

Exploration on the Path of College Trade Unions to Carry Out Cultural and Sports Activities for Faculty and Staff in the New Era

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Abstract: *As the main manifestation of the spiritual and cultural life of the faculty and staff in colleges and universities, the cultural and sports activities of the faculty and staff play an active role in promoting the faculty and staff to identify with the college, love the school and love the students, improve the humanistic environment of the college, and enhance the cohesion. In the new era, the trade union of colleges and universities should continue to play the role of a group organization for all faculty and staff, serving the overall situation of the school, and serving the faculty and staff. Uplifting, high-participation mass cultural and sports activities, improve the work motivation and spiritual realm of faculty and staff.*

Keywords: *new era, trade unions in colleges and universities, cultural and sports activities of faculty and staff*

1. Introduction

The trade union is the home of teachers and souls. Entering the new era, college trade unions insist on holding high the great banner of socialism with Chinese characteristics, guided by J P Xi Thought on Socialism with Chinese Characteristics for a New Era, fully and thoroughly implement the spirit of the 19th National Congress of the Communist Party of China, adhere to the development path of socialist trade unions with Chinese characteristics, and insist on serving For the purpose of serving the overall situation and serving the teaching staff, it closely contacts the masses, pays attention to investigation and research, actively participates in the source, and fully taps the educational function and spiritual value of cultural and sports activities. It has played an irreplaceable and important role in enhancing the enthusiasm of the teaching staff, strengthening the team awareness of the teaching staff, and inspiring the teaching staff to love the school and their jobs.

2. The practical necessity of college trade unions to carry out cultural and sports activities in the new era

The organization of cultural and sports activities is one of the important contents of the trade union work. It is both traditional and innovative. It is a trade union activity project that is widely accepted and loved by the majority of faculty and staff. For example, in recent years, many school labor unions have organized activities such as staff chorus, teacher-student speech contest, fun sports meeting, teacher-student badminton match, teacher-student basketball match, teacher-student gas volleyball match, teacher-student tug-of-war, teacher-student walking tour, campus parent-child tour, etc. It enriches the spare time life of the faculty and staff, enhances the relationship between the faculty and the faculty, the faculty and the students, and creates a healthy, progressive, united and hard-working campus cultural atmosphere.

2.1 *Conducive to caring about and caring for the real life of faculty and staff, and promoting the construction of service-oriented trade unions*

“College trade unions can effectively improve the organization, cohesion, the executive power and the rise of its status, so as to determine the implementation and implementation of its statutory responsibilities [1].” The cultural and sports activities of faculty and staff have always been an important part of the work of trade unions in colleges and universities. Means are an important way to

strengthen the ideological guidance of faculty and staff, and to enhance the vitality and influence of trade unions. Accurately grasp the guiding ideology and main tasks of the trade union work under the new situation, and organize and carry out a number of cultural and sports activities that are loved by the teaching staff, caring for the teaching staff, and serving the teaching staff. Work motivation, and then promote the construction of service-oriented trade unions.

2.2 Conducive to creating and enriching the cultural life of faculty and staff, and promoting the construction of a dynamic trade union

Creating a strong school cultural atmosphere is within the reach of the work of the trade union in colleges and universities, and it is also the value of the work of the trade union in colleges and universities. "College trade unions are the main means to build a harmonious campus by carrying out cultural and sports activities, but another important significance of carrying out cultural and sports activities is that by carrying out sports activities, it can increase the enthusiasm and frequency of college faculty and staff to participate in sports activities, so as to achieve the goal of improving college teaching and learning. Different from teaching and scientific research, the trade union of colleges and universities directly faces all faculty and staff according to its nature and characteristics, and has the natural advantage of organizing cultural and sports activities and mobilizing the participation of all staff. , which can create a harmonious and relaxed environment for the faculty and staff. Once this cultural atmosphere is formed, it will permeate the education, management and other routine work of the school and all aspects of school life, subtly inspiring everyone in the school a member. It has a positive effect on enriching the amateur cultural life of faculty and staff, displaying their personal strengths, enhancing individual self-confidence, changing their spiritual outlook, and enhancing their sense of belonging and identity.

