



RESEARCH ON METHODS TO IMPROVE THE MANAGEMENT QUALITY OF
UNIVERSITY STUDENT UNION



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RESEARCH ON METHODS TO IMPROVE THE MANAGEMENT QUALITY OF
UNIVERSITY STUDENT UNION



YOUJIAO JING

A Thesis Submitted in Partial Fulfillment of the Requirements
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Faculty of Education, Srinakharinwirot University

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THE THESIS TITLED
RESEARCH ON METHODS TO IMPROVE THE MANAGEMENT QUALITY OF
UNIVERSITY STUDENT UNION

BY
YOUJIAO JING

HAS BEEN APPROVED BY THE GRADUATE SCHOOL IN PARTIAL FULFILLMENT
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The Student Union of Higher vocational colleges were established under the guidance of the Party organization and the Youth League organization with the aim of serving the students wholeheartedly. The student union of higher vocational colleges is an important organization to realize students' self-education, self-service and self-management in the college campus, an important bridge for students to communicate with the school and society, and a powerful assistant for schools to carry out education and teaching activities. The purpose of this paper is to find the problems existing in the management of students' union in higher vocational colleges, analyze the reasons and put forward management suggestions. In addition to the introduction and conclusion, the paper is divided into four parts: introduction, comparison and concept analysis, existing problems and causes, and countermeasures and suggestions. Through to the construction of higher vocational college students in Chongqing in the process of the analysis of existing problems, put forward the feasible suggestion and improvement measures, so as to promote the all-round development of students' organization in higher vocational colleges, in the hope that through this article to improve measures to strengthen the construction of higher vocational college students' union, boost the development of higher education quality

Keyword : Student Union of higher vocational colleges, Construction; way

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I would like to thank the teachers of each course. Their rich knowledge reserve and rigorous academic attitude have broadened my vision and benefited me a lot.

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Finally, I would like to thank my family for giving me selfless care and love, supporting my every decision, is my strong backing, but also my motivation to keep moving forward.

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CHAPTER 1

INTRODUCTION

Background

With the rapid development of society, not only the society's requirements for students are becoming higher and higher, at the same time, the thoughts of contemporary college students are becoming more and more active. College students are no longer satisfied with simple classroom education and teaching activities, they hope to have a colorful campus life, hope to exercise their ability and quality through colorful campus experience, so as to accumulate more human capital for their future entry into the society. Therefore, as the student union organization serving students and managing students themselves, it plays a very important role in this process.

However, in the current higher education, especially in higher vocational colleges, there are still many deficiencies in the management and construction of students' union, mainly reflected in the lack of ability, weak strength, lack of vitality, lack of innovation consciousness, imperfect system and mechanism and other problems. In fact, not long ago, the student union, a student autonomous organization, was very popular among the majority of college students, but in recent years, the acceptance of the student Union has declined, and even occasionally there will be conflicts between the administrative class and the student Union. Therefore, the exploration of student union construction path is a very necessary research.

Objectives of the Study

There are two research objectives in this study.

The first is to comprehensively and systematically understand the problems existing in the management of students' union at the same level through investigation.

The second is to analyze and judge the problems found to provide effective methods and suggestions for the follow-up management of the student union.

Significance of the Study

The prosperity of the youth is the prosperity of the nation, and the strength of the youth is the strength of the nation." Entering the new era today, the Student Union is playing an important role in promoting the construction of the school spirit, the construction of the style of study, and the cultivation of the outstanding reserve forces of the motherland.

One is that of the student union is to strengthen and improve ideological and political education's right-hand man. Student cadre is the tie that contact school departments, convey various tasks of Bridges, carry out and implement the backbone of all work. Student union cadres, therefore, in terms of contact, unity, education college students has a unique advantage, is to strengthen and improve ideological and political education work the important strength. The second is students in strengthening and improving ideological and political education in the process of play an irreplaceable role model. An excellent student cadre is a model, a banner, on the surrounding classmates play an exemplary role can not be replaced by other means, the subtle influence of produce. The student union is a collection of advanced students, has a central role in politics, organizational cohesion function, moral leadership, learning and research on the role of "knife". The third is pay special attention to the department, the department of the student union team construction is the important way to strengthen and improve ideological and political education of college students. Student union cadres is one of the students, their own also need to accept education, cultivate students cadres have considerable political acumen and social responsibility, collectivism spirit, solidarity, the arduous struggle spirit, innovation consciousness, the solid work style, is to strengthen and improve ideological and political education's important way.

1. Theoretical significance

First, this study helps to broaden the vision of college students' education research, enrich the existing research content, and highlight the core value of student autonomy. Second, this study can provide a theoretical basis for the construction of student system in colleges and universities.

2. Practical significance

Firstly, through investigation and research, what are the existing problems in the management of university student union? Second, through the analysis and research of the problems found, relevant management suggestions are put forward to provide scientific and effective method reference for the later management of the student union.

