself, the “student work brand” is a product that is included and further developed by the brand, which is different from the enterprise brand. There has been no clear and accepted concept and connotation identification of the “student work brand” in the academia, and there are few relevant research literatures. The introduction of the concept of “brand” into student work is essentially to focus on the quality, level and image of student work and student workers, which is the carrier of the scientific development of the student's work, the support of students' work according to the laws of education, and the potential for creating talents from generation to generation[1]. The student work brand is a derivative of the modern brand concept [4]. The student work brand is a characteristic student activity project or high-level work mode that is highly recognized by the society and is gradually cultivated and developed by colleges and universities in the field of student work. It is a concentrated reflection of the influence of student work in the overall work of the colleges and universities [5]. “College student work brand” is a student work carrier that takes brand management as a tool, which is gradually formed in the long-term school process with qualified, unique and stable characteristics and which is different from other universities. It fixes its model in the form of brand, which is the accumulation and concentration of outstanding achievements in the field of colleges and universities students' work [6]. The student work brand is an innovative body on the basis of brand management, which is a student management system with specificity, quality, development and stability formed in the long-term running and student affairs management [7].

The author believes that the student work brand of colleges and universities is on the basis of brand management, which centers on the cultivation of first-class talents, follows the laws of higher education, and aims at the goal of training talents. On the basis of excavating, planning, implementing and shaping student work projects, in the long-term process of running, the student work and education model is formed with the accumulation of unique characteristics and distinctive features, which is a specific university culture and which can reflect the work concept, orientation, goals, systems and models of colleges and universities students.

3. The Necessity of the Cultivation of Colleges and Universities Student Work Brand

3.1 The Cultivation of Student Work Brand is the Demand of "Double First-class" Construction in Colleges and Universities

In October 2015, the State Council issued the “Overall Plan for Coordinating the Advancement of World-Class Universities and First-Class Disciplines”. In terms of construction tasks, the construction of first-class faculty, the establishment of top-notch innovative talents, the promotion of scientific research, and the inheritance of innovation are determined in the “Program”. The five construction tasks, such as culture and efforts to promote the transformation of results, are closely related to student work. The student work team is an important part of the university's faculty. How to cultivate a first-class student work team? How to cultivate top-notch innovative talents? All of these require colleges and universities' students to work in a branded development path. The branding of student work can give play to the demonstration and driving role of brand projects, form resource advantages, bring into play the benefits of aggregation, and enhance the effect of educating people.

3.2 Student Work Brand Cultivation is the Demand for Scientific Development of Student Work

Compared with foreign colleges and universities, student work is a unique and important part of educating students in China. For a long time, because of the limitation of working contents, target tasks and other factors, the work of students in most colleges and universities has the characteristics of scattered, miscellaneous and chaotic, making the overall status of student work in colleges and

universities is not high. Taking the road of brand development can promote the development of student work in a scientific direction, identify the job orientation, and clarify the working ideas. Without a good brand, it is impossible to achieve significant education, management, and service effects. It is hard for students to gain an important position in colleges and universities' work, and it is even more difficult to meet the demands of cultivating and nurturing top talents. Once the student work brand is formed, it has a mature working mechanism and operational process, which is stable and can provide references for future work. Therefore, the branding of student work is the inevitable way for colleges and universities' students to achieve sustainable development and scientific development.

3.3 Student Work Brand Cultivation is the Demand of Vocational, Professional and Expert Development of Counselors

Currently, the ubiquitous fact in most colleges and universities is that the counselors are busy with the daily management and stable work of affairs with enthusiasm and responsibility. The heavy businesslike work makes the whole team of counselors implement and complete the tasks assigned by the higher authorities. As for the “director and guide for the healthy growth of colleges and universities students” and the “experts in ideological and political education”, it is even more powerless. Implementing the branding of student work can be helpful for achieving “doing something with a purpose”, reducing unnecessary transactional work, enabling counselors to establish brand awareness more clearly, conducting work focusing on work centrality, and promoting the counselors to identify their career development directions and to develop in the direction of professionalization and specialization.