2.3 Conducive to cultivating and supporting the growth and development of faculty and staff, and promoting the construction of innovative trade unions

The important purpose of organizing cultural and sports activities is to serve the faculty and staff, to keep in close contact with the faculty and staff, and to do practical things, do good deeds, solve difficult things, and send warmth to the faculty and staff through an activity or a platform. Therefore, the cultural and sports activities of faculty and staff in the new era should continue to adhere to the idea of "consolidating the basics and seeking development with distinctive features and vitality", explore and carry out cultural activities that are lively, full of vitality, and close to reality, and enhance the initiative of faculty and staff to participate in cultural and sports activities, and enthusiasm, encourage faculty and staff to participate in student activities, the same stage, the same competition, the same heart, the same song. In the new era, the innovation of cultural and sports activities should investigate the age characteristics, hobbies, and specialties of faculty members, tailor-made cultural and sports activities that can be participated, operable and sustainable, and continuously promote the sustainable development of personal good physical and mental state.

3. The current situation of college trade unions carrying out cultural and sports activities in the new era

The new era is faced with new opportunities and new challenges. Similarly, the development of cultural and sports activities by trade unions in colleges and universities is also subject to many factors, which requires trade unions to stand at a new stage and examine new problems and contradictions from a new perspective.

3.1 School level

First of all, many colleges and universities lack the necessary places to carry out cultural and sports activities. The cultural and sports venues in colleges and universities are an important guarantee for the development of cultural and sports activities, and are also a very important factor restricting the vigorous development of cultural and sports activities. The facilities and venues for activities are becoming more and more tense, the contradiction between the use of venues and facilities between students' teaching and training and teachers' spare-time fitness activities is prominent, and it is increasingly difficult to carry out cultural and sports activities.

Secondly, the administrative leaders of individual schools do not pay enough attention. The administrative leaders of individual colleges and universities do not have a deep understanding of the deep meaning of trade union construction. Most of the focus is on the school's professional development or education and teaching work. They do not pay enough attention to and support for trade union work, and even think that the cultural and sports activities of faculty and staff are optional, and that the work of the trade union is a soft indicator, which has little impact on the overall development of the school and the overall work. Therefore, the investment in cultural and sports activities is seriously insufficient.

3.2 University trade union level

First, the trade unions in colleges and universities lack professionals to organize cultural and sports activities. According to the data, "some trade unions in colleges and universities are not equipped with professional talents who are good at organizing and planning cultural and sports activities [3]." As the biggest representative of safeguarding the legitimate rights and interests of faculty and staff, college trade unions have serious organizational structures in both organization and personnel construction. Unsound, insufficient number of full-time cadres, and unreasonable personnel structure, it is often impossible to hold cultural and sports activities with wide coverage and great influence in the whole school. Due to the shortage of full-time cadres in trade union departments and the scarcity of professionals with professional backgrounds in organizing cultural and sports activities, some positive and beneficial cultural and sports activities must be carried out stably and lastingly, lacking certain appeal and organizational power.

Second, the branch unions of secondary colleges under the management and guidance of trade unions in colleges and universities lack vitality. The branch trade union of the second-level college is the grass-roots second-level unit of the school trade union. It is the organizer, promoter and practitioner of implementing various tasks of the trade union organization in the college. The two-level management model led by the party organization of the college, the actual effect of the school's trade union work and cultural and sports activities is often subject to the leadership and support of the party committee and general branch of the secondary college. For a long time, the construction of the trade union organization of the secondary college has not received enough attention from the school effect is not ideal.

3.3 Faculty level

First of all, the academic level of college staff is relatively high, the spiritual and cultural needs are strong, and the demand for innovation and change is strong. They are active in thinking, have a strong sense of participation, and have a more conscious awareness of their overall development to higher demands and more expectations. However, at present, many college teachers have heavy teaching tasks, heavy scientific research pressure, and a strong sense of professionalism and responsibility. They tend to ignore other aspects of life because they are busy pursuing a certain goal. Busy work and life, high research pressure, and tight leisure time are one of the main reasons why college teachers are not keen to participate in school cultural and sports activities.