Scope of the Study

1. Scope of personnel: Administrators of student organizations, staff of student union and ordinary students of higher vocational colleges in Chongqing.

2. Theoretical scope: Vocational college student union routine management and work quality improvement.

Definition of terms

Concept of Student Union As for the concept of student union in higher vocational colleges, different scholars and different documents have different ways to describe it. For example, in The Chinese Dictionary, the student union is interpreted as a mass organization of students in colleges and secondary schools. The task is to unite all the students under the leadership of the communist Party organization and the guidance and help of the Communist Youth League organization in the school, so that they get all-round development in moral, intellectual and physical aspects. Colleges and universities generally set up two levels of student union committee and department (section) student union committee. Scholar Shang Haidong defined the concept of university student union in his article as: under the leadership of university Party committee and guidance of the Youth League committee, it is established in accordance with relevant laws and regulations. To safeguard the interests of college students and realize self-education, self-management and self-service. To sum up, the student union in higher vocational colleges is defined in this paper as a student autonomous organization established in higher vocational colleges in accordance with laws and regulations for the purpose of self-education, self-management, self-service and self-supervision of college students.

CHAPTER 2

REVIEW OF THE LITERATURE

1:<College student union development present situation and problem analysis> information obtained from this article is : Bureaucratic tend to be serious ; Low recognition, influence students ; Lack of innovation, can bear hardships and stand hard work.

2:<College students work innovation model research> information obtained from this article is : The necessity of innovation in colleges and universities student work mode to strengthen the connection between the superior league organization with the student union College students is the key to the connected to the school and student organizations, if the student's work is not good, the efficiency is lower, so not only unfavorable to students of middle school students' personal development, also is unable to give full play to the role of the organization, make the connection between school and students don't close, in order to solve this situation, must take measures to optimize the operation mode of the student union, in order to give full play to the students Will work effect, make the superior league organization with the student union and strengthen the relationship between college students.

3:<Master's Thesis> information obtained from this article is : The Student union definition is borrowed: The student union in higher vocational colleges is defined in this paper as a student autonomous organization established in higher vocational colleges in accordance with laws and regulations for the purpose of self-education, self-management, self-service and self-supervision of college students.

4:<Analyses the construction and management of secondary school students of institutions of higher learning> information obtained from this article is : Use the article for reference student union construction, management ideas and ways:the student union department tasks and responsibilities clearly, a sound management mechanism

5:<Master's Thesis> information obtained from this article is : The Student union definition is borrowed:This article uses the important part of the university student union forreference:Help to improve the modern university system with Chinese characteristics.

6:<Under the new situation, university students work whole process and whole process management mode,> information obtained from this article is : The Student union definition is borrowed:The article for reference to the nature of the student union work positioning:College student association is under the leadership of the school, students and school communication bridge, is related to the broad masses of students learning, life's each link, is the broad masses of students self learning and self-discipline, self control and self service organization, each student association is in coordination with the student group at the next higher level for students to lead, management and service activities, is free of charge, nonprofit student groups Weave.Student union organization's function is to focus on the students' spiritual growth, daily life, talent development, rights and interests maintenance requirements.

7:<The reform of college students' study path> information obtained from this article is : For reference to the content of "Student Union construction Path" in the article:Inside and outside the synergy, constructing the system of linkage.

For reference to the content of "Student Union construction Path" in the article: in the student union cadre supervision and management mode, for effective quantitative appraisal, swallow the supervisory board, enhance the level of the student union organization construction.

8:<TStudent handbook of Chongqing Vocational College of Chemical Engineering> information obtained from this article is : The content of defining the basic tasks of the student union is referred to in the constitution : facing all students, adhere to from the students, to the students, listen to and collect the students in the ideological growth, academic development, physical and mental health, social integration, rights and interests of the general needs and practical difficulties, timely feedback to the school, to help effectively solve.

Reference to the constitution of the student Union staff set the content.



CHAPTER 3

METHODOLOGY

The standard research idea is to focus on the key points, and then search and analyze the problems existing in the students' union, and then put forward suggestions on construction methods. This paper mainly uses the comparative research method, questionnaire survey method, character interview method to carry out the problem and path research.

Research subjects and samples

The research object of this paper is the student union of some higher vocational colleges in Chongqing area, and the information collection object is the staff and managers of the student union of higher vocational colleges.

Research ideas

This paper takes "student union construction" as the breakthrough point and carries out analysis and research according to the ideas of "clear concept - comparative analysis - accurate positioning - search for problems - analysis of causes - search for countermeasures".

Research methods

Research must be based on a certain scientific method. The research on the path of student union construction in higher vocational colleges, like the management research in other fields, must adopt scientific research methods. The main research methods in this paper include:

Methods of combining theory with practice: all the researches in this paper adhere to the principle of seeking truth from facts, starting from reality and respecting the authenticity of information. At the same time, as a front-line student management worker, the author is able to combine the application of theories with the specific implementation environment, and turn the summarized experience and lessons of

managing student organizations into theoretical achievements through analysis and summary.

