

Research on "Double Leaders" Party Branch Cultivation Project to Promote the Double Integration

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Abstract: Taking private colleges and universities as the research object, this paper explores the key points of the construction of "double-belt branch" by digging and analysing the relevant documents of the first batch of national "double-belt branch" secretaries' studios, points out the problems existing in the cultivation of "double-leader" party branch in private colleges and universities, analyses the causes, and puts forward some countermeasures and suggestions for strengthening party building and business promotion in private colleges and universities on the basis of summary and exploration. In order to better integrate the Party building work with teaching and scientific research work, do a good job in the "Head Goose Effect" project of Party branch secretaries, give full play to the fighting bastion of grass-roots Party organizations in colleges and universities, and promote the dual integration and promotion of grass-roots Party building and teaching and scientific research work in private colleges and universities.

Keywords: Private colleges and universities, "Double leader" Party branch, Teaching and scientific research

1. Introduction

General Secretary Xi Jinping pointed out in the report of the 19th National Congress of the Communist Party of China that the party's grass-roots organizations are the basis for ensuring the implementation of the party's line, principles, policies and decision-making arrangements^[1]. As a grass-roots party organization in colleges and universities, the teachers' party branch plays the role of a fighting fortress in the party building, pointing out the way forward for the party building in colleges and universities. Teachers' Party branches take teachers' Party members as the main body, and take on important responsibilities such as professional construction, personnel training, teaching, scientific research, and serving local areas. They should also enhance their organizational power and political functions. Party branch secretaries are the leaders of the Party's grass-roots organizations in colleges and universities, and are the organizers, promoters, and practitioners of various branches' work^[2]. Therefore, how to cultivate "double leaders" more efficiently in the cultivation project of "double leaders" teachers' party branch secretaries in colleges and universities has become an important research topic of grass-roots party building in colleges and universities.

2. Research background

As an important part of China's higher education system, private colleges and universities can improve the quality of personnel training and realize their own sustainable development by strengthening their party building. In the Outline of the National Medium-and Long-Term Education Reform and Development Plan (2010-2020), it is clearly proposed to "strengthen the party building in private schools and actively explore ways and means for the party organizations to play their roles"^[3]. In May 2018, the Party Group of the Ministry of Education of the Communist Party of China issued the "Implementation Opinions on the Cultivation Project of Double Leaders of Party Branch Secretaries of University Teachers", which put forward specific implementation opinions from the general requirements, requiring that the Party branch secretaries of university teachers should have the dual status of party workers and full-time teachers, and training the teachers' party branch secretaries into "party leaders" and "party leaders".^[4]

The teachers' party branch in colleges and universities is the organizational foundation for the ruling of colleges and universities, the bridge and link between the party and teachers to cultivate talents, the leading party members and teachers to conscientiously implement the principles and policies of colleges and universities, and the backbone role in promoting the reform and development of colleges and universities, strengthening discipline construction, serving teachers and students and building a harmonious campus. The teacher's party branch secretary is the first responsible person in the party building work, and is in the front line of teaching and scientific research. He has the most direct contact with the teaching staff, has a more direct influence on students' thoughts and behaviors, and is the guide for students' growth. As an important part of grass-roots party organizations in private colleges and universities, teachers' party branches play an important role in party building, education, management and service. Teachers' Party branch secretaries have great responsibilities, and are responsible for the ideological and political construction of all party members and teachers in the Party branch and improving their professional level. Therefore, the cultivation project of "double leaders" Party branch is the fundamental task to realize moral education, the inevitable requirement to cultivate builders and successors of the socialist cause with Chinese characteristics, the important link to strengthen and improve the propaganda and ideological work in colleges and universities under the situation that the struggle in the ideological field is still severe and complicated, the double integration and double promotion mode of grass-roots party building and teaching and scientific research, which is conducive to further improving the educational and scientific research level of colleges and universities, giving full play to the leading role of grass-roots party building, and ensuring the long-term sustainable development of private colleges and universities.

3. The cultivation project of "double leaders" party branch in private colleges and universities faces difficulties

3.1. The particularity of private colleges and universities

According to the development history and present situation of private colleges and universities, there are great differences between them and public colleges in leadership system, operation mechanism and working objects, which determines the particularity of party building in private colleges and universities^[5]. Private college centers mainly focus on enrollment scale, employment rate, personnel training, specialty construction and teaching quality. Due to the different degrees of attention paid by the party committees in private colleges and universities, it has become the norm to attach importance to business, neglect party affairs and neglect construction, and it is unintentional to build a "double leader" party branch.

