

The “Golden Key” Opens a New Horizon for the Cultural Education-the “Golden Key” for Growth-an Association Culture Education Project Case

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Abstract: General Secretary Xi Jinping emphasized that it is necessary to cultivate talents with good morality to realize the all-round education on the National Conference on the Ideological and Political Work in Universities and Colleges. The student associations in colleges are important parts of college campus culture and the important carrier for the work of college education centers. Since the implementation of the association culture project for education, the "Golden Key" Project for student growth in June, 2016, Hunan Vocational College of Modern Logistics has invested a special fund for more than RMB 1.5 million in the exploration of new pattern of the association culture for education: bring the association culture activities into the college's talent cultivation plan to the public in order to realize the cultural education for all people by the combination of profession guidance mechanism, tutorial mechanism and credit dominant mechanism. After one and a half years of practice, there have been 54 associations (including 20 professional quality associations and 34 humanistic quality associations) and 59 teachers (including 2 college leaders) in the college at present. 4755 students have joined the associations and they have launched more than 2000 activities on learning and cultural features in and out of the college. The associations and their members have won 30 provincial-level or above honors and awards. Associations have become the bases to cultivate the seeded players for skill competitions and important places to reinforce students' quality cultivation and increase their weights for job hunting, and an alive situation that everyone strives for becoming talents and everyone is able to become a talent has been formed. The college will continue to strengthen the implementation of the project. On the one hand, it will enhance the "introduction and output", broaden the channels for practice, and build a new association pattern; on the other hand, it will strengthen the connotation construction of association culture and improve the quality of association activities instead of the expansion of quantity. Meanwhile, the authors hope that the government will increase the investment in higher vocational colleges, strive to achieve the sharing of cultural resources and venues with unite efforts, so as to cultivate the excellent successors of socialist modernization.

1. Introduction

General Secretary Xi Jinping emphasized that we should cultivate talents with good morality to realize the all-round education in the whole course on the National Conference on the Ideological and Political Work in Universities and Colleges. Besides, he pointed out that the vocational education was an important part of national educational system and human resource development and everyone should have the chance to show his or her own talent. Association culture is an organic component of campus culture, and even it is a key factor for the growth and success of college students. Since the implementation of the association culture project for education - the "Golden Key" for student growth (hereinafter referred to as the Golden Key Project) in June, 2016, Hunan Vocational College of Modern Logistics has been committed to the exploration of the new pattern of association culture for education-bring the association culture activities into the college's talent cultivation plan to the public, build an effective quality development platform for the growth of young students, and open a new horizon of culture education by the combination of profession guidance mechanism, tutorial mechanism and credit dominant mechanism, which has a good impact in and out of the collage and

has achieved a remarkable result.

2. Practice and process

2.1 Preliminary preparation

In the league and student work conversazione in 2016, the new dean of the college, Deng De'ai said that because most higher vocational college students were from countries and they had fewer chances to develop their hobbies and specialties limited by the environmental conditions, they should broaden their visions and improve their comprehensive quality and abilities in addition to strengthening the professional knowledge and skills, so as to face the future more confidently and adapt to the society better, not only becoming useful, but also becoming successful. According to this idea, the Students' Affairs Office and the Youth League Committee of the collage led to establish a "Golden Key" Project Office for Student Growth composed of the college leaders, Student Management Office, Dean's Office and all secondary schools in June, 2016, invested a special fund for more than RMB 1.5 million, and drafted "A Golden Key" for the Growth of the Students of Hunan Vocational College of Modern Logistics --- An Implementation Plan for the Association Culture Education Project, in which it is specified that every 2016th freshmen must choose 1 to 2 associations according to their majors and major groups, each association shall assign professional tutors to guide students; each student shall earn 1 credit every semester and 2 credits every academic year, and the plan has been brought into the college's talent cultivation plan, in order to urge students to participate in the associations and activities and achieve the goal of cultural education.

2.2 Publicity and starting

The "Golden Key" Project Office for Student Growth published an announcement to recruit tutors to all employees of the college in the summer vacation, sorted out the original associations to make an Association Statistical Table 2016, and made some brochures to introduce every association and tutor. During the entrance education period, the project was publicized among the 2016th freshmen by the First Lesson after the New Semester, the speaking in the flag-raising ceremonies, class meetings, the broadcast room and other ways for publicity. The launching ceremony of the "Golden Key" Project was held in October, 2016.

