

Analysis on the Development Strategy of the Party Building Leading the Independent College Brand

Li Mingchao^{1,2}

¹Macau University of Science and Technology, Macau, 999078, China

²Zhuhai College of Jilin University, Zhuhai, Guangdong, 519041, China

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Abstract: The party building work of independent colleges in colleges and universities should play an important bastion role in the development of ideological and political work, administrative management, security and stability in universities, and it is related to the future development of the party and the cultivation of national talents. The superior management concept and mechanism will surely make the work achieve twice the result with half the effort. Introducing the branded project management concept into the party building work of colleges and universities is a very worthwhile innovation. As a new force in China's higher education, the independent college is faced with the predicament of the party's role in the marginalization, the ideological and political education model, and the rejuvenation of the party branch secretary. This article takes a college in Jiangnan as an example to explore the grassroots party building. Brand meaning and value, analyze the development and basic types of party-building characteristic brands, combine the problems of party building work existing in the current independent colleges, discuss the reproducible party building brand structure and model, and study the basic connotation and evaluation mechanism of party building work brand promotion and implementation, thus Provide relevant research basis for the development of party building brand creation in independent colleges and universities.

1. Introduction

The independent college shoulders the important mission of cultivating the builders and successors of the socialist cause for the party and the country. In order to guarantee the advanced nature of the socialist university's cultural construction, the independent college urgently needs to use the socialist core value system to lead the party building work, and cultivate high-quality talents with great appeal and cohesiveness, and with great temperament and effectiveness. Studying and implementing the party building ideology of the incumbent General Secretary Jin Ping, the grassroots party building workers of the independent college should promote the innovative development of party building work with a new concept and improve the scientific level of party building[1]. As an important part of the independent development of grassroots party building in independent colleges, branding construction is a useful exploration for party building work in the new era. In recent years, many colleges and universities have introduced brand concepts into party building practice, continuously enhanced brand awareness, identified entry points for brand creation, and promoted the establishment of independent party-level party building brands according to local conditions, forming a group of distinctive features, high sense of identity, and radiation effects[2]. Strong brand activities have greatly enriched the theory and practice of party building branding. Taking the party committee of a certain college in Jiangnan as an example, this paper conducts empirical research on the characteristics and rules of party building brand creation. On the basis of summarizing the existing achievements, it tries to carry out theoretical promotion and experience promotion, and then continuously improve the scientific level of grassroots party building work in independent colleges.

2. Overview of Independent College Brands

2.1 The connotation of independent college brand

The independent college is the product of China's higher education reform and development in the late 1990s. The independent colleges that emerged in the 1990s are themselves based on the new mechanism and the new model. The enrollment batch is determined between the second-class undergraduate and higher vocational colleges, which is what people call “three.” this”.

The independent college brand refers to any degree in which the independent college gradually precipitates in the development process and condenses the time and space in the name[3]. It is a concentrated expression of the university spirit and is reflected in the level of education, scientific research, discipline construction, and quality of education and teaching of independent colleges. The higher the social recognition, the better the social reputation, the higher the social status, the more famous the brand, and then the brand college[4]. The independent college implements the brand strategy based on its core values, facing the society, facing the market and facing the future. Through the overall advantages and unique personality of the school, it strives for more resources for running schools, provides quality education products and services, and enhances the competitiveness of the school. To improve the process of social identity.

2.2 The theoretical basis of the independent college brand

University competition theory is due to the knowledge, technology and scientific research results produced and disseminated by universities, and the talents cultivated also have the nature of commodities or quasi-commodities[5]. The contradiction between supply and demand in the higher education market is manifested as competition of commodities. The independent colleges run under the new system will face great challenges in the survival and development under the modern market economy system[6]. This requires independent colleges to continuously innovate ideas, technologies, management and mechanisms to improve the effectiveness of various resources. Configuration and production capacity, to enhance their overall strength and competitiveness, in order to seize the opportunities in the fierce competition. As long as there is competition, it is necessary to implement a brand strategy and improve competitiveness.

