

Research on the Construction Framework and Development Path of Alumni Association in Higher Vocational Colleges under the Background of “Double High-levels Plan”

Liang Junming, Jiang Xiaohong, Chen Yinan, Tan Kailong, Li Chuntao

[**Abstract**] Putting forward the construction of “double high-levels plan” has brought higher requirements for the development of higher vocational colleges. As an important part of China’s modern vocational education system, higher vocational colleges are facing severe challenges in talent training quality, social service ability and international competitiveness under the background of “double high-levels plan”. Based on the analysis of current situation of the alumni association of higher vocational colleges, this paper studies the construction framework and development path of the alumni association, and discusses the construction of “double high-levels plan”, in order to provide reference for “double high-levels plan”.

[**Key words**] vocational education; double high-levels plan; alumni; construction framework; development path

[**About the author**] Liang Junming (2002—), male, from Foshan, Guangdong, China, undergraduate with the title of junior assistant. Research interests: education theory in higher vocational college, innovation research. Jiang Xiaohong (1985—), female, from Guangzhou, Guangdong, China, undergraduate. Research interests: management of alumni association in higher vocational college, running mechanism of international school. Chen Yinan (1991—), male, from Foshan, Guangdong, China, Ph. D.. Research interests: school-enterprise cooperation, education mechanism. Tan Kairong (2005—), female, from Foshan, Guangdong, China, student in junior college. Research interest: development of higher vocational colleges. Li Chuntao (2001—), male, from Zhanjiang, Guangdong, China, student in junior college. Research interests: development of social work, co-construction of higher vocational colleges.

[**Fund**] This paper is the key project of Guangdong Education Evaluation Association in 2023, “Research on the Reform of Evaluation Criteria for Construction of Vocational Education Groups Based on Symbiosis Perspective” Project No. (VCPG23009); Guangdong Education Supervision Society in 2023, “Evaluation Criteria for Construction of Vocational Education Groups under the Perspective of Integration of Industry and Teaching” Project No. (GDDDZJ2023B05).

[**DOI**] <https://doi.org/10.62662/kxwxy0103002>

[**Website**] www.oacj.net

Alumni work is an important part of university work and an important bridge between school and society. Strengthening alumni work is of great significance to gathering the strength of alumni and promoting the development of the school. Under the background of China’s “double high-levels plan”, how to promote the deep integration of alumni work and the development of the school, and promote the participation of alumni in the school reform and construction becomes an important problem to be solved for higher vocational colleges in the current social development situation.

As the link and bridge between school and alumni, alumni association is an important measure to strengthen

the construction of alumni team, pool the strength of alumni and promote the development of school. With the rapid development of higher education in China and the great attention of all sectors of society to higher vocational education, higher vocational colleges have also made some achievements in their alumni work. However, due to the short establishment time of alumni association in higher vocational colleges and its immature development, it is faced with some difficulties in the construction process. Therefore, under the background of “double high-levels plan”, higher vocational colleges should seize the opportunity and pay attention to the construction of alumni association, in order to better play the role of alumni association and promote the development of school.

1 Status analysis of the construction of alumni association in higher vocational colleges

The alumni association is a social organization spontaneously organized by alumni. Its main function is to strengthen the connection between alumni, provide a communication platform for alumni, and promote the cooperation and development between school and alumni. The establishment of alumni association can promote the communication between alumni and school, promote the understanding of school, enhance the sense of identity between alumni and school, and improve the influence of school in the hearts of alumni. However, at present, the following problems generally exist in the construction of alumni associations in higher vocational colleges:

First, insufficient overall planning and unbalanced development. Some higher vocational colleges do not understand the function positioning of alumni associations, and lack overall and long-term planning for the work of alumni associations.

Second, there are many problems in financial resources and organizational construction. In addition, the alumni associations of higher vocational colleges are relatively single, consisting students mostly. And the alumni associations are mainly distributed in various departments and industries, and the regional distribution is relatively scattered, leading to a lack of sufficient and close communication between alumni.

Third, the lack of organizational mechanism, resources are not shared. Some higher vocational colleges lack effective organizational and working mechanism, and in the construction of alumni association, each department operates their own affairs, lacking communication and cooperation. In terms of resource sharing, some higher vocational colleges fail to make effective use of alumni resources, which leads to the difficult in carrying out alumni work effectively.

Fourth, the lack of communication channels, difficult to interact. The communication channel between alumni of some higher vocational colleges and their Alma mater is relatively single, and there is lack of an effective communication platform and long-term communication mechanism.

Fifth, the organizational construction lags behind, and the management system is not perfect. Some higher vocational colleges lack a sound organizational structure and a perfect management system, which leads to the difficult in carrying out alumni work effectively.

