Innovative Research on the Path and Mechanism of University Education in Student Associations of Common Undergraduate Universities in China

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Abstract. Student associations are the battle position for colleges and universities to implement the fundamental task of "three-wide education" and an essential platform for ideological and political education. The standard undergraduate colleges have some unique characteristics, such as less financial allocation, most students coming from low-income families in the province, and many ethnic minorities. In the face of issues such as insufficient ideological guidance, poor management and guarantee mechanism, and lack of educational resources in the associations, the universities should focus on enhancing the educational function of the associations from the aspects of strengthening the ideological guidance of the associations, improving the management system of the associations, integrating the supply of community resources, and creating brand activities of the associations, breaking new ground in the construction of student associations.

Keywords: common undergraduate colleges · the management of the student associations · Three-Wide education

1 Introduction

The "Administrative Measures for the Construction of College Student Associations" issued by the Chinese Ministry of Education and the Central Committee of the Communist Youth League (Jiaodang [2020] No. 13) pointed out: "College student associations are an important carrier for implementing the fundamental task of building morality and cultivating people and promoting quality education. A mass student group that develops activities under the leadership of the Party Committee of the University and the guidance of the Youth League Committee based on its interests and expertise" [1]. General Secretary Xi Jinping has repeatedly emphasized that we must adhere to the central link of cultivating people by virtue, and run ideological and political work throughout the whole process of education and teaching, to realize the whole process of educating people and comprehensive education [2]. Therefore, in constructing colleges and universities, we must pay attention to and strengthen the construction of the "second classroom" and attach importance to educating people with culture and practice.

2 Characteristics of College Students and Associations

In China, students from common undergraduate colleges account for a large portion of college students. By understanding their characteristics, we can understand the characteristics of young people in China and the entire era to a large extent so as to provide more reasonable solutions for student management and community building [3].

2.1 Characteristics of Students in Local Undergraduate Colleges

Students in local undergraduate colleges usually have the following characteristics: First, most students come from ordinary families in the province, and many come from low-income families. Most students complete their studies mainly through student loans and obtaining awards and grants during their studies. Second, first-year students are active in thinking, have a wide range of interests and hobbies, and are willing to participate actively in various activities organized by the school. However, the enthusiasm of senior students to participate in "Second Classroom" activities decreases as their grade increases. Third, many students are addicted to electronic products, highly reliant on games and illusory spaces on the Internet, have a relatively one-sided understanding of the natural world, have weak interpersonal skills, and are psychologically sensitive. Accepting new ideas and concepts through the Internet makes it easier to be influenced by harmful ideologies. Fourth, most students have a weak learning foundation. Some students think they have entered common colleges because of their unsatisfactory college entrance examination or lack of learning ability. Fifth, students tend to have strong self-awareness and, without empathy, less concern for the times, society, and others. Sixth, some students lack self-discipline and organizational discipline, lack correct judgment on some of their destructive behaviors, lack the due perseverance to correct mistakes, and even fall into the quagmire of violation of discipline and law. Seventh, some students have major psychological problems and resist helpful psychological counseling, making it difficult for schools to intervene and help. Eighth, there are many ethnic minorities in common colleges and universities, and students are more willing to interact with their classmates. Affected by the weak cultural foundation and ideological concepts, most students are more willing to work or start a business in their birthplace after graduation; fewer students are willing to "go out for a job."

