Research on the Service Awareness of College Student Union Cadres

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\textbf{Abstract.} As the representatives of college students, Student Union cadres are mainly responsible for serving students wholeheartedly through management work. However, in reality, some Student Union cadres have poor service awareness affecting the effectiveness of their work. Consequently, it is extremely significant to maximize the service awareness of Student Union cadres. The authors analyze in detail the problems existing in the service awareness of Student Union cadres, and put forward corresponding countermeasures, aiming to promote the service awareness of Student Union cadres.

\textbf{Introduction}

In colleges, Student Union cadres, as members of student organizations, play a significant role in serving students in life and study, and also help colleges manage students and communicate with them. Therefore, the service quality and service awareness of Student Union cadres are of great importance to the Student Union.

\textbf{Elaboration of Relevant Concepts}

\textbf{The Concept of Student Union Cadres}

College Student Union cadres are the administrators of student organizations. As college Student Union cadres, it is their duty to serve the students by helping them solve difficulties and doubts both in life and study, so as to promote a good learning atmosphere on the campus. Consequently, every student can fully realize their values in a great atmosphere. According to the document "Training Plan for College Student Cadres" issued by the Central Committee of the Chinese Communist Youth League in August 2006, college student cadres mainly include part-time student cadres of the Party and the League, Students’ Federation, Student Union and student associations. They are student organizers, executors and coordinators of various work in college such as teaching, service and management. Essentially, they are a crucial part of the ranks of student work in colleges and a vital force to promote the development, reform and stability of colleges.

\textbf{The Role of Student Union Cadres}

In the daily operation of colleges, Student Union cadres should take the lead in abiding by the rules and regulations of colleges, helping other students and teachers to create good school spirits, organizing meaningful activities, and fully publicizing the rules and regulations of colleges. The details are as follows:

First of all, as a link between college educational units and students, in the daily operation of colleges, Student Union cadres should not only report the problems both in students’ life and study to the departments concerned, but also convey advices and document spirits of educational units to
other students. On the other hand, Student Union cadres must serve students. This kind of service not only includes helping students solve their difficulties in life and study, but also making suggestions in employment, work-study and self-realization for them, so as to become the assistants for students in their path to success. In brief, Student Union cadres, in their daily life, they play an excellent role of model. In this way, a good atmosphere of learning can be formed, students’ needs in life and study such as the needs of learning, living and self-realization, are met, and at the same time, the ability of Student Union cadres is further improved.

Current Problems Existing in the Service Awareness of College Student Union Cadres

Poor Initiative Service Awareness of Some Student Union Cadres

Some Student Union cadres lack the initiative awareness of serving students. Most of the time, they are simply accepting orders passively and completing tasks. It is not dedicated enough of them to find problems other students may face in their daily life, consider what their classmates consider and be anxious about their classmates. Besides, there is a lack of communication with other students, and a lack of understanding of others ideological trends and demands. Moreover, some Student Union cadres cannot make a balance between Student Union affairs and their study well. There are some phenomena such as student cadres dealing with Student Union work during study time, asking for leave or even skipping classes due to Student Union activities, which will affect their academic performance. Thus, Student Union cadres may fail to remain as a good role of model. Furthermore, some Student Union cadres do not realize their purpose and responsibility of serving students, but only act as a mouthpiece in their work. For various tasks delegated by college league organizations, they only deliver them mechanically and rigidly, and sometimes lack a proper tone and attitude of communication, hence failing to implement some of their work. All these phenomena are mainly due to their lack of initiative awareness of serving students and service idea both in their work and life.

Bureaucratism

Some Student Union cadres deviate from their own orientations, adopt a serious bureaucratic work style, and have clear official oriented consciousness and a sense of vanity and superiority, especially among the core cadres of the Student Union. Some cadres blindly imitate the bad and decadent behaviors in society. They usually praise themselves as "elites among students," position themselves as "officials" and "leaders," and match each other with "official posts." They tend to be arrogant towards others and gesticulate [1]. What’s worse, some show disrespect for teachers, leaving a poor impression on students and teachers. These kinds of phenomena have also once aroused heated discussion and widespread criticism among people. Under the influence of bureaucratism, some Student Union cadres regard themselves as managers rather than servants, leaving behind the fundamental purpose of serving students and the basic idea that they themselves and other students stand on equal grounds and the fundamental purpose of serving students.

