

# Research on Practical Countermeasures of Ideological and Political Work in Colleges and Universities

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**Abstract :** Continuously strengthening the quality of ideological and political work in colleges and universities, highlighting the effectiveness of the work, aiming to better serve and cultivate students, and create a healthy, positive and culturally powerful campus atmosphere for students. This article mainly focuses on the two aspects of “typical problems existing in ideological and political work in colleges and universities” and “countermeasures to strengthen the effectiveness of ideological and political work in colleges and universities”. I hope to give more inspiration to college faculty, guide college faculty to scientifically reform “work methods”, “practice forms” and “assessment mechanisms”, and build a more complete system of ideological and political work in colleges and universities, so that ideological and political work can penetrate into the student group and become a part of students’ campus life, which brings nurturing and joy to students.

**Keywords :** Colleges and Universities; Ideological and Political Education; Effective Countermeasures

In recent years, the ideological and political work in colleges and universities has continued to improve, bringing many inspirations to teachers, bringing many strengths to students, and promoting the operation of various departments in colleges and universities. But at the same time, there are still weak links in the ideological and political work deployed by some colleges and universities. For example, “work style shows backwardness”, “work deployment that ignores practical form”, “lack of corresponding assessment mechanism”, etc. These problems are very prominent. Affected by these problems, the effectiveness of ideological and political work in colleges and universities is poor, and students’ willingness to participate is not strong. As college educators in the new era, in the process of implementing ideological and political work, we must not only emphasize “efficiency” and “action”, but also pay attention to the ultimate “effectiveness”. To analyze how to improve the ideological and political work in colleges and universities is to better improve the effectiveness of the work.

## 1. Typical problems in ideological and political work in colleges and universities

At present, in the ideological and political work of colleges and universities, the main deficiencies are: “the work style is stagnant and shows backwardness”, “emphasis on theoretical work and neglect of practical work deployment”, “eager to act, not paying attention to assessment”, the lack of a corresponding assessment mechanism and so on. Knowing these problems first can better solve them.

### 1.1 The way of working shows backwardness

When coordinating ideological and political work, some college staff will hold regular meetings according to work needs, and conduct face-to-face communication, docking, and practical demonstrations at the meeting. This way of working requires representatives from various departments to gather together to deal with problems together. Once a representative of a department is absent, it may affect the process of the entire meeting and delay the ideological and political work plan. In addition, some college staff rely too much on offline models when deploying ideological and political work, such as “paper notices”, “publicity board

announcements”, “broadcasting station pushes”, etc., and lack online office thinking. In the context of informatization, if college faculty and staff ignore the informatization elements around them and are not good at taking advantage of favorable informatization conditions, it is difficult to achieve innovation in the methods and methods of ideological and political work, and it is difficult to improve the work efficiency of each link. The above phenomenon shows that the ideological and political work methods of colleges and universities still need to continue to improve and get out of the backward state.

### **1.2 Ignoring practical forms of job deployment**

Regarding the specific deployment of ideological and political work, some college faculty and staff did not focus on the practice link. The reason: On the one hand, it is not paid enough attention to cognition. From the perspective of cognition, some college staff believe that the main task of ideological and political work is to convey advanced theories and let students understand these theories. Too much energy and resources are invested in the practical activities, and we should concentrate on theoretical penetration; On the other hand, the scope of practical activities is small. When some college staff organize ideological and political practice activities, they mainly focus on on-campus resources, the scope of activities is relatively small, and the form of activities is limited. Secondly, ideological and political practice activities can be closely linked with social development and people’s lives. Such practical activities can demonstrate the significance of education and inspire college students. How to get practical activities out of the campus and into the society is an important part of strengthening the ideological and political work in colleges and universities.

