

# *Research on the Construction of Brand Image of College Management Based on Innovative Technology*

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**Abstract:** Every Party member needs to work together to do a good job of grass-roots Party construction. In the process of establishing a brand and building a team of knowledge-based, innovative and learning teachers, the party branch of Chongqing Aerospace Polytechnic actively carries forward the Chinese culture, remembers the mission and responsibility, grasps the correct direction of political guidance, actively takes the cultivation of highly skilled talents as the pursuit of career development. It also constantly uses a variety of ideological and political ideas with aerospace spirit in the connotation construction, actively guides students to establish life ideals, uses Party construction to lead league construction, to promote talent, and improve students' recognition of their majors. Teachers and students shape the connotation of brand branches and achieve results in the practice and exploration of constantly creating brand branches.

Grassroots Party branches are an indispensable part of the construction of Party organizations. The construction of Party branches is both a foundation and an important battle fortress in the establishment of Party organizations. Party branches in Colleges and universities are the cradle of cultivating talent. We are ensuring the implementation of the Party's lines, principles and policies, highlighting the educational function of Party branches through daily organizational life, and building high-quality organizational activities in the way of Party branches' education as grass-roots organizations; to do a good job in grass-roots work and create brand branch activities, college branches not only need strong theories and excellent skills, dare to light the sword and struggle, but also take the teacher Party branch as the core driving force to play a leading and normal role. It is of great significance to strengthen the centripetal force and combat the effectiveness of grass-roots Party branches in colleges and universities and promote the establishment of brand projects[1].

## **1. Thoughts and Exploration on the Construction of Brand Branch Project of Teachers' Party Construction in Higher Vocational Colleges**

As the cradle of the construction and cultivation of college teachers, the establishment of teachers' Party branches is of far-reaching significance. Based on the regulations on the work of CPC Branches, we should comprehensively strengthen the Party's leadership, promote strict Party governance, ensure the Party's leadership role in all aspects, strengthen the political function of the Party branch, highlight the role of the Party branch as a fighting fortress, consolidate the

organizational foundation of long-term governance, intensify the goal of cultivating great country craftsmen, give full play to the educational function of colleges and universities, firmly establish the thought of the Party's comprehensive leadership, so as to give full play to the leading role of the advanced model teachers of the Party branch, and create a Party branch with teachers' ethics and excellent technical skills."

## **2. Practice and Innovation of the Brand Project of Teachers' Party Branch in Higher Vocational Colleges**

As for the teachers' party branch of Chongqing Aerospace Polytechnic, political mentor led mode has been launched.

Taking the teaching pattern of tutorial system for the gripper, the good teachers could lead outstanding students. Guided by Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era, we should inherit red spirit and stay true to the mission. We can regard Party history stories as an education carrier, infuse these stories in students' daily studies and lives, set up their positive attitude, help them establish excellent skills and dedication to serving the society, thus achieve outstanding results in the municipal and national skills competitions[2].

Through party history education, we can inspire the majority of students to review the hard and unforgettable experience of Party building, endow students with a sense of mission and responsibility, make them adhere to the goal of learning professional skills, actively give full play to the advantages of curriculum ideological and political education, combine professional development with the development of our country, and develop patriotism by learning the deeds of scientific predecessors. Party branch teachers should actively think about how the curriculum can stimulate the patriotic enthusiasm of young students, and feel the hardships encountered in exploring the road of innovative and scientific development by means of group discussion and interactive questions and answers; In addition, we should actively encourage Party branch teachers to dare to undertake tasks and lead students to participate in skill competitions. In practice, we should encourage students to innovate ideas and actively try to make patents, so that young students can feel the faith of patriotic scientists in various forms, stimulate their upward motivation from inside and outside[3], enhance their sense of responsibility and mission, and enable students to strengthen the leadership of the party, listen to the the party, feel the kindness of the party, and strengthen their ideals and beliefs, make them strive for the rejuvenation of the Chinese nation.