2 Relationship between alumni associations and higher vocational colleges

Alumni association is a non-profit social group initiated by alumni in a voluntary manner. It aims to promote the interaction and communication, cohesion, and development between the Alma mater and alumni. Higher vocational colleges, the main institutions of higher vocational education in China, together with alumni association, an important organizational form for social forces to participate in higher vocational education can promote the connection between higher vocational colleges and alumni.

The relationship between alumni association and higher vocational colleges is mainly reflected in alumni and the Alma mater, alumni and alumni, alumni association and university. With the continuous progress of the society, people's understanding of education has also changed, especially the rapid development of higher vocational education. It has trained a large number of skilled talents for the society and made great contributions to

the economic and social development. Alumni are an important resource for talent training, scientific research, social service and cultural inheritance and innovation. As an important part of the higher education system, higher vocational colleges have trained a large number of high-quality skilled talents for society, and play an increasingly important role in the national economic and social development. As a new form of organization, alumni association can effectively promote the connection between higher vocational colleges and alumni.

Through organization, management, development, construction and other ways, the alumni association and higher vocational colleges can be promoted to form a benign interaction, to realize complementary advantages, and to promote the common development of the two. The alumni association of higher vocational colleges can play an important role in cultivating and conveying talents for the Alma mater, promoting the development of alumni cause and expanding the influence of alumni. Under the background of “double high – levels plan”, the alumni association of higher vocational colleges can play a greater role in the process of “serving society and alumni”.

3 New requirements of “double high – levels plan” for the construction of alumni association

“Double high – levels plan” is an important milestone in the development of higher vocational education in China, which is of great significance for promoting the high-quality development of vocational education, deepening the integration of industry and education, and strengthening the cooperation between schools and enterprises. Since the implementation of “double high – levels plan”, a number of high – level higher vocational schools and professional groups are actively applying, which also marks that the construction of China’s higher vocational colleges has entered a new stage, and we should make new achievements at a new starting point. The construction scope of “double high – levels plan” covers all aspects of higher vocational education, and puts forward a series of innovative measures and policy support, which also requires higher vocational colleges to pay attention to the connotation construction and highlight the characteristic development in the construction process. Under the background of “double high – levels plan”, higher vocational colleges should take serving the national strategy as their own responsibility, take reform and innovation as the driving force, deepen the integration of industry and education, strengthen school-enterprise cooperation, and explore a road of vocational education development with Chinese characteristics.

“Double high – levels plan” calls for improving the modernization of vocational education, strengthening reform and innovation, enhancing the internal driving force for development, deepening the integration of industry and education, strengthening school-enterprise cooperation, and accelerating the training of high-quality workers and technically skilled personnel. This requires higher vocational colleges to pay attention to the connotation construction, and enhance their school-running strength and service ability. Alumni are the valuable wealth of higher vocational colleges and play an important role in the teaching process of higher vocational education. Through the analysis of the development status of the alumni association, it can be found that alumni participate in “double high – levels plan” is still in the exploratory stage, mainly including: First, the organizational structure of the alumni association is not perfect; second, the alumni association is not closely linked with the school; third, the professional ability of alumni association staff is not strong; fourth, the alumni association activities are single in form and outdated in content. Therefore, under the background of “double high – levels plan”, the construction of alumni associations in higher vocational colleges should make innovations and breakthroughs on the original basis.

4 Analysis of the development path of alumni association in higher vocational college

Alumni association is the link between higher vocational colleges and alumni, and also the bridge between school and alumni. Its history can be traced back to the 1930s, and it is an important way to develop and utilize alumni resources.

Since the 1980s, with the continuous development of alumni work, the alumni association has realized an unprecedented development. Under the background of the new era, the rapid development of China's economy and society and the continuous improvement of scientific and technological innovation ability provide a broad space for the work of university alumni. The Fifth Plenary Session of the 19th CPC Central Committee clearly proposed that one of the main goals of economic and social development during the 14th Five-Year Plan period is to accelerate the construction of a new development pattern with the domestic cycle as the main body and the domestic and international cycles mutually reinforcing. As an important carrier of economic and social development, as well as talent training, the alumni work of higher vocational colleges should accurately grasp the new development stage, fully implement the new development concept, and serve to build a new development pattern.

In recent years, alumni work has become an important part of university work, and many universities are actively exploring effective ways of alumni work. In this context, the meeting point between alumni work and "double high-levels plan" is gradually increasing. Some universities have even set up special alumni work departments, which puts forward new requirements for the construction of alumni associations in higher vocational colleges. Under the background of "double high-levels plan", the construction of the alumni association should take "double high-levels plan" as the goal, school-enterprise cooperation as the link, talent cultivation as the foundation, and society as the purpose, thus realizing the functions of school-enterprise cooperation, industry-education integration, collaborative education and collaborative innovation through the organization platform of alumni association.