2.3 Official implementation

Under the macro coordination of the Youth League Committee of the collage, all associations made full use of the spare time to carry out various learning activities and related activities under the guidance of teachers according to their respective regulations, to change the situation that college students were unwilling to study at night. In order to strengthen the team cohesiveness, each association organized the activities, such as morning training, evening training and collective expansion spontaneously. The Youth League Committee of the collage was responsible for the statistics of the learning and activities of all associations, and publishing the results and relevant guidances in the QQ groups of tutors and association leaders at the end of each month. Besides, at the end of each semester, the college organized the associations to appraise and select the excellent ones, including the excellent associations, excellent association tutors, excellent association cadres, and excellent association members. In addition to the above items, there was an outstanding contribution award set by the "Golden Key" Project Office at the end of each academic year.

In September, 2016, there were 49 associations (including 19 professional quality associations and 30 humanistic quality associations) in the college, and 2256 2016th students participated in the associations, in which 2188 students completed the annual cultivation plan and earned the credits. By September, 2017, there had been 54 associations (including 20 professional quality associations and 34 humanistic quality associations) and 2499 2017th students joining the associations. Guided by teachers, the students carried out more than 1500 learning activities and characteristic activities by teaching, campus activities and after-school practice, etc.

2.4 Correction by feedback

In the implementation process, the "Golden Key" Project Office collected and analyzed various suggestions, deeply researched the common problems in the development of associations, and proposed some solutions in time by written reporting, association tutor conversaciones, association principal conversaciones and other channels. For example, because few students who didn't like attending classes escaped the normal teaching activities on the grounds of association activities, the Youth League Committee of the college strengthened the management of leaving system; due to the increase of association quantity by 2/5, the limited activity space for students became more deficient, so the Youth League Committee of the college contacted the Practical Training Center to make the best of all of the college's teaching resources, including the practical training factory, machine rooms, classrooms, projection rooms, etc, so as to alleviate the problem of lack of spaces to a certain extent; some association tutors were unenthusiastic, so the Office of Academic Affairs, the Office of Academic Research and the Organization Personnel Department issued relevant systems to encourage teachers to guide students to participate in competitions, increased the bonus limit, and gave policy support in the process of class hour calculation and professional title evaluation for teachers.

2.5 Continue to carry out the project

In May, 2017, the college held the first achievement exhibition of "Gold Key" to display the achievements of the project after one academic year of implementation. In October, 2017, the implementation of "Gold Key" Project was researched specially at the dean administration meeting. After listening to the report, the dean said the achievement of the project after one year implementation of was remarkable, and we should continue to implement it; about the problems in the development process, such as funds, venues and teachers, the college leadership made it clearly that they would invest more RMB200000 as a special fund, reasonably plan the campus quality improvement project which was about to be implemented, add more spaces and equipment for association activities, and bring the appraisal of excellent association tutors into the award of college teachers. At present, the college is implementing the "Golden Key" Project powerfully among the 2017th freshmen, and students are carrying out association culture activities vigorously, so that they can make an unceasing progress for the growth and success.

3. The effect and response

3.1 All kinds of flowers bloom together - the association culture is rich and colorful

After the implementation of the "Golden Key" Project, the association quantity was doubled, the number of students increased to more than 2000 each grade from about 500 before, the number of tutors increased to nearly 60 from 15 before, and each association made a semestral guidance plan which was supervised and assessed by the Youth League Committee of the college uniformly. Besides, tutors had more enthusiasm, turned into the tutors to guide students from the teachers only asked by students, and effectively overcame the shortcomings caused by the spontaneity of association management, so that the leaning and activities of the associations became more standardized and systematic. With the effect of credit domination, students had more pressure and motivation to participate in association activities. Guided by teachers elaborately and after the common participation of students, a large number of association culture activities with profound ideological connotation and novel types and close to students' life emerge have been born at the right moments.

3.2 Keep pace - improve the professional quality and humanistic quality together

Different from the classroom teaching, students choose their associations according to their interests, so as to have a common goal with other members. Therefore, in the professional quality associations, the learning ways on the professional skills have been transformed into the team

learning, active learning and participatory learning from the traditional passive learning or individual learning. This type of associations has become the bases for the college to cultivate the seeded players for all provincial and national professional skill competitions. Since the implementation of the project, more than 2400 students have participated in the learning and training of professional quality associations, becoming a strong complement to the "First Class". Students' intellectual structures are multidimensional, and every student's fulcrum for success is different. Therefore, the humanistic quality associations not only meet the needs for students' personality development and enhance students' professional knowledge and skills, but also broaden their horizons, develop their own interests and hobbies, and improve their comprehensive quality and abilities, so that they can face the future more confidently and adapt to the society better.

