

Research on Brand Construction of Party Building Work in Private Colleges and Universities

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Abstract

Brand construction is an important means to improve the level and effectiveness of party building in private universities. Based on the brand theory, this research found that the current party building in private colleges has weak brand management awareness, lack of professional talents, lack of distinctive party building brands, and single communication methods. It also puts forward a series of ideas and implementation safeguards for party building branding. The research on the practice of branding construction of party building work in private colleges and universities in the new era provides a certain reference.

Keywords

Private colleges and universities, Party building; Brand elements, Brand communication.

1. Introduction

According to the spirit of General Secretary Xi Jinping's important speech at the National Education Conference, the fundamental task of education is to train socialist builders and successors. As an important training base for high-quality applied talents, private colleges and universities are an important position to promote comprehensive and strict governance of the party. Party building work should be branded, and the important role of party building in optimizing higher education should be fully realized.

2. The Basic Meaning of Brand Construction of Party Building in Private Universities

Branding is a social and economic phenomenon. The branding construction of party building in private colleges refers to the basic theories related to branding, combining the characteristics of party building work, and planning the content and the whole process of party building work in private colleges with innovative brand concepts. This mainly includes drawing a blueprint for the development of the party building brand, clarifying the mission and brand positioning of party building, building a complete party building brand element, shaping a unique party building brand image, creating a distinctive party building brand project, exploring diversified party building brand communication methods, and carrying out A series of work such as quality supervision and assessment of party building work.

3. Analysis of the Role of Brand Building of Party Building in Private Universities

3.1. Conducive to Perfecting the Party Building Work of Private Colleges and Universities

Private colleges and universities carry out party building work through a branded management model, and carry out related links such as the creation, development, promotion, communication and management of party building brands, so as to distinguish their party building work from other colleges and universities, and explore a recognizable, valuable, and Leading new mechanisms and new carriers for party building work. This is an important means and method to improve the level and effectiveness of party building.

3.2. Effectively Improve the Quality of Party Members

Based on the fundamental task of cultivating builders and successors of the socialist cause, the party building work of private colleges and universities should highlight political and ideological education, adhere to the orientation of "strengthening the party by quality", strictly guard the threshold for party member development, and strictly regulate the "quality", "process" and "responsibility" of party members. The three major checkpoint are to take good political literacy, ability with political integrity, and comprehensive development as the evaluation criteria for party members, and give full play to the fortress role of party organizations in private universities and the vanguard and exemplary role of party members.

3.3. Conducive to Improving the Social Influence of Party Building in Private Universities

Based on the brand management concept, private colleges and universities have shaped their unique party building brand image, and through comprehensive and diversified communication strategies, they can increase the school's party building brand awareness and reputation, and deepen the public's depth of impression and positive association with the school's party building quality. It effectively enhance the value of the school's party building brand, and increase the social influence of the private college's party building brand project.

4. The Status and Problems of Brand Construction of Party Building in Private Universities

4.1. Weak Brand Management Awareness

At present, the party building work of private colleges and universities is often divided into a single "traditional" party building task, ignoring the guiding role of the brand concept. There are generally incomplete party building brand planning, incomplete construction of party building brand elements, unclear description of party building brand positioning. The lack of brand projects and the single mode of party building brand communication are manifestations of weak brand management awareness.

4.2. Lack of Professional Talents in Party Building Brand Management

Most private colleges and universities have insufficient teaching staff, and there is a lack of full-time party building personnel, and there is a general lack of professional knowledge support for brand management. There is an urgent need for a group of professional teams with excellent party affairs theory and brand management expertise to engage in full-time party building Brand construction jobs.

4.3. Lack of Distinctive Party-building Brands

At this stage, the quality of party branch construction in most private universities has failed to achieve simultaneous development with quantity. First of all, the brand positioning of party building is out of touch with teaching and scientific research, and there is a phenomenon of "emphasizing teaching, scientific research, and despising party building". Secondly, the form of party building activities lacks innovation, is limited to "three meetings and one lesson", and is based on a collective indoctrinate learning model. The content and form of activities are single, and the effects of activities are poor, failing to create a high-quality unique party building brand.

4.4. Single Means of Communication for Party Building Work

The party building communication methods of private colleges are single. A small number of outstanding achievements in party building will rely on the college's official website or through traditional means such as campus broadcasts and banners and posters. However, the utilization rate of new media and self-media is low, which prevents the original limited party building work results from being effectively disseminated and forming brand elements. Precipitation and accumulation.

5. The Design Ideas of Brand Construction of Party Building in Private Universities

5.1. Clarify the Brand Mission of Party Building in Private Universities

The mission of the party building brand of private colleges and universities is to train socialist builders and successors, and cultivate useful talents who support the leadership of the Communist Party of China and the socialist system and who are determined to fight for socialism with Chinese characteristics for life. The Brand construction of party building in private colleges and universities should integrate party spirit education into ideological and moral education, cultural knowledge education, and social practice education, so as to output a group of outstanding applied talents with "party spirit" to the society.

5.2. Carrying out the Brand Positioning of Party Building in Private Universities

The essential meaning of brand positioning is to distinguish its own characteristics from other brands. Private colleges and universities need to rely on their own training positioning and resource advantages, combined with the characteristics of each college and each specialty, to create and develop a distinctive party building brand. The main positioning directions include ideological education-oriented, scientific research management-oriented, and social service-oriented.

5.3. Building Brand Elements for Party Building in Private Universities

Brand elements are the information content that constitutes a complete brand image. Private colleges and universities actively build the elements of "dominant and recessive" party building brand, which is an important means and method for the establishment of party building brand.

