

The Current Situation of the Development of Student Associations in Universities and Their Motivational Guidance Strategies

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Abstract

Student associations in universities are an important second classroom for students, an important channel for ideological and political education in universities, and have an extremely important function of educating people. Since entering the new era, the ideological and political education in universities in China has continued to innovate and develop, and the functions and roles of college and university student associations have been further enhanced. However, the development of associations has been accompanied by problems such as unclear positioning, lagging management, thin teachers and insufficient funds. Based on this, this paper adheres to the actual investigation based on the current situation, takes the solution of the problem as the starting point, and puts forward the motivation guiding strategy to promote the development of college student associations, and promotes the improvement of the important field for cultivating newcomers of the times.

Keywords

University Association; Development Status; Insufficient Motivation; Guidance Strategy.

1. Introduction

Since entering the 21st century, the global market competition, the competition for talent is becoming increasingly fierce, my higher education has also accelerated the pace of reform. In line with the requirements of the massification of higher education, our country's universities and colleges personnel training goals to further converge with the needs of society, in order to cultivate innovative, market-oriented professionals for the day standard of quality education is comprehensively implemented, the university campus ecology in the various parties have been driven by the people change. More and more students gradually realize that, while seriously studying professional knowledge, it is especially important to actively participate in community activities to accelerate their socialization process, improve overall quality and enhance competitiveness[1].

With the vigorous development of China's universities student associations, their functions and roles have been more and more highlighted. College student associations no longer only stay in the simple cultivation of interests and hobbies and extracurricular activities of the form, but has gradually become a modern college students to carry out self-education, self-management, self-service of an important way to become an important course for the healthy growth of human students, is the spiritual civilization of the school style, an important manifestation of school spirit, in the cohesion of the college students, the prosperity of the campus culture, to carry out the work of ideological and political education, It plays an extremely important role in cohesion of college students, prosperity of campus culture, ideological and political education work, extension of its youth league work arm, and promotion of college students' success and employment[2]. Due to the rapid development of student associations in universities in China, problems such as unclear positioning of associations, lagging management and insufficient

funding have emerged. On the basis of sorting out the current situation of the development of the associations, this study explores the strategies of guiding their dynamics and helps the further development of the associations in universities[3].

2. Questionnaire Design for the Development of Student Organizations in Universities

2.1. Questionnaire Design, Distribution and Recovery

Two questionnaires were designed according to the practical survey needs of this study. One is "Questionnaire for Managers of Collegiate Societies", which is issued for the organizers of the management of societies in universities; the other is "Questionnaire for Members of Collegiate Societies", which is issued for the students who are members of societies in universities. The questionnaire was distributed to 8 universities through the questionnaire star system. 36 questionnaires were distributed to the managers of universities and 36 questionnaires were recovered, and 36 questionnaires were valid, with a recovery rate and validity rate of 100%. The questionnaire for club members was distributed to 310 students, and 300 questionnaires were recovered, with a recovery rate of 96.7%, 298 valid questionnaires, and an effective rate of 99.3%.

2.2. Questionnaire Reliability Test

In order to ensure the reliability of the research study, the validity of the questionnaire was tested to improve the validity of the questionnaire, and the content of the questionnaire was sorted out and modified according to the suggestions to meet the needs of the research and analysis. Five experts were invited to test the design of the questionnaire, and both of them have reasonable validity. In this paper, the reliability of the questionnaire is tested using the re-measurement method, that is, the degree of consistency of the results obtained when repeated measurements are made on the same object. Specific method is in the questionnaire for the first time issued 15 days after the recovery, from the first issue of the questionnaire of the people, extracted filled out the club managers questionnaire in the 5 people for the second answer sheet, from the club members questionnaire randomly selected 45 people for the second test, managers and members of the two questionnaire test obtained by the two correlation coefficients of r-value is greater than 0.8, the degree of consistency of the measurements are higher, the results of the questionnaire has a certain reliability, as in Table 1.