3.2. Lack of ability of teachers' party branch secretaries

In carrying out the activities of the branch, the branch secretary mainly completes the work deployment and inspection, lacking initiative and innovative activities; Ignoring the ideological and political construction of the Party branch, it is difficult to grasp the ideological trends of the branch teachers, and the work lacks foresight and pertinence; There are two main reasons for this: on the one hand, the party branch work is difficult to do, and it is a "soft task" that is difficult to quantitatively evaluate; on the other hand, teachers' party branch secretaries are all part-time, teaching and research affairs are busy, and the party work itself is demanding. At the same time, it is necessary to strengthen the party spirit cultivation of themselves and party branch members and build a learning-oriented party organization in peacetime. I don't have enough time to devote myself to the party building work, and generally pay attention to the improvement of my professional level and ability.

3.3. The training incentive mechanism of Party branch secretary is not perfect

The training of party branch secretaries is mostly traditional, single form and concentrated policy report, which is not innovative enough. There is less systematic training in party work, and the direction of party building is narrow. It is necessary to truly take the grassroots party branch secretary as a professional with strong ability, high level of party work, and less comprehensive training of academic leaders.

3.4. The party branch secretary team is lack of successors

Under the condition of market economy, interest-driven and competition affect the construction of party branch secretaries. The characteristics of market economy emphasize the interests driven by interests and competitive interests, while the communists emphasize the values of dedication, which are contradictory in theory and practice. Faced with the competition and pressure from all sides of colleges and universities, teachers' part-time Party branch secretaries have to put their long-term development goals on their business. Teachers are soberly aware that their development prospects, promotion of professional titles, immediate interests and long-term interests are closely related to their business level. If they are strong in business, they can stand out and have academic status. Under the influence of personal gains and losses and utilitarian thoughts, the attractiveness of party work to party members has declined. There is a negative phenomenon in the election of the Party branch secretaries at the grass-roots level, and there is a problem that there are no successors for teachers' Party branch secretaries.

How to explore the implementation path of the "head geese effect" of the Party branch secretaries in private colleges and universities, improve various management, operation and guarantee mechanisms, and strive to cultivate a team of Party branch secretaries with double integration and promotion of party building and business is a problem that all colleges and universities are exploring, and it is also the key issue to be solved in this topic.

4. "Double leader" party branch cultivation project construction strategy research

4.1. Party branch secretaries should strengthen their study and improve their party spirit

First of all, the party branch secretary should set an example and set an example by himself. He should not only be an academic leader, but also pay attention to setting an example in party spirit and be a leader in party building. Accurately grasp the inherent requirements of strengthening party spirit cultivation, that is, always build the foundation of theoretical cultivation, highlight the core of political cultivation and consolidate the foundation of moral cultivation ^[6].

4.2. Innovate the training of Party branch secretaries to improve the level of party building and business

In the training of party building and professional ability, we should take the study of party building as an important link and grasp the direction of business work. Party building should be focused on the central work, the training of Party branch secretaries should be linked with the central work, and business guidance should be strengthened. The establishment of a scientific, systematic and all-round training mode should include the cultivation of comprehensive abilities such as party work, professional work, personal cultivation and theoretical study. So as to improve the party building level, professional quality and working ability of branch secretaries, and achieve the double integration and promotion of party building and teaching and scientific research.

4.3. Establish an incentive mechanism to improve the enthusiasm of participating in party building

Colleges and universities should adhere to the working principle of combining spiritual rewards with material rewards, and pay attention to the work support, treatment guarantee and psychological care for teachers' Party branch secretaries. Material rewards include incorporating party building work into workload, granting allowances, setting up special bonuses, etc. The spirit of reward includes evaluation of excellence, promotion of job titles, etc., so that teachers' Party branch secretaries have a sense of honor, belonging and gain, thus satisfying their self-development and self-realization, and maximizing their enthusiasm, initiative and creativity ^[7].

4.4. Carry out Party Day activities with professional characteristics

Teachers' Party branch carries out a series of characteristic theme party day activities of "interdisciplinary, mutual construction and win-win", and through the way of party building empowerment and joint construction of disciplines, it conducts exchange meetings around the construction and discipline development of architecture, urban and rural planning and landscape architecture in our college. Through the development of a series of activities, more teachers can understand the interdisciplinary courses and professional teaching requirements from a macro

perspective, which makes the interdisciplinary teaching more focused.

4.5. Highlight the leading role of politics and create a learning party branch

Giving full play to the leading role of politics and arming the construction of party members and cadres in colleges and universities with Xi Jinping's new era of socialism with Chinese characteristics is the foundation and premise, and it is the most important task to implement the spirit of General Secretary Xi Jinping's important instructions, so as to create a "learning-type party branch" to promote the party's political construction. First, we should strengthen our thinking, build consensus, and strengthen political determination. Grass-roots party building is an important part of the great project of party building. The branch regularly conducts theoretical study activities, strengthens the party's ideological and theoretical construction, and enhances the party spirit and comprehensive quality of party members and cadres. Second, it is necessary to study strictly and solidly, improve the education level, continuously promote the normalization and institutionalization of "two studies and one doing" study and education, adhere to the combination of learning and doing, promote learning and doing, fully perform their duties, and play a central role, so that party members can enhance their party spirit concept, play a vanguard and exemplary role, and continuously promote the construction of a learning-oriented party branch, and learn deeply and thoroughly.

