

Research on Innovation of Management System for College Student Associations

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Abstract: *In the era of "Internet Plus", the development of college student associations have become increasingly diversified. In the face of the coexistence of traditional literary and sports associations and emerging academic and technological associations, the education department should build a perfect management system centered on the high-quality development of student associations. By focusing on the development direction of the establishment, recruitment, activity organization, and cultural promotion of student associations in universities, this study explores the current status of the construction of the student association platform, system formulation, and personnel management at Guizhou Business University. It clarifies the challenges faced by current college student associations management and develops admission and cultivation systems, responsibility allocation and incentive systems, and evaluation management systems for student associations management to address existing management issues. It creates cultural contexts that are suitable for the development of different students, deepens the guidance and management of students' political concepts, and work skills, and promotes the comprehensive improvement of professional ethics, psychological qualities, work abilities, and other comprehensive qualities of student associations' members.*

Keywords: College student associations; Management system; Standardization; Innovate.

1. INTRODUCTION

In colleges and universities, student associations are an important carrier for implementing the fundamental task of cultivating morality and carrying out quality education. In this context, the organization and implementation of student association management in universities and colleges should be guided by the education of ideology among association members, and a systematic classification management system should be constructed to serve the construction and activities of association members. By relying on the integration platform of "online and offline", innovative content and management implementation methods of student associations management should be developed, and the effectiveness of politically oriented education and standardized management models should be better utilized to help student associations achieve established organizational management and talent education and training goals.

2. THE CURRENT SITUATION OF THE CONSTRUCTION AND MANAGEMENT OF STUDENT ORGANIZATIONS IN COLLEGES AND UNIVERSITIES: A CASE STUDY OF GUIZHOU UNIVERSITY OF COMMERCE.

College student associations refer to mass student organizations voluntarily formed by college students based on their interests and hobbies, and independently carrying out activities according to their constitution to achieve the common wishes of members. The Guizhou University of Commerce has had student associations since its establishment, and in recent years, with the development of the times, multiple types of student associations have been formed, including ideological and political, academic and technological, innovation and entrepreneurship, cultural and sports, volunteer public welfare, self-discipline, and mutual assistance, etc. Different student associations exist under the name of a certain society or association.

At present, first-year and second-year undergraduate students account for more than 90% of the total membership of student associations in Guizhou University of Commerce. The management mode of student associations is mainly based on the coordinated management of the Student Association Management Department, supplemented by the self-management of the student associations, with different associations formulating their internal management systems according to the type of associations and their development direction. Usually, the association management charter stipulates the relevant work procedures for member recruitment, cadre election, source of funding, work meetings, and activity organization, and specifies the job responsibilities of members in different positions, which satisfy the needs of internal personnel and affairs management of the associations. However, from the perspective of the maturity of college student associations management at Guizhou University

of Commerce, there are still several issues that need to be addressed, including:

Insufficient funding and venue guarantees for college student associations is one of the main problems facing management and activity development. Especially in recent years, various departments have faced financial constraints and limited activity funds have been allocated for student associations. Due to policy regulations, student associations are unable to obtain sponsorship funds from social channels, which cannot meet their development needs. This has led to difficulties in purchasing student associations' equipment or clothing, as well as planning and implementing activities; due to the large number of college student associations, the activity venues of individual college student associations are small and the activity space is limited, making it difficult for many cultural and artistic associations to rehearse their activities.

3. CHALLENGES AND ISSUES FACED BY THE MANAGEMENT OF COLLEGE STUDENT ASSOCIATIONS IN THE NEW ERA

3.1 The Guiding Philosophy and Management Objectives of Student Association Management are Unclear and Unscientific

In the era of "Internet Plus", the construction of student associations in colleges and universities has shown a prosperous situation of letting a hundred flowers blossom and a hundred schools of thought contend. However, how to guide and manage emerging student associations and how to promote the planning and operation of community characteristic activities have not established a clear, scientific, and standardized management goal.

Firstly, after conducting research on the Student Associations Management Department and student associations of Guizhou University of Commerce, the author found that 30% to 50% of student associations' leaders are concurrently held by student cadres from different student organizations, who are responsible for organizing daily work. However, student organization cadres at all levels are under the leadership of the college's Party branch and Youth League Committee, and most of them focus their energy on conveying instructions from superiors, without making clear positioning for the development direction and management goals of the association based on their personality and characteristics [1]. In addition, student associations have not yet established the guiding philosophy of "political guidance and keeping pace with the times". The planning of activities and the management of member affairs are solely based on the preferences of association mentors and cadres in student associations, with a focus on short-term activity organization and a lack of long-term planning. This has led to the neglect of personal development needs and a decrease in members' enthusiasm for participating in activities, which seriously restricts the improvement of the quality of student association team management in the long run.