Lack of Spirit of Devotion

For some Student Union cadres, they lack spirit of devotion in their work and study. Some Student Union cadres have impure motives for joining the Union, only pursuing the work experience in the Student Union so as to write it on their resume when looking for a job in the future. At the same time, in their daily work, they only want to accept some simple and interesting tasks, while for some complex and difficult tasks, they are reluctant to take responsibilities and work with low enthusiasm. Others treat students unequally in their work, for example, when their friends make mistakes, they tend not to make handling decisions in accordance with the relevant rules and regulations, but to cover up for them, resulting in the poor implementation of rules and regulations. Worse still, some even take advantage of their position whenever there are awards, bonus points and other opportunities. Such behaviors will definitely bring bad influences to college
ethos. Some Student Union cadres tend to form cliques or canvass in a campaign with dishonest means. To some extent, this will weaken their function of serving students, resulting in poor service from cadres and decreased public trust.

Lack of Sense of Responsibility

On school days, Student Union cadres should not only set an example of observing rules and regulations, but also help teachers build and maintain great school spirits and a good academic atmosphere in order to create a good campus climate. Nonetheless, in reality, some cadres do not have a strong sense of responsibility, do not abide by the rules and regulations, do not participate in some learning activities of the Student Union, and do not conscientiously perform their duties. In particular, some cadres, with a utilitarian heart, are keen on striving for what is beneficial to them, yet they are passive towards their work that does not generate personal interests for them. They do not set positive examples to others and contribute to building a good campus climate. As a result, this will arouse the antipathy of some students. When some students first join the Student Union, they are full of passion. However, as time goes by and with the increase of academic pressure, some cadres gradually lose their enthusiasm for the work of the Student Union, making all sorts of excuses in work, failing to serve the students well, and failing to fulfill the tasks assigned by the Student Union. Such all suggest that they lack a strong sense of responsibility.

Countermeasures to Promote the Service Awareness of College Student Union Cadres

Paying Attention to Implementation and Strengthening System Construction

Strengthening system construction is the fundamental guarantee to standardize the work of Student Union and the behaviors of Student Union cadres. In addition to setting up a supervision system for Student Union, colleges should also have institutional constraints on the ideology and codes of conduct of student cadres. Colleges should seriously deal with student cadres' errors and try to avoid the phenomenon of "Zero implementation of the system" as well as the phenomenon of simple and extensive implementation of the system, such as simply dismissing the cadres when they violate the system and make mistakes, rather than patient guidance and correction [2]. In addition, party discipline and regulations, laws and regulations should be applied to regulate those student cadres who have joined the Communist Party of China or authorized to exercise public power. Party organizations in Colleges and universities and relevant discipline inspection and supervision divisions should perform their duties correctly in accordance with the "four forms" of supervision. In terms of those symptom problems and orientation problems among student cadres, they should be identified timely, and the cadres must be reminded promptly and address the problems immediately. The student cadres who have not yet made mistakes in matters of principle but symptom problems and orientation problems should be reminded, educated and admonished. The competent department of the Student Union bears the main responsibility for the style construction of the Student Union cadres. For example, if they do not deal with the improper words and behaviors of the cadres, it is not only inconsistent with the basic principle of education, but also a manifestation of inertia and negligence.

Rectifying Thinking and Fostering Service Awareness

The competent department of the Student Union should regularly educate and train Student Union cadres, stressing the awareness of serving the students. Establish the idea of "matching of power and responsibility," so that Student Union cadres can set up a proper work concept. As an example to other students, Student Union cadres should energetically enhance their ideological awareness. By learning theoretical knowledge, Student Union cadres can improve their self-cultivation and establish correct “three-values”. Besides, Student Union cadres are supposed to set up a good example to other students with their own words and deeds. At the same time, learning can also enable Student Union cadres to develop correct values, which plays a positive role in the
personality development of Student Union cadres. In addition, as student cadres, they should also be concerned about national affairs in their daily life, fully understand the state's fundamental policies and current affairs, and publicize relevant policies and ideas advocated by the state to students in a practical way, so as to apply what they have learned. Only by improving their ideological and moral quality can they be willing to devote selflessly, practically and take into account the overall situation in their daily life. Accordingly, they can serve the students wholeheartedly, and deliver the goods.

Student Union should introduce the mechanism of democratic meeting, criticism and self-criticism originating from Party construction. For example, democratic meetings should be regularly arranged, and criticism and self-criticism carried out periodically. Or the competent department of Student Union carry out democratic appraisal among students to evaluate their work and student cadres’ service performance via democratic voting. Besides, Student Union cadres should improve their comprehensive quality and service awareness in their daily life. Only in this way can they serve students better. During this process, they should not only rely on the guidance of teachers, but also carry out criticism and self-criticism frequently. Only in this way can they have a clearer and more comprehensive understanding of their performance in life and study, and accordingly correct their existing problems, in order to fundamentally improve their comprehensive quality. Moreover, Student Union cadres should communicate more with students and teachers around them. In the process of communication, they should hold a positive attitude of “Honest advice, though unpleasant to the ear, benefits conduct,” “Correct mistakes if you have made any and guard against them if you have not.” Furthermore, Student Union cadres should be open-minded about their shortcomings and deficiencies in life, work and study that others point out [3]. Only in this way can they have a more comprehensive and thorough understanding of their words and deeds, and accordingly can they make corrections. The most important thing is that student cadres should take the initiative to improve their comprehensive quality and fully recognize their responsibilities. When they encounter confusion in life and study, they should also talk with students and teachers around them, and accept their guidance and suggestions modestly. Only in this way can they improve themselves to the greatest extent.