4. The Implementation Principles of Cultivation of Student Work Brand of Colleges and Universities

4.1 Stick to the Combination of Student Work Brand Cultivation and the Integral Development of the Colleges and Universities

Each college or university has its own disciplinary advantages, historical accumulation and development planning. The cultivation of student work brand not only needs to abide by the law of ideological and political education of colleges and universities students, but also can be affected by the integral development of the colleges and universities. Therefore, the cultivation of student work brand of colleges and universities should be combined with the integral development of the colleges and universities, which needs to fully combine the actual situation of the college or the university's science majors, student characteristics, geographical location, development history, future planning, and target orientation, so that they can enable the student work brand cultivation to be achieved.

4.2 Stick to the Combination of Student Work Brand Cultivation and Students' Growth and Talents

The purpose of student work brand cultivation is to better serve the growth and being talent of students. Therefore, it is necessary for the cultivation of student work brand to combine with the growth of students. The world outlook, outlook on life, values, morality, law and discipline, innovation and entrepreneurial awareness are inevitably the theme and central contents of brand establishment. It is true that in order to enhance the attraction and appeal of students' work, a variety of carriers and channels can be innovated and a variety of forms can be used to serve the center.

4.3 Stick to the Combination of Student Work Brand Cultivation and Actual Work

Brand cultivation must stick to the combination between student work and actual work, which not only needs to meet the actual demands of students' healthy growth and development, but also needs to be conducive to improving students' ideological and political education and management services.

It also needs to be conducive to helping to converge resources, highlighting the characteristics, enhancing the attractiveness, appeal and drive of student work, and improving work efficiency.

4.4 Stick to the Combination of Short-term and Long-term Goals of Student Work Brand Cultivation

The cultivation of student work brand should not only closely center on the demands of current students' work, but also have certain perceptiveness and stability, which can not only meet the practical demands of students' work, but also build a good mechanism and a higher platform for students work effectively and sustainably. Therefore, it is necessary to stick to the principle of combining short-term goals with long-term goals.

5. The Technical Route of Cultivation of Student Work Brand of Colleges and Universities

In view of the process of building an enterprise brand, the author of this paper believes that the cultivation of student work brand of colleges and universities needs to be promoted in the following technical routes. The technical route is shown in Figure 1.

5.1 Brand Survey & Research

Survey & research is the basis for brand cultivation, which can be conducted by visiting colleges and universities in the same industry, interviewing the college or the university's leaders, retired teachers, graduate alumni, and students at colleges and universities. Firstly, it is necessary to understand the status and level of the college or the university among the country and the province's colleges and universities, as well as the development of this work in colleges and universities in the same industry, so as to avoid low-level redundant development. Secondly, it is necessary to understand the colleges and universities development history and future planning. Thirdly, it is necessary to understand the expectations and demands of students.

5.2 Brand Planning

On the basis of full survey and research and mastery of first-hand information, it is necessary to conduct in-depth brand planning, to be based on its historical accumulation, cultural atmosphere, subject characteristics, and students' demands, to sort out and make a summary of the advantages as well as disadvantages of student work, to conduct an in-depth analyze of its own characteristics and highlights, and to identify the focus of brand cultivation.

5.3 Set a Brand Goal

On the basis of full planning, it is necessary to identify the brand cultivation goals. Through combining the characteristics of colleges and universities students' work and the goal of training talents and through the special work seminars such as party building work, study style construction, campus culture, innovation and entrepreneurship, fully aim at their own advantages and find the “good” brand goal.