Methods of comparative study: Comparative study is the basis of comparative management. Its research methods mainly focus on vertical and horizontal comparative analysis, through the discovery of similarities and differences between the two, balance analysis, learn from each other and promote self-research.

Methods of literature research: Literature research is a commonly used research method. It refers to the research results of others, finds out the rules, and carries out in-depth research based on its own research topics.

Methods of questionnaire survey: questionnaire survey is a relatively popular research method at present. Its advantage lies in that it can help the author obtain more and real basic information feedback.

Method of character interview: Character interview is a highly targeted research method, which can help the author to obtain more accurate research information, and the information reference is strong.

Data analysis method

The data analysis method of this paper is mainly qualitative analysis, supplemented by quantitative analysis.

CHAPTER 4

FINDINGS

In the early stage, this paper carefully designed the questions required by questionnaire survey and interviews and passed the argumentation of relevant experts. Then, through questionnaire survey, literature collection, interview and other forms, it is found that there are the following main problems in the management development process of the student union:

First, institutional construction is not timely enough. The normal operation and management of any organization cannot be separated from a reasonable and scientific system. However, at present, most students in schools do not have a comprehensive system to refer to in the management process. At the same time, the update of the existing system is not timely enough.

Second, the organization is not running smoothly. The Student Union is an autonomous organization in which students participate in the management of the school. There are many responsible departments involved, and factors such as the ability and quality of the student group lead to some problems in the working mechanism of the internal organization of the student Union.

Third, the quality of personnel is not high enough. The personnel quality and ability of any organization plays a vital role in the development of the organization. When the ability and quality of the staff can not keep up with the needs of the development of the organization, it will inevitably bring some resistance to the management of the student Union.

Fourth, multi-party linkage is not comprehensive enough. As a mass organization for students to realize self-service, self-management and self-learning in the school, the student Union's development and management cannot be separated from the support and help from the school and society, such as ability improvement training, construction fund support and so on. Therefore, when multi-party linkage cannot be achieved, certain management problems will inevitably be highlighted.

Fifth, students' school time is short. Students in vocational colleges usually stay in school for three years, of which the third academic year is mostly internship and post internship, while the actual time for students to work in school is only the first and second academic year. This leads to the phenomenon that the first year is a freshman and the second year is a "graduate". As a result, the working hours are short and familiar jobs cannot be carried out for a long time. At the same time, freshmen, after only one year of study and exercise, become the backbone of the Student Union, which also leads to some problems in their work experience, lack of understanding. However, after getting familiar with the work, I will soon be faced with internships and other jobs. Therefore, good working experience and skills cannot be continued in the process of student training in the Student Union.

Sixth, students' work efficiency is poor. In practice, the activities of the student union have attracted the participation of students, but the phenomenon of formalization and simplification is serious, and the actual effect of the work of the student union is not good. First, some students' participation in activities is not high. Some college students often choose activities in view of the project is not strong, not broad, the number of active participation in the student union activities is small, the organization of staff enthusiasm is not high, in the process of the activity is not fully mobilized and extensive participation. Second, some students' activities are not appealing. Evocative power is the ability of thoughts and feelings to evoke the same power or ability in others, to inspire wisdom, or to inspire emotion. We believe that the appeal contained in the activities of the student union can continue to attract students' attention, and at the same time, have a positive impact on students' ideas. To enhance the appeal of student union activities means that they truly meet the needs and expectations of students, help solve students' academic and life puzzles, and cultivate students to establish lofty ideals and beliefs in various activities. However, through the interview, we found that some college students have serious problems of simplifying activities and formalizing activities in order to organize activities. In the interview, the students reflected that "although there are a large number of participants in some college student association activities, the

atmosphere of the activities is thick and the operation is simple". As a result, the purpose and significance of student association activities have not been given full play, and they cannot really play an important role in guiding students' education, and students' participation in the activities is not strong.

In the follow-up analysis of the reasons for the problems in the construction of students' union in higher vocational colleges, it is found that the following problems are the main factors leading to the above problems.

First, some colleges and universities do not pay enough attention to the students' education and guidance. It is understood that at present a lot of schools did not attach enough importance to the development of the student union, ignoring the student association is a student in the school to realize self service, mass organizations of self management, self learning, and even some universities just as it is a school education teaching activities of the organization, to the development of students' thinking too little research, There is too little management training and guidance for staff working in the student union.

Second, the team selection and assessment system lacks uniform and scientific standards. In the process of staff selection, most university students have more subjective factors and less objective conditions to be based on. Meanwhile, in the process of assessment, the scientificity and effectiveness of various assessment indicators are too low, leading to the assessment results are not accurate enough.