Table 1. Questionnaire retest reliability test table

Type of questionnaire	Number of retests (persons)	time interval	Correlation coefficient (r)
Manager's Questionnaire	5	15	0.87
Membership questionnaire	45	15	0.84

3. Findings of the Status Quo Study

3.1. Results of the Manager Survey

As shown in Fig. 1, the results of the administrator's questionnaire survey can be seen that there are various types of college student associations at present. According to different criteria and the content and form of club activities, college student clubs can be divided into six categories: ideological and political, academic and technological, innovation and entrepreneurship, culture and sports, volunteer public welfare and self-discipline and mutual aid. The total number of cultural and sports clubs is the highest, cultural and sports clubs are referred to as cultural and sports clubs, cultural and sports clubs aim to carry out a variety of cultural and sports activities, to create a strong cultural and artistic atmosphere on campus, and to help college students to

strengthen their physical fitness and cultivate their morals. On university campuses, the number of cultural and sports clubs occupies a certain proportion and covers a wide range. Literature clubs, national studies clubs, roller skating clubs, taekwondo clubs, street dance clubs, choirs and so on all belong to cultural and sports clubs. This category is popular among students and has a larger number. Next is the academic and scientific and technological category. Academic and scientific and technological clubs refer to university association and organizations that bring together students interested in academic research and scientific and technological research in order to improve the academic literacy and scientific and technological ability of college students. Academic and scientific and technological clubs have strong professionalism, tend to explore and practice the knowledge of professional fields, and aim to improve the professional skills and scientific research ability of college students. On the university campus, students of different majors set up various types of academic and scientific clubs according to the characteristics of their majors. For example, students majoring in computer science set up Computer Association, students majoring in law set up Law Association, students majoring in mathematics set up Mathematical Modeling Association, and students majoring in English set up English Speaking Association. The least in number is the self-discipline and mutual aid category. Self-discipline and mutual aid clubs are a kind of mutual encouragement clubs, centering on the self-discipline and mutual aid of the club members, and are formed by college students for the purpose of forming self-discipline study habits and life habits. By setting various inspirational and upward goals, self-discipline and mutual aid clubs enable their members to realize common growth and progress. Generally speaking, there are many types of university association, which can fully meet the learning needs of college students[4].

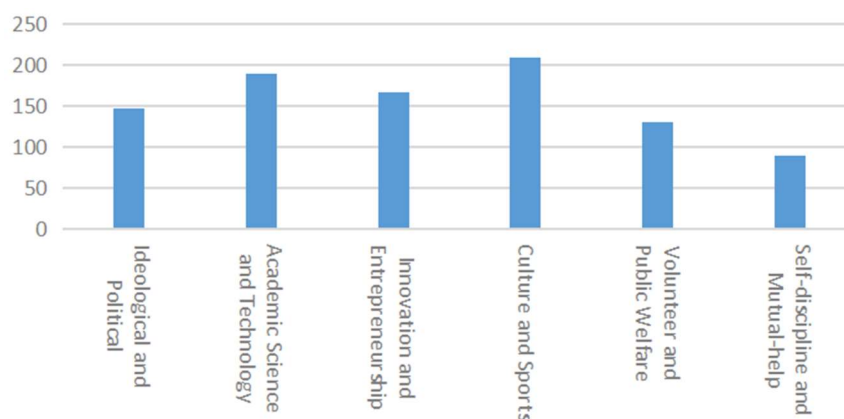


Fig. 1 Number of types of associations in higher education

Table 2. Average Teachers by Clubs in High Schools

serial number	universities and colleges	Average total number of teachers per association	Our Teachers	Teachers of out-of-school clubs
1	GX1	4	2	2
2	GX2	3	3	0
3	GX3	5	2	3
4	GX4	3	1	2
5	GX5	2	1	1
6	GX6	1	1	0
7	GX7	4	4	0
8	GX8	2	2	0

This study investigated the average number of teachers in university association. Through Table 2, it can be seen that the number of teachers is generally low, and the situation of teachers is not optimistic. Our teachers are more responsible for supervision and management, not teaching activities, universities have not introduced professional teachers of associations, teaching activities are organized by students spontaneously, so that leads to college associations can not form a professional system. university association to develop is the need to formalize the level of teacher groups, which shows that the current university association urgently need to solve the construction of college teachers.