In this context, the construction of alumni association in higher vocational colleges should be combined with the construction of "double high-levels plan". The integration with the construction of "double high-levels plan" should be realized by cooperating with local governments and industrial enterprises and jointly building research institutions.

5 Construction framework and development path of alumni association

The construction framework of alumni association is the development direction and goal of alumni association. It is centered on the alumni association, achieving its goals by extensively mobilizing, attracting, condensing alumni through activities, communication and service. The goal of alumni association construction is to integrate alumni resources, provide services and support for the development of the university; cultivate alumni culture, promote the school culture construction; cultivate alumni backbone, and realize self-improvement.

As the social intermediary organization of the university, the alumni association is the bridge and link between university and society, and is an important force to promote the social and economic development. As a new concept, organizational form and working mechanism, the construction of alumni association has not yet formed a unified model and norm. To some extent, the construction of alumni association is still in the exploratory stage. However, with the development of economy and society and the deepening of education reform, the internationalization trend of higher education is increasingly obvious, and all sectors of society have put forward higher requirements for the quality of talent training in colleges and universities. Therefore, under the background of "double high-levels plan", the construction of alumni association in higher vocational colleges should meet the current development needs, plan from the top-level design level, and create a set of construction system and operation mechanism of alumni association that has the characteristics of the university and adapt to the development of university.

According to the different types of relationship between alumni and university, alumni associations can be divided into three types: school alumni, department alumni and class alumni. According to different working content and modes, alumni associations can be divided into three types: comprehensive alumni associations,

service-oriented alumni associations and academic alumni associations. Combined with the actual situation of higher vocational colleges, the construction of alumni associations in higher vocational colleges under the background of “double high-levels plan” should take schools and departments as the main body. On this basis, the construction framework and operation mechanism of alumni association based on departments and class are further studied and established.

Department is the basic unit of a school and the basic organization form of teaching and scientific research. Higher vocational colleges should effectively incorporate alumni resources by building the platform of colleges and departments. Therefore, the department plays an important role in the construction of alumni association. The class is a student organization, which can be considered as the main body and unit to carry out activities. Under the background of “double high-levels plan”, class in higher vocational colleges plays an important role in the construction of alumni association. Its main work is to contact, maintain and serve alumni.

Under the background of “double high-levels plan”, the construction of alumni associations in higher vocational colleges should give full play to the main role of alumni, take alumni as the core and focus of the work of alumni associations, and serve the development of schools by uniting alumni forces. Under the background of “double high-levels plan”, the construction of alumni associations in higher vocational colleges should be based on strengthening organizational construction, with cultural construction as the core and focusing on improving service capabilities. On this basis, the long-term mechanism and development path of alumni association work are further explored. By giving full play to the role of schools, departments, classes, grades and other organizations at all levels in the construction of alumni association, the construction system of alumni association with “hierarchical classification, different emphases and comprehensive coverage” is gradually constructed.

6 Conclusion

Alumni are valuable assets for the development of higher vocational colleges. The alumni association of higher vocational colleges should adhere to the school motto of “kindness, innovation, openness and sharing”, focus on the core mission of “cultivating high-quality technical and skilled talents”, give full play to the role of alumni association as a bridge and link, serve local economic and social development, take talent training as the core, take scientific and technological innovation as the driving force, and take serving the society as the goal. It should cooperate with local governments, enterprises and universities to educate people, promote the integration of production and education, strengthen school-enterprise cooperation, actively serve the construction of “double high-levels plan”, and cultivate a batch of high-quality technical and skilled talents with craftsman spirit.

References:

- [1] Yang Qingyuan. Exploration of the Construction of Smart Finance and Economics Group in Higher Vocational Colleges under the Background of “Double High-levels Plan”[J]. Education and Occupation, 2024 (3): 109-112.
- [2] Zhang Shu, Sun Liyue, Wang Lin. “Push” to Open the School Gate[N]. Shandong Business Daily, 2024-01-November (012).
- [3] Li Bo, Yao Zhibiao. Research on the Asymmetric Dependence Relationship between Chinese Universities and Their Alumni Associations[J]. Journal of Taiyuan City Vocational and Technical College, 2023(12): 107-109.
- [4] Zheng Zhirong. Value Research and Application of Alumni Resources in the High-quality Development of Universities[J]. Journal of Guangdong Polytechnic College of Light Industry, 2023, 22(5): 38-42.