Secondly, with the expansion of college enrollment and the introduction of talents, the number of college faculty members continues to increase, and the organization of cultural and sports activities by college trade unions needs to consider not only the interests and hobbies of most faculty and staff, but also individual differences such as age and gender of faculty and staff, resulting in cultural and sports activities. The organization is difficult, the participation enthusiasm is not high, and the participation surface is small.

4. New exploration of college trade unions in the new era to carry out cultural and sports activities for faculty and staff

The work of trade unions in colleges and universities must be cohesive and influential, and the first thing is to "move up". We must firmly grasp the starting point and carrier of cultural and sports activities, and continue to promote the enrichment, regularization, standardization, specialization and branding of cultural and sports activities of trade unions, so that every participant can fully enjoy the happiness brought by cultural and sports activities. In view of the current difficulties in organizing cultural and sports activities of college trade unions, narrow scope of participation, limited influence,

insufficient innovation, obvious short-term tendency, and lack of long-term mechanisms, college trade unions should keep pace with the times, change their ideas and adjust their working methods. , adapt to the changing objective reality, and walk out of a new way of trade union work, which not only achieves the goal of trade union work, but also enhances the appeal and attractiveness of trade union work.

4.1 Strengthen leadership, hold direction, and raise awareness of the importance of cultural and sports activities

In-depth development of cultural and sports activities for faculty and staff is the need to fully mobilize the enthusiasm, initiative and creativity of the majority of faculty and staff, the need to promote the in-depth development of trade union work, and the need to meet the needs of the majority of faculty and staff for work, life, and culture. The trade unions in colleges and universities should stand at the height of strategy and overall situation, pay attention to the ideological and educational nature of the cultural and sports activities of the faculty and staff, closely combine the development of cultural and sports activities with the improvement of the physical, psychological and cultural quality of the faculty and staff, and use the means, functions and strength, achieve the goal of high-quality development of colleges and universities, and deepen the connotation of trade union work in colleges and universities. Focusing on the overall goal of promoting the construction of campus culture and the progress of social civilization, cultural and sports activities are regarded as an important carrier for the trade union to maintain the physical and mental health and spiritual and cultural rights of the staff, further promote the spirit of patriotism and collectivism, and create an organizational atmosphere for the participation of the majority of staff. Through sufficient interaction, they can enhance their sense of belonging and responsibility to the organization, so that the majority of faculty and staff can move forward happily on the road of teaching and educating people.

4.2 Clarify goals, ensure institutional guarantees, and improve the level of cultural leadership in cultural and sports activities

The clear activity goals and perfect rules and regulations are powerful guarantees for trade unions to carry out cultural and sports activities. The trade unions of colleges and universities must insist on guiding and guaranteeing the cultural and sports activities of faculty and staff with advanced culture and perfect system, and regularize and standardize the cultural and sports activities of faculty and staff in various forms and healthy and uplifting, and make it an important part of the establishment of a civilized campus and the construction of campus culture to grasp. The trade union of colleges and universities should put the cultural and sports activities of the faculty and staff on the school agenda, and is mainly responsible for organizing large-scale cultural and sports activities of the whole school, and constantly strengthen the guidance of the cultural and sports activities of the branch unions of the secondary colleges, and let them combine their own characteristics in a small range. To carry out a variety of cultural and sports activities that are deeply loved by the faculty and staff, so as to ensure that the work of the trade union cultural and sports activities is carried out in an all-round way, and plays a leading role in culture.

4.3 Keeping pace with the times, innovating carriers, and enhancing the effectiveness of cultural and sports activities

Establish an organizational mechanism for cultural and sports activities oriented to the needs of faculty members, insist on facing the majority of faculty and staff at the grass-roots level, and listen to the opinions and suggestions of faculty and staff. The pertinence and effectiveness of the organization of trade union cultural and sports activities. In order to solve the problems of difficult organization of cultural and sports activities, small participation, single form and content, etc., before planning cultural and sports activities, it is necessary to make full use of the Internet, media and other means to widely publicize, fully mobilize, and encourage teachers and staff to go out of the house, to the sports field, and to the Stage, to nature. Select projects, actively promote high-quality projects, build a platform for faculty and staff, organize popular and lively cultural and sports activities, and lead a healthy and elegant lifestyle. Delicate management, in view of the accidental damage that may occur in cultural and sports activities, do a good job in insurance and service guarantee. Move down the focus of cultural and sports activities, adhere to the combination of centralization and decentralization, and support faculty and staff to innovate activities according to local conditions and individual conditions. The trade unions in colleges and universities should play a leading role, work hard on "extensive", "in-depth" and "persistent", expand coverage, increase participation, and allocate strength and resources to the

