

Leading by Party-building, Innovating the Ideological Education Model of College of Continuing Education

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Abstract

To further implement the fundamental task of establishing moral education, highlighting the ideological leadership, and consolidating the foundation of party building, the whole party carried out education activities on the theme of "not forgetting the original intention and remembering the mission". Through visits to off-campus Grass-roots teaching sites, and the holding of various projects on campus party building in charge of the forum, counselors, student representatives, party members, and individual mass interviews, in-depth classroom teaching inspection, participation in the project's weekly meeting, etc. to carry out research, research to promote improvement, deepen the implementation. To be able to take the Party building as the leader and the innovative ideological education model as the grasp, give full play to the internal drive of teachers and students, and improve the quality of talent training.

Keywords

Party-building; Ideological Education Model; College of Continuing Education.

1. Introduction

To accelerate the reform and innovation of grassroots party building work, to be able to promote the organic integration of party building work and ideological education through innovative ideas, innovative models, and innovative means, focusing on problems and improving the effectiveness of party building work in the College of Continuing Education. At the same time, with the help of party building work to strengthen knowledge education, improve the comprehensive quality of students in continuing education colleges, boost the innovation and reform of Grass-roots party building work, improve the quality of talent cultivation in continuing education colleges, and cultivate more talents that meet the needs of society. Therefore, it is necessary to strengthen and improve the leadership of the party to colleges and universities, highlight the ideological leadership, consolidate the foundation of party building and strengthen the effectiveness of thinking and politics.

2. Current Situation of Party Building in College of Continuing Education

2.1. Party Member Discovery

The College of Continuing Education strictly controls the entrance gate for the development of party members. From the application for membership to the identification of party activists, from the promotion of party classes to the identification of development targets, from the acceptance of preparatory members to the conversion of party members, each party branch adheres to the criteria for party membership stipulated in the party constitution, always puts the political criteria in the first place, and develops one mature one following the general requirements of optimizing the structure, improving the quality and functioning.

2.2. Activities Carried out

The College of Continuing Education conscientiously studies and implements Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era and carries out various Party-building activities. The secretary and the dean lecture "the first class of ideology and politics" for the students every semester, which brings the leaders of the college closer to the students and builds a platform for mutual communication and interaction. All the party members carried out the learning competition with the theme of "Comrades, diligent and true learning, pioneering and practical work, struggling for development" on the learning platform of "Learning Power".

3. Existing Problems

3.1. Insufficient Innovation and Dissemination of New Media Content

At present, the main online publicity carriers of the College of Continuing Education are the College's website and WeChat public platform, which are mostly reports on studies and activities, narrowing the connotation and extension of the new media as a public service platform. The Party-building network platform fails to give full play to the effect of propaganda and education, the freshness and diversity of the content pushed is not strong, and the click rate of pushed articles is low. The offline propaganda method mainly takes the form of party branch meetings to convey the spirit and instructions from higher levels, with a narrower audience.

3.2. Insufficient Innovation and Richness of Traditional Party-building Activities

The party branches of the College of Continuing Education have organized several political learning activities closely following the spirit of the central government and actively leaning towards the direction of modern party building work reform, but the innovative power is weak and the driving force to find new ideas and new outlets are insufficient. The main manifestation is the single form of theoretical learning for party members, the lack of lively learning forms, and the lack of close connection between the learning activities of party members and the external social development reality, which affects the effect of learning activities into the brain and heart. Through student seminars and counselor seminars, we understand that at present, fewer students in the College of Continuing Education actively understand and participate in Party-building activities, and their understanding of Party-building work is rather one-sided. The way they learn about party building work and get information is mainly through the public platform of WeChat and offline dissemination by counselors. How to make the political study of the party branch in the future can achieve diversified forms, lively learning, the effect of the ground, the need to innovate the form of learning activities.

3.3. Systematic and Coverage of Party Building and Ideological Education Work Needs to be Strengthened

At present, the College of Continuing Education has entered an important stage from scale development to standardized management and quality improvement and gradually tends to internal construction. First of all, the depth of cultivation needs to be improved. During the period of students' schooling, various forms of educational activities such as new students' entrance education, theme class meetings, and theme group days are arranged, mainly for ideal and belief education and patriotic education, and less content is involved in safety education, school discipline education and education about theories, guidelines and policies of the Party. Secondly, the systematic nature of training needs to be strengthened. Although the secretary and dean will conduct the "first-class of ideology and politics" every semester, the audience is limited, coupled with the fact that each program does not offer ideological and political

education courses, it is difficult to provide systematic education to students, and fewer students can receive inculcation. In addition, most of the teachers in the College of Continuing Education are external teachers, and there is a phenomenon of teaching rather than educating people, whether it is the teaching of classroom theory or moral education activities, the ideological and political education for students needs to be strengthened.

