

Practical Theory of Brand Building of the Grassroots Party Building Work in Colleges and Universities

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Abstract: The grass-roots party building work is an important part of the party organization work in colleges and universities, and it directly affects the work quality of the party organization. Strengthening the brand building in the party building work can not only strengthen the effect of the party building work, but also maximize the enthusiasm of the party members of college teachers and students, and jointly make suggestions for the party building work. This article will briefly analyze the value of the brand building of the grass-roots party building work in colleges and universities. And from the aspects of establishing clear goals, strengthening training, building an information platform, improving the publicity system, and optimizing the work system, it analyzes the practical strategies of brand building of party building.

Keywords: Colleges and Universities; Party Building at the Grassroots Level; Brand Building; Practical Approach

Introduction

Under the leadership of the party and the state, the construction of party organizations in colleges and universities is progressing steadily. The analysis and research on the practical strategies of the brand building of the party building work at the grassroots level in colleges and universities is precisely to meet the requirements of the party and the state and the development needs of the party organization in colleges and universities. It makes the party building work into a structured system, promotes the development and progress of the party organization, and strengthens the leadership of the grass-roots party organization in the various work of colleges and universities. The following will interpret and study the mechanism and practical strategies of brand building of party building work at the grassroots level in colleges and universities.

1. The value of brand building of party building work at the grassroots level in colleges and universities

In the post-epidemic era, brand building in grassroots party building work has become one of the important work contents of grassroots party organizations in private colleges and universities. Efforts to build a party building brand not only play an important role in the development of grass-roots party organizations in private colleges and universities, but also have important value for the overall progress of colleges and universities. First, brand building enhances the serviceability of grass-roots party organizations, enabling party organizations to give full play to their service value and role. It undertakes the coordination and overall planning of various departments in colleges and universities, and adds vitality to the party building work. Secondly, the brand building of the party building work can also improve the management level and scientific teaching level of colleges and universities, promote the overall development and progress of colleges and universities, and lay a solid foundation for the sustainable development of colleges and universities. Thirdly, brand building also strengthens the political core of private colleges and universities, strengthens their political orientation, and enables teachers, students and party members within colleges and universities to play an exemplary and leading role. This forms a positive and pure scientific research style and learning style in the university, which not only enhances the comprehensive strength of the university, but also enhances its social reputation. Finally, brand building is conducive to the development of grass-roots party organizations and builds a perfect and three-dimensional work system. This further strengthens the party's leading role, strengthens the

political image of the party organization, and gathers the strength of all party members to promote the green development of colleges and universities.^[1]

2. Practical strategies for brand building of party building work at the grassroots level in colleges and universities

In order to give full play to the role and value of grassroots Party organizations in private colleges and universities in the post-epidemic era, party organizations and relevant leading departments of colleges and universities can build party building brands by setting clear goals, strengthening training, building information platforms, improving publicity systems, and optimizing work systems. This can enhance the service and political nature of grassroots party organizations, thereby ensuring the normal operation of epidemic prevention and control and other routine work.

2.1 Establishing clear goals and strengthening brand orientation

The goal of party building work is to guide the follow-up party building work and the premise and foundation of building a party building brand. Only by establishing clear and detailed goals can we truly promote the development of grass-roots party organization construction in private colleges and universities, so as to build a brand of party construction work. Therefore, in order to strengthen the brand orientation of party building work, grass-roots party organizations can establish clear goals for party building work. Based on the basic trend of college development and the actual characteristics of the party organization's work, the party organization can formulate medium and long-term brand goals with guiding value, and make the goal a guide for party building work. When setting goals, they should also ensure that the goals are scientific, targeted and operable, so as to truly implement the concept of "target branding" into their work.^[2] Specifically, the goals of establishing branding can be divided into the following aspects: First, we can set goals with school characteristics and party organization building characteristics. Starting from the actual situation of schools, colleges and grading units, and according to the work requirements of all secondary colleges and departments in charge, identify the entry point for party building work. Taking the entry point as the starting point for setting goals, and setting unique and targeted goals. In order to ensure that the goal of branding can guide the party building work of colleges at all levels and in charge of units. Secondly, in order to promote the branding of party building goals and truly play the leading role of goals, we should highlight the innovation of brand goals. Combined with new ideas and concepts in the era of epidemic prevention and control, establishing branding goals that meet current social needs and school development requirements, so that the goals can provide guiding ideology for solving practical problems. For example, in the post-epidemic era, the party organization should take the new idea and new concept of "everyone is responsible for epidemic prevention and control" as a key idea in setting the goal of party building and branding. The goal is to "play the political leading role of grassroots party organizations, make them the leader of normalized epidemic prevention and control, and truly practice the concept of 'not forgetting the original intention and keeping in mind the mission'". Under the guidance of this goal, the departments in charge at all levels will regard the party organization as the leader of the epidemic prevention and control work, and carry out specific work around the party's ideology and philosophy. In this process, the party building work of grassroots party organizations has become an innovative brand.

