Exploration of Community Image Construction Based on CIS——Take Taizhou Open University as an Example

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ARTICLE INFO	ABSTRACT

CIS strategy has been widely used in enterprise management, which brings economic and social benefits to enterprises. Based on the introduction of CIS strategic connotation, implementation effect and shaping cases, the purpose of this paper is to improve the image of adult education community, strengthen the construction and management level of community, enhance the attraction of community, and promote the high quality development of adult open education.

1. Introduction

Taizhou TV University has carried out various kinds of community activities in the process of adult out-of-production education, but in the process of open amateur education and teaching, the association was established late. The initial purpose of the establishment is to cultivate the centripetal force and cohesion of the team according to the characteristics of active thinking, fast receiving information and strong plasticity. Students participate in the community, in the formation of solidarity, equality and friendship, common progress of interpersonal relations. According to the construction of campus culture, we should pay attention to excavating the characteristics and bright spots of the community, according to the spirit of "music creation" culture, and promote the construction of the community in a down-to-earth manner by "online + offline" mixed learning mode.

The CIS consists of three parts: enterprise idea identification (mind identity), behavior recognition (behavior identity) and visual recognition (visual identity). It is composed of three parts.[1] The successful application of CIS in enterprises is introduced into the construction of community image of Taizhou RTVU open education, so as to establish a good community image, attract more students to join the community, and cultivate students' sense of belonging to the school. CIS strategy is a kind of differentiation strategy, through the concept, behavior, perspective three aspects of standardization and standardization, so as to establish a good image of enterprises and associations.

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2. Literature Review

As to the relationship between CIS system and university community management, there are two main viewpoints.

2.1 Management of University Associations

At present, for the study of the image construction of university associations, it is considered that the associations of colleges and universities are voluntary based on common interests, ideals and beliefs, approved and established by the relevant departments of the school, and organized according to certain articles of association to carry out activities independently. Zhou Qiuxu (2003) [2] and other researches on university associations are mainly focused on analyzing the present situation and countermeasures of university associations. The most representative is the current situation and countermeasures of the development of theoretical learning societies in colleges and universities, Ji Weibing (2014), who thinks that the current situation of the development of theoretical learning student associations in colleges and universities in China has been gradually expanded and its influence is weak; the activities have a high intention and a single way of implementation; the activities of the associations are frequent and the depth of inquiry is not enough; the growth is rapid, but the inheritance and development is more difficult, and the corresponding countermeasures are put forward from five aspects: system, activity, team, condition and culture.

2.2 CIS Systems

CIS theory is based on the 1950s, with the improvement of social productivity, product surplus, so enterprises are required to shape the image, and the application. In the 1960s, Watson. Magriss has proposed CIS terms and has been widely used in the United States and Japan. CIS theory entered China in the 1980s and believes that image design can enhance market competitiveness. CIS system can be regarded as the main frame of enterprise brand construction, as well as the actual path for enterprises to realize brand value, and is an effective method to pursue brand goals. [3]

At present, most of the research is about college community culture, lack of empirical evidence, Taizhou TV University open education set up community culture for the promotion of theory provides valuable practical significance. At the same time, the CIS theory is introduced into the field of university community image construction, and the application is insufficient.

3. The Construction Elements of the Cis and the Relationship between Dimensions

3.1 Community Concept Identification System: the Core of Community Construction

Community purpose, community values, mission and community spirit are the core of community construction, which constitute the CIS identification system of community concept.

As an important part of the educational construction of Taizhou RTVU Open College, the community construction adheres to the values of "health, happiness, vitality, rules and unity", combines the characteristics of the times, adheres to the college spirit of "not afraid of difficulties, surpassing oneself, solidarity and mutual assistance, and moving forward bravely", and builds characteristic associations so that students always remember "my RTVU, my regiment, my home". Taizhou RTVU open education campus "community" cultural brand building, brand building through the campus cultural work to achieve five major projects, a foothold: based on the local, to create a approachable college: two projects: emotional team, warm home; three major ideas: learning together, progress, development; four major cultures: curriculum culture, home culture, humanistic literacy culture, leisure decompression culture.

"Return to the building, wine, tea fragrance, friends; study together, progress together, development together", these 24 words are very in line with our advocacy of serving students, serving society "mission and goal". This is the school in the new situation transformation and upgrading of the service direction, but also to open up the high-quality development of RTVU necessary conditions.

