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Innovation and Development in Basic Level Party Construction for Universities With “Four Building” System

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Abstract

Basic level party organizations in universities are the foundation and guarantee for educational principles and policies of the party. This paper expounds the role of basic level party organizations in colleges and universities, including the guidance of education management, coordinating and balancing the interests and providing service guarantee. Current situation and problems of basic level party construction in colleges and universities are analyzed with the actual survey data. Main problems are that team construction is not harmonious, scientific and effective management system is scarce, which reasons include the influence of social environment, the backward of strategic planning, and the faultiness of incentive mechanism. Accordingly, on the basis of systematic analysis, we put forward the “four building”, namely “to build the right strategic concept and values, to build the party members’ long-term education training mode, to build a scientific performance evaluation model and build open and clear communication platform” so as to promote the innovation and development of basic level party construction in colleges and universities. Finally, base on the perspective of strategic management, we shape

“1+4” strategic framework of the basic level party construction in colleges and universities and stress the “four construction” system integration to realize the innovation and development of basic level party construction.

Key words: University; Basic level party construction; Four building; Strategic management; Innovation

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INTRODUCTION

Under the new situation in the new period, colleges and universities are endowed with the function of talent cultivation, scientific research, social service and cultural inheritance which are “four in one” system. Universities’ basic party organizations bear the guiding responsibility for carrying out and implementing the party’s educational policy and responsibility for the selection and training of higher education talents, take on the responsibility for the interests of the broad masses of teachers and students to express and contain the responsibility of inheriting the human advanced culture and carrying forward it. As a result, strengthening the construction of basic level party organizations in colleges and universities has important theoretical and practical significance to improve the basic party construction theory system and promote higher education reform and development.

At present, the construction of universities’ basic level party organizations faces many new problems and challenges. Its function and effectiveness are not fully played out. Therefore, constantly perfecting the mechanism of basic level party construction in colleges

and universities and opening up new means and patterns become a problem to be solved.

1. THE ROLE OF UNIVERSITIES' BASIC LEVEL PARTY ORGANIZATIONS IN CHINA

Colleges and universities as the source of knowledge innovation, the cradle of human resources development and the stage of talents gathering, shoulder the important responsibility of cultivating and bringing up the socialist builders, and the effect of duty to realize lies in the role of colleges' basic level party organizations.

Firstly, providing functions for guidance and education management. Inner-party education management of basic level party organizations is an important approach to keep the advancement and the purity of the construction of the party organizations, the effective way of strong development of the party, the experience and the inevitable choice of the party in governing and rejuvenating the country. There are two tasks of the management on party member education included in the eight basic tasks of the basic level party organizations. More importantly, the party branch is the most basic activity units of colleges' basic level party organizations and is an important part and work foundation of the party committee working.

Secondly, coordinating and balancing the interests. Basic level party organizations in colleges and universities are an important bridge and link between the party ties with the masses, the window that the masses know the party and the important channel that the party understands people's wishes and listen to the voice. Basic level party organizations ensure, through a series of concrete measures, that different stakeholders express their demands, coordinate the interests of all parties and achieve the balanced interests of all parties. With the deepening of the reform of higher education system, the interests of different stakeholders demand increasingly diverse. Only by coordinating the relationship between the interests of all aspects and protecting the rights and interests of stakeholders and rallying forces from various aspects to build a harmonious and stable environment for development can basic level party organizations promote the development of college education and realize the goal of talent cultivation. In general, colleges' basic level party organizations make the democratic rights, development rights and learning rights of staff and students of getting overall consideration and practical guarantee. Through the execution and propaganda of the policy to eliminate divergence between party members and non-party people, between the teachers and students, teachers and management team and promote the harmonious development of the campus.

Lastly, providing service guarantee. Service guarantee role of colleges' basic level party organizations, on the one hand, is the fundamental purpose and the requirement of the essential attribute and is a vivid embodiment of the basic idea of "working for the public and assuming power for the people" in the basic level party building practice. On the other hand, it is an important approach to give play to the role of the party's leadership, and also an important theoretical basis of the mass line. Only when basic level party organizations undertake service guarantee responsibilities and achieve good achievement, good maintenance and development of the people's interests as a starting point and end-result of all the work can they enhance the cohesion and combat effectiveness, provide strong organization guarantee for the development of colleges and universities. Service guarantee function of base-organization for Communist Party mainly embodies in the higher party organization servicing for the lower party organizations, party organizations at the basic level for party members, party members for the masses, party organizations at the basic level of the society.

