Practice on Management of Student Union

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Abstract. In order to make the management of the student union more efficient, this paper combines the experience gained from years of practice and exploration following three points of train of thoughts, including finding problems, analyzing problems and solving problems. It systematically describes the existing problems of student union management and analyzes the cause of each problem. According to this, we put forward the corresponding solutions and draw the conclusion that “If we extremely want to develop the management of student union, we must get rid of traditional mode”. In the end, we combine with the reality to place some expectations for the future development of student union.

Introduction

Student Union, as the main power to unite and lead the mass college students to develop and grow up, plays an extremely important role in daily study, work and life of the college students[1].

Unlike other learning stages in life, college student do not have regular classrooms, seats and teachers. Except in class, students seldom have the opportunity to communicate with other students except roommates, let alone with teachers. However, colleges also afford many opportunities for students to interact with teacher and other students[2], such as joining the student union. The student union, one of the important organizational structures in school, is the bridge and bond[3] for the school to contact students and the organization to provide free services for school, teachers and students[4]. What’s more, it is a self-government under the guide of school accepted as a significant part of the college management[5]. It has always shouldered the mission of uniting and representing students’ rights and promoting the democratization of running schools according to law, safeguarding students’ autonomy[6].

With the development of society and higher education, college students have abundant information resources and various forms of information which make them broadened their horizons, activate their thinking, update their ideas and expand their knowledge. Obviously, the traditional management mode of Student Union, which is facing great challenge[7], has been unable to meet the development of the new era. In terms of the characteristics of contemporary students, their thinking and behavior are too liberal but the service consciousness is weakened. Apart from it, their working ability is reduced and the working methods are too traditional and lack of innovation. For colleges and universities, it is extremely urgent to develop a scientific and perfect student management system, which aims to adapt the development trend of the times better. But for now on, the system has not yet formed and the role of students’ unions has remained largely unexplored in view of the current situation[8]. Coupled with the internationalization of education, the requirements for student management in colleges and universities are stricter[9]. Based on such a situation, higher requirements have been put forward for the education system, ideas and methods in China's higher education system. College student management also urgently needs to focus on the current situation of students’ theoretical knowledge learning before the change[10] and more on students’ practical ability, innovation ability, interpersonal dealers ability etc. Obviously, the cultivation of students’
ability will also bring some challenges to the traditional management of college students in our country.

Based on the current situation of the student union in our school, we have conducted in-depth research on the management of student unions, which adopts “discovering, analyzing and solving problems” as baseline. We list the good aspects and dig out the existing pain points in its management to point out the direction and goal for us to analyze and solve these problems, so as to realize the promotion of the work style and build a harmonious organization.

**Reasonable Aspects**

**Reasonable Organization**

As an part of university education management, the management of student union is very important. From Fig.1, we can see the structure of student union is reasonably divided which has a Presidium and 16 departments and each department has its own presidium to manage. It is precisely because of such a reasonable organizational structure and clear relationship between superiors and subordinates that the work of the student union can be carried out in an orderly manner.

**Reasonable Division of Labor**

A reasonable division of labor can yield twice the result with half the effort. The reasonable division of labor in our academy is mainly reflected in:

**The Departments Have Reasonable Docking Work**

![Docking between student union and class committee.](image)
In order to play the role as a bridge of the students' union better, we have arranged corresponding docking departments according to the functions of each class committee. The school notify the student union, the class committee to inform the students in the class, so as to achieve the level-by-level transmission of the school notice and ensure the implementation of various activities of the school. As show in Fig.2, each class committee is managed by the corresponding student union department and is responsible to all the docking departments and the students.

Of course, the role of the student union is not limited to the class. For our faculty, there are 12 excellent teams, including volunteer service team, debate team, flag raiser, etiquette team, host team, dance team and sport teams. These 12 teams are respectively subordinate to different student union organizations according to their nature and be responsible for them.

The Constitution Has a Clear Division of Labour among All Departments
The constitution of our faculty was revised in May 2018 and its contents were finally confirmed through the unanimous consent of all departments. All departments agree on the division of their functions without dispute.