grassroots, so that secondary colleges can be divided into trade unions and faculty and staff cultural and sports associations, the trade union group is really built, turned, and alive, forming a long-term mechanism.

4.4 Improve the connotation, build the brand, and deeply strengthen the educational function of cultural and sports activities

The nature and functions of trade unions in colleges and universities determine their dominant position in the construction of a prosperous campus culture. The work of trade unions must be guided by advanced culture, and trade unions must also create their own cultural and sports activity brands. The combination of thought leadership and cultural and sports activities is more convincing and appealing. Combined with the industry characteristics of the education system, the development of cultural and sports activities should adhere to the ideological and educational aspects as the soul of the cultural and sports activities of the faculty and staff. Starting from cultural needs, it not only pays attention to the attractiveness of cultural and sports activities, but also pursues the educational power contained in cultural and sports activities. Let the cultural and sports activities "live", let the effect of the activities "brighten", establish characteristics, create a brand, and create a healthy, civilized, high-spirited, and full-participation faculty and staff cultural and sports activity brand. On the one hand, enrich the spiritual world of faculty and staff through high-grade, high-quality and colorful campus cultural activities and cultural and sports activities with distinct themes and various forms. On the other hand, taking major events, major events, important festivals, and key time nodes as opportunities, combined with the current forms of activities that are widely welcomed by the faculty and staff, vigorously spread and develop advanced culture. In addition, try to create a school atmosphere of active cooperation and establish harmonious interpersonal relationships, so that people on campus can feel harmonious and have a positive impact on each other. While enriching their spare time life, teachers and staff can also create a good educational environment for the school.

4.5 Strengthen the quality internally, shape the image externally, and improve the organization and service capabilities of cultural and sports activities

The strength of organization determines the effectiveness of cultural and sports activities, so improving organization and execution is the guarantee of the quality of trade union work in colleges and universities. Taking high-quality and educational activities as the main means to organize and carry out cultural and sports activities that are popular with faculty and staff, trade union cadres in colleges and universities need to continuously improve their organizational management ability and professional technical level for cultural and sports activities, and provide material services and life services. At the same time, it provides higher-level and better-quality spiritual and cultural services, so that the majority of teachers and staff can become the protagonists of the union's cultural and sports activities, so that they can truly become the "mother's family" and caring people trusted by the staff, and effectively improve the staff's awareness of the union organization. The sense of identity and participation in the work of the trade union continuously enhance the motivation and vitality of the work of the trade union. In addition, attention should be paid to strengthening the organization, guidance and management support for the cultural and sports cadres of the cultural and sports committees of the college branch as the main force, as well as faculty and staff cultural and sports associations or community activities, so as to play their backbone role in campus cultural activities. The college trade unions should give full play to the important roles of various faculty and staff cultural and sports associations, women's working committees or social activity organizations in the construction of campus culture, actively provide them with necessary financial support, and encourage them to vigorously carry out people-oriented and universally beneficial activities in their respective fields. Cultural and sports activities, serve the development of the school, establish an active participation, harmonious and healthy atmosphere for faculty and staff cultural and sports activities, advocate a healthy, civilized, and positive lifestyle, fully demonstrate the spiritual outlook of the faculty and staff, and give full play to the role of the education union as a bridge for the party.

5. Conclusion

As China enters a new era, the college trade unions are paying unprecedented attention to the cultural and sports activities of faculty and staff. Because of the limited research ability, we will

gradually explore in the future work to find the cultural and sports activities of the faculty and staff more suitable for the development of the times.

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