5.3.1. Building Dominant Elements of Party Building Brand

(1) Brand name. The party building brand created by private colleges and universities needs to select a recognizable and easy-to-remember brand name and image logo based on the school's talent training goals and the brand positioning of the party building.

(2) Logo color. The standardized use of colors is an important brand element of party building. The party building of private colleges and universities uses "red" as the symbol color, and a combination of blue and white colors. In addition, The party building standardized use of party

flags and party emblems to create a standardized party building atmosphere and form a scientific party building cultural brand with visual elements.

(3) Party building environment. Based on the needs of party building, private colleges have created party member activity rooms, party building reading rooms, red corridors, red education bases and other party building activity venues and their promotional materials. They are all externalization of party-building brands.

(4) Red songs. Red songs such as "March of the Volunteers" and "My Motherland" carry rich zeitgeist values and are important brand elements of party building work in private colleges and universities, and have a role in strengthening party building, educating people and leading.

5.3.2. Building Recessive Elements of Party Building Brand

(1) Party building culture. Red culture, party history, socialist thinking with Chinese characteristics in the new era, and the party building brand of private colleges are in line with each other and promote each other. They are important cultural elements for building college party building brands.

(2) Party building ceremony. Private colleges and universities need to pay attention to the ceremonies in the process of developing party members, such as the graduation ceremony of party activists, the oath on admitting to the Party and the sense of ceremony in party building activities.

(3) Party building activities. It mainly includes theoretical study, mainstream ideological propaganda, party building system, talent team building, and special theme party day activities.

5.4. Strengthen the Brand Dissemination of Party Building

The brand dissemination of party-building brands in private colleges should not be limited to the dissemination of explicit elements, but to simultaneously disseminate recessive elements to enhance the popularity and reputation of the party-building brand.

5.4.1. Create a Dissemination with Red Culture as the Carrier

(1) Create a red cultural online education base. Red culture is an important material support for party building in colleges and universities. Private universities can rely on the official website of the college to build a red cultural online education base and give full play to the guiding role of the red spirit.

(2) Hold a red lecture hall. Private colleges and universities can use the red lecture hall as a political theory propaganda platform to hold lectures on new political ideas and theories from time to time, invite old party members to tell red stories, initiate party members' red classic cultural exchange meetings, and strengthen the promotion and implementation of theoretical knowledge.

(3) Create a red journal called "Party Building Forum in Private Universities".

The journal can set up columns for party building theory research, red spirit, party building activity cases, party building experience, party members' role models, etc., so as to collect manuscripts from the school's teachers, students and party members, and give full play to the positive role of red culture in guiding and educating people.

5.4.2. Carry out the Activity Dissemination of Characteristic Party Building Brand Projects

(1) Build a base for voluntary service activities for party members. The shaping of the party building brand of private colleges and universities needs to be based on the voluntary service platform of party members. Relying on the advantages of human resources, this platform encourages party members to go deep into the lives of the masses, actively practice "serving the people", and enhance the function of private universities in serving society.

(2) Cultivate characteristic party building theme projects. Private colleges and universities can actively explore and cultivate a number of distinctive party building theme brand projects, such as party members' political birthdays, excellent party members selection, red models, party member forums, party member growth story meetings and other types of party building brand activities to inspire party members Passion and enthusiasm.

(3) Deepen School-enterprise cooperation in party building. In the context of school-enterprise cooperation, private colleges and universities actively share resources and jointly educate people with enterprises, which helps to avoid the phenomenon of "faults and dropping" in the training of party members, improve the quality of party members, and bring gap closer to the "output and introduction"

5.4.3. Build an "Internet Plus" Party Building Platform

(1) Create a "three micro and one end" publicity system. The party building work of private colleges and universities should use new media in multiple dimensions, make full use of the official campus QQ, WeChat, Tick tock and other self-media and the learning power app to create a "three-micro-one end" publicity system and activity promotion platform, which promote party building information in private colleges To speed up the "last mile" of party building activities.

(2) Innovate online theoretical learning mode. Private colleges and universities can make full use of online learning platforms to build online party building theoretical knowledge learning positions. Through the establishment of a party building study group, this position can conduct interactive discussions on topics of new theories and ideas, and carry out party building theoretical knowledge contests.

6. Guarantee Measures for Brand Construction of Party Building in Private Universities

6.1. Setting up a Professional Party Building Work Organization

The Brand construction of party building in private universities requires professional management institutions and professional party building talent teams. The college can set up a "Party Member Building Guidance Office" with a secretarial department, brand management department, social practice department, party member development department, training and assessment department, to achieve standardization, efficiency, brand development.

6.2. Promote the Construction of Party Building Management Talent Team

(1) Internal cultivation. Private colleges and universities can carry out the training of student party workers through the "Party Membership Building Guidance Office" to form a professional party building talent team with party spirit, good work style, and strong organization.

(2) External recruitment. Private colleges and universities must do a good job of human resource planning, recruit party building talents from the outside in a targeted manner, and establish an exclusive party building management talent pool.

(3) School-enterprise co-cultivation. Private colleges and universities train a group of high-quality party building management talents with social practical experience and professional knowledge through the sharing of resources between the school and the enterprise and the whole process of party building cooperation.

6.3. Establish a Standardized Party Building Work Mechanism

The branding of party building is a long-term systematic project. Private universities need to establish a management system for party building work and clarify the responsibility mechanism and feedback mechanism of the party building brand project. On the one hand, private universities need to establish a standardized development management model and

establish an effective operating mechanism. On the other hand, it is necessary to create a long-term plan, annual plan and implementation plan for a distinctive party building work brand, and gradually promote brand building work.

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