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Research on the Current Situation and Cultivation Path of Alumni Culture Construction in Higher Vocational Colleges in the New Era

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Abstract: *Facing the new era, new orientation, new journey, and new mission, we must give priority to the development of education. Alumni culture is the link that connects the school's history, reality and future, and is a symbol of soft power. Through the study of the alumni culture construction of higher vocational colleges, the article analyzes the current situation of the alumni cultural construction of higher vocational colleges, points out the problems in the alumni culture construction of higher vocational colleges, and based on the characteristics of higher vocational colleges, through The alumni culture construction practice of colleges and universities is sorted out, and targeted measures are proposed. In-depth research is conducted through the development of alumni resources, the cultivation of alumni awareness, the construction of alumni associations, the operation mechanism of alumni associations, and the way of serving alumni of the alma mater, sorting out higher vocational colleges. The cultivation path of alumni culture construction promotes the connotative development of higher vocational colleges, so as to provide useful reference and reference for promoting the alumni cultural construction of higher vocational colleges, and enhance the cultural quality of higher vocational colleges.*

Keywords: *New era; Higher vocational colleges; Alumni culture; Status quo; Cultivation path*

Introduction

Higher education is an important symbol of a country's development level and potential. The educational service function of colleges and universities plays an important role in building a socialist cultural power, and the requirements of the new era for university culture have been raised to a new height.

The Significance of the Construction of Alumni Culture in Vocational Colleges in the New Era

Promote Higher Vocational Colleges and Improve the System and Culture of Alumni Culture

The cultural construction of higher vocational colleges is inseparable from the prosperity and development of alumni culture. Alumni culture is an important part of campus culture and the extension and expansion of

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campus culture outside the campus. A world-class university, the cohesion, vitality and radiation of its alumni culture is super strong, and it can be scattered to gather alumni from different corners of the society under the same goal, thus providing a university indispensable in the journey of creating a world-class university. Humanistic and material support. Students under liberal arts education need to become people with integrity, honesty, and a sense of social responsibility. These qualities require a sense of humanity and commitment to the public interest, and need to know that there are things more important than oneself in this world (Thomas, 2002). In the construction of alumni culture in higher vocational colleges, it is a useful supplement to the related theoretical research on the construction of alumni culture in higher vocational colleges. Alumni culture is an important part of school cultural construction, strengthen the alumni cultural construction, inherit the school culture, and promote the improvement of the system culture.

Deepen the Complex of Alma Mater and Unite the Alumni's Strength

The construction of alumni culture in higher vocational colleges can prosper alumni culture and advocate the concept of shared development. Alumni can play an "example power" for students. Affected by alumni culture, students can improve their personal spirit and cognition. The United States has a unique "talent" in the charitable donation of colleges and universities. James Bryce once wrote in 1888 that "no country in the world can surpass or even compare with the United States in positive philanthropy. The United States not only in the relative amount of donated wealth, but also in personal donation interest and behavior than any other European countries (Schlesinger,1953) the alumni culture of world-famous universities is different from that of domestic alumni culture activities. Most of them hold the idea of "big alumni". In the alumni culture characterized by service and participation, alumni share the respect, love and happiness brought by their alma mater, as well as the happiness, glory and growth brought by their alma mater.

Enhance the Cultural Soft Power and Quality of Education in Higher Vocational Colleges

Under the background of the new era, the construction of alumni culture in higher vocational colleges is a response and practice to the Party Central Committee’s education and cultural construction. At present, the country is promoting the construction of world-class universities and the modernization of higher education governance systems and governance capabilities, strengthening connotation construction, creating distinctive brands, The establishment of prestigious higher vocational schools will be the long-term and unremitting struggle task and goal pursuit of higher vocational colleges (Yuan, Wang, Qian & Li, 2019). In order to increase the participation of alumni, Princeton University, which is famous for being small and sophisticated, in addition to setting up awards to regularly commend good graduating classes, it also passes "class "Ivy League" and other new ways to strengthen the alumni’s sense of collective honor and alma mater complex, so that they can feel the charm of alumni culture in their interactions with each other.