### **2.1. "Hand in Hand" to Guide Students Admitted to the Party and Help Them Establish Ideals and Beliefs**

It is more important for students in Higher Vocational Colleges to establish ideals and firm their development direction in their life development. After entering the school, they should establish a clear academic development plan and submit a volunteer letter for joining the Party organization. These students are active young groups who should make progress in thought. Taking the teacher branch of Chongqing Aerospace Polytechnic as an example, the teachers who teach politics should lead the development direction of students, and design the class which starts from the professional ideological and political course and take patriots and scientific research workers as examples, by which the teachers can gradually make more active young students actively approach the Party organization, guide students in the future, help the establish self-confidence, and closely connect students' ideals and beliefs with the development of our country[4].

## **2.2. Abide by Rules and Regulations and Pay Attention to the Sense of Ritual**

The Party organizations have strict rules and regulations. As grass-roots organizations, we should establish a solid spiritual foundation, bear systems in mind and follow relevant actions. The daily meeting of the Party organization is a cautious meeting that is conducive to learning for grass-roots branches. The meeting materials should be archived, the standing book of Party construction work should be established, the division of labor of branch members should be detailed, the organization and discipline should be strict, and the spirit of daily documents should be paid attention to. We should adhere to the "hand in hand" of leading cadres, do a good job in democratic life meetings, pay attention to each session of Party member evaluation meetings, emphasize the importance of the meetings, and encourage Party member teachers to take the initiative to learn from the points management system and evaluation and commendation system of Party members discussed in the meetings; we should give full play to the potential of Party members' conscious learning, reflect the self strictness of Party members from the integral assessment, and build a learning and high standard team; In the course of the meeting, through having Party classes, watching classic films with red spirit, the teachers could revisit the historical years with young students, take the oath of joining the Party, and each teacher admitted in the Party could raise political awareness, enhance Party spirit education, remember their identity of Party members and fulfill the responsibilities of Party members through "hands in hands" and other activities[5].

## **3. Dig into Theoretical Knowledge and Dare to Compete in Real Situations**

### **3.1. Pay Attention to Teachers' Theoretical Learning and Advocate Active Competition**

Both colleges and universities are an important gathering place to lead the ideological progress of college students and young people. Teachers admitted in the Party should set an example and make progress continuously, read or listen to the latest facts and news every day in the "learning power", actively play the leading role of teachers in the main venues of Party and League construction, pay attention to the guidance of campus culture, and highlight the characteristics of campus culture with aerospace spirit and aerospace stories as the carrier, actively publicize the "aerospace class", organize teachers and students to listen to the struggle process of the older generation of excellent aerospace workers, enhance students' thought of loving the school, and lead them to have self-confidence in the development of their major. Teachers should establish a way of heart-to-heart conversation with students, and exchange professional theoretical knowledge as well as ideological guidance and theoretical learning; At the same time, in the "learning power", they should constantly learn new theories and compete for reading volume, so as to form a benign competition between teachers and students.

### **3.2. Combine Theory with Practice and Improve the Thought Pattern**

The issue of pattern is of great importance for the development of life, and the limitation of thoughts would often restricts our development. Teachers' Party branches actively play an exemplary and leading role, pay attention to their own continuous improvement of theoretical learning, share the books they read through the meeting of the Party organization, and actively share the reading experience with other Party members, so as to theoretically learn the methods that need to be improved in both management and teaching; Thus, they can also continuously influence students in the thought pattern, help students to broaden their horizons, lead students to learn to find their abilities and expertise, expand the ideological pattern, and make continuous efforts for the development of our country and the rejuvenation of the nation.

#### **4. Carry out Party and League Activities and Lead Positive Energy**

Higher vocational colleges are places where highly skilled talents could be cultivated and young students could give full play to their energy. Under the correct guidance of grass-roots Party organizations, the students can carry out colorful and characteristic activities, and actively participate in social service activities. Taking the student Party branch of Chongqing Aerospace Polytechnic as an example, teachers and Party members actively establish the concept of efficiently serving the primary and secondary schools in the process of seeking professional development, they carry out the model flight exhibition of unmanned aerial vehicle with the active participation of young league members. Those young talents patiently explain and demonstrate the model and successfully win the social recognition. In addition, the league members whose major is automobile actively carry out 4S simulation services and obtain a good reputation in various internship industries; Through the guidance of positive energy, teachers and Party members could dare to dream and put the dream into practice, young students could be encouraged to participate in voluntary activities, serve the society and enhance their academic self-confidence, as well as make some contribution. In the youth study of League members, the school also develops professional characteristics and advantages. Most of the professional teachers are Party members. They tell Aerospace stories well, give full play to aerospace spirit, preach and solve doubts in the way that young students like, and give every vivid and philosophical lecture for youth study. Exploration and Reflection on the working mode of establishing

