

Research on the construction of the educational ecosystem of alumni education in colleges and universities

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Abstract: As a unique advantageous resource of colleges and universities, the effective combination of alumni and education is the key to the development of colleges and universities. However, from the actual situation, the construction of the alumni education ecosystem in China is at the beginning stage, and the construction of the environment, system, carrier and foundation is not perfect, which is extremely unfavorable for the construction of the alumni education ecosystem. Therefore, based on the above analysis, this paper starts with the construction of environment, system, carrier and foundation to effectively promote the construction efficiency and effect of the alumni education ecosystem.

Keywords: Universities, Alumni Education, Ecosystem

1. Introduction

The key to the education ecology of alumni education in colleges and universities is the education ecology. As an interdisciplinary subject that studies the educational phenomenon and the law of education with the concept of ecology and the concept of sustainable development, the education ecology of alumni education in colleges and universities is actually to use the perspective and method of ecology to carry out the integration of alumni resources and education work in colleges and universities, and attract more resources to the education work of colleges and universities with social forces, thus forming the ecological chain of education in colleges and universities. At the same time, strengthen the use and maintenance, so as to effectively promote the formation of a good school education ecosystem and realize the sustainable development of education [1].

2. Research methods

2.1 Literature research method

Define and clarify the relevant concepts involved in the paper through literature research, collect relevant papers and materials related to educational practice laws and regulations by using electronic resources such as CNKI and school official website, and understand the current research situation in this field.

2.2 Interview method

Table 1: Information table of interviewees

Serial number	Interviewers	Interview time	Interview method
1	professional manager1	2022.11.10	Face-to-face
2	professional manager2	2.22.11.10	Face-to-face
3	professional manager3	2022.11.11	Face-to-face
4	Person in charge of the company1	2022.11.11	Face-to-face
5	Person in charge of the company2	2022.11.10	Face-to-face
6	Department manager of the company1	2022.11.12	Face-to-face
7	Department manager of the company2	2022.11.12	Face-to-face
8	public functionary1	2022.11.10	Face-to-face
9	public functionary2	2022.11.10	Face-to-face

Conduct interviews around the living conditions of alumni in XX universities to ensure the scientificity and popularization of the survey results. (Table1)

3. Results

The construction of the education ecology of alumni education in China's universities is still at the initial stage. The utilization of alumni resources and the integration with education work are relatively weak, which is reflected in the following aspects:

3.1 The enthusiasm of college alumni to participate in education ecology is not high

In recent years, with the progress of the times and economic development, the shortage of educational resources has been effectively solved, which has led to a significant increase in the proportion of college students. Although it has promoted the overall level of education and teaching to a certain extent, it has also led to fierce competition in the talent market. According to the survey, the employment stability of most college graduates is not high, and their own lives are difficult to be guaranteed [2]. As a result, the enthusiasm of college alumni to participate in the education ecology is not very high.

3.2 The depth of alumni 'participation in artificial education is not enough

In recent years, with the wider application of the alumni education ecosystem in colleges and universities, most colleges and universities have paid more and more attention to alumni resources. However, from the actual situation, the focus of most colleges and universities' work is alumni 'sense of belonging and identity with their alma mater, thus promoting alumni to donate funds and gifts for the development of colleges and universities, while the deep integration of alumni resources is not understood enough. In particular, the deep integration of alumni resources and education work has a low level of education ecology, which seriously affects the construction and development of the alumni education ecosystem in colleges and universities.

3.3 The effectiveness of alumni participation in education is not good

At the present stage, the form of college alumni 'participation in education is mainly to start with school celebrations and graduation ceremonies, or to invite outstanding alumni to the school to carry out lectures and symposiums. Although this form can achieve a certain response in the short term, due to the busy work of most alumni, alumni' participation in education is not systematic and cannot effectively meet the diverse needs of students in school. Moreover, most colleges and universities do not attach importance to the development of their alumni, which makes their sense of belonging to colleges and universities not very strong, which seriously restricts the role of alumni in education, thus hindering the construction and sustainable development of alumni education ecology.