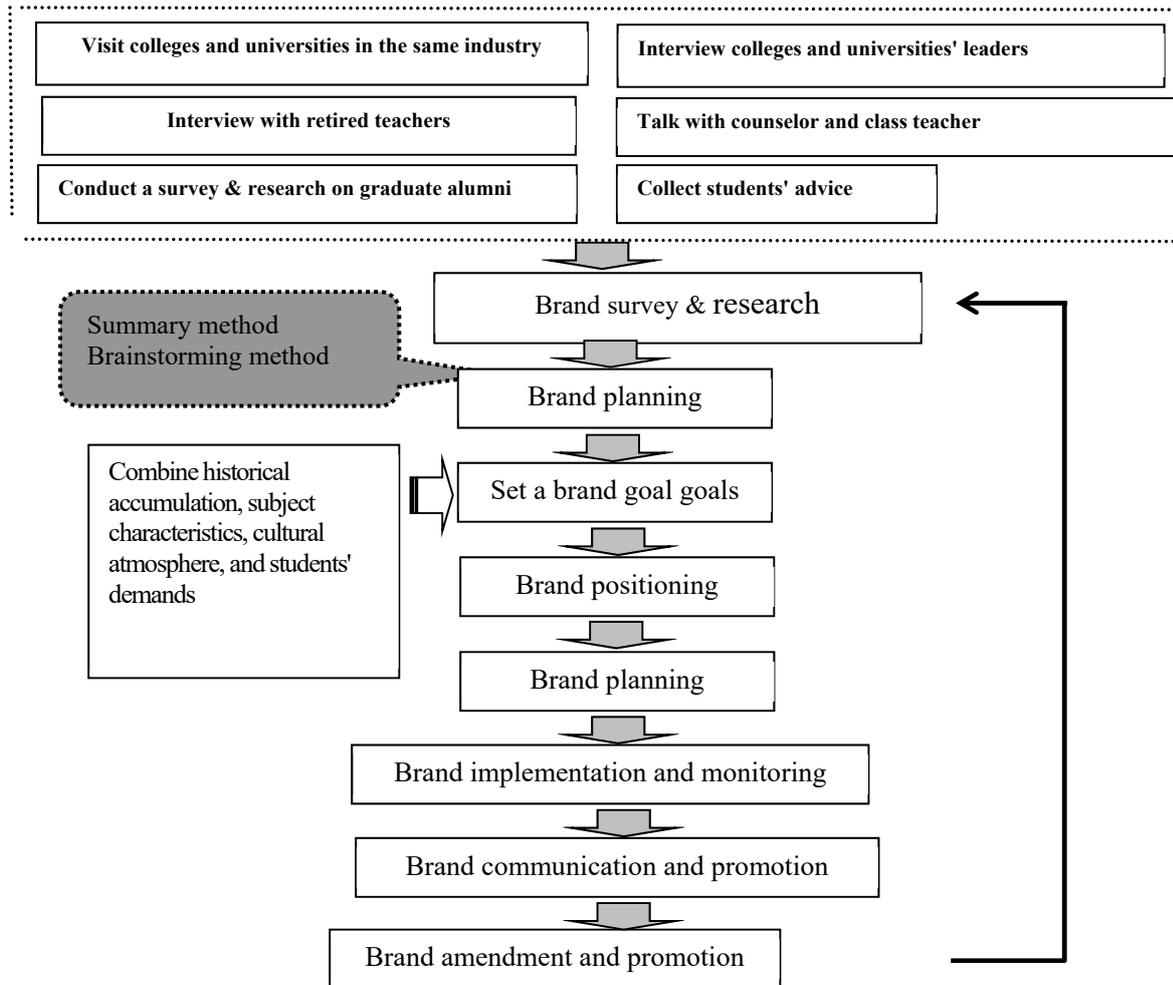


Fig. 1 Student work brand cultivation technology route

5.4 Establish Brand Positioning

Brand positioning refers to establishing a proper position for the brand according to the brand goal, which is the basis for the brand's stage development. It is necessary to combine the overall planning of the college or the university's own development, through the demand's assessment, target evaluation, and effect evaluation, establish its own potential advantages and find out the effect and the level of its brand building.