Third, the activities of less funds, limited personnel capacity expansion. As the whole is not taken seriously, some schools have insufficient investment in the student Union. In the case of insufficient investment, the improvement effect of the construction of the hardware and software of the student Union is not obvious.

Fourth, the activity is single, internal self-value realization is not enough. Students are the main body of the Student union. When the student activities inside the organization are monotonous, it will inevitably affect students' enthusiasm for work and even doubt whether their self-value can be realized. At present, the domestic part of the

college students curriculum pressure, can be used for the development of student union activities of the time and energy is limited, the situation of immobilization of activities.

Fifth, the impact of social mainstream values in the domestic market economy. With the continuous expansion of opening to the outside world, the socialist market economy has developed deeply and the reform has entered a deep-water zone. During this period, our social and economic composition, forms of organization and modes of employment, interests and distribution are increasingly diversified. Therefore, the independence, selectivity, variability and diversity of people's thought activities are increasingly enhanced. To some extent, all these changes have helped students establish their awareness of self-improvement, innovation, success and entrepreneurship, but at the same time, they have also brought some negative effects that cannot be ignored. For example, in recent years, some young students have problems such as money worship, hedonism, the increasing proliferation of luxury goods, extreme individualism, and so on. The righteous young students in colleges and universities also have ideological problems to varying degrees. Confusion, such as vague political beliefs, distorted ideals and beliefs, fuzzy value orientation, weak sense of integrity, lack of social responsibility, fading spirit of hard work, poor concept of unity and cooperation, poor psychological quality. The "bureaucratism" and "formalism" of college students and other phenomena often appear in the public eye, leading to a period of time when the credibility of college students and student cadres was seriously questioned.

Sixth, the development of network new media has brought great challenges to the construction of student union. "New media based on digital technology and Internet technology are rising rapidly, having a major impact on people's ideology, ethics, value judgments, language characteristics and behavior, greatly changing the survival and way of life of human beings, and vigorously promoting the in-depth development of economic globalization and cultural diversity." "Unlike traditional media, new media has obvious compatibility. Because, the network new media not only absorbs and spreads the positive information of the mainstream orientation of the

socialist core values, but also holds and transmits a large number of negative information reflecting the characteristics of the western bourgeois liberal ideology and values. However, college students have not formed a complete system of ideals, beliefs and ideas, and their ability to identify information is relatively lacking, which often makes it difficult to resist the impact of negative information. In addition, the outstanding characteristics of the network new media, such as immediacy, interaction, individuation, concealment and virtual openness, bring great opportunities for the publicity of colleges and universities, but also have a strong impact on it. In practice, some college students do not make full and reasonable use of network new media for publicity, resulting in the lack of online public opinion collection and guidance in response to public emergencies, and the "aphasiac" voice when dealing with major problems in emergencies; Without giving full play to the effective channels for students to use the Internet, this continuous channel for students to participate in democracy is not smooth, to a certain extent, affects students' awareness of participation and participation effect.

Table printing example

Table 1 What grade are you in?

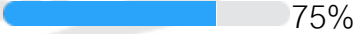
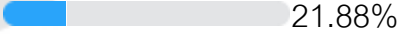
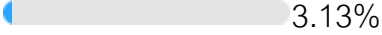
| Options | The proportion |
|----------------|---|
| freshman |  75% |
| Sophomore year |  21.88% |
| Junior grade |  3.13% |

Table 2 What is your major?

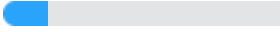

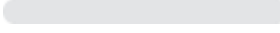
| Options | The proportion |
|------------------------------|---|
| The liberal arts classes |  15.63% |
| In science class engineering |  84.38% |
| |  0% |

Table 3 Are you a college or university-level student or employee?

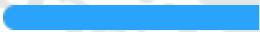
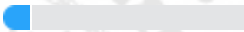
| Options | The proportion |
|---------|---|
| yes |  90.63% |
| no |  9.38% |

Table 4 What is your assessment of the working attitude of the student union organization of your current college?

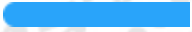



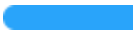

| Options | The proportion |
|-----------------|---|
| good |  65.63% |
| The second good |  18.75% |
| general |  12.5% |
| poor |  3.13% |

Table 5 What is your assessment of the working ability of the student union organization in your current college?

| Options | The proportion |
|-----------------|--|
| good |  46.88% |
| The second good |  34.38% |

| | |
|---------|--------|
| general | 18.75% |
| poor | 0% |

Table 6 What is your assessment of the quality of the work of the student union of your current college?

| Options | The proportion |
|-----------------|----------------|
| good | 56.25% |
| The second good | 28.13% |
| general | 12.5% |
| Poor | 3.13% |

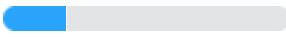
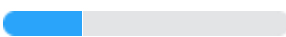


Table 7 Do you think joining the student Union can improve your comprehensive ability and quality?