4.6. "Work around the center" to create a practical party branch

First, brainstorm and work hard on "refinement". Only when you are sober in theory can you be politically firm. Teachers' Party branches always put the strengthening of the party's political construction in the first place, insisted on arming the mind and guiding practice with Xi Jinping's new era of socialism with Chinese characteristics, highlighted the study of political theory, and made efforts to study and discuss in depth and improve the theoretical level. Second, in-depth heart-to-heart talk. When the work task is heavy, the party branch should focus on gathering morale and warming people's hearts, and take heart-to-heart talk as an effective way of communication, giving full play to its exemplary role. Teachers' branch secretaries should have heart-to-heart talks with team members, team members and ordinary party members. In a subtle way, every party member can enhance his political consciousness and enhance his party spirit. The third is to highlight the leading effect and work hard on "mentoring". A good style is both done and brought out. Teachers' Party branch secretaries play a leading role, and all party members insist on "doing well and pursuing perfection" as their work goal, paying attention to careful and meticulous efforts, thus forming a good working atmosphere of smooth communication, seamless connection, coordination, high efficiency, unity and cooperation, and excellent service.

4.7. "Create an academic atmosphere for scientific research" and create an academic party branch

First, strengthen the scientific research and academic work of grassroots party building in colleges and universities, actively promote technological innovation, apply scientific research results to teachers' work practice, and improve the system to create a strong academic atmosphere. The second is to innovate the scientific research management and operation mechanism of the teachers' party branch, establish and improve the scientific research management system, so that the scientific research work plan, supporting regulations, organization of project declaration, implementation of inspection and supervision, and achievement reward can be carried out in an orderly and rule-based manner. The third is to make good use of external wisdom and build an open and joint scientific research mechanism. Advocate and encourage teachers' party branch teams to combine teaching work with students to conduct academic research. Fourth, people-oriented, strengthen the training of scientific research talents, vigorously create a system, mechanism and environment conducive to the growth of scientific research talents in branches, and take incentive measures through effective channels to strengthen the training of scientific research talents.

4.8. "Promote rapid professional development" to create innovative party branches

Building an innovative team is to keep the basic-level party building work serious, rigorous and strict, and at the same time, moderately inject "innovative elements", innovative carriers, innovative methods and innovative contents, and constantly increase the charm and attraction of the party building work. The first is to create a carrier of innovative work and set up a platform for party organizations and party members to play their roles. The second is to use the Internet all-media era to promote the innovation of grassroots party building propaganda work, and take activities as the carrier to enrich the ductility

connotation of party building propaganda work. Third, the party organization must closely focus on the central work, actively promote the innovative methods of ideological and political work of party building, such as idea innovation, mechanism innovation, means innovation, carrier innovation, etc., fully mobilize and give full play to the enthusiasm and creativity of all aspects, pave the way for reform and innovation, and provide a strong guarantee for realizing new leap-forward development.

4.9. "Promote rapid professional development" to create innovative party branches Lead teachers and students to rural social practice and create service-oriented party branches

The Party branch secretary of the staff leads teachers and students to serve in the countryside. Give full play to professional expertise, and help rural revitalization and construction through one village, one policy research, design, publicity and other activities. The purpose of the investigation is to explore how to drive the new development of industrial "chain economy" with the pulse of rural characteristic culture and build a sustainable community model of rural destiny. In-depth investigation and study at the grass-roots level on how the target village should be positioned and developed in the village system in a large area, seeking characteristics and realizing rural revitalization. Ecological livability is the grass-roots level. At the same time, combined with the talent training scheme of architecture in colleges and universities with "township characteristics", the integration of production and education is realized by taking advantage of the development path of "Seven Ones" applied specialty in colleges. Relying on the strength of teachers and students of architecture colleges, a series of rural practice activities are carried out to contribute to rural revitalization and promote the combination of rural "toilet revolution" and "rural characteristics" industrial chain.

5. Conclusions

Through this research, teachers and students are integrated with the factors of party building in private colleges and universities in their daily teaching and scientific research work. Party building in private colleges and universities leads teachers and students to improve their teaching and scientific research ability and party building work, and "grass-roots party building activities" are used as a link to provide a platform for teachers and students to carry out teaching and scientific research activities to exchange and learn from each other. At the same time, it enriches the activities organized by teachers' party branches and improves the effectiveness of party building work. Implement the cultivation project of "double leaders" to improve the ideological understanding and theoretical level of the party branch secretaries of university teachers, promote the "double promotion" of moral education and teaching and scientific research, and provide a strong organizational guarantee for serving the reform, development and stability of universities. The implementation of "double leaders" cultivation project is an institutional innovation in the construction of teachers' party branches in colleges and universities. It can strengthen the role of party building in academic disciplines, and promote the double integration and promotion of grass-roots party building and teaching and research work with "double leaders" as a link.

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