Reasonable Management Philosophy

A Firm Principle of Work
We always take "unity and enterprising, seeking truth and innovation, serving the students of Guangdong Ocean University" as our tenet and regard the fundamental interests of the broad masses of students as the starting point and the foothold of our work. It aims to realize, safeguard and develop the fundamental interests of students. We advocate humanistic management, strengthen humanistic care, respect individuality, develop individuality, mobilize enthusiasm and stimulate creativity.

A Clear System of Punishment
Irregularities do not make a square circle. Only by rewards and penalties can we better arouse the enthusiasm of our work and promote our work better. As an advanced student union organization, we must strictly abide by the rules and regulations of the student union of the League Committee of the College of Mathematics and Computer. We should make clear the bottom line. It means that we should know what can never be done, what must be done and what should be done actively.

The articles of association of our college focus on the selection and appointment examination system, supervision system, meeting system, merit evaluation system and so on. It lists the assessment standards of various departments in details, so that departments can perform their duties. In terms of personnel, talent must not be wasted, let alone intolerant of idle people. In terms of management, duties must not be neglected, let alone abuse their power. In terms of funds, extravagant waste must not allow, let alone false accounting fraud. The following figure will show the rewards and punishment system of our academy:

![Figure 3. Contents of rewards and punishments.](image)

Regular Internal Training
In order to improve the comprehensive quality of the students' union members and train batch of the mainstay of strength in our faculty, our institute organically combines the cadre training[4] with the Youth Marxists Develop Project[5]. We hope to improve the overall level of the student union of our
school through effective methods such as education training and practical exercise so that the student union can better serve the students of our school and lead the school of mathematics and computer to develop better.

The main training contents are as follows:

In addition, we will hold regular ministerial meetings requiring the presence of the presidium and ministers from all departments, which emphasizes that the fundamental principle of the student union is to serve the students. We require the ministers of all departments to do a good job in the ideological work of the committee members to let them remember the original intention which is continuing to do their utmost to serve students all the time. During the meeting, we explore each others’ recent work promptly identifying shortcomings and correcting them. We express our views, emphasize innovation, boldly put forward constructive ideas, adopt feasible recommendations and implement them. We define the priorities of each department and plan the preparation and implementation of the work etc.

In the future, we will innovate the meeting contents according to the actual situation to make the meeting more dynamic and effective.

Existing Problems and Solutions

For the time being, we consider the student union of our school is relatively reasonable, with a sound organizational structure, clear job responsibilities and advanced management concept.

However, there remain some problems needing improving in management of student union. As student union managers, we should find and analyze them and solve problems in time, instead of letting them roll like a snowball. Therefore, I summed up some of the existing problems in our academy, and put forward the corresponding solutions. The purpose is to reflect the opinions, suggestions and requirements of our students so as to serve students better.

Problem Description

As shown in Fig6, there are four main problems when carrying out the work of the student union, including low work transparency, inefficient work, lack of innovation and lack of communication.
About low work transparency, it is mainly manifested in the following three situations:

First, the work of adding score is opaque. According to the feedback from the students in our institute, the adding scores of each event is not carried out publicly until the end of the semester. What's more, the confirming score sheet contains only the final scores. This transparency of this kind of work makes students very puzzled. Most of them don't know why they add scores, not to mention find the person who should take charge of them if the points are incorrectly.

Second, rating work is opaque. For example, to participate in some competitive activities can only see the final results without knowing their various score, therefore, many unsuccessful candidates feel bored because of lacking the experience of failure for reference.

Finally, the Department's internal change is opaque. The emergence of the new minister is unknown to many students let alone the change. This is undoubtedly fatal for organization which aims to serve students, where students are confronted with problems but do not know who response for them.

About inefficient work, we all feel the same way. In the early stage of work, everyone in the students' union is full of energy and has completed every task well. However, in the middle and after-period, as time goes on, the energy is exhausted and the work efficiency declines sharply. Especially in the after-period, we need to balance study and work. In that period, every day is busy and the tight strings drive us to make a choice between work and study. At this time, our first choice is study undoubtedly, so work efficiency dropped dramatically is definite.

About lacking of innovation, the direct embodiment of the lack of innovation is that the work contents of all departments remain unchanged and regular activities are organized. These regular activities are difficult to attract people's attention and cannot arouse the enthusiasm of students. Repeatedly stressed that each department must have a special activity, but the result is not significant.

