

Comparative Study on Modes of Operation and Management of College Sports Associations Between China and The United States

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ABSTRACT. *College community is a common form of organization on campus, which can enrich the extracurricular life of college students. As a special organization of colleges and universities, college students' associations need to carry on the optimization management of the operation mode, improve the operation efficiency of the associations, and the sports associations of China and the United States have great differences in the management of the associations' operation. Combined with the characteristics of the operation and management of college sports associations in China and the United States, this paper innovates the development mode of sports associations, establishes a new model in line with the operation and management of sports associations in colleges and universities in China, and it promotes the overall development of college students. In order to promote the all-round development of college students, we should guide the construction and development of college sports associations with the scientific and reasonable development concept and operation management mode, and learn the new methods and new ideas of the operation and management of American college sports associations. College student sports associations in the United States have a long history, and their management system is relatively sound. Taking Arizona State University as an example, this paper analyses the management mode of sports associations in the university, and draws the advantages of the management mode of sports associations in the university, which can provide reliable reference for the operation and management mode of sports associations in Colleges and universities in China, so as to achieve the purpose of promoting the development of sports associations in Colleges and universities in China.*

KEYWORDS: *sports associations of Chinese and American colleges and universities; mode of operation and management; innovation and development*

1. Introduction

The construction of campus culture in modern colleges and universities cannot be separated from the participation of associations. Under the premise of carrying out the new curriculum reform, sports associations in colleges and universities play an important role in promoting the all-round development of college students. The purpose of the construction of college sports association is to give full play to the personality and creativity of college students, which not only enriches college life but also promotes the development of college students' comprehensive quality. At present, there are still many deficiencies in the organization of college sports associations, and the management mode of college sports associations is not perfect enough[1]. At present, the transformation of students' sports concept is speeding up, sports consumption and demand for sports are strengthened, and the pursuit of physical fitness and entertainment has become the fashion of college students. Therefore, college campus sports associations have emerged as the times require. It is usually led by the School League Committee, Student Office, Student Association, voluntary participation of students, free activities, self-administered mass groups[2]. It has the independent decision-making power, does not need the intervention of the sports function department, relies on everybody's interest to organize all kinds of meaningful sports activities spontaneously, and has produced the extensive accumulative pole influence. The attraction of the club increased, the number of members gradually increased, the team is huge. In the survey, the population of sports associations in various schools accounts for about 2% of the total number of students in school. Based on the analysis of the mode of operation and management of college sports associations in China and the United States, the author points out that the sports associations of China and the United States have great differences in the operation and management of sports associations in colleges and universities in China and the United States. To establish a new mode of operation and management of sports associations in colleges and universities and to promote the all-round development of college students[3].

2. Basic management mode and characteristic analysis of college sports association.

2.1. Definition of sports association in colleges and universities.

Sports associations in colleges and universities are mass sports organizations organized by college students on their own initiative and taking specific sports activities as carriers. College sports associations also have the characteristics of spontaneity, non-profit, self-organization and so on. At the same time, they also have the characteristics of leisure and entertainment, amateur, mutual assistance, loose, fashion and so on[4].

2.2. Extension of the concept of sports association in colleges and universities

According to the definition of college sports association, the extension of the concept of "university sports association" is the classification structure of all sports association organizations contained in the subsystem of sports association, which is a sub-system of sports association. It is a sports association that exists and may exist in colleges and universities in China where students voluntarily organize or carry out practical activities in various sports events, such as basketball, football, table tennis, tennis and martial arts among the students. Sports dance, mountaineering, roller skating, and so on named sports associations, associations and their joint organizations[5].

2.3. Essential attribute of college sports association.

According to the discussion of the concept of college sports association, the university sports association has the following attributes at several levels: 1) as a general attribute of the college sports association, because the university sports association is the "association", Therefore, it is as voluntary, self-governing and not-for-profit as all associations and organizations, and has the status of legal persons of associations; 2) as the basic attribute of the sports association, because the college sports association is the "sports association", it is the same as all sports associations, its purpose is to achieve the members to engage in a certain kind of sports practice, knowledge or service activities of the organization; 3) as a special attribute of college sports association, college sports association is an association organization existing in colleges and universities in our country. Therefore, this characteristic is integrated with the above-mentioned general attributes and basic attributes. It can be seen that it is a voluntary, self-governing non-profit organization of college students in China. Just as the Encyclopedia of China, the School Society, points out that its voluntary nature determines that it "can break the boundaries of grades, departments, and schools." Therefore, it determines that its management system and management process is different from the school administration system and the particularity of the management process[6].

