

## **Research on the Innovation of Activity Content and Form of Grassroots Party Organizations in Colleges and Universities**

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**Abstract:** Excellent grassroots Party activities in colleges and universities can provide political and ideological guarantee for the good development of higher education. Especially in the context of quality education, enriching the content of Party organization activities and innovating the forms of activities are inevitable needs of sustainable development of colleges and universities, and can also provide a good guarantee for the development of students. However, in the activity content and form of grassroots Party organizations in colleges and universities, it is difficult to give full play to the advantages and effectiveness of grassroots Party organizations because of the outdated innovative content, the inflexible organizational form and the lack of timeliness and innovation in the activity content. Therefore, in view of this situation, in the new era, we should follow the principle of innovation in the activity content and form of grassroots Party organizations, and innovate the content and form of activities from multiple perspectives, so as to meet the needs of the development of the times and the needs of teachers and students Party members.

### **1. Introduction**

Carrying out grassroots Party activities in colleges and universities can effectively improve the ideological quality of Party spirit concept of Party members, enhance the cohesion of Party organizations, promote the rapid development of colleges, implement the Party's principles and policies in education management, and meet the needs of the development of the times. In particular, with the continuous improvement of the socialist market economic system, the grassroots Party organizations in colleges and universities are facing more stringent requirements. In the new period, it is the primary task for all Party members in colleges and universities to innovate the form and content of activities and keep the activities of Party organizations keep pace with the times. It needs in-depth analysis of the various problems existing in the content and form of grassroots Party organizations activities, formulate targeted solutions, integrate new ideas, fit in with the actual life of Party members, build a team of grassroots Party organization leaders, and smoothly promote various work.

### **2. Problems Existing in the Activity Content and Form of Grassroots Party Organizations in Colleges and Universities**

#### **2.1 Outdated Activity Content**

Because the Party's leaders and Party members at the grassroots level in colleges and universities lack awareness of the Party's ideological education and activities, lack the concept of keeping pace with the times, the form of organizational learning activities is relatively backward and traditional, and can't be integrated into new elements of the times. In terms of activity content, it is also relatively old and inflexible, which leads to the low interest of all Party members and the low efficiency of grassroots Party activities.

#### **2.2 Inflexible Organizational Form**

In terms of organizational form, colleges and universities basically continue the traditional

activity mode, such as regular learning activities, watching educational documentaries, requiring students to complete impressions writing, carrying out exchange activities, making each Party member of the school give a report in turn and finally submit the report summary. These activities are traditional and have certain effects, but they are too limited, and the forms of activities are not flexible, lacking attraction and innovation.

### **2.3 Lack of Effectiveness and Profundity in the Activity**

Some activities of grassroots organizations pursue innovation and the founders of activities put more energy into the innovation level, ignoring the effectiveness and profundity of the activities, abandoning some mature and effective methods, resulting in the empty innovation of activities. The theme of the activity has not been deeply studied, and detailed arrangements have not been made in combination with the development of the society, which seriously deviates from the reality of the teachers and students Party members and affects the efficiency of the activities.

### **2.4 Insufficient Cohesion in the Activities of Grassroots Party Organizations**

When carrying out some activities of Party organizations in colleges and universities, due to the unbalanced development of Party branches, the management of Party organizations is not strict, and there is a lack of a perfect management system, leading to the activities of grassroots Party organizations can't give full play to its role as a fighting fortress. In addition, the coverage of the Party organizations is not strong, and the consciousness of Party members is gradually weakened, so that they can't play the role of vanguard and model and gather the strength of Party members.

## **3. Innovation Principles of the Activity Content and Form of Grassroots Party Organizations in Colleges and Universities**

### **3.1 People-Oriented Principle**

In the innovation of the activity content and form of grassroots Party organizations, colleges and universities should pay attention to the implementation of the Party member-oriented ideology, fully consider the development of Party members and their ideological cognition, and innovate the content and form of activities according to the needs and characteristics of Party members. In addition, we should pay attention to provide good conditions for the development of Party members in the process of activities, give full play to the advantages of grassroots Party organizations, and promote the rapid development of colleges and universities.

### **3.2 Principle of Subjectivity**

The principle of subjectivity refers to that in the work of Party building, the main role of all teachers and students Party members in colleges and universities should be fully reflected. The content and form of activities should be carried out around these Party members. In the innovation of the content and form of activities, we should actively absorb good opinions and suggestions of teachers and students Party members, condense the strength of Party members, and improve the awareness of Party members, which can fully play a leading role in self-discipline management of teachers and students Party members, stimulate the enthusiasm and initiative of teachers and students Party members.