| C | The proportion |
|-----|----------------|
| yes | 96.88% |
| no | 3.13% |

Table 8 What do you think is the key problem to be solved urgently in the construction of the student union?

| Options | The proportion |
|--------------------------|----------------|
| The system construction | 21.88% |
| Construction personnel | 28.13% |
| Environment construction | 12.5% |
| other | 37.5% |

Table 9 What do you think are the reasons for the above problems in student union construction in higher vocational colleges?

| Options | The proportion |
|---|---|
| Institutional construction is not timely enough |  18.88% |
| The organization is not running smoothly |  28.13% |
| The quality of talents is not high enough |  15.49% |
| other |  37.5% |

CHAPTER 5

CONCLUSION AND DISCUSSION

Research purpose

Purpose of the Study There are two research objectives in this study. The first is to comprehensively and systematically understand the problems existing in the management of students' union at the same level through investigation. The second is to analyze and judge the problems found to provide effective methods and suggestions for the follow-up management of the student union.

Research method

Research must be based on a certain scientific method. The research on the path of student union construction in higher vocational colleges, like the management research in other fields, must adopt scientific research methods. The main research methods in this paper include: Methods of combining theory with practice. Methods of comparative study. Methods of literature research. Methods of questionnaire survey. Method of character interview.

Summary and analysis of research results

In the early stage, this paper carefully designed the questions required by questionnaire survey and interviews and passed the argumentation of relevant experts. Then, through questionnaire survey, literature collection, interview and other forms, it is found that there are the following main problems in the management development process of the student union:

First, institutional construction is not timely enough. The normal operation and management of any organization cannot be separated from a reasonable and scientific system. However, at present, most students in schools do not have a comprehensive system to refer to in the management process. At the same time, the update of the existing system is not timely enough.

Second, the organization is not running smoothly. The Student Union is an autonomous organization in which students participate in the management of the school. There are many responsible departments involved, and factors such as the ability and quality of the student group lead to some problems in the working mechanism of the internal organization of the student Union.

Third, the quality of personnel is not high enough. The personnel quality and ability of any organization plays a vital role in the development of the organization. When the ability and quality of the staff can not keep up with the needs of the development of the organization, it will inevitably bring some resistance to the management of the student Union.

Fourth, multi-party linkage is not comprehensive enough. As a mass organization for students to realize self-service, self-management and self-learning in the school, the student Union's development and management cannot be separated from the support and help from the school and society, such as ability improvement training, construction fund support and so on. Therefore, when multi-party linkage cannot be achieved, certain management problems will inevitably be highlighted.

Fifth, students' school time is short. Students in vocational colleges usually stay in school for three years, of which the third academic year is mostly internship and post internship, while the actual time for students to work in school is only the first and second academic year. This leads to the phenomenon that the first year is a freshman and the second year is a "graduate". As a result, the working hours are short and familiar jobs cannot be carried out for a long time. At the same time, freshmen, after only one year of study and exercise, become the backbone of the Student Union, which also leads to some problems in their work experience, lack of understanding. However, after getting familiar with the work, I will soon be faced with internships and other jobs. Therefore, good working experience and skills cannot be continued in the process of student training in the Student Union.

Sixth, students' work efficiency is poor. In practice, the activities of the student union have attracted the participation of students, but the phenomenon of

formalization and simplification is serious, and the actual effect of the work of the student union is not good. First, some students' participation in activities is not high. Some college students often choose activities in view of the project is not strong, not broad, the number of active participation in the student union activities is small, the organization of staff enthusiasm is not high, in the process of the activity is not fully mobilized and extensive participation. Second, some students' activities are not appealing. Evocative power is the ability of thoughts and feelings to evoke the same power or ability in others, to inspire wisdom, or to inspire emotion. We believe that the appeal contained in the activities of the student union can continue to attract students' attention, and at the same time, have a positive impact on students' ideas. To enhance the appeal of student union activities means that they truly meet the needs and expectations of students, help solve students' academic and life puzzles, and cultivate students to establish lofty ideals and beliefs in various activities. However, through the interview, we found that some college students have serious problems of simplifying activities and formalizing activities in order to organize activities. In the interview, the students reflected that "although there are a large number of participants in some college student association activities, the atmosphere of the activities is thick and the operation is simple". As a result, the purpose and significance of student association activities have not been given full play, and they cannot really play an important role in guiding students' education, and students' participation in the activities is not strong.

In the follow-up analysis of the reasons for the problems in the construction of students' union in higher vocational colleges, it is found that the following problems are the main factors leading to the above problems.

First, some colleges and universities do not pay enough attention to the students' education and guidance. It is understood that at present a lot of schools did not attach enough importance to the development of the student union, ignoring the student association is a student in the school to realize self service, mass organizations of self management, self learning, and even some universities just as it is a school education teaching activities of the organization, to the development of students'

thinking too little research, There is too little management training and guidance for staff working in the student union.