2.2 Characteristics of Local Undergraduate Associations

As a vital student organization other than the Youth League Committee and the Student Union, the association has a unique way of educating people and different goals. Society is established because all members have common goals, hobbies, or professional and academic interests. Compared with student organizations such as student unions and youth league committees, societies are more autonomous and professional. Student associations usually have the following characteristics: First, associations usually directly accept the management and leadership of higher-level party organizations. According to the management methods of different schools, associations are usually divided into two types: those directly managed by the school youth league committee and those managed

by secondary departments. Second, it has prominent mass characteristics. The association members come from the student group, which is a position to meet the students' hobbies and self-organization ability. It has the characteristics of many people, different scales, flexible and diverse organization, and establishment. It widely exists in colleges and universities. Third, associations are one of the crucial positions for ideological and political education in schools. In addition to learning professional knowledge and skills in the "first classroom," students must also carry out moral education and quality education through the "second classroom." Associations are important positions for carrying out moral education, and they can easily become at the forefront of the dissemination of ideological trends and ideological struggles. Fourth, the association has the function of promoting the teaching and research of the first classroom. The Student Union and the Youth League Committee usually carry out regular and varied second classroom activities, which are suitable for the participation of the majority of students. Student association activities are usually of solid professional purpose and are often aimed at professional competitions and even academic research activities, which can complement teaching and scientific research, significantly broaden students' professional knowledge, and deepen students' learning cognition. Fifth, the association is the central place to promote the "three comprehensive education." There are various types of associations in colleges and universities. In the rich club activities, all students are trained in the whole process and all directions.

3 Problems Existing in the Development of Common Undergraduate Colleges and Universities

Under the leadership of the higher-level party organizations, the development and reform of colleges and universities have made great efforts in recent years, but some problems have also been exposed in the development of local colleges and universities. Among them, three typical problems are insufficient ideological guidance, poor management and guarantee, and insufficient education. The first problem lies in the teachers and students, as they are the main body of the cultural construction of the community. The latter two types of problems lie in the schools as the guarantee for the construction of the community.

3.1 The Leading Role of Associations in the "Internet+" Era Needs to Be Strengthened

At present, the community activities of local undergraduate colleges are increasingly diversified and enriched. Although there are many excellent associations, many colleges and universities still blindly pursue the number of community activities without paying attention to the ideological connotation of the activities. The manifestations are: First, the youth subculture has changed from aggressive action to moderate expression, from vanguard resistance to entertainment carnival [4]. Under this circumstance, students tend to be entertained by both thought and behavior, so the number and scale of pan-entertainment associations have increased significantly. Although such associations can meet the needs of students, they inhibit the development of professional, scientific, and

academic research associations to a certain extent, resulting in associations that do not pay attention to the leading role of ideological value and lack the overall grasp of cultural construction. Second, although some associations combine ideological and political education activities in their daily activities, the integration of ideological guidance and association work is relatively blunt, and the traces of patchwork are apparent. As a result, ideological and political education only pays attention to the collection and reporting of archive materials in the work of associations. Ignoring the actual effect, it is not easy to indeed play the thought-leading role of the community. The third is that the event organizer has the insufficient political and ideological ability and is tired of completing his superiors' ideological and political learning tasks. He has not yet seriously understood the learning materials. Due to these reasons, the function of associations in ideological guidance and value orientation is seriously restricted.

3.2   Insufficient Management and Guarantee Mechanism of Associations

In recent years, the Ministry of Education of China and the Central Committee of the Communist Youth League have issued several policies and guiding opinions on the work of college student unions and youth league committees. As a large-scale student organization other than the Youth League Committee and the Student Union, although the association has made significant contributions to meeting the needs of college students individualized and diversified development, the problem of lack of a management system has also become prominent. On the one hand, the school's supervision and guidance of associations are far less than that of the Youth League Committee. Professional teachers with high professional titles are usually busy teaching and researching. They are usually unwilling to participate in club guidance. Due to the lack of work, the development of associations is left unchecked, and the guiding role is limited to approving activity resources. In addition, although some universities have established associations at the school level because associations are also student organizations, there are vague job responsibilities. Student associations at the university level operate independently from the school level. They know little about each other. On the other hand, the construction goals of student associations are ambiguous, leading to repeated types of multiple associations when carrying out the second classroom activities, causing students to participate in "aesthetic fatigue" and inhibiting participation in activities. Furthermore, although universities have guidance documents for the management of associations, the system guarantees are insufficient. It fails to fully stimulate students' interests and hobbies, and the effect of expanding comprehensive quality and ability is limited, which seriously affects the effectiveness of educating people. Fourth, due to the influence of an inadequate social atmosphere, some cadres of associations have bureaucratic thoughts. The process of community elections, event planning, and community promotion is not fair and just, which leads to the frustration of community members and affects the healthy development of the community and the in-depth promotion of the work of "three comprehensive education." Fifth, the mobility of club members is relatively large. Currently, most clubs have considerably lost personnel with the increased member grades. Most members joined the club enthusiastically in their first year or even blindly joined multiple clubs. As their grades increased, the pressure of professional course study and