4. Discussion

4.1 Create a good ecological environment for college alumni education

In the construction of the educational ecology of alumni in colleges and universities, the construction of the educational ecological environment is extremely critical. However, according to the actual situation, most colleges and universities do not pay enough attention to the ecological environment of education for alumni when constructing the education ecology for alumni, the goal is clear and the construction of the evaluation system is not perfect, which affects the efficiency and effect of the construction of the education ecology for alumni in colleges and universities. Therefore, in the actual analysis of the ecological construction of alumni education, we can aim at the above analysis and promote the efficiency and effect of the ecological construction of alumni education by creating a good ecological environment of alumni education.

For example, in the actual analysis process, based on the above analysis, we can start from three aspects: organization construction, goal improvement and evaluation system improvement. First, it is the construction of the ecological organization of alumni education. In the actual construction process, a special alumni education ecological working group can be set up under the leadership of the special

leaders in the university to take charge of the alumni education ecological work, so as to promote the development of the alumni education ecological work. Secondly, we should start with the improvement and refinement of the objectives, mainly from the importance of colleges and universities, and build the alumni education ecology as a strategic goal, and take the construction of the development community of teachers, students and alumni as the goal, so as to effectively promote the construction efficiency and effect of the alumni education ecology. Finally, it starts with the improvement of the ecological evaluation system of alumni education in colleges and universities. In the actual construction process, colleges and universities can form a comprehensive and diversified evaluation system construction by refining the objective, fair and comprehensive quality value improvement settings, combining with surveys, visits and discussions, according to the actual work of their alumni education ecology.

4.2 Establish and improve the educational ecosystem of alumni in colleges and universities

For example, in the actual analysis process, we can start with the construction of the education ecosystem for alumni in colleges and universities, and effectively promote the effectiveness of excellent alumni through diversified ideas. First of all, we should enrich and optimize the ecological content system of alumni education through the idea of hierarchical classification. In the actual construction process, we can start with "adult" and "talent". Secondly, it is the construction of diversified ideas, mainly aiming at the construction of the ecological method system of alumni education in colleges and universities[3], taking root in excellent alumni resources, and promoting the construction and effect of the ecological system of alumni education in colleges and universities through various ways and methods [4]. For example, we will hire excellent alumni to serve as school growth mentors, set up alumni micro-class, and carry out classified guidance in key periods such as enrollment, employment practice, and graduation, so as to get close to the actual life of students and effectively improve the utilization of alumni resources. Then, by creating an alumni resource platform, taking root in new media platforms, including the campus official website, WeChat official account, and official microblog platform, we created an alumni assistance platform, spread outstanding alumni cases, set up an excellent alumni column, transmit the experience and theoretical knowledge of outstanding alumni, and provide all-round assistance to college students.

4.3 Build the ecological carrier of high-level college alumni education

In the process of building the alumni education ecology, the carrier construction is also a key link. However, from the actual situation, most of the alumni education ecological carrier construction is not sound enough. Therefore, in the actual analysis process, we can promote the optimization and development of the ecological construction of alumni education in colleges and universities according to the way of carrier construction.

For example, in the actual analysis process, first of all, we can start with the ecological and cultural carrier, strengthen the guidance of core values, and fully close to students' lives. When we actually build the cultural carrier, we can create a good ecological and cultural atmosphere by naming the landmark value objects and road signs with excellent alumni, or we can build excellent alumni sculptures in the campus, and guide students to look up to excellent alumni, Promote the ecological effect of alumni education in colleges and universities[5]. Secondly, we should start with the construction of the ecological lecture hall, and use the excellent alumni resources to create the alumni lecture hall, or the alumni guidance meeting in the key period of enrollment, internship and employment, graduation, and other ways to strengthen the guidance of alumni resources on the growth of students, so as to promote the construction and development of the alumni education ecology in colleges and universities [6]. Finally, it is to start with the construction of ecological base, mainly aiming at practical education and combining with the co-construction of alumni^[4], so as to effectively promote the effect of the ecological construction of alumni education in colleges and universities.

5. Conclusion

When analyzing the ecological construction of alumni education in colleges and universities, it is particularly critical to have a comprehensive understanding of the alumni education ecology. Only by clearly understanding its importance and combining the ecological environment, ecological system, ecological carrier and ecological foundation construction, can we promote the efficiency and effect of the ecological construction of alumni education in colleges and universities, and promote the ecological effectiveness of alumni education in colleges and universities.

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