Second, the team selection and assessment system lacks uniform and scientific standards. In the process of staff selection, most university students have more subjective factors and less objective conditions to be based on. Meanwhile, in the process of assessment, the scientificity and effectiveness of various assessment indicators are too low, leading to the assessment results are not accurate enough.

Third, the activities of less funds, limited personnel capacity expansion. As the whole is not taken seriously, some schools have insufficient investment in the student Union. In the case of insufficient investment, the improvement effect of the construction of the hardware and software of the student Union is not obvious.

Fourth, the activity is single, internal self-value realization is not enough. Students are the main body of the Student union. When the student activities inside the organization are monotonous, it will inevitably affect students' enthusiasm for work and even doubt whether their self-value can be realized. At present, the domestic part of the college students curriculum pressure, can be used for the development of student union activities of the time and energy is limited, the situation of immobilization of activities.

Fifth, the impact of social mainstream values in the domestic market economy. With the continuous expansion of opening to the outside world, the socialist market economy has developed deeply and the reform has entered a deep-water zone. During this period, our social and economic composition, forms of organization and modes of employment, interests and distribution are increasingly diversified. Therefore, the independence, selectivity, variability and diversity of people's thought activities are increasingly enhanced. To some extent, all these changes have helped students establish their awareness of self-improvement, innovation, success and entrepreneurship, but at the same time, they have also brought some negative effects that cannot be ignored. For example, in recent years, some young students have problems such as money worship, hedonism, the increasing proliferation of luxury goods, extreme individualism, and so on. The righteous young students in colleges and

universities also have ideological problems to varying degrees. Confusion, such as vague political beliefs, distorted ideals and beliefs, fuzzy value orientation, weak sense of integrity, lack of social responsibility, fading spirit of hard work, poor concept of unity and cooperation, poor psychological quality. The "bureaucratism" and "formalism" of college students and other phenomena often appear in the public eye, leading to a period of time when the credibility of college students and student cadres was seriously questioned.

Sixth, the development of network new media has brought great challenges to the construction of student union. "New media based on digital technology and Internet technology are rising rapidly, having a major impact on people's ideology, ethics, value judgments, language characteristics and behavior, greatly changing the survival and way of life of human beings, and vigorously promoting the in-depth development of economic globalization and cultural diversity." "Unlike traditional media, new media has obvious compatibility. Because, the network new media not only absorbs and spreads the positive information of the mainstream orientation of the socialist core values, but also holds and transmits a large number of negative information reflecting the characteristics of the western bourgeois liberal ideology and values. However, college students have not formed a complete system of ideals, beliefs and ideas, and their ability to identify information is relatively lacking, which often makes it difficult to resist the impact of negative information. In addition, the outstanding characteristics of the network new media, such as immediacy, interaction, individuation, concealment and virtual openness, bring great opportunities for the publicity of colleges and universities, but also have a strong impact on it. In practice, some college students do not make full and reasonable use of network new media for publicity, resulting in the lack of online public opinion collection and guidance in response to public emergencies, and the "aphasiac" voice when dealing with major problems in emergencies; Without giving full play to the effective channels for students to use the Internet, this continuous channel for students to participate in democracy is not smooth, to a certain extent, affects students' awareness of participation and participation effect.

Recommendations for the use of research results

Based on the analysis of the preliminary data survey results and the actual development situation of China's higher vocational colleges, the author hereby puts forward the following management suggestions:

1. Optimize the organizational structure and build a new type of student union organization.

It is suggested to clarify the type of organizational structure, set up working departments by division and classification, clarify the functions and responsibilities of each department, and compile working guidelines for departments. Improve the management process from top to bottom, so as to promote the healthy development of student union organization structure. Set up the "three steps + three tools" working method to effectively improve the organizational capacity building of the student union, namely from the top down to rely on the student management level through decision-making, system, to guide the thinking mode of the staff; From outside to inside, relying on the work experience and results of other excellent university student union organizations, promote the thinking mode of the staff of the student union; From bottom to top, it depends on the participation and promotion of ordinary students to determine the strategy of thinking mode change.

2. Improve the management system to ensure that the work is carried out according to regulations.

It is suggested to improve the vertical and horizontal development of the student union system as a whole, to ensure that daily affairs and management work have rules to follow, such as strengthening personnel management, assessment system, service process and other categories of management systems and standards. To achieve the goal of "135". Specifically for the establishment of a center, actively establish the student cadre learning and growth center, highlighting theoretical learning, theoretical research, theoretical dialogue, theoretical teaching. Improve student cadres' theoretical literacy by theoretical study and research. Three matrices are constructed to build a "three and one" management mode through "micro-class, wechat and micro-line"

and create a "micro-matrix" for students' work. Improve the five systems, based on institutional innovation, improve the daily management system, organization system, incentive system, publicity system, service system construction of the student union.

3. Select and strengthen the backbone of students and do a good job in the ideological construction of the backbone of students.