3.3 Go out of the college - the influence of associations will escalate

Some associations already have the prototype as star associations, which are praised among students and scrambled by students, and also do credit to the college in the campus and after-school activities. The scope of association activities has been extended from the inside of association and college or in other relatively closed ways to the outside of the campus or the society. This way not only improves students' abilities in the practical activities, but also expands the influence of the college's association culture and promotes the image of the college. Some association activities are characteristic and distinctive, and were reported by the media in and out of the college.

3.4 Become the useful persons smoothly-promote college students to innovate and start up business effectively

Some students could use their professional skills learned in the associations in the social practice. For example, the work of a member of the Auto Fan Association, the Remote Checkout Equipment for Auto Failures, and the work of a member of the Computer Association, a Computer Case with High-efficient Dedusting and Radiating Function, were honored with the third prize in the "Challenge Cup" College Students' Innovation and Business Plan Competition of Hunan Province 2017; some members of the Yoga Association who had a good foundation obtained the senior yogi certificate after one year of study, and then they held the post of yoga coaches in some fitness rooms in the spare time; a member of the Street Dance Association established a street dance studio after the systematic training; the members of the Ecommerce Association established a fashionable costume store on Taobao by teamwork and the level has been 4 diamonds at present.

3.5 Rich fruits -harvest many honors and awards

With the improvement of students' comprehensive quality in the influence of association culture, they not only have improved their comprehensive abilities, but also have harvested many honors and awards. For example, in the appraisal of the most Welcomed College Associations of Hunan Province 2017 held by the Communist Youth League of Hunan Province, the Logistics Information Technology Association obtained the title of Top 100 Associations, and the Hunan Vocational College of Modern Logistics obtained the title of the Best Organization (there were only 2 in all higher vocational colleges of the province).

4. Problems and shortcomings

4.1 The opening degree of association activities shall be improved

Because the "Golden Key" Project has been implemented less than a year and a half, most of the tutors are the employees of the college, and there is no related system for the introduction of famous teachers and experts from the outside. Meanwhile, it is needed to strengthen the use and dependence of social resources and platforms for the association activities and further improve the influence outside of the college.

4.2 The overall quality of association activities needs to be improved

At present, the association activities are enough in quality, and some of them have stood out from the crowd. However, as a whole, the themes of most association activities are not prominent enough, the content is not clear enough, and the expectant effect is not achieved. Therefore, we need to strengthen the creation of competitive associations and brand activities.

5. Policy suggestions

5.1 From the college aspect

5.1.1 Reinforce the “introduction and output”, broaden the channels for practice, and build a new association pattern

The college shall continue to increase the investment in the "Golden Key" Project, and introduce the famous teachers and celebrities from the outside of the college gradually after mobilizing the tutors' all enthusiasm in the college to further improve the connotation and quality of association activities.

The associations shall seek the opportunities for the connection with the college and society, and become the link and bridge between the students and the society. Meanwhile, the associations shall open their own patterns, keep pace with the times, understand the social development frontier thoroughly, grasp the newly-developing strategic direction, integrate high-quality resources both inside and outside of the college skillfully, and find a foothold and development point from rural areas, communities, industries, enterprises and so on. Besides, the college shall actively build a social practice base and effectively use the college-enterprise cooperation platform to improve students' professional quality and their sense of social responsibility, creative spirit and practical abilities.

5.1.2 Realize the leap from the "quantitative change" to the "qualitative change"

In order to realize the combination mode of the “branding” development of and the popularization of associations, according to the actual situation, we shall cultivate the competitive associations and support the associations with distinct themes, good effect and outstanding achievements actively to guide the campus culture. Meanwhile, we shall pay attention to the reinforcement of some associations which started late and are in developing and give them actual guidance and help, so as to improve the total quality.

5.2 From the government and society aspect

5.2.1 Increase the investment in higher vocational colleges

At present, in addition to teaching and educating students, the higher vocational colleges shall educate students by culture. When students' basic knowledge is poor, it is necessary to cultivate the qualified and reliable successors and increase the investment in them.

5.2.2 Promote the sharing of cultural resources and venues

The government and the society shall open the numerous cultural resources and venues to the higher vocational students and associations to the maximum extent for common sharing, so as to improve their quality, promote their growth and success, and contribute to the early realization of the Chinese dream.

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