2. CURRENT SITUATION OF BASIC LEVEL PARTY CONSTRUCTION IN UNIVERSITIES

In recent years, under the highly-valued and the correct leadership of party organizations at all levels, through the university basic-level party organization and party affair workers positive efforts to explore, strengthen and improve the basic level party construction work in colleges and universities, make it present a good development momentum, and has achieved obvious results.

First is to regularly organize and carry out the advanced education activities of party members and the activities of basic level party organization construction so as to maintain the purity of basic level party organizations and party members and to improve the comprehensive quality of party members. Second is to improve the level of service for the teachers and students. Party organizations at the basic level, by setting up the suggestion box, in-depth discussion between teachers and students and other forms, timely understand and solve practical difficulties and contradictions between teachers and students. According to the survey, the masses satisfaction from party members' work in 2012 increases by 3% compared with 2007. Third is to enrich life of the party branch and improve the party members' enthusiasm for activities. Activities of excelling in the performances and basic level organizations construction activities are seen as an opportunity to carry out the rich academic, community service, patriotism base study and other activities.

3. PROBLEMS EXISTING OF BASIC LEVEL PARTY CONSTRUCTION IN UNIVERSITIES

When understanding the achievements of basic level party construction in colleges and universities, we should clearly realize that the basic level party construction in colleges and universities still has some problems that are not ignored.

Firstly, the ideal faith of party members in colleges' basic level party organizations tends to fade. The ideal faith evaluation survey on university party members found that the idea and faith of members are not very high. So, we can see the member's ideals and beliefs in colleges' basic level party organizations becoming fade. Party's utilitarian motivations have certain universality in colleges and universities. Many members who hold utilitarian purposes for their own later employment, promotion and development join the party. Life value and evaluation standards tend to be more practical and utilitarian. Life goals and values experience tend to be sentimental.

Secondly, the team construction of colleges' basic level party organizations is not harmonious. The scale of higher education expanded rapidly in recent years. Some colleges and universities, after the enrollment expansion, raise funds through various channels. Although the amount of investment increases, it is not to keep pace with the growth of the students enrollment, which causes relative lag of educational condition, the tightening of teaching, scientific research and its supporting facilities. Due to years of enrollment expansion of colleges and universities, which leads to the university student party construction work soaring, the proportion of college student party members exceeding 10%, whereas the education management personnel engaged in the work of basic level party organizations doesn't get the corresponding increase, accounting for only about 0.3% of the total number of students. The staff's work burden engaged in education management of the party organizations at the basic level is heavy and the pressure is big, which is the fact that does not dispute. In this situation, it's hard to kill two birds with one stone to complete own work and do party construction work of the party organization, which affects the work quality and efficiency of basic-level party organizations.

Thirdly, basic level party organizations in colleges and universities lack a scientific and effective management system. At present, the management system of colleges' basic level party organizations is not perfect and specific targeted system standards are not sufficiency. Binding force is not strong and the responsibility implement, evaluation, management and supervision on various aspects remain to be intensified. They regard the party organizational life as a routine, passively deal with

and lack regular training to party members. Some organizations' work is empty and lack appeal. Party organizations don't inquire into the cause that party members for personal reasons do not participate in organizations' work. For party members of outstanding performance, the scale of the party organization general processing is more relaxed and strict rigid measures are lacking when there are some problems obsessed with self-interest. Basic-level party organizations for party members in thinking, learning and living problems and bad tendencies do not research thoroughly and do not criticize harshly on education and lack the punishment of party members' violations of the law and discipline so that the warning role is not obvious. Either to be lax management and relaxed requirements for party members or to follow their own inclination and to be regardless of their account for 31.7% and 22.6% respectively.

4. PROBLEMS CAUSES ANALYSIS OF BASIC PARTY CONSTRUCTION IN UNIVERSITIES

Reasons for causing these problems on basic level party construction in colleges and universities are various, but mainly embodied in the following aspects:

First of all, it is influenced by the social environment. With China's reform and opening up, the establishment of the socialist market economy, access to the world trade organization, economic globalization, information networking tide and mutual crisscross and agitation of various trends, interest relations, social life style and value concept emerge as development trends of diversification and differentiation. Parts of the party member's ideological confusion and chaos and psychological imbalance make difficulty added to the dominant ideology education. Universities as a community of community life, inevitably, are affected. Great importance attached to material pursuit makes some party members relative neglect the spiritual pursuit. It is likely to give up faith and be practical if it is reflected on the choice of motivation to join the party.