Education industry theory believes that education is an industry that produces knowledge, technology, and human capital[7]. Education is not only an industry, but also a market, and it should take the path of industrialization. The cause of education requires universities to act in accordance with the laws of education, improve teaching quality, and research. Level and social service capabilities[8]. On the other hand, the industrial nature of education requires universities to build brands and implement brand strategies in accordance with the way companies operate.

2.3 Classification of independent college party construction work brands

The independent college party building brand work is divided into four aspects:

(1) According to the current interaction between the party building of colleges and universities and a local place, for example, the red party building brand of the revolutionary old campus universities;

(2) According to the party building's goal development or work focus on a certain stage, it is determined by this, such as creating a competitive brand;

(3) According to the current organizational form of party building work, this is determined, for example, the party member brand that the party members want to be personally created, the party organization brand that the party organization wants to create for the organization, and so on;

(4) Party building should be determined according to the current work content, such as the armed work brand of theory in the construction of ideas; in order to improve the level of party building innovation and scientific party building in colleges and universities, the independent college will embed the concept of the brand into the party building[9]. Work, as well as building the brand of party building work, is an important goal of strengthening and improving the party building work in colleges and universities. This is also of great significance to the innovation of party building in

China's colleges and universities and the improvement of the scientific level of party building.

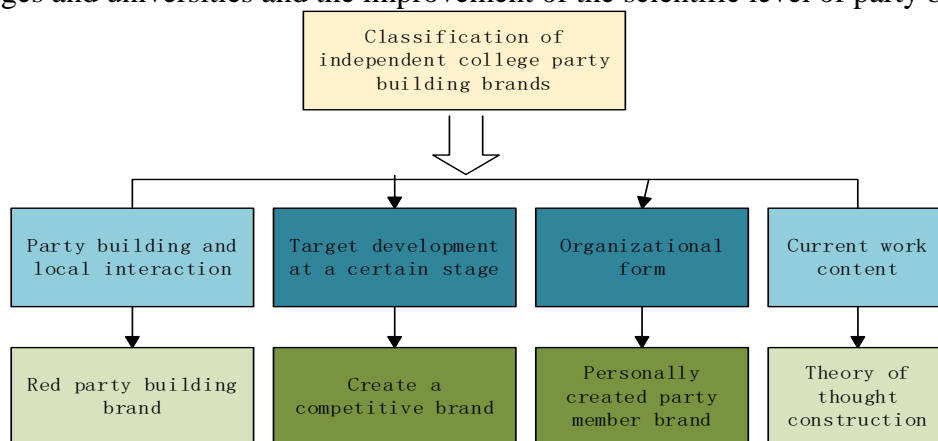


Figure 1 Classification of independent colleges' party building work brands

2.4 The significance of party building brand building in independent colleges

The independent college building brand building can help the independent college to play a sky. Since the funds for running an independent college mainly depend on the tuition fees of the students, the students are the foundation of the college. However, the tuition fees of the independent colleges are relatively high. In the face of high tuition fees, many students with difficult family conditions often choose to study at the specialist level. Students who are eligible to study at an independent college also hope that the high tuition fees they pay will be worth the money. The brand concept is transplanted into the party building work of independent colleges. The branding of party building work is of great significance to promote the construction of party organizations in independent colleges. Brand building can reduce the cost of recruiting and maintain the long-term development of independent colleges. Party building work with the cultivation of brands as a starting point is a powerful driving force for the reform and development of schools[10]. The brand building of grassroots party building work in independent colleges can promote the healthy science development of independent colleges, improve the quality of training and the effect of teaching, and thus continuously export high-quality professionals for the society. The brand effect is also the identity effect. It has been recognized and affirmed by the majority of party members and the masses, thus expanding the appeal and influence of party organizations among college students. The party building brand featuring social services has developed rapidly, expanding social recognition and social influence. The strength of the party building brand also plays an important role in enhancing the image of the party organization. Once you have your own reputation and reputation in the society, you can be favored by many students without enrollment when enrolling students, thus reducing the cost of enrollment. After the problem of students, the school can develop better.

