

The Management and Research on College Student Associations of Yunnan Forestry Technical College

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Abstract: By questionnaire and interview survey to federation of student associations and student associations of Yunnan Forestry Technical College students, it is analyzed that the existing problems in the construction and management of college students associations, then it is put forward recommendations to association management system that for long-term development student associations must enhance the quality of student associations' activities and improve associations' management system and broaden the sources of funding for associations.

Keywords: Federation of student associations; Student associations; Management

1. Introduction

1.1. Basic situation of student associations

By May 31, 2018, there are 52 student associations in Yunnan Forestry Technical College, in which "Xinyuan" mental health association and conservation and utilization of biological diversity are the most popular student associations. Statistics show that the ratio of students to participate in student associations is above 65%, which shows societies in students' campus life has considerable influence.

1.2. Current management situation of student associations

The management of student associations can be divided into two major aspects, internal management and external management. Survey shows that internal management of college student associations within Kunming is orderly, since 57.6% of students within associations think that the rules is reasonable and the work is ordered. Only 6.6% students think membership fee (¥5~¥20 on the average) too high, according to the survey. At present, college student associations are mainly managed by the Federation, whose main task is to oversee operation of student associations, to urge them to develop management regulations, to coordinate between student associations, to promote exchanges and cooperation between them. The investigation also reflects that 46.9% of students think student associations should be to society, universities and colleges should upgrade the quality of their activities by communing and work together more.

2. Main Problem of Management and Cause Analysis

2.1. Poor quality of activities

There is unbalanced development of college student associations at present, some associations have large scale, more members and activities, impact of a wider range, but some associations don't even have regulations, relying on passions in the maintenance of the members. In terms of the student's grades, low grade is dominating and seniors continue to participate in the community is relatively small except to be backbone. Seeing from the activity and impact, activities socially oriented are more, but activities having good social benefits are few, influence of college student associations is confined to the campus.

In the survey, students surveyed say that current college student associations in all its activities, but in the form of activities are more concentrated in academic lecture which is up to 43.2%, followed by the theme party and relevant professional knowledge party, both are up to 19.2%. The activities of some student associations lack of innovation, the existence of duplicate activities. This is not consistent with original intention of current college students to participate in society, "fostering interest and entertainment". While activities are of good quality, still 32.1% of respondents believe activities of associations are ordinary, 13.3% respondents were dissatisfied with campus associations.

2.2. Student associations have strong dependence on the communist youth league

Now there are some shortcomings in dealing with the Communist Youth League in our college student associations and maintaining a community autonomy relationship, mainly are: first, the student associations must accept the arrangements and audit by the school-level

Communist Youth League. Funds and sites and instructors are subject to the Communist Youth League. Second, the student associations' regulation is a bit outdated. According to the survey, there are their own regulations on the management of student associations in our college, but most of the regulations are limited to the management category, and not covered how to promote the further development of student associations, how to protect the interests of associations and their members, how to keep the society stable and sustainable development. Then the regulations are lack of maneuverability. Such as according to the regulations student associations must register timely each academic year otherwise they must be dissolution. But in fact, in practice, student associations do not complete registration, the school is still in default that associations is to continue to run, many student associations are beyond the League's management and oversight.

2.3. Student associations with funding shortage and limited resources

There is funds shortage and instable, immature funding channels of student associations, which is one of the most prominent issues in current development of student associations. Boys and girls generally think the main reasons for the slow development of the student associations is the serious shortfall in the funding of the association. The survey shows that 5% of student associations' funds from the Youth League of the earmarks, and societies themselves less than 10% for sponsorship. Due to the very limited funding to schools for student associations, sponsors from the societies seem to be the one and only source of association funding. But sponsorship is not an easy thing to get. In our interview, students generally reflect that many businesses wouldn't cooperate with the student associations. Lacking of sponsorship, plus without the school's support, leads directly to the lack of facilities and high quality activities. In addition, it limits the activities of societies, and makes associations' contacts with social decrease. Due to the serious shortfall in the funding associations have to spend time and effort to raise funds and seek foreign aid, which seriously affects the quality of associations activities promoted.

3. The Countermeasure to Promote College Students Association in Kunming

3.1. Raise the level of student association activities

Quality of student association activities directly affects the member's cultivation of inner qualities, philosophy and sense of value[3].