Second, the strategic planning is obtuse. Party committees of university lack enough understanding to the strategic significance and importance of basic level party organizations and the overall work plan and work target are unclear. Some party organizations lack the thoughts and aims of overall work. School party construction work basically stays on the transactional work deployment. In the face of external competition, education system reform and many new changes, party organizations do not timely adjust the idea and change concept. Consequently, the education and management can not keep up with the pace of the new situation and colleges' basic level party organizations work is hard to make innovations and breakthroughs. In the process

of party construction, insufficient attention is paid to construction of basic level party organizations. Work strength and guidance are inadequate. Also the guidance and the effect of supervision on basic level organization activities are lacking.

Finally, the incentive mechanism is not perfect. Because of the lack of reasonable and effective assessment and incentive system, the interests of main subjects do not get guarantee, and the imbalance of some interest groups increases. In basic party members, the income gap, the gap between rich and poor and the psychological gap lead to the inequality and imbalance increased between party members and between party members and non-party people. Therefore, for a long time, the party members' initiative is not high and the basic level party organization work is weak. The party organization's developing power is not enough and its condense role can't play very well.

5. EFFECTIVE MEANS OF INNOVATING BASIC PARTY CONSTRUCTUION IN UNIVERSITIES

5.1 Building the Right Strategic Concept and Values

Party committees of colleges and universities should lay emphases on the basic level party construction work, clear its basic, subjective and functional position, make global strategic design and planning for its development goals and work plans and guide the basic level party organization to open up work in the right direction. To strengthen the ideological and political education in colleges and universities by theoretical study and broadening vision makes the broad masses of party members and non-party people comrades set up the correct outlook on life and values. To strengthen the education training of basic level party organizations and party affair workers and to intensify their understanding of the connotation of basic level party organizations function in the new period makes them conscientiously regard the scientific concept of development as guidance. Strengthening the party's construction in universities makes colleges' basic level party organizations really surround "developing party construction, promoting the development of the party", which can form a mutual penetration and mutual promoting situation of party construction and ideological education work. We must enhance the responsibility consciousness, firmly establish the party construction "masters" consciousness of head of the party organizations at the basic level, increasingly implement the responsibility system and strengthen the basic level party organization's affinity and charisma in order to promote the cultivation of talents with solid party construction work.

5.2 Building Long-Term Education Training Mode of Party Members

Building patterns of long-term theory and practical study, shaping training mode of cultivation, inspection and continuing education, and strengthening of cultivation of succeeding education of party members render party members keeping pace with times and constantly updating ideas, which change the education and training that are only emphasized before joining the party in the past. As shown in Figure 1, the education and training of party members are strengthened in different growth stage of development. With the constant growth, correspondingly, the content of the training education should also be more in-depth.

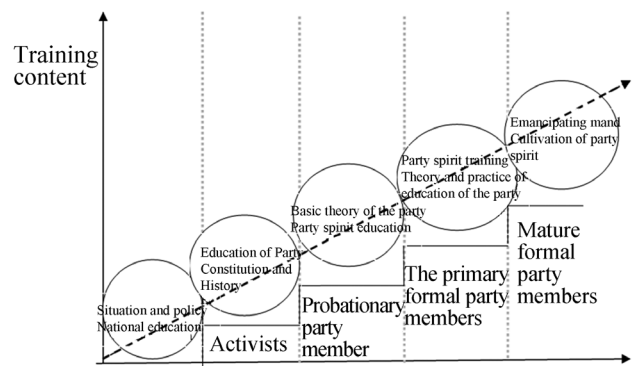


Figure 1
Party Members' Long-Term Education Training Mode

With the beginning from the masses, great importance is attached to the training of motivations of the party and political quality by combining the situation and policy lesson and the education contents of party constitution and party history. Giving them a kind of advanced idea and the motivation for the process, we should strictly carry out learning system and reasonably arrange learning contents and organize student party members to study in theories and communicate. Through the arrangement of political theory books that must be read, we should urge the members draw their spare time for self-study and require them to write the learning on a regular basis. Thus, we use the party school position of party members to carry on the training in turn, open the party activists training and strengthen the party constitution of party spirit to deeply understand and grasp. According to the basic requirements of strengthening the party members' consciousness and improving self-cultivation, we should start a probationary party member training, adhere to the theory with practice, learn in order to practice and closely combine with the reality of students' thoughts. Education training mainly focuses on strengthening the party discipline, inheriting party's fine tradition and style and strengthening the party spirit exercise. For a formal party member to set up training course, we should further guide and organize all party members to strengthen the party spirit exercise, constantly widen our view and emancipate the mind, strengthen the

consciousness of party members, enhance the cultivation of party spirit, improve the quality of party members team and provide a strong ideological guarantee and organization guarantee.