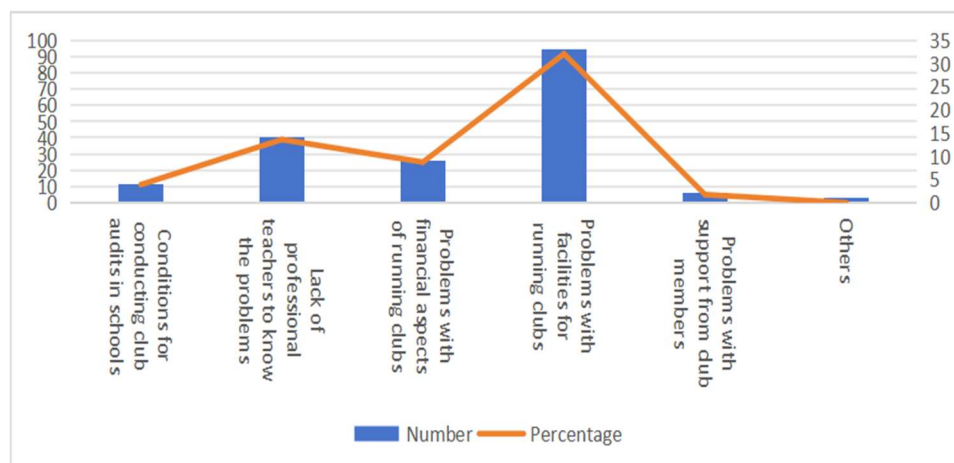


Fig. 2 Resistance to the development of associations

According to Fig. 2, 91.67% of the administrators believe that the problem of carrying out club venue facilities is the biggest resistance in the process of organizing clubs[5]. It can be seen that the organization of university association is facing the problem of insufficient venues and facilities. Clubs in the hardware conditions can not meet the managers of the organization of the implementation of the clubs to carry out activities need venues, some arts and culture even need audio and other equipment support, but the current survey of many universities clubs failed to provide a complete set of facilities. Another 38.9% of managers believe that the lack of professional teachers to guide the problem. As the college student clubs are to serve as a "second classroom" education carrier, aimed at after-school activities to enhance students' learning cognition. The existence of student clubs in universities is to embody the concept of cultivating students' "all-round development" and to give full play to the unique value of clubs in cultivating students' all-round quality. Therefore, universities generally give students a high degree of autonomy, which requires club managers to play their roles well, do a good job of management and operation, with a certain level of practical ability in order to make the clubs in universities to stand firm. Students as managers still have certain deficiencies, the lack of professional teachers to guide and supervise, students in the view of the problem lack of foresight, management methods are not as flexible as teachers have the ability to adapt, and deal with the problem is relatively immature.

3.2. Survey of Members of University Associations

As shown by the data in Fig. 3 above, generating interest, making friends and exercising are the main motives for most students to participate in university association. Such results show that the unique attraction and style charm of the clubs reflect the value attraction of the clubs. Seeing the charm displayed by the members of the clubs and the state of self-confidence embodied in the activities is a psychological motive that induces most people to want to join, accounting for 26%. Nowadays, with the change of the times, the public's pursuit of beauty and fashion is getting higher and higher, and the value of the diversity of the society is the stimulus that

individuals tend to satisfy their needs, which is exactly where students' motivation of this kind is induced. Secondly, joining a club releases emotions, which is also an important motivation for students, reflecting the charismatic connotation of clubs. The reason for the birth of the society is that people in the busy after-school to express their emotions, release pressure, and now the society still has such a function, will help students to relieve academic pressure, release some of the repressed emotions. In the study on the impact of college students' mental health, joining a club can effectively relieve the psychological pressure of college students due to academic and emotional conflicts, and vent their emotions through activities.