3.2 The Allocation of Responsibilities and the Construction of the Cultivation System for Student Association Management Lack Systematicity.

There are many departments involved in the management of student associations in current universities, including the Student Affairs Office, the School Youth League Committee, and the Student Association Management Department, all of which participate to some extent in the management of association affairs. For example, the Student Association Management Department is responsible for approving and guiding student activities, while the School Party Committee and Youth League Committee play a direct leadership role in the Student Association Management Department. The Student Association Management Department is responsible for the overall planning of student activities throughout the universities, and cadres in student associations are responsible for organizing and planning specific internal work. In the case of overlapping powers among multiple departments, the development of talent cultivation systems, responsibility allocation systems, activity standardization systems, and incentive management systems within the association is not systematic [2].

Student associations usually follow the specialized management measures issued by the universities and colleges, and plan and formulate management mechanisms for recruiting student associations' members, training cadres, job training, activity planning, and cultural promotion from a macro perspective. However, there is no systematic management system that spans the life cycle of college student associations, such as assigning responsibilities to student associations, matching guidance teachers, allotting activity funds, applying activity venues, and performance evaluation and incentives. In particular, the responsibilities of different departments and cadres in the student associations are not clear, and there is a lack of assessment, supervision, and management of the work execution of the members by the guidance teachers, which has led to the problem of not grasping the key points and shifting responsibilities among some student activities.

3.3 The Construction of the Student Association Management Service Platform and Management Team Needs to be Improved

Against the backdrop of the development of big data, cloud computing technology, and artificial intelligence (AI) technology, most student associations in universities have not yet established information management service platforms. Instead, they rely more on manual message publishing, work task allocation, and data resource integration to complete daily activity planning, personnel task allocation, activity recording, and other tasks. However, the application of resource management systems such as ERP (Enterprise Resource Planning) and SAP (System Applications and Products) is lagging significantly behind, resulting in low efficiency in personnel and work management of the college student associations, and insufficient timely and convenient updates of relevant information [3].

At the same time, there is a lack of specialized teaching staff in the management of college student associations, and it is common for university administrative personnel and counselors to serve as guidance teachers for the student associations. Although the above personnel have rich administrative management experience and organizational coordination ability, some teachers lack professional knowledge of the student associations. Due to the lack of professional knowledge and insufficient professional ability before and after the planning, implementation, and execution of specific activities from guidance teachers, it may have a "counterproductive" management effect. Therefore, if a teacher team with professional knowledge and ability is not introduced and cultivated to participate in management, it will be difficult to ensure the cost reduction, quality improvement, and efficiency enhancement of student association management services.

3.4 The Organizational Practice Form and Evaluation System of Student Association Management Need to be Innovated

Most college student associations adopt a "command style" management form of "uploading and issuing", where the administrative level issues orders requiring different cadres of student associations to participate in the management of activities such as ideological education, technical research, artistic performances, and cultural exhibitions. Cadres of student associations also use a "command style" tone to manage the work of members. This management model lacks the creation of a humanistic atmosphere, lacks humanization, and lacks innovation in the organizational form and coordination practice mode of specific personnel or affairs management. It ignores the psychological demands and practical needs of the students, which may lead to problems such as member "withdrawal" during the management process. In addition, the construction of the evaluation system for the student associations' management needs to be improved. Universities do not attach enough importance to the supervision and assessment of each member's participation, achievement of responsibilities, and cultural construction in activities. They only conduct statistical assessments on the number of activities, expenditures, and output of results carried out by student associations, which cannot truly reflect the effectiveness of student association organization and management during a certain period.

4. THE IMPLEMENTATION PATH OF INNOVATION IN THE MANAGEMENT SYSTEM OF COLLEGE STUDENT ASSOCIATIONS IN THE NEW ERA

4.1 Establish Clear Management Concepts and Objectives Led by the Student Association Management Department

In order to eliminate the negative effect brought by multiple management, the current management of student associations in universities should adopt a single management model, in which the school party committee and the school youth league committee delegate the power of management to the Student Association Management Department, and the Student Association Management Department fully acts as the agent for the management of all Student Associations' members and affairs organization in the colleges.