The Student Union is a mass organization for students to realize self-service, self-management and self-learning in school. The main body of the Student Union is the student. Therefore, it is the key to select and match the strong personnel of the student Union, which requires us to formulate reasonable and effective assessment standards in the recruitment of personnel, and do a good job in the entry of personnel. In addition, in the identification of personnel, should also strengthen the daily training of personnel, dynamic promotion of personnel ability and quality improvement. Through the use of the four levers of responsibility, information, ability and motivation, the staff is inspired to take ownership and align their thinking and actions with the goals of the organization.

4. Enrich growth channels and improve work service awareness.

Combine "going out" and "bringing in" in the work, organize regular training and learning, go out to participate in work exchanges, learn from the best practices of student management in other schools and apply them to my own work, do a good job summary, think and innovate more work brands and work content, and effectively improve the service awareness and service ability of the staff of the Student Union.

5. Win the support of all parties and unite the organization to develop joint efforts.

The construction and management of the student union is not something we can do well by ourselves. We must pay more attention to the support of the school, the society and enterprises, whether construction funds or social resources, which play an important role in the high quality development of the student Union. Only in this way can we build more forces to support the common development of all parties.

6. Enhance the attractiveness of the organization and gather the centripetal force of team development.

First, the extent to which the team promotes the realization of students' own value, namely, the practical ability obtained by students' participation in the student union organization, and the active construction of a platform for students to display their talents; The second is to achieve rich incentive mechanism, whether honor commendation or actual material reward, can stimulate students' subjective initiative of entrepreneurship to a certain extent. The third is to build the organization brand, with collective pride and sense of honor to unite the team strength and win the recognition and support of students.

7. Students' activities in the post-epidemic era should be well conducted based on the current actual situation.

As the epidemic situation continues to improve in China and spread abroad, the epidemic has gradually entered a post-epidemic era. All kinds of psychological problems in the course of the epidemic, including those caused by the closed management of schools in the post-epidemic era, have received increasing attention from the public. Due to the impact of the novel coronavirus outbreak, some students' concentrated activities in the early stage were carried out as scheduled. Therefore, at present, some new ideas should be explored to stimulate the entrepreneurial passion of the staff members of the Student Union and the enthusiasm of ordinary students to participate in the activities of the Student union.

8. Promote the cultural construction of the Student Union and comprehensively enhance the sense of organizational and personal value.

Universities cultivate talents through culture. As an important carrier of campus culture, the methods, processes and results of activities implemented by college students in practical work are a kind of internal atmosphere of the student union, a kind of value orientation, or a kind of ideological guidance and publicity, which is an important part of campus culture. "Student culture is all the life state of college students in the student union, which is to strengthen the inner spirit consciously." Promoting the

cultural construction of college students is helpful to guide the members of the student union to set up correct ideas and form a good campus cultural atmosphere. At the same time, it also plays an important role in strengthening and improving ideological and political education and promoting the orderly development of ideological safety work in colleges and universities. However, cultural construction is weak, and most college students need to constantly improve the awareness of cultural construction in the student union in practice, and give full play to the penetration effect of cultural education. The main ways include: comprehensive construction, relying on multi-party cooperation; Absorb Chinese and foreign excellent culture; Form innovation, enrich the practice of cultural expression.

Conclusion : The Student Union is the main body organization of self-education, self-management, self-service and self-supervision of college students under the leadership of the Party. It is also the bridge and link between the Party and college students. It is of great significance to optimize the construction of the Student union, enhance the vitality of the work of the student union and promote the innovative work of the students, so as to promote the quality and efficiency of the ideological and political work in colleges and universities. At the same time, we should also realize that the construction of college students is a dynamic development process. In the new era, it is necessary to distinguish the strategic position and positioning of college students' associations to understand the history of college students' associations and objectively look at the predicament of the construction of college students' associations and explore the key points of the construction of college students' associations. It is of great significance to strengthen and improve the construction of college students and raise the level of college education.

At the same time, in the actual management work, we should maintain and strengthen the political, advanced, mass nature of college students as the goal, to the leadership of the party and the masses as the guidance, to prominent problems as the guidance, to promote the construction of the student system, improve the construction of the student union normative, scientific, strengthen the construction of the student

team, fully stimulate the demonstration and leading role of student cadres, optimize the construction of student culture, Create a positive and healthy campus cultural environment: ensure that student representatives can better serve students and unite.

At present, with the development of The Times and the progress of higher education, the ideas and value orientation of young college students are constantly changing. Therefore, the cognition construction of college students will continue to upgrade in the process of development, there is a lot of research space for the study of the problem. For example, with the continuous development of the society, the problem about the autonomy of the student union will become increasingly prominent. It is necessary to further explore the practical basis, theoretical basis and legal basis of student autonomy, and deal with the problem of students' value orientation. Such as student cadre evaluation standards and methods. Student cadres should not only serve the students, but also pay attention to their overall development and become the future young leaders. In the assessment, they should pay attention to both the scientific evaluation standards and the flexibility of the assessment, which is a problem worth deep consideration. My research on this issue is not very in-depth and is still in the research stage, so my understanding of a problem will be limited and there are still many defects and deficiencies in the research. I hope to improve this paper through continuous study in the future, improve my knowledge and exercise my level.