### **3.3 Principle of Effectiveness**

In the innovation of the activity content and form of grassroots Party organizations in colleges and universities, we should pay attention to the principle of effectiveness. We should not blindly pursue innovation and keep pace with the times, but ignore the effectiveness and profundity of the activities. Before the activity, we must do all kinds of investigation work, master the first-hand information, deeply excavate the connotation of the activity theme, make the activities of grassroots Party organization more in line with the actual life of college teachers and students Party members, and gather ideological strength, so as to fully reflect the effectiveness of Party organization activities.

## **4. Innovative Measures for the Activity Content and Form of the Grassroots Party Organizations in Colleges and Universities**

### **4.1 Update Party Members' Thoughts and Pay Attention to Reform and Innovation**

To carry out the innovation of the activity content and form of grassroots Party organizations in colleges and universities, we need to update the ideological concepts of Party members and Party branches, guide them to realize the importance of innovation, actively participate in the reform and innovation of activities, and adhere to the effectiveness, innovation and profundity of reform and innovation. First of all, we need to make unremitting use of Chinese characteristics and socialist ideas to carry out education and training work of Party members, and improve the ideological and political quality of Party members. Second, introducing information technology construction and opening network education courses can guide Party members to actively study on the network, break through the limitations of traditional learning activities, and be able to recognize some new ideas in the new era. In the innovation of activity content and form, we can introduce some new models, actively practice and accumulate more innovation experience. Third, Party members should also strengthen ties, transfer ideas, update traditional ideological cognition, exchange and influence each other, so as to provide strength guarantee for the innovation of the activity form and content of Party organizations.

### **4.2 Innovate the Activity Content with the Characteristics of Higher Education**

The activities of grassroots Party organizations are mainly carried out by teachers and students Party members of in the school. Therefore, in the innovation of the content and form of activities, we should pay attention to combining the educational characteristics and advantages of colleges and universities, and fit in with the life reality of teachers and students, so as to make the content and form of activities more effective and profound. First of all, colleges and universities permeate quality education, carry out reform and innovation, and abandon the shortcomings of traditional education. In the context of quality education, grassroots Party organizations should create a good atmosphere of Party member education through various ways and means. According to the new education concept, we should actively explore the future development path of colleges and universities, integrate into the Party's principles and policies, and build a good learning atmosphere, so that Party members can imperceptibly complete the education of Party members in this atmosphere. Second, we need to guide teachers and students Party members to actively participate in the activities. From the perspective of Party building and education, we should introduce the contents of current political study, social investigation, career planning, academic discussion and so on, making the Party building activities more in line with the actual development of colleges and universities, so as to realize the mutual promotion of organizational activities and professional learning, and meet the development needs of teachers and students. To promote the innovation of the Party organization work, colleges and universities need to provide a good working environment for it and build a new pattern of grassroots Party construction with the linkage between the upper and lower levels, so that the various work of the Party organizations can be combined with the actual development of colleges and universities, realize the innovation of the Party organization work, improve the efficiency of the Party organization work, and give full play to the overall advantages of the Party organizations on the basis of the Party building work and development goals in colleges and universities.

### **4.3 Strengthen the Construction of the Party's Grassroots Leaders**

Under the new situation, colleges and universities should pay attention to the construction of the Party's grassroots leaders, select high-quality leaders from a large number of Party members who have a strong sense of overall situation and responsibility, and have good ideological and political theoretical quality. They can set up a good advanced model for Party members, and give full play to the role of leaders, so as to promote the coordinated development of grassroots Party construction and school work. At the same time, they can also pay attention to the innovative thinking and practical ability of the leaders. When they put forward new ideas and concepts, they can think about

the effectiveness and profundity of organizational activities from the perspective of practice. The innovation also makes the leaders have the ability to keep pace with the times, adapt to the development and changes of higher education, integrate new ideas and practical experience into the development of the times, so as to improve the innovation ability of the content and form of the Party organization activities, give full play to the role and advantages of the Party branches, strengthen the management of Party members, and improve the ideological cognition and cohesion of Party members.

## **5. Conclusion**

To sum up, in the new era, colleges and universities should pay attention to the innovation of the activity forms and contents of grass-roots Party organizations. It is necessary to introduce new ideas, update the ideological cognition of Party members, and raise the attention of Party branches. Through continuous exploration and practice, more innovative experience can be accumulated, and the main innovation direction of activity form and content can be clarified, and the enthusiasm and initiative of Party members can be stimulated, so that they can consciously participate in the activities of grass-roots Party organizations, fully display themselves under the constraints of Party organizations, enhance Party spirit, keep them advanced, and enhance the cohesion of Party organizations.

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