University Secondary Institute’s “T-Type” Youth Leagues Branch Building and Exploration Based on Interest Attracting—taking Sichuan Agricultural University as an Example

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Abstract

Under the new situation, innovative league branch setting pattern and improving the efficiency of league organization serving undergraduate to become excellent and grow up are the important measures to enhance the work of universities’ primary-level organization building and activating league and to promote the recognition of league organization. “T-type” league branch building is an innovative exploration of university league building pattern under the new situation. It is a kind of ways to structure organization based on interest attracting, which is aimed at fostering specialized and versatile talents through strengthening league building and practically improving students’ own core advantages and social competitiveness organization. This article has conducted an investigation of “T-type” league branch building in terms of its connotation, current situation, existing problems and etc.

Keywords: interest, league building innovation, “T-type” league branch, social competitiveness

Introduction

For a long time, under the leadership of the party, university league organizations have comprehensively implemented the party’s educational policy, actively adapted to the demand of economic society development for growing talents, and played an important role in terms of uniting and leading youth students to follow the party, serving youth students to grow up and become excellent and etc. At present, our country has developed into a new development phase of building well-off society in an all-around way and speeding up socialist modernization. The new situation and mission require us to further strengthen and improve university league building.
Facing with new opportunities and challenges, university organizations of the communist youth league shall be initiative to comply with the requirement of the new situation, capture new working position, expand new working area, explore new working style and create new working prospect. This article starts from the aspect of innovative primary-level league organization building and then lays emphasis on the thoughts of interest-attracting “T-type” league branch building.

1. Connotation of “T-type” league branch building

“T-type” league branch is the league branch composing of “T-type talents”. “T-type talents” means specialized and versatile talents. “—” refers to the wide scope of knowledge and “|” refers to the depth of knowledge. This kind of talents structure not only horizontally has more extensive general knowledge and culture, but also vertically has deeper understanding and original views in terms of professional knowledge. Besides, the letter T is the initial letter of the pinyin of the “Te” in “Te Chang” (specialty), which on the other hand also manifests that T-type talents have the feature of possessing all-rounded professional specialty. It regards interest as a way of cohering youth league members. And it is a kind of branch building innovative exploration combining league building with interest cultivating. Specifically it refers to gathering students who are good at or having strong interest in a certain area to together build a branch. The key emphasis in work shall be developing and cultivating interest and strong points. The specialized and versatile talents shall be gathered and a “T-type” league branch shall be built. “T-type” league branch is positioned as the organization of fostering specialized and versatile talents, and practically improve students’ social competitiveness and their own core advantages.

2. Present situation of “T-type” league branch construction

Since Sichuan Agricultural University developing the work of “T-type” league branch construction in 2009, its unique advantage of developing and fostering interest has been embodied. It has built a platform for mutual communication and common enhancement of “T-type” talents; it has provided human resource for universities and institutes holding large-scale activities; it has added new energy to other classes’ league branch construction of the universities and colleges. It has been promoted heavily among 12 institutes of the university. The branch now can recruit twenty percent new members per year and fifty percent of branch members are active in those university and institute level large-scale activities. Through developing various activities, over seventy percent members of the branch have achieved the goal of “cultivate one kind of interest, develop one strong point”; thirty percent of them have realized turning strong points into skills and improved their own comprehensive competitiveness. The following is an example of secondary institute “T-type” league branch introducing the work development situation of each phase:

2.1 Recruiting members and building branches
In the early stage of the establishment of youth league branch, most league youth member did not know well about the league. To strengthen students’ knowledge of the branch’s connotation and let them actively participate, the branch propagated via picture presentation, seminar and other ways. Through analyzing the professional features of secondary institute league organization and every department of student union, the first batch built six league teams with different specialty, initially conducted promotion in the league and student organization and recruited talents. With the active help of the platform of youth league branch secretary meeting, they advertised the building purpose and basic situation of “T-type” youth league branch so as to realize the publicity and mobilization among all youth students in the institutes and university. Its early members were recruited by passing from mouth to mouth. Under the hard work of the secretary and members of the league branch, most members were recruited from league and student organizations. The six league small teams established in the early stage respectively are planning team, vocal music team, dancing team, speech and eloquence team, computer application team and English learning team.

