

Practical Thinking on the Brand Construction of College Student Youth League Committee

-- Take Hainan Vocational University of Science and Technology as an example

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Abstract: Under the background of the new era, the college student Youth League Committee, as a bridge connecting students and schools, not only carries the multiple functions of ideological and political education, campus culture construction and the protection of students' rights and interests, but also faces the important task of how to innovate the working mode, enhance the work efficiency and enhance the organizational influence. As an effective way to enhance the organization recognition, enhance the cohesion and attraction, brand construction is gradually becoming an important direction of the work of college students youth League committee. This paper aims to explore the significance, current situation, challenges and practical strategies of the brand construction of the work of college student Youth League committee, in order to provide theoretical reference and practical guidance for the innovative development of the work of college Youth League Committee.

Keywords: Brand construction; Youth League Committee; Innovation path

1. Introduction

With the popularization and deepening of higher education, college students are increasingly diversified, which puts forward higher requirements for the quality, connotation and participation of campus activities. As an important force leading the students' ideological trend and enriching the campus cultural life, the effectiveness and innovation of its work are directly related to the shaping of students' satisfaction and the shaping of the overall image of the school. Brand construction, that is, by building a unique brand image, spreading the brand concept and strengthening the brand management, can effectively improve the recognition and influence of the work of the Youth League Committee, promote the active participation of students, and realize the sustainable development of the work of the Youth League Committee.

2. The significance of brand construction of college student Youth League Committee

2.1 Enhance organizational cohesion and sense of belonging

By building a distinct organizational image, the brand construction strengthens the identity and sense of belonging of the members to the Youth League Committee, stimulates the internal motivation, and promotes the team cooperation and common struggle. Ensuring that all members have a clear understanding of the mission, vision and core values of the Youth League Committee will help everyone work in a common direction. Set specific goals and set short-term and long-term specific goals for the Youth League Committee. These goals should be measurable and achievable, and can stimulate the enthusiasm and sense of participation of the members. Establish open communication channels, encourage open and candid communication among members and between members and the leadership, and resolve differences and problems in a timely manner. Promote teamwork. Through team building and collaboration projects, enhance the tacit understanding and trust between members, so that everyone can feel the power of teamwork.

2.2 Enhance the work recognition and influence

The unique brand logo and brand story can enable students to quickly identify and remember the activities of the Youth League Committee in many campus activities, improve the participation rate and communication effect of the activities, and then expand the influence of the Youth League Committee. Combining the hot spots of The Times, students' interests and school characteristics, we design and hold unique and innovative brand activities. These activities should be able to attract extensive participation and to impress themselves among the students. Take brand activities as a landmark project of the Youth League Committee, which will be held regularly or irregularly to form tradition and influence.

Strengthen publicity and communication, and use campus radio, posters, banners, wechat public accounts, microblogs and other channels to extensively publicize the work and activities of the Youth League Committee. Ensure that the information is comprehensive and can

reach the target groups. High quality content: Make exquisite and attractive publicity materials, including pictures, videos, H5 pages, etc., to improve the readability and dissemination of the publicity content. Establish cooperative relations with other student organizations, associations or external institutions to jointly promote the activities and projects of the Youth League Committee and expand their influence. Organize students to participate in social practice projects, such as social research, volunteer service, public welfare activities, etc., so that students can increase their knowledge and exercise their ability in practice, and enhance the social influence of the Youth League committee. Establish long-term cooperative relations with communities, enterprises, public welfare organizations, establish volunteer service bases, provide a stable volunteer service platform for students, and show the social responsibility of the Youth League Committee.

2.3 Promote work innovation and continuous optimization

- The brand construction requires the work of the Youth League committee to innovate constantly to meet the growing needs and expectations of students. At the same time, through brand management, we can timely find and correct the deficiencies in the work, and promote the continuous optimization of the work. Create an open and inclusive organizational atmosphere, encourage members to put forward new ideas and suggestions, do not fear failure, and dare to try. Through training, sharing meetings and other forms, improve members' innovative awareness and ability, so that they are used to thinking about problems from multiple angles and seeking innovative solutions.

- Set up innovation project funds or incubators to provide funding, resources and technical support for potential innovative projects to help the projects from concept to implementation. Innovation reward system, establish the innovation reward system, to commend and reward the individuals or teams who propose and successfully implement the innovation projects, and stimulate the innovation enthusiasm of the members.