3. Problems of the management of the sports organizations in China and the United States

3.1. Lack of effective management mechanism

The organizers and founders of college sports associations in China and the United States are all college students. Based on the unity of interests and hobbies, they come together to become a team, and the team is established after the approval of the school. Based on the fact that the members of the association are all college students, the restriction on the members of the association is small. The college

students are free to join or withdraw from the association, which leads to confusion in the management of the association. The loose management mode of the association makes it impossible for the members of the association to restrain themselves strictly and only pay attention to the improvement of their interests and interests, which leads to the fact that the sports associations in colleges and universities cannot get on the right track[7].

3.2. The process of establishing Sports Association in Colleges and Universities is difficult

The planning and construction of sports associations in China and the United States, the recruitment of club members and the operating expenses of associations are all the necessary ways for the initial establishment of the associations, and also test the ability and creativity of the founders of the associations[8]. First of all, the establishment of the association requires a suitable venue, but also the approval of the relevant departments of the school. However, due to the fact that the school thinks that the association scheme is unreasonable and the scale of the association is small, the process of applying for an activity site is twists and turns, and even if some of the community venues apply for approval, they also face all kinds of difficulties in recruiting students[9].

3.3. The risk of community construction

The establishment and development of college sports associations in China and the United States require managers from scratch to existence, from weak to strong. The process of the development of associations cannot be separated from the efforts and exploration of the management and the whole members of the associations. The process of the growth and development of associations will certainly experience various failures and risks. Based on the scarcity of community resources, the fund of associations in China cannot be used reasonably, which will inevitably lead to the waste of funds and the failure of various activities, thus causing the failure of associations[10].

4. An analysis of the tendency of American college sports associations

4.1. Sports associations in American colleges and universities tend to develop with high consumption, leisure and entertainment.

The increase in the number of sports associations makes the selected students tend to high consumption, leisure and entertainment of strong sports associations. There is one piece of data to illustrate this: in the United States, with a population of about half a million, there are more than 500 places for social investment in sports

activities. In the United States, sports that have become social investment hotspots include bowling, tennis, billiards, city golf, mock golf, skating, swimming, shooting, table tennis, badminton, chess and card, bodybuilding, martial arts, fishing and so on[11].

4.2. College sports associations tend to feel the pleasure of professional athletes

Since the initial formation in 1869, American college sports associations have been relatively mature and stable. After more than a century time, their organizational forms and operating methods have been well improved. Under the guidance of the big social sports environment, colleges and universities conform to its development trend and embody the popular way of fitness in the society into the community[12]. In particular, it is pointed out that tennis, badminton and table tennis students in American colleges and universities are self-serving rackets, and students are very enthusiastic about investing in their favorite sports. Sports associations have the functions of teaching, competition, entertainment and service. They provide opportunities for college students to participate in competitive sports or entertainment activities and get great pleasure from them. This enables colleges and universities to cultivate a habit of expending expenses after they enter social sports under the circumstances of the allocation of sports associations, so that their thought of "lifelong sports" after graduation is closer to the current situation of economic and social sports in the United States. The idea of "spending money on health care" and "leisure and entertainment" has been transferred to American colleges and universities, so that students can consciously integrate into American sports and fitness activities after graduation under this configuration of sports associations[13].

4.3. Sports associations in colleges and universities tend to local characteristics and their regional culture

In recent years, colleges and universities in the United States have a rapid increase in sports associations, and show a certain regional characteristics. The characteristics reflected in sports are closely related to their regional culture, that is, they should be called one side of the soil and water to raise one person, and the spirit of daring to try new things, dare to take risks and compete is a regional cultural characteristic of the United States. For example, "outdoor sports" in fact, Americans have been engaged in outdoor sports, our ancestors have been "outdoor," engaged in a variety of new "outdoor" sports. As future generations, we must not forget the precious spiritual wealth of the previous generation, the development of real "outdoor sports" in the college sports community so that our spirit in preparation for the ancestors of the "American" closer to or slowly similar. If possible, the "outdoor sports" of American college associations will flourish in the near future for three reasons: 1) the geographical advantages are suitable for the development of a variety of outdoor sports projects; 2) in line with the psychological needs of young people,

Americans themselves have the habit of pursuing trends; 3) the economy of the United States has developed rapidly in the past few years.

5 Example analysis

As an important component of school physical education, sports associations play an important role in the prosperity of campus physical education and the training and selection of excellent athletes. American college sports associations pay attention to the embodiment of students' subjective status and the exploration of individual value, so that students' interests and personalities can be fully developed. Taking Arizona State University (ASU) as a case, this paper analyses the operation and management mode of its sports associations, and puts forward some improvement measures for the development of sports associations in Colleges and universities in China.