Secondly, regular exchange meetings shall be organized by the chairman of the Student Association Management Department, and cadres of student associations to negotiate and formulate long-term and short-term organizational coordination goals for student association management. Clear regulations shall be made on the planning and execution standards, personnel participation quantity, characteristic brand construction, cultural inheritance, and other management matters for different student activities. Adjusting the management requirements of different types of student associations in line with the times, and fostering political beliefs, a sense of coordination and

obedience, and a sense of social responsibility among members of associations through long-term and short-term practices.

4.2 Develop a Systematic Personnel Responsibility Allocation and Cultivation System Centered on Student Associations

Based on the guidance of policy documents related to student associations management, led by members such as presidents, vice presidents, and department cadres of student associations, and adhering to the principles of overall organizational planning and democratic management, the articles of association for the training and management of members in associations, activity planning and organization management, brand building management, and cultural publicity management are formulated [4].

One is to construct a long-term management system for recruiting student associations' members, planning activities, applying for activity funds, applying for venues, and planning services from a macro perspective. The system should clearly define the number of participants, activity scope, fund management mode, activity data statistics method, termination procedures, and other mechanisms for large, medium, and small-scale activities, and submit relevant systems to the Student Association Management Department for review and approval. The second is to establish a management system for the training of cadres of student associations, member work training, responsibility allocation, work incentives, and supervision from a micro perspective. Based on the individual abilities of different members, work tasks are reasonably allocated to them, guiding members to work together to create distinctive brands and high-quality activities for student associations. Material or financial rewards, as well as incentives for outstanding performance, are provided to ensure that the organization and management of activities are focused on key points, "detailed and appropriate", and to improve the management efficiency and service level of student associations.

4.3 Relying on Network Technology to Update the Student Association Management Platform and Enhance the Level of the Management Team

As a new generation, the post-00s occupy a dominant position in the creation of college student associations. In recent years, student associations such as the Animation Association, Hanfu Culture Association, Electronic Association, and ADO (Amalgamated Drawing Office) Association have emerged like mushrooms after rain. The emergence of emerging technology and cultural associations has put forward higher requirements for the innovation of student association management systems [5].

Based on this, a networked management service platform is developed using big data, cloud computing technology, and artificial intelligence technology. Management function modules are set up to cater to the interests, thoughts, and activity needs of students. The platform is planned by student associations and driven by members' interests and hobbies to carry out project planning, professional talent training, personnel task allocation, and activity supervision and assessment for different activities; At the same time, colleges and universities will hire or cultivate a teacher team with experience in entrepreneurship and event planning, actively participate in the organization of activities, personnel training, resource integration, event acceptance, and other management work, and promote the improvement of personnel and affairs management efficiency and quality in student associations.

4.4 Innovate the Organizational Practice Mode of Student Association Management and Improve the Evaluation Management System

In the organizational practice of student association management, student associations can establish long-term and stable non-profit cooperative relationships with social institutions under the supervision of universities and colleges. For example, by creating high-end photography student associations and cultural and artistic media accounts with brand influence, creating a humanized management atmosphere, paying more attention to the actual needs of students, publishing messages through online communities, and strengthening equal consultation and coordination between superiors and subordinates, social institutions can serve the personnel management of photography exhibitions, art performances, cultural exchange and promotion projects [6].

In addition, a multi-dimensional assessment management system for the whole process of student association activities is constructed, with assessment indicators such as innovative activity planning, reasonable allocation of responsibilities, achievement of member work, and improvement of member abilities. Deepen the management evaluation of both sides within the student association through questionnaires surveys and personnel interviews,

including two-way assessment and evaluation of cadres towards members and members towards cadres. Ultimately, the scientific, fair, and objective management of student associations will be achieved.

5. EPILOGUE

To sum up, the Student Association Management Department and cadres of student associations need to work together to formulate a systematic management and incentive system for the creation of student associations, organization construction of student associations, Training for cadres of student associations, creating brand activities for associations, to ensure that the growth of associations and the cultivation of community talents can be synergistically developed. Therefore, guided by the socialist core values, we should formulate high-quality development goals for student associations according to the characteristics of different types of associations, continuously optimize and improve the management system of associations, and innovate the contents and methods of student association management, to help the members of associations to cultivate noble morals and innovative spirit and improve their practical ability, and help the management of student associations in colleges and universities to step forward to a new level.

PROJECT NAME

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