2.2 Participating in work and exploiting the advantages to the full

Under the direction of institute (youth league committee) league general branch and the collaboration among all departments, all specialty teams are active in various work and activities in the university and institutes, such as participating in jointly holding the Campus Expo of the Tenth Science and Technology Culture Art Festival of Sichuan Agricultural University, Sichuan Agricultural University “Commemorating the Ninetieth Anniversary of the Party Establishment” Serial Activities of Red Songs Singing and Poetry Reading, 2011 “Asus Cup” Web Design Competition, Welcome Party for the 2011 Freshmen of Resource and Environment Institute, The First Session Sports Game of Resource and Environment Institute and etc. Through those activities being developed, students in the institutes have gradually known about the “T-type” league branch as an institute building a platform for the students to present their specialties of culture, sports and art, which are closely linked with students’ daily life. It has largely increased the enthusiasm of other students to join the “T-type” league branch.

2.3 Perfecting system and expanding influence

With the hard work and exploration of three consecutive “T-type” league branches, up to May 2012 the institute “T-type” league branch has grown and expanded into a basic-level league organization with 11 specialty teams and 375 members. As the branch team was gradually growing stronger, the institute league general branch was also positively thinking about the future development direction of the branch. Under the organization of the institute league general branch, the branch has convened the Third Session and the Third Time Plenary Meeting of Resource and Environment Institute League General Branch Committee “T-type” League Branch of the Communist Youth League Sichuan Agricultural University, and amended and perfected the Regulations of Resource and Environment Institute League General Branch Committee “T-type” League Branch of the Communist Youth League Sichuan Agricultural University, which has provided relevant system guarantee for the reasonable development of the “T-type” league branch.
2.4 Summarizing experiences and popularizing the model

Through undertaking and participating university and institute’s activities, the league branch has been growing stronger and stronger, and the comprehensive quality and ability of the league branch member have also improved significantly. Take the first session “T-type” league branch computer application team member Luo as an example, when Luo stepped in the university campus, he already had interest in computer and network technology. After recruited into the “T-type” league branch network team, through the organization’s careful cultivation plus well self-planning and continual practice and exploration in the work and activities of the department and the “T-type” league branch, Luo has walked out from the original major of agricultural resource and environment, which is a major non-relevant with IT industry, to be self-employed and set up his own company----a certain Chengdu network limited company. The company has favorable profit and the core members of it come from the branch league.

From the successful experiences of the league branch members like Luo, a set of system has been initially explored to apply to serving “T-type” league branch member to grow and obtain employment, which is a pertinent and staged cultivation system based on interest to attract members to join in→staged cultivation→becoming specialized→serving employment and entrepreneurship.

As to the community, within more than three years, through assisting the organization and participating various work of the institute, the branch has made a great contribution to the institute’s honor by obtaining the Excellent Basic-level Organization of Sichuan Province, “May Fourth Red Flag League General Branch” of Sichuan Agricultural University, the first prize of “Sichuan Agricultural University 2010 Summer Holiday Social Practice Organizing Prize”, the group silver award of the Tenth Session of Campus Technology Culture Art Festival and etc.

3. Main problems the “T-type” league branch building currently faced with

At present, the institute (youth league committee) league general branch has conducted new exploration in terms of T-type league branch building. The organization structure of “T-type” league branch has been initially formed and able to develop various branch activities, which has a very good effect on enriching campus culture and enhancing league youth members’ ability. It has enriched the coverage of league organization among youth students and the coverage mode inwardly and formally. There are still some new problems existing in terms of the specific implementation of “T-type” league branch building and management, which mainly are as follows:
3.1 Members’ sense of belonging to the “T-type” league branch needs to be strengthened

“T-type” league branch members have big difference in majors and strong mobility. Comparing to the class league branch, the “T-type” league branch members’ sense of belonging needs to be strengthened. By analyzing the causes, it is mainly because the “T-type” league organization is lack of the congenital advantages of traditional small-class league branch, such as behavior management towards members, reward and punishment evaluation, review and recommending the excellence and etc. Additionally, “T-type” league brand has a common phenomenon of being cross-disciplinary and grade difference, which has caused insufficient communication among the branch members. Besides, currently the communist youth league organization mainly conforms to the management system based on institutes and classes. It is lack of scientific examining and assessing measures as to league members’ “multiple” identities so students have conflicts of identities and time when participating in league’s activities.

3.2 Unclear working orientation of “T-type” league branch

The original intension of establishing “T-type” league branch is to strengthen the combination of developing and cultivating interest and league building work, and to enhance the effectiveness of the league organization serving undergraduates to grow up and become excellent. But it is of small difference with traditional class league branch when it comes to the specific working process of development. It has high popularity degree of developing external service activities. On the contrary, the participation rate and popularity degree need to be improved when it comes to the activities of enhancing abilities and cultivating interest, which has particular influence on the branch’s work development. On the one hand, the institute (youth league committee) league general branch has insufficient instruction to the branches regarding various work. On the other hand, its own mechanism, branch working thought and etc need further definition and regulation.