5.5 Brand Planning

Brand planning is a process of clarifying people's fuzzy understanding of student work brands by means of scientific means, which is a key link in brand cultivation. Firstly, it is necessary to be of scientificity and to abide by the ideological and political education of colleges and universities' students and the law of student growth. Secondly, it is necessary to be of comprehensiveness and to plan in detail from the aspects of purpose, goal orientation, feasibility, implementation process, form carrier, organizational division of labor, dynamic assessment, and commendation awards. Thirdly, it is necessary to be time-phased and to proceed according to the work plan.

5.6 Brand Implementation and Monitoring

After the student work brand planning is completed, it will enter the substantive implementation stage. It is necessary to push on in an orderly manner according to the implementation plan. At the same time, the plan should be monitored according to the plan and the unscientific and unreasonable points in the design should be adjusted and improved according to the actual situation.

5.7 Brand Communication and Promotion

The building of a brand not only needs elaborate planning and solid implementation, but also needs good propaganda and promotion, so that it can obtain the support from the colleges and universities, various departments and secondary colleges, social recognition and the students' satisfaction as soon as possible so as to achieve the purpose of brand building.

5.8 Brand Amendment and Promotion

Maintaining and expanding the brand image requires constant advancement and long-term investment. With the development of the society and the changes in the students' characteristics, the student work brand also needs to be constantly adjusted so as to meet the new demands of students and the demands of personnel training.

6. Methods and Measures for the Cultivation of the Student Work Brand of Colleges and Universities

The cultivation of student work brand is a complex and arduous system project, which requires the whole college or university to work together, coordinate and advance on the whole.

6.1 Strengthen Organizational Leadership and Provide Basic Protection

The colleges and universities shall establish a "Student Work Brand Cultivation Promotion Plan" activity leading group, and the Student Work Department shall be responsible for the organization, coordination, inspection and summary of the whole plan. Each brand project must clarify the project leader and set up a work team to provide the necessary funding conditions to ensure that the project is implemented according to the plan.

6.2 Establish Brand Awareness and Conduct Special Construction

On the basis of inheriting the fine traditions of student work, it is necessary to identify breakthrough points, grasp the point of strength, innovate the education carrier and the education model, conduct special promotion of brand projects, and implement project operations. At the same time, it is necessary to get close to the students, create a brand activity form that has distinctive characteristics and high participation rate, enrich the brand's connotation, and maximize the education effectiveness of student work.

6.3 Integrate Superior Resources and Reflect the Characteristics of the Discipline

The brand project should start from the characteristics of disciplines and the advantages of college or the university's resources, which closely combines the actual situation of students' work, fully take into account the cohesive role, strengthening role and leading role of the project so as to effectively improve the pertinence and effectiveness of the project and to achieve the result of promoting work in all areas by drawing upon the experience gained on key points, letting the brand promote work, and letting work promote achievements.

References

- [1]. Lu Liang. On the Brand Strategy of Student Work. *Journal of Educational Science of Hunan Normal University*, Vol. 7 (2008).
- [2]. Yu Hongliang, Zhang Jinlin. Discussion on Brand Construction in Colleges and Universities. *Journal of National Academy of Educational Administration*, Vol. 3 (2008).
- [3]. Liu Qun, Chen Yiqin. *Brand*, Shanghai: Fudan University Press, (2011).
- [4]. Zhang Hongfeng, Guo Fengzhi. Research on the Connotation of Student Work Brand of Colleges and Universities. *Educational Theory & Practice*, Vol. 33 (2018).

- [5]. Xuanyan Qiuyan, Wang Guiqin, Guo Rui. Creation and Thinking of Student Work Brands in Medical Colleges. *Examination Weekly*, Vol. 7 (2008).
- [6]. Yan Yuan, Han Xu. Practice and Thinking of Creating Student Work Brands in Colleges and Universities-Taking the “Heart· Sunshine” Micro-public Welfare Activities of Jinling Institute of Technology as an Example. *Culture and Education Materials*, Vol. 8 (2013).
- [7]. Li Xuemei, Xu Yanbing, Zhao Ping, Chen Zheng. Discussion on the Construction of Student Work Brand of Colleges and Universities. *Electronic Production*, Vol. 5 (2015).