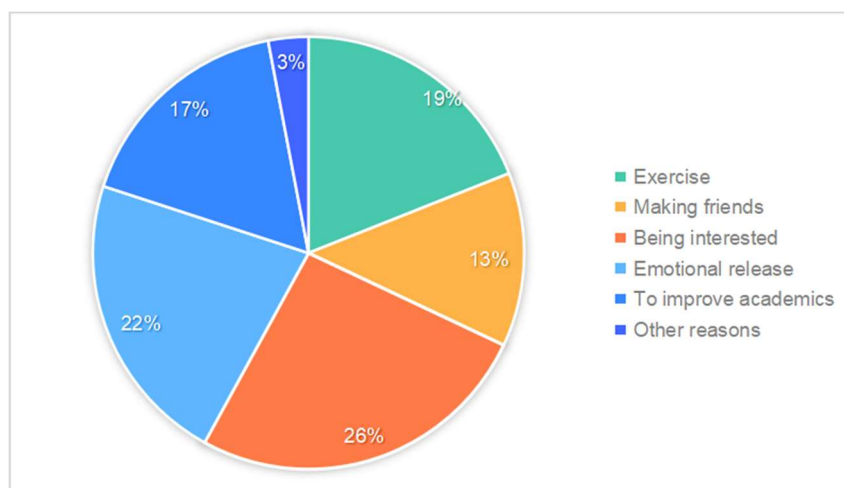


Fig. 3 The main motivation for joining university association

Table 3. Community members' sense of learning gain

options (as in computer software settings)	number of people	percentage
Increased collective honor	28	9.3%
Professional skills upgrading	56	18.8%
Self-confidence boost	97	32.6%
Social Skills Enhancement	72	24.2%
Teamwork enhancement	45	15.1%

Through Table 3, it can be seen that 32.6% of the members of the college club chose the improvement of self-confidence, which shows that learning has a great impact on students' self-confidence, which can bring psychological changes to the members, and it is a good equalizer for those students who lack self-confidence. Another 18.8% and 24.2% chose the improvement of professional skills and social skills. 15.1% and 9.3% chose the improvement of collective honor and teamwork. Clubs are organized as groups, and when new club members get involved and participate in activities as a team with senior students, the collective activities will give rise to a sense of cooperation and honor. Secondly, many clubs have various forms of activities, sometimes two or several people must be a group to complete, so members of the teamwork ability to become a member of the necessary conditions. The development of university association should be strongly supported, so as to give full play to the clubs for students to promote the role of all-round.

In addition to the above survey, we also found that the development of the association is not enough power, the main reasons are: First, many associations do not have a clear idea of the development of the concept of publicity is relatively backward. In recruiting new members, often only make "welcome to join" publicity, and the nature of the association, the spirit of purpose, development mode, action slogan, service principles and other connotations of the

concept of the lack of refinement and publicity is not in-depth. Secondly, due to the competition for talents, the selection mechanism of many associations is not sound, and there is a lack of strict criteria for joining and withdrawing from the associations, which makes the quality of the members vary. Although each association has independent statutes and management methods, it is difficult to be effectively implemented and enforced. Thirdly, the department of the association is not set up scientifically, the organizational structure is loose, there is no formal meeting system, lack of organizational discipline constraints, and the mobility of members. Finally, while meeting the growth of the majority of students, prospering campus culture, and promoting quality education, student associations are faced with problems such as difficulties in organization and management, serious loss of personnel, and lack of personality characteristics, which constrain the development of the associations. As the degree of attention needs to be strengthened, schools have limited support in terms of instructor staffing, financial support, and promotion of activities, and most of the clubs can only maintain simple operations, making it difficult to expand their influence.

4. The Power Guiding Strategy for the Development of Student Clubs in China's Universities

Based on the investigation of the basic types, teacher configuration, management mechanism, and lack of development motivation of student associations in various universities, universities should implement the motivation guidance strategy of associations from the following aspects.