4. Rectification Measures

4.1. Establish Network Thinking, do a Good Job of Two-way Leading Work Online and Offline

To improve the effectiveness of party building work in the College of Continuing Education, we can adopt the new model of "Internet + party building", integrate the traditional Party-building mode with new media and new technologies, innovate working methods, broaden the carriers and channels for transmitting information and exchanging ideas, promote the traditional advantages of ideological education work with new media and new technologies, enhance the distance between the party organization and party members, party members and the masses, enhance the sense of modernity and attractiveness, make ideological education work alive, and improve the organizational strength of the party branch. The distance between the party organization and party members, party members, and the masses, enhances the sense of modernity and attractiveness, makes ideological education work alive, and enhances the organizational power of the party branch. At the same time, it strengthens online and offline interconnection and interaction, coalesces the synergy of party building work, disseminates information online, gives feedback and rectification offline, and gives full play to the work potential of grassroots party building.

The thinking of young students in colleges and universities is closely linked to the times, and they easily accept new things. At present, the College of Continuing Education mainly uses WeChat public platform and website to publicize and report Party-building activities, which has limited communication power and influence. Therefore, based on the existing carrier platform for party education and management, the College of Continuing Education uses "three micros and one net and one platform" to organize learning for party members, group members and the public with the help of diversified modern information means such as WeChat, micro-video, microblog, the official website of the College and WeChat public platform, etc. and publish contents that fit their characteristics, to enhance the theme education, education, and public relations. To enhance the communication power and influence of the theme education, Party-building activities, and Party-building brand, to create a three-in-one pattern of "Internet+learning", "Internet+activities" and "Internet+publicity". To enhance the stickiness of users. In addition to grasping the correct guidance of public opinion, we also take the initiative to understand students' new media hobbies, to rely on new media carriers, sing the main theme, strengthen the guidance of public opinion, promote social justice, and stimulate the vitality of young students.

4.2. Brighten the Characteristics of the College and Innovate the Brand of Grass-roots Party Building

The biggest advantage and innovative growth point of the party building work of the College of Continuing Education lie in whether it can take advantage of the large student base and strong innovation ability to seek the deep integration of party building work and student activities, to better promote the construction and development of the college and talent training. The brand of Grass-roots party building can concentrate students' strengths and unite their efforts to build a new era. At present, the students of College of Continuing Education cannot participate in the "Challenge Cup", "Double Hundred Project" and other projects, in response to this practical

problem, the College of Continuing Education can create a Party-building brand belonging to the College of Continuing Education, such as the creation of Xi Jinping Social Thought of Chinese Characteristics in the New Era Youth study club, to unite the outstanding members who aspire to the party organization; create a "red painting book" to show the red story and Xi Jinping's socialist thought of the new era with Chinese characteristics in the form of cartoons, Chinese paintings, oil paintings, etc. to enhance the connotation of the grassroots party building brand; the Youth League Committee and Student Union can produce stage plays and programs with the theme of Party-building culture so that students can learn from them. The Youth League Committee and Student Union can produce stage plays and programs with the theme of Party building culture so that students can learn Party building culture from them. With the help of the brand effect to enhance the recognition of university students for party building work, improve the influence of party building work in the school and even the whole society, and establish a good image of the party in the general student body.

4.3. Integration of Party Building and Ideological Education, Highlighting Classroom Education

Party-building work and ideological education work in the same direction, both to improve the quality of talent training, so we need to grasp the curriculum infiltration, building the main position of ideological and political education of students in the College of Continuing Education. Through the exploration of ideological and political curriculum reform, "into the textbook, into the classroom, into the mind" in the form of practice on the ground, and constantly integrate the teaching content, play the role of the main channel of the classroom, the professional classes on the "ideological and political flavor", the ideals and beliefs, the core values of socialism We integrate the requirements of ideals, beliefs and socialist core values into the teaching to form a synergy effect and educate people. Through the online teaching platform, we provide students with high-quality course resources, strengthen the teaching of ideology and politics, and lead students to excellent moral character and perfect personality. The teaching staff and student party branches strengthen the important role of the party branches in the education of teachers' morality and students' upbringing by strictly implementing the responsibility of the propaganda and ideological work of the grassroots party organizations, clarifying the specific contents of the ideological education work of each party branch, and strengthening the special supervision of the party branches in grasping the ideological education work. At the same time, it strengthens the education and management of student party members, strictly implements a series of systems for party organization life, strengthens the party education of party members, establishes a daily education and management ledger for party members, formulates rules for evaluating the pioneering and exemplary role of student party members, seriously carries out special organizational life meetings and democratic evaluation of party members, and actively carries out activities to create excellence.

Most of the student party members are excellent performers among students. We should organize more ideological and political exchanges between student party members and their classmates so that the ideological education work can be improved while completing the Party-building work. At the same time, give full play to the pioneering role of student party members to drive the effective development of party building work and ideological education work. Since there are fewer student party members in the College of Continuing Education, it is also possible to play the role of outstanding student cadres, to lead group building with party building, to provide them with a platform that can show themselves and drive students to do things, and to expand the coverage and influence of ideological and political education.

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