Provide Financial Support for Resource Allocation and Personnel Training

In the field of American higher education, the development of universities increasingly depends on and needs more and more "supportive alumni". Some professional evaluation institutions even directly regard

the recognition or support of alumni to their alma mater as an important indicator to judge the world-class universities. Supportive alumni are alumni who realize that his or her success is closely related to his or her school and are willing to repay his or her alma mater in some way. In addition to donating property to their alma mater, which is a common form of financial support, they can also provide a lot of knowledge, information, public opinion and spiritual support for the development of their alma mater, such as teaching, scientific research and students' employment. They use their own social experience and entrepreneurial journey to give lectures for their alma mater students, and free use of their industrial cooperation in social influence and interpersonal relationship, Seeking support for the alma mater, attracting high-quality students for the alma mater, promoting the image of the alma mater, in public places and so on (Cheng, Li & Wang, 2017).

The Current Situation of Alumni Culture Construction in Higher Vocational Colleges in the New Era

The Cultivation of Alumni Awareness is Seriously Insufficient

At present, most higher vocational colleges lack the cultivation of alumni consciousness. Alumni relationship is a kind of learning relationship. Not only the alumni who have graduated, but also the students today are the alumni of tomorrow's school. The students in school should also have a lifelong learning relationship (Han & Jia, 2017) however, most higher vocational colleges are lack of diversified, rich and interesting activities, students are less aware of the relationship between their learning and living environment and alumni, students are not aware of alumni's friendship with their alma mater, and higher vocational students are lack of alumni awareness.

Alumni Work Platform is not Perfect, Alumni Association Institutions are Relatively Marginalized

At present, the organization mechanism of most alumni associations in higher vocational colleges is not perfect, and there are many problems in the operation mode and division of labor. Most of the alumni associations of higher vocational colleges are still in the trial and error stage. At present, less than one third of the higher vocational colleges in China have not set up Alumni Association organizations, most of them are affiliated with other departments, and their status is relatively marginalized. There is no good alumni culture operation mechanism, and they can not carry out alumni work and cultivate alumni culture well.

Alumni Culture Atmosphere is not Strong, and the Construction is lack of Effective Interaction

Due to the short history of Higher Vocational Colleges and other reasons, teachers and students' cultural recognition of alumni is not high, and the recognition of alumni is not enough. More than 80% of the students in higher vocational colleges play a limited role in the construction of alumni culture. The graduating alumni are relatively young, and the students study in school for a short time. At the same time, the alumni

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association started late in higher vocational colleges, and there is a lack of corresponding policies in higher vocational colleges, so it is unable to better realize the interaction with alumni, This leads to the loss of emotion and value of alma mater (Gao, 2019).

The Form of Alumni Culture is Single, and the Foundation of Organizational Structure is Loose

Many higher vocational colleges have not established Alumni Association platform, some schools even have Alumni Association platform, but there are few participants, the platform is lack of interactivity, many alumni association platforms do not play a role and mission. Higher vocational colleges lack rich and colorful activities, the platform does not effectively plan the topics that teachers and students are interested in, and do not understand the points of interest of teachers and students and alumni for Alumni Association. We should combine the needs and constantly innovate forms to enrich the cultural connotation of alumni.

The Cultivation Path of Alumni Culture Construction in Higher Vocational Colleges under the Background of New Times

Under the new era background, promote the construction of alumni culture in higher vocational colleges, fully realize the value of alumni culture, spread the culture of higher vocational colleges, carry forward the culture of academic innovation, practice the culture of all-staff education, develop and prosper the alumni culture, integrate into the national higher education culture, and vigorously promote the construction and development of higher vocational colleges. We should pay equal attention to the speed and quality of organizational construction, promote the tradition and characteristics of brand, strengthen the standard and stable foundation, and carry out work in parallel with the service and communication of work operation.

Adhere to the Whole Process of all Educated People's Training Model, Advocate Sharing Development Concept

We should adhere to the socialist spirit of Xi Jinping's new age and China's characteristics and the nineteen spirits of the party, and integrate the socialist core value system into the construction of campus culture. Higher vocational colleges should take a long-term view and plan alumni culture as a long-term strategic work; Every step forward in alumni work, alumni culture atmosphere will be more intense, and the development pace of the school will be accelerated (China Quality News, 2017).

Under the background of the new era, higher vocational colleges adhere to the whole process of all personnel training mode, and advocate the concept of shared development

In terms of ideology, our universities can no longer treat alumni as "outsiders" or "guests" according to their work schedule, but as "long-term participants" and "stakeholders" who co create and share with the University. This should be reflected not only after the alumni leave school, but also before the alumni leave

school.