4.1. Clarify the Positioning of the Functions of Association Organizations and Strengthen the Construction of Pluralistic Organization of Associations

University association radiate the whole university teachers and students, are an important platform for carrying out all kinds of activities by project and type, and are a good carrier for cultivating college students' cultural literacy, cultural spirit and firm beliefs. University association carry the various hobbies of college students and condense the interest of college students. Defining the function and positioning of clubs and promoting the high-quality development of clubs is not only an important way to gather the "spiritual identity" of college students, but also a key way to build a "campus cultural community". Promote the sharing and co-creating of associations, bring together the advantageous resources of many parties, and strengthen the construction of diversified organizations of associations[6]. Universities should strive to integrate the construction of clubs with cultural demands, pay attention to improving the assessment system of clubs, optimize the talent training system of relevant club managers, and continuously enhance the vitality of club operation. Schools through the development of resource sharing, to help emerging associations and traditional associations integration and development, the organization of school associations to carry out regular exchanges, managers through the development of local characteristics, professional advantages of the activities to create an influential and well-known student associations.

4.2. Establishment of a Self-adaptive Management System to Enhance the Formalized Organizational Attributes of Associations

Management and system are the basis for the operation of all clubs and organizations. Club managers should establish a set of self-adapted club management system according to the current situation of the clubs in their schools, on the basis of which they can more effectively enhance the formalized organizational attributes of the clubs, thus promoting the long-term development of the clubs. Freedom and regulation are the core issues of the management of college student organizations. First of all, we should provide free development space for college student associations, guarantee the independent management of associations, and give a certain high degree of management authority. Secondly, the club managers should have a full

knowledge and understanding of the club, according to the actual situation of each club to develop appropriate internal management system. They should establish their own internal rules and regulations, and set up a series of rules and regulations on daily management, activities, curriculum requirements, organization of events, and election of committee members.

4.3. Preparation of Teaching Materials Related to Clubs and Strengthening of Clubs' Teaching Staff

Teacher team building is a necessary way to improve the core competitiveness of education in local universities. The quality of the instructors of the clubs has an important impact on the work of the clubs. The lack of teachers' strength greatly affects the functioning of clubs. The survey on the current situation of clubs can be found that the instructors of the clubs are mostly teachers assigned by the school league committee for guidance and supervision, or by the college teachers as the leader, which leads to the teachers in the completion of the work or course teaching tasks, but also need to spread their energy to the clubs operation and management, it is inevitable that they can not take care of both phenomena, which shows that the construction of university association is in urgent need of teachers to carry out professional management and guidance.

4.4. Increase the Financial Investment of Associations and Improve the Infrastructure of Venues

Stable source of funding is the economic basis for any college club to survive and to carry out activities efficiently. According to the study of the current situation of university association, the problem of funding also occupies an important proportion among the factors restricting the development of student clubs. Nowadays, university association generally have funding problems, such as insufficient funding sources, daily financial management is not standardized, financial opacity and insufficient supervision. This problem directly affects the implementation of moral education in universities and the effective practice of the work of associations. Therefore, increasing the financial investment in the association has become a key measure to promote the sustainable development of the association.

5. Conclusion

The actual state of the development of student organizations in contemporary universities in China, the idle situation of development faced by them, is in its essence the systematic evolution of college student associations is not mainly rely on self-organization power mechanism but in the other organization power constraints of the institutional arrangements. Through the analysis of the current development of China's college student associations to develop the development of the status quo problems of the study, and pointed out that China's college associations development dilemma of the true cause of the organization has lost the development of power[7]. College student society closed the development of power to guide the strategy is to crack the dilemma of the development of China's contemporary college student societies, the key lies in the cultivation of student society organization power development ability. This paper argues that the development of student club organizations in China's universities requires clear positioning, adaptive system, preparation of teaching materials and investment funds. In the future, universities should pay attention to the development of associations, plan for the opening of association courses, and maintain the characteristics and advantages of college and university associations.

CONFLICTS OF INTEREST

The authors declare that they have no conflict of interest.

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