5.3 Building Scientific Performance Evaluation Model

Practice has been proved that simply paying attention to process and not paying attention to the results of management mechanism will ultimately lead to formalism. The effective management is a management mechanism that pays attention to not only process but also the results. Evaluation of colleges’ basic party construction is an important means to measure weather the overall of party construction is successful or not. Only by scientific and reasonable evaluation model can we make the basic level party construction work efficiently and continuously carry out, which improves the enthusiasm and initiative of party members to participate in and enhances the effectiveness of basic level party construction management activities to achieve the development goal of the party organizations at the basic level.

The evaluation of colleges’ basic level party construction not only check the extent of the party members for playing a vanguard role and the main performance, but also check the management style of party organizations at the basic level to party members, and the innovative ability to execute the party’s policies as well. In general, for the organization’s performance evaluation, the general way is to use the balanced scorecard, namely through the perspectives of customers, internal process, learning and development and finance to appraise organizations’ performance.

This way assesses the performance of the organizations and personal development of organization employees and the ability to improve. This way can also be the reference of the evaluation of basic level organization for Communist Party, which can assess performance of the operation management of the basic level party organization and party members’ personal growth and development from the perspectives of teachers and students, finance, internal process, learning and development of the party organizations.

As shown in Figure 2, the specific evaluation contains: (a) the perspective index between teachers and students, including satisfaction of the masses for the work of basic level party organization, satisfaction and sense of belonging of party members for the organization’s management and the relationship between teachers and students etc. This requires that party organizations have a good vision in the formulation of the goal. (b) the internal process perspective index includes the performance indicators of the basic level party organization internal management aspects such as political learning and the practicing situation in learning process, major issues to study and discuss reporting system, student party branch democratic decision-making and democratic supervision and the management way and management capacity of the party organization for party members, and the ability to implement the party’s policies, etc.. (c) the learning and growth index, namely through the training and education of party members, improves the ability development of party organizations at the basic level and the party members’ growth. (e) financial perspective index, is mainly to raise, use and manage funds for basic level party organizations.