2.2 Strengthening training and cultivating brand awareness

The brand awareness of party workers and organizational leaders is an essential prerequisite for building a party building brand. If the party personnel have a strong brand awareness, then the brand building process of the party building work can continue to advance and develop. Therefore, in order to cultivate the brand awareness of party building staff, private colleges and universities can strengthen training and provide professional and systematic training content for staff. This exposes them to the most advanced and scientific theories in the training, enabling them to establish a firm service theory and master new working methods and techniques. This can enhance the brand awareness of party building personnel and enhance their enthusiasm for work, so as to build a branded party building work model. First of all, the school can invite experts and

scholars with rich experience in party building work and epidemic prevention and control to carry out training work in the school. They conveyed brand awareness to the staff of grass-roots party organizations in private colleges and universities in the form of speeches and special lectures. Let them understand the concept, meaning and specific implementation methods of the party building work brand in the process of participating in the training, so as to strengthen their brand awareness. Secondly, the members of the party organization in the school and the party building personnel who implement specific work go to key domestic colleges and universities for training and learning, and understand the specific methods and processes of brand building. Drawing on the advanced experience of excellent colleges and universities and learning their advantages in epidemic prevention and control and daily party building work. As a result, the brand awareness of party organization members and party affairs personnel in private colleges and universities will continue to be strengthened, and their work philosophy has also been greatly changed.

2.3 Building an information platform and implementing the brand concept

Under the background of the rapid development of information technology, information technology has become an effective means to promote the development of party building work in colleges and universities. Especially in the context of the normalization of epidemic prevention and control, in order to reduce human contact and improve work efficiency, the role of information technology in the branding of party building work in colleges and universities is particularly prominent. Therefore, in order to truly implement the concept of brand building of party building work, the party organization department can build an information-based work platform, grasp the mainstream trend of the times, and use Internet technology as one of the main means to carry out party building work. In this way, the role of information technology and Internet technology has been brought into play, and the weakness of grass-roots party organizations in the past with weak awareness of innovation and low promotion in brand building has been changed. Specifically, building an information platform should take branding as an important principle and implement the concept of brand building from two aspects. On the one hand, in the internal party building work, in order to strengthen the connection between various departments, grass-roots party organizations can build an internal work information platform, so that each department can exchange work opinions and exchange effective information on the platform. They jointly discussed the methods and specific implementation methods of party building work to achieve the goal of paperless office and improve work efficiency. On the other hand, through information platforms such as official Weibo and official websites, the process, links and specific work progress of the party building work of the grass-roots party organizations in colleges and universities are uploaded to the platform. This is subject to the supervision and management of people from all walks of life and school staff to strengthen the branding effect of party building work in private colleges and universities.^[3]

2.4 Improving the publicity system and creating a distinctive brand

The publicity system is an effective carrier for creating characteristic brands and strengthening brand promotion. Only by doing well in publicity can the branding work of party building work in private colleges and universities be successfully completed. Therefore, in order to create a distinctive brand and make the party organization the main force in coordinating the normalized epidemic prevention and control work, the grass-roots party organization can improve the publicity system and allow the teachers, students and party members within the university to participate in the epidemic prevention and control work. All walks of life communicate the construction will and concept of grass-roots party organizations, so as to create a "characteristic + party building" model, making it a representative brand of colleges and universities.^[4] Specifically, improving the publicity system can be viewed from both offline and online and internal and external aspects. On the one hand, a coordinated publicity system has been established online and offline. Through the school intranet and publicity boards, the relevant concepts of the brand building work of grass-roots party organizations are conveyed, so that teachers and students in the whole school can understand the specific methods and actual value of brand building in the process of reading soft articles and analysis reports, and guide them to actively participate in the construction work. On the other hand, in terms of internal and external aspects, the process, methods and values of party organization construction can be emphasized internally; Externally, it can focus on publicizing the results of brand building, so as to build a publicity system that integrates

internal and external and promote the party building brand of colleges and universities.

2.5 Optimizing the work system and enhancing the brand effect

2.5.1 Implementing the engineering party building plan

The party building plan is an important member of the party building work system. In order to enhance the brand effect of grass-roots party organizations, colleges and universities can implement engineering party building plans and compare party building work to construction work, ensuring the smooth development of follow-up work. Specifically, the party organization should take "normalization of epidemic prevention and control + systematization of teaching management + systematization of logistics guarantee" as the fundamental principle for building a brand of party building work. The party organization should also subdivide and plan the specific work content, staff, work objectives and work time. It can ensure that every department and every person can have an independent and responsible part, so that they can exert their residual energy in the party building work model with clear division of labor and clear goals. As a result, the engineered party building plan can promote the development of brand building, and the party building work can also reach a new level.^[5]

2.5.2 Carrying out project-based party building activities

Projectization is a specific requirement put forward by the state and party organizations for grass-roots party building work in the post-epidemic era, and it is also the only way to complete the task of party building brand building. Therefore, in order to promote the brand building of the party building work of grass-roots party organizations in private colleges and universities, grassroots party organizations can cooperate with other departments to carry out project-based party building work, based on the actual work of colleges at all levels and the units in charge. Combined with the current theme of epidemic prevention and control, they carefully designed and planned party building activities to played the leading role of the school party committee department and strengthened the service of grass-roots party organizations, thereby building a branded party building work model.

3. Conclusion

To sum up, in the new era of the development of the party and the country, the party building work of the grass-roots party organizations in colleges and universities is particularly important. In strengthening brand building in party building work, this is one of the effective ways to improve the quality and efficiency of party building work. Therefore, relevant leaders and organizational personnel should establish goals and carry out work with the concept of branding, and promote the branding of party building work in grass-roots party organizations. This provides guiding ideology for the work of the education, teaching and management departments of colleges and universities, so as to promote the development and progress of colleges and universities, and cultivate talents with comprehensive qualities for the society.

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