#### **5. The Brand of Party Branch**

The construction of grass-roots Party branches in higher vocational colleges should be closely linked with the ideological guidance and political education. We should run through "educating people for the Party and the country", and to become a real good teacher with four ethics is a belief that teachers admitted in the Party always bear in mind in their professional development. Taking cultivating national high-tech talents as a goal, higher vocational colleges become the main ground for the development of this team. Chongqing Aerospace Polytechnic is characterized by aerospace spirit, and can introduce the story with red spirit into the class, pay attention to theoretical learning and skill development of students, so as to strengthen their responsibility, help them have the courage to participate in social services, actively cultivate excellent Party members and young people, play a pioneering role, encourage student Party members to actively offer suggestions at the meeting of the Party organization and talk with teachers and Party members, thus to build the brand of Party branch through the shared endeavor of teachers and students and promote new working methods and create a new situation.

##### **5.1. Pay Attention to the Connotation Construction of the Branch and Enhance the Internal Power**

Higher vocational colleges are an active and vibrant place. General Secretary Xi often conducts relevant research for many times and wishes young students to live up to their youth and be brave to work hard. The aviation school builds the brand of Party branch, pays attention to the construction of teachers' individual connotation, encourages teachers to actively take part in special project and improve their professional ability; Then the teachers could lead outstanding students to actively participate in provincial and national skill competitions; In the continuous experience, the imitation role of the team can be highlighted, so as to set a benchmark and create the brand of Party branch.

As a grass-roots branch, it is important to grasp the direction, fully grasp the current development trend, stand firm, do a good job in building morality and cultivating people, actively

implement the spirit of the documents of the CPC Central Committee, cultivate good teachers, actively transmit positive energy as well as transmit excellent Chinese culture and tell Chinese stories.

## 5.2. Adhere to Self-Confidence and Build the Brand of Party Branch

Insist on cultivating young students and helping them to establish lofty ideals and keep patriotic enthusiasm, insist on fostering character and civic virtue, strengthening the students' responsibility, leading the teachers and students to master Marxism-Leninism, Mao Zedong Thought, Deng Xiaoping Theory, adhering to Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era, giving play to the advantage in creating the Party branch brand, leading the way with strategies such as performance as well as integral calculus.

As for establishing the connotation construction of the branch, we should not only encourage the Party members themselves to improve their theoretical literacy, but also actively inherit the red spirit, stimulate the student Party members to assist the teachers to jointly complete the overall ideological and political guidance of the whole school, and help the students to actively participate in skill competition and basic discipline competition, which is conducive to their professional development, self-development and long-term development. At the meantime, the teachers should establish a realistic and pragmatic attitude, to guide student cadres to do a good job in daily management, establish a solid foundation, set up a good flag, dare to shine their identity and set a benchmark.

## 6. Conclusions

In terms of establishing the brand of Party branch, we should have clear objectives, cultivate both inside and outside, actively do a good job in educating people and serving the society. In essence, we should actively promote the role of the model, create scholarly education, scientific research competition, social services and other aspects, and achieve results in every field as much as possible. Through activities, practice, learning, discussion and summary, we could improve the quality of all aspects of the the Party branch, reflect our goal of serving the people and staying true to the mission, bear in mind the responsibility and mission, reflect the practical value in the cooperation between Higher Vocational Colleges and enterprises and the process of serving the society, constantly improve the ideological morality and social ethics of teachers and students, and finally build morality and cultivate people, lay the solid foundation of the branch brand and give full play to the characteristics of aerospace, so as to continuously improve the social recognition of the advantages of the Party branches of our school and departments.

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