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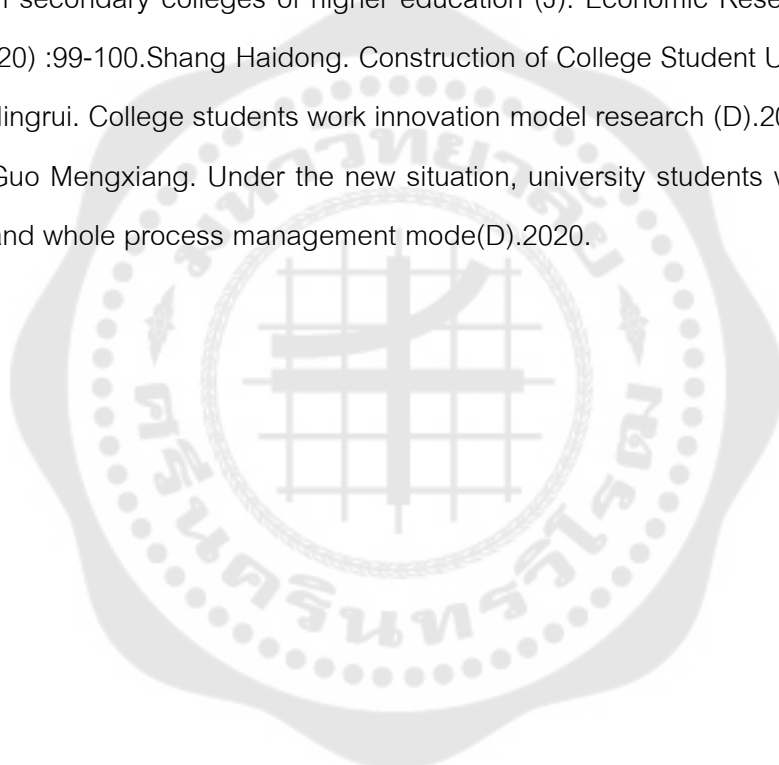
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APPENDIX



Appendix details

《提升高校学生会管理质量的方法研究》调研问题可行性论证评分表
Evaluation sheet for feasibility demonstration of 《Research questions on Methods to improve the Management Quality of University Student Union》

| 类别 category | 问题设置 Problem setting | 专家评分情况 Expert rating | | |
|---------------------------------|---|-------------------------|---|----|
| | | 0 | 1 | 2 |
| 问卷调研 Questionnaire survey | 1. 请问你所在的年级是? What grade are you in, please? | | | 2 |
| | 2. 请问你所学的专业类别是? May I know your major category? | | | 2 |
| | 3. 请问你是否在院级或校级学生会任职? Do you serve in the college or university Student Union? | | | 2 |
| | 4. 你对自己目前所在学院的学生会组织的工作态度的评价是? What do you think of the working attitude of the student union organization in your current college? | | 1 | |
| | 5. 你对自己目前所在学院的学生会组织的工作能力的评价?是? What do you think of the ability of the student union organization in your current college? | | 1 | |
| | 6. 你对自己目前所在学院的学生会组织的工作质量的评价?是? What would you say about the quality of the student union organization in your current college? | | | 2 |
| | 7. 你认为加入学生会组织是否能够提升个人综合能力素质? Do you think joining the student Union organization can improve one's overall ability and quality? | | | 2 |
| | 8. 你认为目前学生会建设急需解决的重点问题是? What do you think are the key problems that need to be solved in the construction of the student union? | | 1 | |
| | 9. 你认为当前学生会组织存在的主要问题有哪些? What do you think are the main problems existing in the current student union organization? | | | 2 |
| | 10. 请提出对学生会建设发展的建议? Please make suggestions on the construction and development of the Student Union? | | 1 | |
| 人物采访 Character interview | 1. 你认为学生会在校中是如何发挥其重要作用的? How do you think the student union plays an important role in higher vocational colleges? | | 1 | |
| | 2. 你申请加入学生会了吗? Have you applied to join the student union? | | | 2 |
| | 3. 你认为当前高职院校中学生会的管理存在哪些问题? What problems do you think exist in the management of student associations in higher vocational colleges? | | 1 | |
| | 4. 你对高职院校学生会管理质量的提升有什么建议? What are your suggestions for improving the management quality of students' union in higher vocational colleges? | | | 2 |
| 总得分 Total score | | | | 22 |

专家签字 (Expert signature): *Tanmyi*

时间 (Date): 2022.7.6





VITA