3. The Difficulties and Development Status of the Party Building Construction of Party Building in Jiangnan University

3.1 Problems existing in the current party building branding

The advent of the Internet era has brought about profound changes in the way people learn and work. The grassroots party building work of independent colleges, both in terms of content and form, as well as concepts and carriers, are facing severe challenges. The branding work of the party building work of Jiangnan College has achieved certain results, but there are also some problems that need to be solved urgently.

(1) Insufficient development and utilization of the network and new media

In the practice of promoting party building branding, although the grassroots party building workers in colleges and universities fully recognize the profound changes that have taken place in the educational environment of party members under the new media conditions, they are subject to the traditional party building work model and mindset, and use new media to strengthen the party

building work brand. The initiative and effectiveness of the construction are not enough. For example, the construction of a new media platform for the party building is only at the level of general theoretical study and information release, and lacks in-depth development and application.

(2) The attraction and cohesiveness of brand activities is not enough

At this stage, the content and form of party building brand activities are too singular, innovative, not strong, attractive and cohesive, and the actual results are not good. Grasping the rules and mechanisms for the creation of party building brands, fully combining the new requirements of the times and the new characteristics of college students, adopting the familiar and favorite forms of college students to carry out brand activities, actively promoting positive energy and enhancing the demonstration effect of brand activities. This is the grassroots party building brand of colleges and universities. Difficulties in the construction of the construction.

(3) Insufficient promotion of party building brand promotion

Taking the “Party Member Demonstration Post” of Jiangnan College Party Committee as an example, the teacher and student party members' demonstration post creation system, the party member listing system, and the party members' pioneering forum promoted by the work brand have made certain influence in the field of party building in the school after several years of hard work. . However, the existing propaganda methods are limited to the publicity of the window, campus network, party building WeChat and other platforms. The unity of propaganda means that the brand building of the party building is not high enough in the whole school and outside the school, and the brand effect is not obvious.

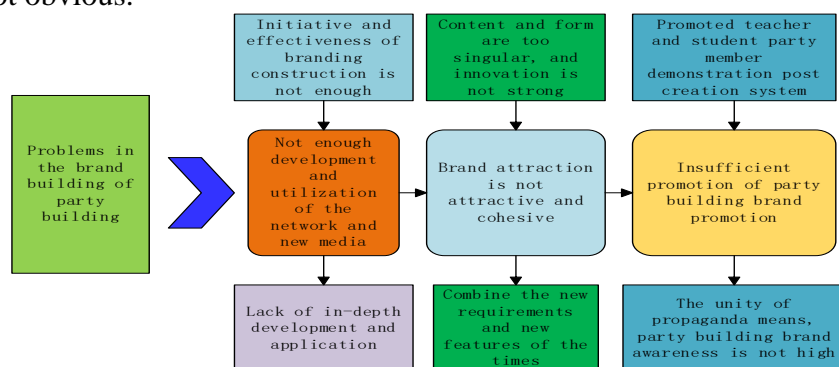


Figure 2 Problems in the building of party building

3.2 Status quo of party building work in independent colleges

(1) The status and role of the independent college party organization is weak

Under the general circumstances, colleges and universities are under the leadership of the party committee. However, the principal responsibility system of the independent college is under the leadership of the board of directors. Therefore, the status and role of the party group in the independent college is not so obvious. Different from ordinary colleges and universities, the Higher Education Law and the Private Education Promotion Law do not have a clear explanation and positioning for the party organizations in independent colleges, which makes the party organizations not exist in the independent colleges. The right is the real power of the independent college. However, the administrative responsibility of the independent college is not directly responsible for the chairmanship, but is directly under the authority. This leads to all the work carried out by the independent college is the group under the leadership of the board of directors. In this way, the administrative department has replaced the management style of the party organization, making the party organization so redundant. It is precisely because the party organization is in a humble position and is not valued in most independent colleges. Therefore, in the process of carrying out the work, the party organization gradually loses its meaning of existence.