internship employment increased, and they chose to quit halfway. Frequent personnel changes make it challenging to inherit association culture.

3.3 Lack of Resources for Community Education

Due to the combination of the content of association activities and students' interests, the enthusiasm of students to participate is high, and the number of associations is large, which aggravates the contradiction of the lack of resources for community activities. The reasons are as follows: First, the standard universities receive less financial support. The funds for activities are seriously insufficient. In recent years, with the increase in the number of clubs, standard universities have struggled in terms of venues, equipment, and funding, which cannot guarantee the basic needs of club activities. Second, due to the lack of social experience and in-depth understanding of the companies or social groups that provide sponsorship, it is difficult for college students to distinguish whether the source of sponsorship funds is legitimate or whether the additional commercial propaganda and advertisements behind the sponsorship violate the overall ideological situation, thus restricting the activities of clubs normal development. Third, some club instructors hold multiple positions in the school, only have a false name in the club, and do not participate in actual guidance, let alone understand the work of the club, so students are reluctant to communicate with the instructor, which leads to the development of the club without guidance.

4 Innovative Development of the Path and Model of Community Education

The younger generation bears historical responsibility. University associations greatly influence the ideological and political formation of young students. More urgent demands for the role of associations have been made due to the unconventional management of organizations, weak student foundations, poor organizational discipline, and severe psychological issues in typical undergraduate colleges.

4.1 Strengthen Ideological Guidance and Draw a New Blueprint for Community Education

Aiming at the entertainment of clubs under the impact of the Internet, the imbalance of students' ideological evaluation standards, student associations must adhere to the indoctrination of mainstream culture and the guidance of socialist core values, and overall associations' work from the ideological level. First, universities should adopt multiple ways to strengthen the education of the history of student associations. The study of party history in associations should be placed more critically than ordinary students. They can make full use of national online learning platforms to promote members of associations and strive to learn history. Learn history to make sense, learn history to increase credibility, learn history to respect morality, and learn history to practice. The innovative theory of the armed forces of the political consciousness of all community members carries forward the revolutionary spirit and always maintains the high spirit of hard work.

Secondly, we can rely on the community to form a student theory preaching group. On March 18, 2019, General Secretary Xi Jinping emphasized at the symposium of teachers of ideological and political theory courses in schools: "To promote the reform and innovation of ideological and political theory courses, we must continuously enhance the ideological, theoretical, affinity, and pertinence of ideological and political courses [5]. Student associations participate in as a way of reforming and innovating ideological and political theory courses in colleges and universities, theoretical lectures can complement the advantages of full-time ideological and political teachers, open up the whole process of educating people from the first classroom to the second classroom, and build a learning community that integrates teachers and students. The theoretical foundation and rich teaching experience have laid a solid foundation for grasping the ideological and theoretical nature of ideological and political theory courses; student lecturers, with their unique identity originating from youth and higher than youth, effectively improved the affinity of theoretical lectures and Targeted. Through internal theoretical study, the belief and determination of members can be enhanced. At the same time, through external theoretical lectures, we can actively promote the positive energy of socialism and timely or accurately convey the party's macro theories and policies so that young students can participate in hot public opinion events. Have the courage to speak out correctly and dare to show their sword. We can let the community become a "clear stream" in the campus's voice and lead the campus's cultural trend.