About the conflict of student union, it includes interdepartmental and intradepartmental contradiction. Conflicts among departments are mainly reflected in the recruitment of new students. We find that the various departments in the work of injecting fresh blood is so competitive that individual departments exists the phenomenon about denigrating. In order to persuade the freshmen to join them, they normally exaggerate the weaknesses of other departments and magnify the strengths of their own. However, contradictions within departments are mainly reflected in the uncoordinated distribution of departments' work. They all consider the work they do more than anyone else in the department.

Problem Analysis

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Problem Analysis

Over the years, we have made a systematic analysis of the above problems and the main reasons are showing in Fig7.

In the figure, the reason why we put offline management in the first place is that we think the root cause of the existing problems of the student union is that its management mode has not changed and it still adopts offline management. With the continuous development of information technology and computer technology, colleges and universities are also carrying out information reform including student information management system, library system, student course selection system etc. But compared to these, the informational development within the student union is nearly zero which makes our work efficiency is extremely low.
Secondly, many departments fail to develop the habit of making work plans and defining the division of labor in advance and they are always caught off guard by emergencies, which makes their activities not as smooth as expected.

Of course, mention the department activities, we have to acknowledge that the activities which are held by the recent student unions are lacking of innovation. Innovation means breaking old conventions and creating new patterns, but for them, it is an unbearable burden. Therefore, no matter whether the topics are suitable for the contemporary theme, they will follow the traditional pattern and copy it everywhere just to lighten their workload.

Finally, we find that there was a lack of communication and friendship among students. In fact, most students in our academy do not want to go out of the dormitory to contact with others. Of course, that's just the part of the reason. What the most important reason we think is that they are not good at expressing themselves. Whenever there is a problem at work, the pattern of "one is willing to fight and one is willing to suffer" will be forced to appear. Those who are irresponsible will give up the work while those who are responsible will take over the work. Following the time went by and work piled, this pattern will become the trigger for their quarrel eventually. These two seemingly simple factors will make the whole student union family scattered like a heap of loose sand.

**Problem Solution**

![Figure 7. Solutions of current problems.](image)

In view of the above problems, after careful analysis, we found some of the crux of the problem of student union work and then think about how to improve the work of student union which as shown in Fig8.

Most importantly, we should break the traditional management mode of the student union and introduces new technologies to realize the online management. WeChat, QQ and DINGTALK are widely used in the management of the student union of our college presently, but that's no enough, I intend to cooperate with the development team and introduce the Mutual-aid Platform of the Student Union through which many works of the Student Union are simplified without the restriction of time and space. On the other hand, student can be motivated to participate in extracurricular activities and improve their comprehensive abilities by knowing how many scores they lack before graduating normally.

We will regularly hold the activities of reception day to receive feedback from everyone on the work of the student union, which will play a strict supervision role. Apart from this, we also require the minister of each department to make a work schedule of each activity so that members of the department can prepare themselves and work in advance. Furthermore, during the working period, we will adopt certain reward and punishment measures according to the performance of members. If the attitude of member is negative, the minister can apply to the presidium for redundancy. Of course, if we want to fundamentally improve the quality of the student union team, we must start from the student union recruits which require new members to be clear about their roles, learning to study, choose, manage and balance their time.

About activity innovation what we should keep in mind is that the original intention of the student union is to serve students. Therefore, we must pay attention to the quality and innovation of activities and not rigidly adhere to the traditional forms of activities, so as to attract more students to participate. Besides the innovation of activity forms, the innovation of publicity methods is also important.
Except the traditional methods, we can also publicize our activities through some online channels to attract more attention.

As for the fellowship and communicate issue among the student union, we will actively advocate the sense of communication and cooperation, emphasizing the leadership role of the presidium and the importance of working atmosphere, learning interesting ways of communication from other departments and actively organizing fellowship activities among the students' union. We resolutely put an end to the vicious competition in the work of the student union and create a good atmosphere of cooperation so that the strength of the student union can be concentrated and better to serve students.

**Future Prospects**

In order to lead a good student union team in our faculty, we hope that we can learn from other modestly and carry out reform and innovation actively. At the same time, what we extremely eager to see the student union is that it can develop and become an excellent team with unity and friendship, strict discipline and efficient work. Acting from trifles and working together with other faculty to achieve the common goal of our school's rapid development.

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