2.4 Help the school culture construction and inheritance

- As an important part of campus culture, the construction process of the Youth League committee brand itself is a kind of inheritance and innovation of campus culture, which helps to form a campus cultural atmosphere with distinctive characteristics. New media tools such as Weibo, wechat official account and short video platform are used to spread school culture in a way that is popular with young people, and enhance the attraction and communication power of culture.

- Design and promote creative products with school cultural characteristics, such as T-shirts, souvenirs, cultural creation, etc., so that students can feel the charm of school culture in their daily life. Cultural festival activities, cultural festivals, art festivals, academic forums and other activities, inviting teachers and students, inside and outside the university, experts and scholars, and cultural celebrities to participate, to promote cultural exchanges and ideological collision. We will strengthen exchanges and cooperation with international universities and cultural institutions, introduce foreign advanced cultural concepts and experiences, and display and spread excellent traditional Chinese culture and school characteristics.

3. The current situation of the brand construction of the college student Youth League Committee

3.1 Preliminary exploration stage

Some youth League committees of universities have realized the importance of brand construction, and began to make preliminary exploration by designing a unified visual identification system (VI) and formulating brand communication strategies. However, these attempts mostly stay on the surface, the lack of in-depth brand connotation mining and systematic planning.

Some youth League committees of colleges and universities still stay in the traditional work mode, lack of understanding of brand construction, lack of initiative and creativity, leading to the lack of highlights and characteristics in the work, and it is difficult to attract students' attention and participation.

3.2 Insufficient resource input

Brand construction needs certain resources to support, including human resources, material resources, financial resources and so on. However, due to the limited resources, the youth League committees of some universities are difficult to invest enough manpower and material resources in the brand construction, which limits the development of the brand process.

4. The challenge facing the brand construction of college student Youth League Committee

4.1 Diversified of student needs and serious brand homogenization

With the diversification of student groups, their needs are also increasingly diversified. How to accurately grasp the needs of students and design an activity brand that is both in line with the trend of The Times and close to the reality of students is a big challenge for the brand construction of the Youth League Committee. At present, the youth League committees of some universities imitate each other and lack innovation in the process of brand construction, which leads to serious brand homogenization and it is difficult to form a unique competitive advantage.

4.2 Brand communication channels are limited

Brand communication is an important link of brand construction. However, the youth League committees of some universities lack effective channels and means in brand communication, which is difficult to spread brand information widely as a result and affects the play of brand effect.

5. Practical strategy of brand construction of college student Youth League Committee

5.1 Define the brand positioning and the core value

The first step of brand construction is to clarify the brand positioning and core value. The Youth League Committee should determine the unique positioning of the brand according to its own characteristics and advantages, combined with the school culture and the core values of the students, so as to provide direction guidance for the subsequent brand construction and communication.

Brand connotation is the core competitiveness of the brand. The Youth League committee should dig deep into the highlights and characteristics of its own work, integrate them into the brand construction, and form a distinctive brand image and brand story. At the same time, pay attention to the cultivation and dissemination of brand culture, enhance the emotional resonance and cultural identity of the brand.

5.2 Build a brand activity system

Brand activity system is an important carrier of brand construction. The Youth League Committee should design a series of innovative, participatory and influential brand activities centering on the brand positioning and core value to form a brand activity system. Through the continuous holding of brand activities, and constantly improve the brand awareness and reputation. Brand communication is the key link of brand construction. The Youth League Committee should make full use of new media platforms (such as wechat official account, weibo, Tik-Tok, etc.) and traditional media (such as school newspaper, radio station, etc.) to build diversified brand communication channels. Through the combination of online and offline ways, expand the dissemination scope and influence of brand information.

5.3 Strengthen brand management and maintenance

Brand management and maintenance is the key to ensure the sustainable and healthy development of the brand. The Youth League committee should establish a sound brand management system and process to ensure the unity and standardization of the brand image. At the same time, pay attention to the prevention and response of brand crisis, timely deal with the negative information in the process of brand communication, and maintain the brand image.

6. Conclusion

To realize the brand construction of the Communist Youth League in colleges and universities, it is necessary to clarify the brand positioning and goal, build the brand system, strengthen the brand communication, deepen the brand connotation, strengthen the brand management, and integrate resources and cooperation. Through continuous practice and innovation, we can promote the brand construction to achieve new results, and make greater contribution to the growth of young students and the sustainable development of the league organization.

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