5.1 Analysis of the Current Situation of Sports Associations at Arizona State University

Arizona State University (ASU), founded in 1885, is one of the five largest and best college towns in the United States. Arizona State University has the largest number of college students in the United States. Currently, ASU Tempe has 46 sports associations, including basketball, baseball, tennis, equestrian, golf, hip-hop, karate and more. Arizona State University Sports Club Program is a supplement to college campus leisure sports, intra-school sports competitions, physical education courses, and inter-university sports. Sports associations are composed of students who share common interests in sports. Each association is a member of the Sports Association Committee. The establishment, organization and management of associations are managed by student members of associations. ASU Sports Club Program gives every student the opportunity to participate in leadership, responsibility and decision-making activities. The success of sports associations depends entirely on the organization and management of their staff, consultants and coaches. Sports associations work under the supervision of the director and staff of sports associations. Internal members are responsible for the daily operation, including the schedule of activities, travel arrangements and financial management of the associations.

5.2 Advantage analysis of management model of sports associations at Arizona State University

5.2.1 Perfect organization and reasonable operation of sports associations

The research shows that the organizational structure of sports associations at Arizona State University includes many single sports associations, management

organizations and auxiliary organizations, which together constitute the unity of community activities. Arizona State University stipulates that all full-time undergraduate and graduate students are eligible to join sports associations. Non-full-time students and school staff can also be eligible to join sports associations at a certain cost, but only full-time students have the opportunity to become staff members within the associations. According to the organizational structure of sports associations at the Arizona State University, all associations need to elect a chairman and several office staff to be responsible for the organization and management of the associations. In addition, the associations need a financial director. Arizona State University Campus requires that every community should have full-time financial officers in addition to the essential principal responsible persons of the community[16]. Take the ASU tennis association as an example. There is one President, one Vice President, one Captain, one Event Coordinator, one Logistics Coordinator and one Marketing Coordinator. This establishment of management personnel strengthens the activity organization and fund management of the community. It also makes the operation of community activities more standardized and reasonable.

5.2.2 The conditions for the establishment of sports associations and the process of examination and approval are standardized and rigorous.

Arizona State University has standardized requirements for the application and establishment of sports associations. In February of each year, sports associations can submit application plans to the office of sports associations, including the vision and development strategy of the associations, information of all members, annual budget and facilities requirements. In addition, a note is required describing the benefits of students' participation in the sports club project. After a period of trial operation and review, the sports association will become the school's official sports association.

5.2.3 Fund raising and operation are standardized and marketized

In addition to necessary management, the normal operation of sports associations also needs financial support. Most American high school sports organizations have school financial appropriations. In addition, many sports associations in the United States charge a certain amount of dues. ASU charges \$25 for all 46 college sports associations, except the Regional Flag Football Registration Fee of \$400. On the basis of administrative allocation and membership fee collection, sports associations can also obtain funds through alumni donation, activity raising, friends and relatives donation, corporate sponsorship and other flexible forms. The association has formulated a strict fund use system, which can avoid disorderly use of funds within the association and improve the efficiency of capital use.

5.2.4 Sports venues and facilities are complete and abundant

In terms of the construction of stadiums and gymnasiums, most American universities have invested heavily in the diversity of the programs and the modernization of the technology. ASU has a complete and systematic gymnasium, natatorium, gym, strength room, track and field field, football field, tennis court and

large-scale comprehensive sports facilities, as well as storage room, bathroom, catering and other supporting facilities. Sun Devil Fitness Center is the main place for ASU students to participate in physical exercise. Sun Devil Fitness enhances the experience by providing programs, services and facilities, which can promote healthy lifestyles, build a community and enable students to succeed. Sun Devil Fitness offers a variety of recreation, fitness and sport opportunities, which include group fitness, personal training, sport associations and instructional classes. These relatively systematic stadium facilities provide material guarantee for the development of sports communities. The university provides the right to use the venues free of charge or at a low price to the officially recognized sports associations. The modern venue reservation way offers convenience for the management of the student sports associations and improves the working efficiency and the utilization rate of the venues. For example, ASU tennis association has totally three training sessions respectively on Monday, Wednesday and Thursday in each week, and the university offers free venues.

5.2.5 Perfect risk prevention measures for sports associations

ASU requires that responsible members of sports associations should have a clear understanding of the potential security risks. Every member needs to be familiar with the location and the number of emergency calls. Know the name of the venue where you are, guide the rescue vehicle to the designated location correctly, and ensure that all participants have common knowledge of CPR and first aid. ASU attaches great importance to risk management. For the members who have just joined the sports club, they fill in the exemption agreement before participating in the activities to protect the rights and interests of the university. The university also advises students to buy individual insurance. In addition, the university has established a risk management plan to ensure that casualties can be treated in time when accidental injuries occur. All-round crisis management awareness and pre-plan measures have played a greater role in effectively reducing the emergence of community accidents.

