Analysis on the Innovation Path of Informatization and Branding of University and College Party Building in the Era of "Internet +"

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ABSTRACT. *Guided by the ideology of "Internet as the path, innovation for use" , we explore "Internet+"party building, and transform traditional grassroots party building work with "Internet+" thinking. More efforts are focused on effectively improving the traditional party building that emphasizes form, neglects management and pays more attention to internal issues, and exploring the informatization and branding path of university and college party building based on the technological advantages of the Internet.*

KEYWORDS: *University and College Party Building; "Internet+"; Informatization; Innovation*

Recently, the information technology with the Internet as the core and representative is rising and prospering. General Secretary Xi Jinping clearly pointed out at the National Organization Work Conference, "With the development of information technology, the informatization of party building will be further developed. Party committees at all levels must attach great importance to the impact of informatization development on party building, and ensure that wherever the network develops, the party's work must be covered". The development of informatization is a major trend in the domestic and international world. Under the background of the era of "Internet+", "Internet+" party building must be the general trend. At the same time, this is also a topic of the times to promote innovation in party building work. It can make better use of the Internet, use digitization and informatization as the starting point to further implement the responsibility of comprehensively and strictly govern the party, and use the coverage of the Internet to strengthen the effect of cultural communication and work as the "speakers" and "phonographs" to spread the party's voice.

1. The Main Problems to be Solved Urgently in University and College Party Building

1.1 The Non-strong Interaction and Single Service

The traditional party building work is mainly concentrated on online, and the low attention on information platform and the low development rate result in insufficient performance of party building services. First, the public feedback channels cannot be opened, and the time and pace between party members and the masses are not completely consistent in the offline mode of traditional party building;Second, the transfer of organizational relations and party fees are conducted offline so that student party members need to leave spare time to deal with the issues, which consumes party members' energy and decrease work efficiency; Third, the publicity of political theory database is poor, and the learning effect is not satisfactory. Offline learning is only concentrated in a certain period of time, and it is difficult to obtain data, which may lead to a mere formality and lack of practical effects.

1.2 Outdated Content and Form, Weak Attractiveness

There are few traditional learning and education methods for grassroots party building, and most of them are concentrated offline learning, lacking effective methods and platform. Over a long period of time, it is easy to cause some problems such as vague identity of party members, formalized meeting learning and outdated knowledge. Secondly, traditional basic party building learning only uses offline

platforms, mostly in the form of seminars, learning exchange meetings, and watching videos. The content of party building is solidified and lacks new ideas. For long period of time, party members' enthusiasm for learning has declined. At the same time, offline learning may conflict with the work and study of party members

1.3 Lack of Linkage and Low Resource Sharing Rate

Grassroots party building has the problems of large size, wide distribution and strong mobility of party members. Therefore, although the traditional grassroots party building learning takes collective learning as the starting point, party members still directly learn separately and lack communication and linkage. Even the communication is also "platform-speech-oriented", it is still one-way communication, which is lack of multi-exchanges between each party member. At the same time, most learning resources are used for self or small-range dissemination, which is difficult to cause overall learning effect and low resource sharing efficiency.

2.The Innovative Path of Wisdom Party Building in University and College

2.1 Advancement of Online and Offline Together

(1).Enrich the education mode of party members and break the boundaries of Party members' education

In the all-media era,"online and offline party building work complements each other. In actual work, we always maintain an organic coordination of online and offline work, and use "Internet +" as an important tool and carrier for party building work.[1] First, the combination of online and offline methods can not only ensure the learning and communication among party members, but also ensure that party members can break time and geographical restrictions;Second, the online party member education model can systematically record the learning habits and learning process of party members, and provide more targeted learning guidance for party members. In addition, there is a more complete learning feedback mechanism and learning exchange experience sharing mechanism. At the same time, "it could effectively grasp the physical and mental development and personality characteristics of university students in the new era, build an autonomous learning platform of college student party member, and allow student party members to participate in the rich content and technological innovation of party building work, and giving full play to the master spirit of university students".[2]

(2).Establishment of theoretical resources and learning record database

More efforts should be put on transforming the traditional one-way offline learning and sharing methods of platform-style learning resource, and applying the "Internet +" to the theoretical learning level of party members. Firstly, relying on E-class(Yiban), WeChat, Xuexi.cn,College's Official Website to form a resource database. Works should be made on ensuring that the issuance of documents and the dissemination and sharing of materials are informatized, digitized, and real-time, to ensure the real-time and convenience of party members' learning. At the same time, it also changed the disadvantages of traditional data storage difficulties by students, saving resources and improving efficiency;Secondly, we should diversify the content and forms of learning, enhance the interaction of learning and conform to the mobilizing learning and fragmented learning of party members to improve the proactive learning of party members; Finally, the sharing of resources between party members and between branches and branches can be realized.