4.2   Improve the Management System and Improve the Education System

Because of the problem of the imperfect system and mechanism of associations, universities should improve the association management system as soon as possible to follow the national guiding ideology and draw on the ideas of standardized construction of the party. The Youth League Committee and other student supervision departments should be fully utilized in their capacity as educators. At the same time, we should improve student self-management skills, develop the structure of the counselor team, and fully utilize the guiding role of full-time teachers. In addition, Explore the educational potential of outstanding alums, off-campus cooperative units, and new media, and work with others to cooperatively create the community's educational system structure in various ways. It should be done as follows: First, with the involvement of all parties, develop a community management system that everyone can accept; then, encourage everyone to get involved in community construction; and finally, fully integrate the "three comprehensive education" into all facets of community management and construction. Second, improve the assessment and evaluation methods for instructors and community members, introduce a competitive incentive mechanism, and guide students to plan and participate in activities actively. Guided by "cultivating people with morality," stimulate the community to deeply integrate into the work of "three comprehensive education" and become an endogenous power. Third, cultivating a backbone of students with strong leadership skills is a basic premise for student associations to stand up, stand, and go far.

4.3 Improve the Supply of Resources and Extend the Space for Educating People

It is difficult for a clever woman to cook without rice. No matter how good the system and team are, society's various functions and responsibilities will be difficult to implement if there is not enough resource supply. Universities should attach importance to the construction of associations from the leadership level, increase the investment in associations, and promote the construction of hardware such as event venues by applying for national or regional special funds. Through the assessment, recreational associations should be gradually cleaned up, and the supply of resources should be optimized. The school should also boldly break the institutional barriers, encourage students to seek sponsorship from society, exercise diplomatic skills, and guide students to prevent being deceived. At the same time, students should also break through the limitations of the campus, fully integrate the education resources on and off campus, online and offline, make full use of the convenience of the mobile Internet, and actively explore the space for on-campus and virtual education. Utilizing modern media that young people readily accept, such as WeChat, Weibo, Tik Tok, Kuaishou, Bilibili, or MOOC platforms, actively promote sound energy and positive ideological content to students in order to increase their engagement and enjoyment in activities.

4.4 To Build Brand Activities to Improve the Effectiveness of Educating People

"Activity" is the soul of community culture, as well as the vitality and centripetal force that draws most members [6]. At present, the number of activities carried out by the community has increased, the quality of most of the activities is low, the activities are pan-entertainment, and the content of the activities is similar or repeated, which are several important reasons for the lack of thought leadership in the community, the high turnover rate of club members, and the low enthusiasm of students to participate in activities. In the new era, community activities at the school level should be planned as a whole, emphasizing the ideological and political positions while also combining professional characteristics and innovating the theme and management mode of community activities around major national issues. The universities combine their majors to create a better brand activity than was previously lacking, learning from each other's strengths and weaknesses by carrying out some activities of great significance and characteristics in order to obtain the government's and society's support and affirmation. At the student level, there should be planning, integrity, and professionalism in the development of club activities, and they should be innovative, united, and hard-working in activities, healthy and upward, not stick to specific forms of activities, through new media, online and offline integration, etc. In this way, we will create diverse and distinct brand activities and strive to achieve what others lack, what others do, and what people are good at, so that brand activities become a window for the community to display to the outside world.

5 Conclusions

Student associations represent a wonderful interpretation of the university by youth, and they play an active role in spreading the spirit of the university, promoting education

reform, and realizing whole-person cultivation. Associations are an important platform for the majority of young students to show themselves and achieve their goals. As ideological and political workers in universities, we must effectively strengthen the organization and leadership of student associations' work, as well as constantly improve the association work management system. Continue to increase guidance and support for association work, actively promote the healthy development of associations, and give college student associations a stronger educational role.

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