3.1.1. Establish association culture, achieve association activities diversification

From the survey results, single-form activities have made a decline in student interest in association activities, and dull and boring activities contrary to the purpose for students to participate in association activities to cultivate interest or to entertain. Therefore, we should establish association's culture and be good at using different features in different associations to carry out a variety of activities. For example, we should guide 'theory' associations in a planned manner, in the form of lectures, consulting on the streets, to learn and propagandize awareness of the Party's guidelines and policies; guide 'academic' associations of science and technology in the form of exhibitions of the latest technology, competitions, to arouse the enthusiasm of student invention and cultivate students' creative thinking. Association's activities are the main carrier of spirit and culture, so we should motivate and guide to help associations form the unique health-spiritual culture.

3.1.2. Brand culture and propaganda model

College students association should highlight the features and a number of boutique student associations will come up combined with the existing situation of college students associations and the characteristics of campus culture and traditions. And outstanding association culture plays an active leadership and model role in construction of campus association to promote sustainable development of college students associations. Therefore we should increase support for fine associations, create association brand activities, pay attention to the culture of training and promotional brand associations, engage in advocacy actively by bulletin boards, posters, banners, network, radio, publications and other communication media in schools.

3.2. Perfect association management system, enhance association independence

First of all, we should strengthen the independence of college student associations in the corporate statutes and organization. School and League organization should regularly heard a work report of associations, and deploy their societies work, and regulate the establishment, registration, activities, financial system, recognition and assessment of the college student associations.

Second, we should make innovative associations building model, to form the patterns of the League as the mainstay, with the Student Union and student associations for the two wings. Emphasize the advantages of student organizations, and student associations need to further strengthen coordination with school League. Make student organizations more closely combined with the Communist Youth League organizations and bring student associations into student work, and gradually form student's work patterns of multiple coverage, interchange and mutual complement.

Thirdly, should be more supportive and less interference management methods imposed on associations.” supportive” refers to the Federation of provide a variety of services and support to associations’ activities, school information, student management, academic and research sectors should be combined with job functions to support the construction and development of student associations, and to provide the necessary guidance; “less interference” that is to encourage the student associations activities independently, and the League should participate as little as possible the concrete daily activities of associations.

3.3. External support to secure funding, internal focusing its fundraising management

3.3.1. Broaden the financing channels, strive for college financial support

First of all we should broaden the financing channels. In the United States, funds of college students associations are relatively abundant. Apart from applying for the relevant department or foundation of the school for the activities, associations raise money from independent business items, paid activities, alumni associations, and social organizations and so on. To ease the financial burden, United States schools allow student associations available on campus to for-profit services, such as management and maintenance of the campus network, characteristic food, fitness center, a variety of clubs, and these services staff is recruiting students[5]. We can learn from the more successful United States colleges and universities, and let student associations operate profits of certain items, through the establishment of the Foundation of associations.

Secondly, we will try to increase support from policy development in colleges and universities. Schools should increase investment in student association’s funds for construction, adjusting the use of existing venues, or constructing the necessary student activity center, providing a certain amount of office space, activity venues and activity facilities. We should assist student associations to involve additional outside resources, at the same time make the allocation of funds, space and equipment relative to the evaluation mechanism of rewards and punishments, to support the star student associations, to support and reward excellent student associations ,which will make the limited resources for maximum benefit.

3.3.2. Student associations itself should focus on resource mobilization and management

First of all, we should reasonably get the sponsor. Along with the standardization and segmentation of the student

market, more and more student associations have launched a number of commercial financing activities, which adds to the student associations financing of competition[6]. Large students association has a separate Public Relations Department; small ones can receive support from the Public Relations Department of the Federation. Students associations should realize the promise of enterprise returns within reasonable limits, with the spirit of "mutual benefit, reciprocity and mutual benefit", college student associations and sponsors should be looking for a combination of common ground and achieve mutual benefit and a win-win situation. In addition, the head of student associations can hire a sponsorship for consultant or guest lecturers, which not only can enhance association’s linkages with enterprises, also can add new guiding force for associations.

Secondly, we must do the work of the financial management of associations. In the association management financial management is at the core. Associations’ funding is limited, and abuse of funding would be a waste. More seriously for lack of funds would cause disruptions to operation of a association and thus limit the further development of association, undermine the enthusiasm of association’s members. Therefore, associations should implement revenue and reduce expenditure simultaneously, do their efforts to strengthen the financial management and general management to achieve healthy functioning.

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