### **1.3 Lack of corresponding assessment mechanism**

After the ideological and political work was carried out, some colleges and universities only organized summary meetings and did not carry out systematic assessments. “Summary” and “assessment” are two concepts. The assessment is more rigorous, and problems can be further discovered and corrected. The work pressure felt by the relevant faculty and staff is also greater, and the work goals are clearer. If the assessment link is ignored, in the day-to-day trivial work, it is easy for college staff to lower their requirements, be satisfied with the traditional ideological and political work mode, and not think hard about innovation and optimization. In addition, when planning ideological and political work, although some colleges and universities will set up assessment links, they do not pay attention to the establishment of assessment thresholds. For example, some colleges and universities only focus on “what the faculty and staff have done” and do not emphasize “the degree of what the faculty and staff have done”, tending to “focus on participation” rather than “excellence”. With the continuous progress of ideological and political work in colleges and universities, the assessment concept of “focusing on participation” has become out of date and has deviated from the strategic planning of colleges and universities. What colleges and universities really need to pursue is “excellence”. Combined with the current situation of ideological and political work in colleges and universities in the new era, colleges and universities should actively build a set of scientific assessment mechanisms, adapt to the strategic planning of colleges and universities, and ensure the quality of ideological and political work.

## **2. Countermeasures for strengthening the effectiveness of ideological and political work in colleges and universities**

Entering a new era, strengthening the effectiveness of ideological and political work in colleges and universities cannot be divorced from reality, but must be carried out in accordance with the actual situation. In this process, “reforming traditional work methods”, “strengthening work deployment of practical forms”, and “building a corresponding assessment mechanism” are all very important.

### **2.1 Reform the traditional way of working**

In order to better reform the traditional way of ideological and political work, colleges and universities can introduce some informatization tools and informatization technology. For example, when colleges and universities organize “ideological and political learning activities”, they can use the information platform to initiate video conferences in a specific time period to convey standardized video courses. Such an arrangement does not require centralized representatives of various departments of the university, and is easier to implement. More importantly, after crossing the space barrier, the ideological and political work in colleges and universities is more efficient, and related work plans can be completed on time. In addition, when colleges and universities issue “Ideological and Political Work Notices”, they can write WeChat public account tweets, or write website notices, so that teachers and students in different regions can receive the notices as soon as possible, and actively cooperate with the ideological and political work of colleges and universities. In general, the intervention of informatization elements can promote the transformation of ideological and political work in colleges and universities, and make the ideological and political work methods more and more advanced.

## 2.2 Strengthen the work deployment in the form of practice

When deploying ideological and political work, college faculty and staff cannot ignore the practice link and cannot be satisfied with modeled practice activities. Specifically: On the one hand, change the cognitive concept. Starting from cognitive education, colleges and universities can carry out the “Ideological and Political Work Cognition-Training Conference” to analyze the ideological and political work plan from the theoretical and practical levels, instruct the staff to correctly understand the connotation of the ideological and political work, and remind the staff to carefully plan the relevant practical activities, pay attention to the implementation of each practical activity and the final achievement, and constantly summarize the experience of practical activities; On the other hand, expand the scope of practical activities. Colleges and universities can deepen the school-enterprise cooperation relationship, and take the “ideological and political school-enterprise cooperation mechanism” as the guide to actively carry out ideological and political practice activities and ideological and political practice activities outside the campus, such as: “visiting veterans and listening to revolutionary stories”, “condolences” Disabled, Warming the Vulnerable Groups, “Donating School Supplies and Caring for Left-behind Children”, etc., reveal the social significance of ideological and political work and bring more inspiration to college students.

## 3. Conclusion

To sum up, to improve the effectiveness of ideological and political work in colleges and universities, we should pay attention to gradual progress and work innovation. In view of the current situation of ideological and political work in colleges and universities, relevant faculty and staff should attach great importance to: ① Reforming traditional working methods, and being good at using technical tools, as well as off-campus resources and off-campus channels; ② Strengthening the work deployment of practical forms and integrating ideological and political work. ③ Build a corresponding assessment mechanism to strictly assess the implementation and completion of ideological and political work. In addition, college staff must get close to students, enter the student discussion center, understand students' real thoughts on ideological and political work, and integrate the concept of “serving students” into ideological and political work, and continue to optimize related work.

## References

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