As a university, facing every alumni and every future alumni (students), we should love them and pay attention to them with appreciation; Take care of them and try their best to help them, so that they can take their alma mater as a home for their memories and concerns, and let them feel that what they get from their alma mater is far greater than what they pay for their alma mater. Only in this way can they have an impulse and hope to "give back to their alma mater one day".

Under the background of the new era, higher vocational colleges build a new brand of alumni culture and implement the development strategy of "alumni famous school"

Higher vocational colleges should tell excellent alumni stories, increase social awareness, recognition and reputation, create excellent alumni cultural business cards, and expand social influence; "promoting excellent alumni" is embodied as a work idea to let alumni culture Feed back to future alumni. Let alumni fully participate in the talent training and scientific and technological services of the alma mater, and form attractive alumni projects and cohesive alumni brands. The infectious alumni culture can boost the development of higher vocational colleges and schools. Enhance the brand influence of higher vocational colleges, expand the efficiency of serving society, and promote the development of schools.

Under the background of the new era, higher vocational colleges should strengthen the alumni work service system and improve the alumni work organization mechanism

Cultivate class agent volunteers and attach importance to the cultivation of alumni liaison backbone. Classes play a vital role in the forefront of alumni cultural construction, and class agent volunteers have become the core strength and operating foundation of the alumni foundation. From the school advisory committee or advisory committee to the school committee or council, there must be alumni representatives as its important members; change the marginal role of the alumni affairs management organization, and give more power and prestige to coordinate the school’s resources for the construction of alumni culture Guarantee, deploy more young and passionate professionals, and ensure their enthusiasm for work; strict management of alumni association social groups, strict financial management of the foundation, and standardize the work of alumni. It is necessary to balance the work of alumni by strengthening leadership, co-management, shifting the center of gravity, taking care of all walks of life, pairing assistance, and forming a joint force. Alumni work is incorporated into the school’s internal comprehensive governance reform system alumni work. From the awareness of principles, methods, management, publicity, funding, and sharing of all work links. Every link has an impact on the work of alumni, and only the bits and pieces of alumni work can merge into a big river of alumni culture (Li, Zhang & Ding, 2019).

Higher vocational colleges should combine campus culture, subject attributes and development goals, and achieve characteristic development from a single characteristic

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Higher vocational colleges should stand at the new starting point of "return to zero and start again", with new goals, new ideas and new actions, and think about how to find school characteristics and condense higher vocational colleges in the construction of the "13th Five-Year" characteristic culture. The school contains the spirit of inheritance and innovation, forming a unique disciplinary culture of higher vocational colleges, and upgrading the school's characteristics to the school brand.

Under the guidance of the alumni association, the college should enrich its own alumni resource bank, actively carry out the innovation of alumni liaison mechanism, and allow alumni to participate in the whole process of the school's talent training and the overall management of the school entity, which runs through the entrance education, education and teaching, and internships. , The whole field of employment and entrepreneurship.

Higher vocational colleges should strengthen emotional construction and strive to create a good family cultural atmosphere for alumni

Higher vocational colleges should embody "widely contacting alumni" as a kind of work consciousness, integrating contacting alumni in the daily work, and do a good job in a series of activities for alumni to "return to school for the year", and strengthen the affection for the alma mater. Exchange; make regular visits to senior alumni, key alumni and outstanding alumni, dig out the information and data of young alumni, ordinary alumni and alumni in difficulties, and support alumni in need of funding as a kind of humanistic care, so as to make the alumni work more fully; Expand alumni construction projects, innovate the interaction mechanism between current students and alumni, complete school cultural logo products, actively demonstrate the educational functions of the school history museum and alumni forest, realize the use of the cultural value of higher vocational colleges to unite alumni, and strive to build alumni and alma mater culture of the same root, A community with the same context (Zhang & Qian, 2019).

Conclusion

Under the background of "double first-class" construction, alumni resources have become an important force in promoting the construction of alumni culture in colleges and universities. Vocational education has entered a new stage of high-quality development of improving quality, training, value-added empowerment, and college alumni associations playing an increasingly important role. By focusing on the cultivation of alumni awareness of current students, we must give full play to the active role of alumni, teachers, and students in running a school, creating a strong alumni cultural atmosphere, and improving alumni's work platform to continuously strengthen the construction of alumni culture. Promote the construction of alumni chapters, attach importance to the cultivation of alumni liaison staff and strengthen the management of the alumni association team; we must use alumni as a link and regard alumni as important partners in deepening the integration of industry and education and promoting school-enterprise cooperation.

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