(2) There are few members of the party organization, and the student party construction system is imperfect

Since the party organization is in a humble position and is not valued in most independent colleges, the independent colleges are adhering to the attitude of “Ning low, not high, not good, not

more”. Due to the further expansion of independent colleges, the training of student party members has been strengthened. The number of party members has greatly exceeded the number of probationary members and official party members. This has put forward higher requirements for personnel inspection work and also led to the development of grassroots party members. The difficulty of carrying out work has increased. The human and material resources of the party building work are extremely lacking, and the work carried out in a thin ice has led to a significant reduction in the quality of party building work, which has greatly reduced the enthusiasm, initiative and combat effectiveness of the party building work team. The work of party building is not systematic in the independent colleges. It can only stay in the form of reading documents and collecting party fees. It is more than enough for the ideological and moral education of college students and the development of party members.

(3) The quality of some party organizations needs to be improved

The particularity of the faculty and staff of independent colleges has led to the particularity of the composition of party members in independent colleges. Party members of special groups refer to party members who retire from the original work unit or work in independent colleges from other enterprises and institutions. Most of these people do not transfer organizational relations to the college, but they serve in the party branch of the independent college. Party building and management have brought many inconveniences. The main reasons for their reluctance to transfer organizational relations to the college are: first, the reason for belonging. If the organizational relationship is transferred out, although it is still the original unit, but psychologically feel that it is out of the original unit; and the relationship does not change, you can often go back to the original unit to participate in some activities, meet with old colleagues, easy to exchange ideas and feelings . Secondly, due to age and physical health, I feel that the time spent in the independent college will not be long, and I am not willing to take extra positions in the party.

4. Practice measures for the implementation of party building branding in independent colleges

In recent years, many colleges and universities have introduced brand concepts into party building practice, constantly enhancing brand awareness, identifying the entry points for brand creation, promoting the creation of party building brands according to local conditions, and forming a group of brands with distinctive characteristics, high sense of identity and strong radiation effects. Activities have greatly enriched the theory and practice of party building branding. Taking the party committee of a college in Jiangnan as an example, on the basis of summarizing the existing achievements, we try to carry out theoretical promotion and experience promotion, and then continuously improve the scientific level of party building work in independent colleges.

4.1 Integrate online downloads and let the party building brand plug in the “Internet +” wings

As General Secretary Xi Jinping said, where the network has developed, where the party building work will be covered. Therefore, as an independent college grassroots party organization, the college party committee should deepen the “Internet +” thinking, integrate the valuable experience and advanced practices of party building brand building into the “Internet +” model for many years, and integrate the WeChat public platform online carrier and “party members.” The Pioneer Forum” line downloads, relying on the college’s faculty members, student party members, and party activists, to build a combination of online and offline, professional teachers and party workers, classroom teaching and online learning. “Internet +” is perfectly integrated with the brand building of grassroots party building in colleges and universities, creating a party building work platform that “everyone learns, can learn everywhere, and learn from time to time.”