3.3 Branding of “T-type” league branch needs to be strengthened

Currently the activities held by “T-type” league branch has certain popularity in the institute internally and the serial activities relevant with it also have gained more and more students’ active participation, but the branding effect of “T-type” league branch has not yet been formed. More than half of the students are lack of comprehensive knowledge of T-type league branch. Besides, the branch function of “based on schoolmates, providing service” has not been fully embodied.

4. Thoughts of “T-type” league branch building and management

Since the establishment of “T-type” league branch, it has obtained some remarkable achievement. However, it is undeniable that it is still in the initial construction’s exploratory stage. There are many things worthy of thinking in terms of building and management.
4.1 Adjusting the working and organizing mode of “T-type” league branch building, and defining the working orientation

In the Notification about Further Strengthening the Management of University Student Accommodation (education society politics office (2005) No.4), the general office of the Ministry of Education again emphasizes that: allow full play to the important role of the student classes by doing well the university student ideological and political education and promoting university student healthy growing; strengthen student classes’ functions of self-education, self-management and self-service as the basic organization form [1]. This has told us that the traditional communist youth league organization mode of institute and class league branch is still the major mode of the work of university communist youth league. The institute (youth league committee) league general branch and class league branch are still the main force of the work of the communist youth league. “T-type” league branch building work shall be the work’s expansion and extension under the new period and new situation of the institute league general branch.

The focus of T-type league branch’s construction work should be moved down, which should be set as the important content of the institute communist youth league’ work. “T-type” league branch and class league branch should together work as two supports of the institute league general branch’ work. The institute league general branch should definite the function and task division of class league branch and “T-type” league branch according to the actual work, build up relevant mechanism, effectively realize comprehensive coverage and dual management. As the support for league building innovation work, the activities of “T-type” league branch adopt the form of project application to gain the financial support from the institute (youth league committee) league general branch. The institute league general branch still has to strengthen the research of “T-type” league branch’s working examination and assessing mechanism, and powerfully push the “T-type” league branch’s construction work going deeper.

4.2 Broadening “T-type” league branch’s activity contents and forms, enhancing the function of educating

In terms of developing activities, the fine tradition needs to be inherited, but meanwhile it requires combing contemporary youth’s thinking features to organize and develop more interesting and more activities to further improve their comprehensive ability and expand the organization’s influence. At the same time, to satisfy the many-sided requirements of undergraduate league members’ development, “T-type” league branch can be built into a study-type organization, which combines the function of moral education and intellectual education together. As to the working form, it should abandon the single independent moral education form. It can achieve positive innovation in terms of the overall and comprehensive education for the undergraduate and flexibly coordinate with the organization building, which allows the undergraduate receiving ideological education while studying science culture knowledge. It can not only make ideological education more abundant and innovative, but also be beneficial for common realization of multiple education goals. It can save education...
expenses, optimize the education achievement, and also satisfy the development requirement of the undergraduate in this new era\textsuperscript{[2]}. 

Meanwhile, faced with the new situation, the branch will optimize its organization structure in the future development process, give full play to the platform of attracting youth and cohering youth. Through “class-T joint construction”, “party-T joint construction” and other joint construction project, it will enhance the branch’s interest specialty ability; expand the branch service capability; optimize the branch’s leadership; further strengthen the creativity, cohesion and fighting force of the basic-level organization; and innovate the management mode of youth league member cultivation.

4.3 Reinforcing the platform building of branch communication, improving the organization’s sense of belonging

Favorable atmosphere and fluent channel of communication are the important guarantee of organization’s healthy development. “T-type” league branch, in the early stage of establishment, usually reinforced its branch building and internal members communication through “convening meeting, holding events, work discussion, talent presentation, internal training” and etc. In the later stage, it continued to enhance other communication channel building like QQ group, Weibo and Wechat, which were loved by the masses of youth league members. It has also expanded the communication channel of league branch members; improved the communication of league member; strengthened the members’ sense of belonging and approval towards the league organization; and advanced the branch’s self-construction.

“T-type” league branch is a long-term systematic project, which is the effective replenishment and enrichment for traditional class league branch building. The work development of T-type league branch can further improve the service of league organization for the undergraduate to grow up and become excellent. In the initial stage of establishment, it requires each department’s understanding and support to together build a highly-efficient working mechanism and a favorable working atmosphere by arousing the powerful joint forces of “T-type” league branch building. According to the new contents of organization orientation, “T-type” league branch should practically capture the focus of work; figure out long-term planning and key emphasis in work; clear understand one’s advantages and disadvantages; truly give full play to the role of their features; serve the undergraduate to grow up, obtain employment and start their own business; promote university communist youth league business to realize new development.

References