5.3 Research conclusions

This paper studies the management model of sports associations in American universities and finds that American higher education has the characteristics of pluralism, diversity and inclusiveness. Through a systematic review of the management of sports associations, it can be seen that the success of sports associations in American colleges and universities is not accidental, but the result of the joint efforts of generations of sports associations managers, and follows the inherent development model. Under the premise of sound organization and high management efficiency, the management of sports associations in American colleges and universities is more detailed, and some advanced management concepts are added, which fully respect human development, provide various help and services for students' growth and success, and provide intellectual and financial support for students. In a word, the management of sports associations in ASU Campus is more

meticulous and scientific. The application, examination and approval system and the fund raising and using system of associations are also relatively perfect, and there is a clear proportion between school allocation and self-financing. On this basis, combined with the current situation of the development of sports associations in Colleges and universities in China, this paper puts forward innovative measures for the management of sports associations in Colleges and universities in China.

6. Innovative measures for the management of sports associations in colleges and universities in China

Canadian humorous essayist Stephen Leakoff writes in his essay "Oxford in my View": "what is really valuable and meaningful to college students is the life and environment around them. What all college students really learn, in a way, is based on their own intellectual activity, not as a passive listener. Through the above analysis, we can see that the achievements of sports associations in American universities are not only closely related to the long historical span of sports associations, but also to the economic level, social environment, political ecology of the United States. With the development of society and the deepening of the reform of higher education in China, college student sports associations are facing many new situations and problems in the process of development. We can draw lessons from the institutional settings of the management of sports associations in American colleges and universities. The whole school sports associations, including college sports associations, are scientifically managed[19]. In the face of the severe situation in the management of sports associations in colleges and universities, we should innovate the management mode from the following aspects.

6.1. Strengthening the construction of management mechanism

First, the management of associations can be improved through the participation of mentors. In general, the managers and organizers of college sports associations are college students, college students are unfamiliar with the management and management of associations, lack of experience. If the association management has the participation of the mentor, it will make great progress in the management and development of the association. Second, pay attention to the selection and assessment of management personnel. As the main group way of college students' activities, it needs a good management team and good leadership to lead a good team if they want its stable and rapid development. The selection of association management can be carried out by means of self-recommendation or member election, the supervisor will check the gate, and select the excellent and responsible community administrator, so as to promote the rapid development of the society.

6.2 Sports associations are autonomous, self-managed and organized

At present, the bureaucratic phenomenon in the management of most colleges and universities in China is obvious. The bureaucratic phenomenon of the community in the university mainly refers to the influence of the university on the university sports community and the pressure from the parties, leading the sports community cannot function normally and being socialization. This phenomenon is not only a violation of the central thought of the community, but also the autonomy and initiative of the members of the community, and the goal of improving the overall quality of the members of the community. College sports associations are mainly composed of students, with characteristics of autonomy, identity, mutual assistance and public welfare. Sports associations are mainly composed of students, who organize and spontaneously carry out activities that are popular with students and are implemented by students. In such a relaxed and free atmosphere, club members will identify with the value of the club more. The more harmonious the atmosphere is, the more conducive to the cultivation of students' interest in sports, in the formation of sports habits and in the improvement of sports ability. The development of college associations is an important way to realize the unification of students' personal value and social value, to respect students' individuality and to promote their all-round development.

6.3 Establish the teaching evaluation mode of the integration of inside and outside the course

For freshmen and sophomores, the examination of physical education options in each semester needs to evaluate the performance of students in physical education by common evaluation of physical education and students' participation in sports club activities. Part of the results are obtained through traditional physical education examination, and the other part is obtained through the number and time of students' extracurricular participation in sports club activities. The two results ultimately constitute the students' physical education results of this semester. This method to a large extent attracts and stimulates students to take an active part in sports club activities.

7. Conclusions

As a special organization of colleges and universities, college students' associations need to carry on the optimization management of the operation mode, improve the operation efficiency of the associations, and the sports associations of China and the United States have great differences in the management of the associations' operation. Combined with the characteristics of the operation and management of college sports associations in China and the United States, and taked Arizona State University as a case, this paper analyses the operation and management mode of its sports associations, and puts forward some improvement

measures for the development of sports associations in Colleges and universities in China. This paper innovates the development mode of sports associations, establishes a new model in line with the operation and management of sports associations in colleges and universities in China, and it promotes the overall development of college students. In order to promote the all-round development of college students, we should guide the construction and development of college sports associations with the scientific and reasonable development concept and operation management mode, and learn the new methods and new ideas of the operation and management of American college sports associations.

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