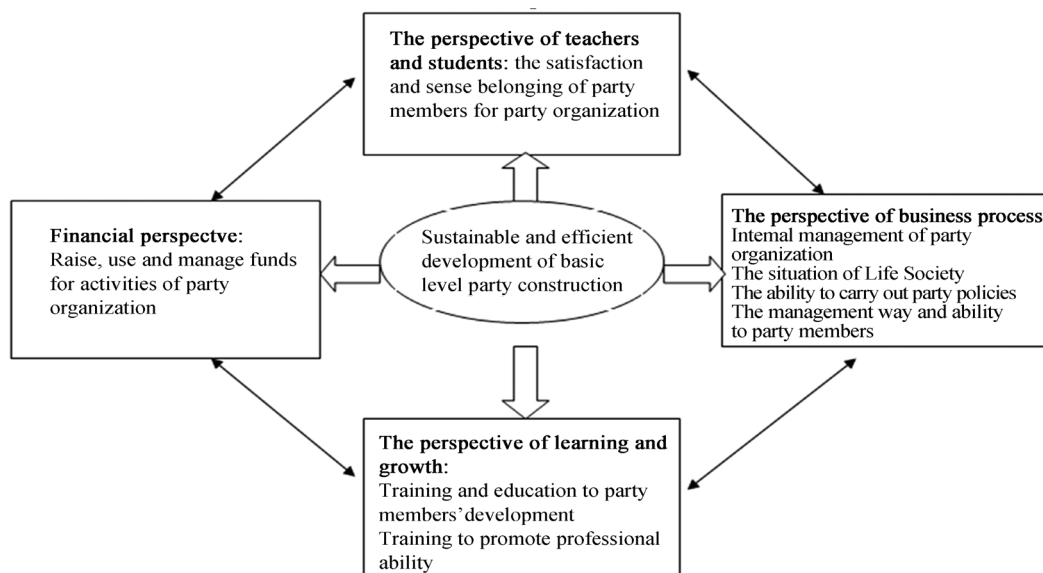


Figure 2
Universities Evaluation Model of Basic Party Construction Work

5.4 Building an Open and Clear Communication Platform

The first step is to improve the response platform of the party organization. Learning of party organization would be an excellent platform to directly realize the interaction of the upper and lower. The basic level party organization should take, according to the characteristics of the different main body, rich and colorful organization forms to speak out, express a preference barrier-free, and build the contact system between basic level party organizations and party members of college students and should choose party members with a strong sense of responsibility as the people contacts, set up a volunteer team of party members, broaden communication channels, often communicate with non-party people, take care about the thought tendency and the study life of the masses, help the party organizations at the basic level timely understand the real thinking of the party members and non-party people, and realize communication response through a detailed and targeted work.

The second is to establish open communication platform. Its advantage is that party members can equally interact with the party organizations at all levels through this platform, directly or indirectly. For example, the use of network technology builds a communication platform. Different main bodies can communicate daily through the party platform, micro- blog, mobile news, MSN, BBS, E-mail, etc. At the same time, party organizations at the basic level can also promote their work idea and action guide through this platform, make the broad masses of

party members fully understand and master the work of party organization intention and the latest dynamic and strengthen sense of belonging of the party members and non-party people to make them more widely freely express own wishes.

According to the innovation idea of “four building”, based on the perspective of strategic management, the architecture of the basic level party construction in colleges and universities of innovation and development of “1+4” strategic framework is shown in figure 3. Building correct strategic concept and values is the direction and the safeguard to guarantee the innovation and development of basic level party construction, belonging to the strategy design. Building party members’ long-term educational training mode is the basic way and important link to guarantee the innovation and development of basic level party construction, belonging to the strategy implementation. Building a scientific performance evaluation model is the dynamic mechanism to promote the innovation and development of basic level party construction, belonging to the strategy evaluation. Building an open communication platform is the support and ground to promote the innovation and development of basic level party construction, belonging to the strategy feedback.

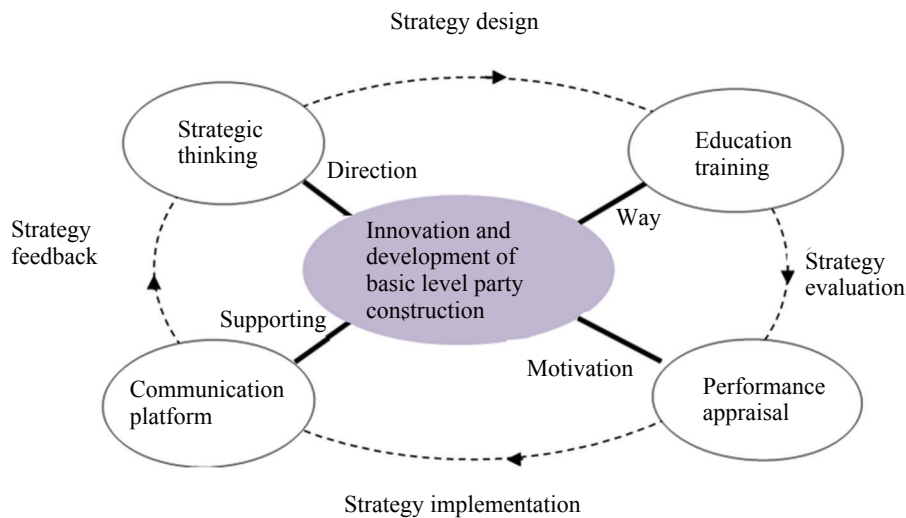


Figure 3
“1+4” Strategic Framework of Innovating Basic Party Construction

CONCLUSION

The innovation and development of basic level party construction in colleges and universities can effectively provide the organizational guarantee for basic level party organizations to promote education system reform

and to realize the scientific development. Meanwhile, it is important platform to train socialist successors with Chinese characteristics. Basic level party construction in colleges and universities is the foundation of each work smoothly going in colleges and the important measure of building a harmonious campus. It is not achieved

overnight, but it is a process of tortuous development and dynamic innovation. We should constantly find problems in the construction process and continuously innovate working mode and working way. At the same time, this is also a complex project, which needs the teachers and students in colleges and universities to work together and struggle for achieving the sustainable development.

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