2.2 Construction of an Information Management Mechanism for Party Members, and Innovation of Working Models

(1).Establishment of information database of party member to lay the foundation for party member management

"'Internet + and party building' model is helpful to build the informatization of the platform, and the use of Internet can provide new ideas for the archives construction of the party building work in universities and colleges".[3] Due to high mobility of student party members, it is necessary to establish a information database of party member to update and replace information regularly. With instant messaging tools, online documents, and the Guangdong Party Building Cloud platform as the main

body, a standardized operation of party member information work is established to timely update information and feedback work, understand all aspects of party members and enhance the accuracy of party member management and education. It is ensured that party members "five-must visit, six-must talk".At the same time,we can better carry out party member micro-services based on the party member information database, such as establishing a register list of political birthdays of party members based on the time of joining the party, and implementing a "political birthday" mechanism for party members.

(2).Setting of a long-term evaluation mechanism to stimulate the vitality of party members

Data and information tools are used to realize objective and detailed learning data analysis, scientifically grasp the data of party members, and regularly display and compare the learning situation of individual party members and party organizations through incentive mechanisms such as accumulated points and rankings. The advanced deeds and learning experience of party members are shared through social network groups, WeChat public platform, E-class(Yiban) and other platforms to stimulate the overall learning desire and competition mechanism of party members. Especially in view of the learning situation of Xuexi Qiangguo(Xuexi platform), we will show weekly small displays and monthly big evaluations, and adopt a reward mechanism for the top outstanding learning role models. Through data publicity, all party members can see their positions, make up for their mistakes and follow up in time.

(3).Networked daily work to simplify operation procedures

Grass-roots party building in university and college is characterized by strong mobility and large flow base of party members. The traditional daily management of party members is time-consuming and labor-consuming. It is necessary to adapt to the development trend of new media, realize the wisdom party building, informationalized and online daily management. First of all, informatization of party archives is closely oriented with the "Internet +" thinking. Combined with the characteristics of the School of Foreign Languages, the corresponding management system is established and improved. It not only make sure offline archive but also ensure online backup and records, to ensure that the archives query and management have rules to follow, ensuring the convenience of inquiry. In addition, party fee payment and party organization relations both have shifted from offline to online, changing the traditional passive centralized mode, ensuring that party members can grasp the initiative and enhance the convenience of operation.

(4).Unblock channels of information communication and keep closer ties between party organizations and the masses

Through online channels, the channels between party members and grassroots party organizations are more unblocked, and they can provide timely feedback and requirements, so as to ensure that the two are truly tied together. At the same time, it can better conduct public opinion surveys, follow the online mass line while visiting online, collect the actual needs of the masses more quickly and flexibly, and narrow the relationship between the party organization and the masses. This puts forward higher and deeper requirements for party building work. In the future party building work, it is necessary to refine public opinion, do a good job in checking the work, and ensure the correct orientation of public opinion.

2.3 "Internet +" Party Building Propaganda

(1).Propaganda of Party building with new media, and the transformation of two micro platforms and one website

According to the 45th Statistical Report on China's Internet Development released by the China Internet Network Information Center, the number of Internet users in my country has reached 904 million, of which 897 million are mobile Internet users. Mobile phones have become the main channel for student party members to obtain information.[4]The party building propaganda in the new media era has been given new characteristics and requires higher requirements. Born in the era of new media, grown up in the environment of mobile client, student party members have little contact with traditional media. Through the two micro-platforms and the party building column of the website platform, the mainstream media platforms are used as the publicity material library. With the extension of WeChat public platform and college website, it can instantly convey learning achievements and work results to student party members, and improve their sense of identity and pride through the flexible use of text, pictures, videos, live broadcast, H5, e-books, posters and other methods.

(2).Linage of resource platform, publicity effect 1+1>2

"Sharing" and "interactivity" are the core characteristics of the Web3.0 era, which leads to the party building propaganda work is different from the traditional propaganda work. It is not only one-way communication, but also for multi-line sharing. The linkage in the work of the branch is embodied in the following aspects: First, it is the linkage of learning resources; Second,it is the linkage and sharing between various platforms, which includes the interaction between mainstream media and self-platform, self-platform and self-platform,to ensure the maximum learning coverage; Third, it should strengthen interaction with other branches, share with each other, and establish a branch exchange group to learn from the excellent experience of other branches.

3. Conclusions

With the "Internet +" thinking and online media, an open, shared and interactive service platform is created. The party innovation can help improve the efficiency of party member education and party member management, implement system learning and theoretical learning, and expand and intensified the party's voice to the ears and hearts, which truly plays the role of a battle fortress of the grassroots party organizations. It should change the traditional thinking of party building work and creating an efficient and convenient party building work model in new era.

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