**Strengthening the Guidance of the League Organization**

As the direct leader of Student Union cadres, the Party and the League in colleges should take the guiding responsibility for Student Union cadres. Through guidance from teachers and communication with them, Student Union cadres can realize their responsibilities, and then fully perform in their work. Teachers of the Party and the League in colleges are not only the leaders of Student Union cadres, but also the guides for them, integrating service function and management function on them. Therefore, as teachers of the Party and the League, they ought to have high political accomplishment and strong working ability. They should provide guidance to those Student Union cadres who are confused so as to dispel their doubts and puzzles. When Student Union cadres encounter some setbacks, teachers of the Party and the League should guide and encourage them accordingly, so that they can build a positive mentality and confidence. Only in this way can teachers of the Party and the League in colleges set an example to the Student Union cadres with their own words and deeds, so as to improve their service awareness and comprehensive quality.

Teachers of the Youth League Committee can promote the sense of responsibility of Student Union cadres by guiding them to participate in practical activities, so that they can cultivate correct values and noble moral emotion. At the same time, through practical activities, Student Union cadres can accumulate practical work experience, improve working methods, and lay a good foundation for future service to students. In addition, through practical activities, they can also realize their own value and realize that only serving the students wholeheartedly can they be respected and recognized by students, which plays a positive role in promoting the service awareness of Student Union cadres.
Stressing and Perfecting the System of Service Awareness Appraisal

At present, colleges conduct internal evaluation of student cadres in order to maximize the enthusiasm of Student Union cadres and to some extent, to evaluate the working quality and attitude of Student Union cadres. But in this process, only members of the Student Union and teachers are evaluated. This kind of appraisal has certain limitations, which makes the appraisal results of Student Union cadres imperfect and inexact. Therefore, in order to improve the appraisal to the greatest extent, service awareness should be included. At the same time, the main body of appraisal should also include ordinary students, so that they may have the right to evaluate the service awareness and working ability of Student Union cadres. Only in this way can the service awareness and working quality of Student Union cadres be fully and comprehensively reflected. After the appraisal, the Student Union cadres with strong service awareness and service ability should be commended, while those with poor service awareness should be given critical education. So these cadres with poor service awareness can fully recognize their problems and make corrections.

Creating a Good Campus Cultural Atmosphere

In the daily teaching of colleges, relevant departments can organize cultural activities to build a good campus cultural atmosphere, while students' values, cultural and moral accomplishment will be improved, and the service awareness of Student Union cadres will be correspondingly promoted. For example, in daily work, they can organize various cultural activities such as speech competitions, debate competitions and so on to enhance the service awareness of Student Union cadres, and create a good campus cultural atmosphere through activities. Through these cultural activities, Student Union cadres can realize their responsibilities, which can also enable them to establish the concept of serving students wholeheartedly.

Summary

As an important organization in the daily operation of colleges in China, the Student Union plays a positive role in promoting the stable development of colleges. Only by improving the service awareness of Student Union cadres can they fully perform their related duties and serve students wholeheartedly. The authors analyze in detail the problems existing in the service awareness of Student Union cadres, and put forward measures to promote their service awareness. Firstly, Student Union cadres should rectify thinking and foster service awareness, and set a good example to their classmates with their own words and deeds. In addition, they should often rethink and self-criticize their own behavior. Only in this way can they fully recognize their own words and deeds in their daily life and study, and correct their mistakes in their life and study, so as to fundamentally improve their comprehensive quality. Secondly, colleges should strengthen the guidance of the League organization, including increasing the number of teachers to guide student cadres, and enhancing the responsibility sense of Student Union cadres through practical activities. Thirdly, colleges should strengthen and perfect the system of service awareness appraisal, for example, the assessment of service awareness should be added to the appraisal. At the same time, the main body of appraisal should also include ordinary students, so that they may have the right to evaluate the service awareness and working ability of Student Union cadres. Finally, colleges should create a good campus cultural atmosphere, which will play a positive role in promoting the service awareness of Student Union cadres.

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