4.2 Innovative brand activity concept, let the party building brand condense “micro power”

The main target of the party building work in Jiangnan College is the “post-95s” college students. They are the generations that grew up with the Internet and are known as “network aborigines” and

“digital generations.” Influenced by the network culture, they are active in thinking, willing to try, and have a relatively unique language system. The grassroots party organizations and party building workers of Jiangnan College should grasp the characteristics of the “post-95” college students and design the content and form of the branded activities of “grounded gas”, so that the “high-level” party building brand activities can transmit positive energy while “Grounding gas is more deeply rooted in the hearts of the people. For example, the “Party Pioneer Forum”, which is based on lectures and reports, is designed as a “party member micro-story”. Every month, through the party building WeChat public platform, the outstanding party members' deeds are regularly pushed. Designing the party member volunteer service activities into a “micro-touch” selection campaign, all student party members are required to wear the party member logo, and each semester will do something that will be touched by the students around the school, and will be promoted and selected by the media through the campus. Using the familiar language of college students to tell the true stories around them, the vivid examples can resonate with the students. They can clearly see the spiritual inheritance and personality charm of the outstanding party members from the example, so as to achieve the “sneak into the night with the wind, The effect of “small and silent”.

4.3 Pay attention to brand promotion and promotion, and create a “shiny business card” for the party building brand.

Party organizations at all levels of Jiangnan College give full play to the role of the party branch as a battle bastion and party members, and actively innovate and develop new party media such as Weibo, QQ, blogs, and Fetion, and build an information platform to communicate with teachers and students. Enhance the new vitality of party organizations. It is necessary to give full play to the advantages of external media and channels such as websites, Weibo and WeChat platforms, integrate various media, focus on internal communication forms such as party building exchanges, internal information, and work reports, form a communication platform for linkage operations, and effectively improve party building work. The brand's popularity and reputation. Use the microblogging communication platform to build a communication channel with teachers and students, timely release party affairs public information, comment on campus events in the name of party committees and party branches, and timely collect opinions and suggestions from teachers and students on party building work. Party building open network or party building work network, school information interactive platform, school newspaper and conditional construction of teacher and student party members' activity room, publicity films, hanging propaganda slogans and representative brand logos can be used to expand party building display. Channels create a strong brand creation atmosphere and highlight the effect of party building work.

4.4 Enrich the form of ideological education and build a brand of ideological and political education construction

Jiangnan College can create a brand of party members' teachers and students, and can effectively create a party building work brand, carefully organize and carry out the theme education activities, combine theoretical study with practical education, pay attention to practical results, explore typical models, promote models, and advocate positive campus culture. Carrying forward positive energy can make the party building work be implemented. Actively advocate the “study of schooling” campus culture, and successively carried out a series of theme education activities such as “civilized self-cultivation project”, college students' education, academic style construction and mental health “three educations”. At the same time, give full play to the role of the ideological and political theory class in the main channel of party building brand, and walk out a practical and fascinating practice teaching road. Each semester has successively held the “Top Ten” college students with the theme of “Leadership Leading and Road at the Foot”. The special report meeting of the course; the excellent results report meeting on the theme of “Let's be a general history, become a hard-working book”, and the excellent results of the social survey on the theme of “Exploring the truth of society and practicing the life spectrum”; “Chunhua Wang Qiu Shi, the test of seeing the truth, the theme of the ideological and political theory class comprehensive knowledge contest.

5. Conclusions

As an important part of China's educational undertakings, the independent colleges are obliged to cultivate young talents with a firm standpoint and both ability and political integrity for the great rejuvenation of the Chinese nation. Grassroots party building is the cornerstone of the party building work of the independent college. Only by thoroughly implementing the party's principles and policies from the grassroots level can Xi Jinping's new era of socialism with Chinese characteristics take root in the independent college. The establishment of an independent college party building brand can not be done overnight. It is necessary to take a long-term view of the overall situation and scientific deployment. It is necessary to further improve the mechanism, implement responsibilities, raise awareness, continuously innovate new measures, new methods, sum up new experiences and create new achievements. Accumulate the connotation and refine the characteristics. Through long-term exploration and practice, the conventional work will be promoted to the brand characteristics. The brand needs to practice casting, transform the achievements of party building work brand construction into a new mechanism for promoting the party building work of the independent college, and provide a solid foundation for the long-term development of the party building work of the independent college. Strong protection.

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