3.2 Community Behavior Identification System: Guarantee of Community Construction

Project management, member training, daily operation and fund management are the guarantee of community behavior identification system.

Each association is to work under the guidance of the student federation, the association has its own structure and program, and the community activities must be programmed flow, the community activities to achieve a sense of ceremony and rhythm unified. In the actual community activities, almost every activity has been disseminated through media channels such as WeChat Public number, with a maximum flow of more than 9,000 single events. Combining with the actual situation of the college, we insist on integrating the education work into the student service, further grasp the construction of open
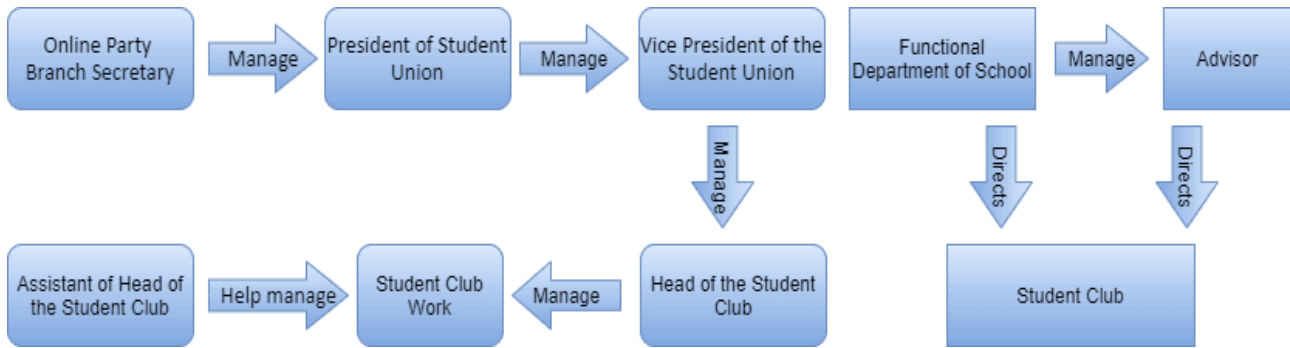
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Figure 1. The internal management structure of Taizhou TV University community

college education team, strengthen the construction of education, and promote the high quality development of the college with rich and colorful campus culture construction activities.

3.3 Community Visual Recognition System: Culture of Community Construction

Association logo, community flag, community name, community activity place, community environment and so on constitute the community visual identification system, which formed the community culture of Taizhou TV University and expanded its influence.

A group of 12 associations, such as the Hulusi Society, the Basketball Society, the Entrepreneurship Society, the Reading Society, the Xiao Society, the African Drum Society, the English Society, the Film and Television Society, the Chinese Studies Society, the Calligraphy Society and the Tea Art Society, have been set up to promote the association to carry out a series of cultural activities with the integration of online + offline. Carry out the community culture "cloud exhibition and broadcast", take the college WeChat public number as the carrier, display the community activity characteristic, enhance the cultural education actual effect.

The basketball club, in conjunction with basketball enthusiasts inside and outside the school, participated in dozens of games and achieved excellent results, such as the first school-enterprise basketball league champion, the first teacher-student basketball champion, etc. The school established a strategic cooperative relationship with Zhejiang and Haiying Television Co., Ltd., and Haiying is the training base for film and television performance of the college. It organized students to participate in film and television knowledge exchange meetings, conduct live investigation, understand the knowledge before and behind the scenes, and organize students to go to Hengdian Film and Television City on a regular basis to participate in mass actor shooting; In addition, the tea club, calligraphy club, Sinology Society and other

organized a number of large-scale activities, singing the sound of TV.

4. Construction CIS Design of the Open Education Association of Taizhou TV University

4.1 Concept Planning to Promote Community Concept Identification System

The idea plan takes the professional culture class + the association + the open college student union as the platform. In order to strengthen the construction of open associations, the College formally set up the "Open Society Workshop" in April 2019, with the Dean as the group leader. Comprehensive coordination of open education curriculum community construction, teacher training and curriculum reform and innovation work. The members of the open community workshop are composed of the leaders and teachers of the first-line community curriculum for a long time, and undertake the online and offline teaching, discussion and innovation of the open community curriculum.

From the beginning of the establishment of the Open College Student Federation, we should bear in mind the role and mission of cultural construction "gathering people's hearts, cultivating new people and developing images", and do a good job in the construction of campus community culture in combination with the actual situation of the College. Institutionalization, normalization to promote the construction of online organization of student federations, education-oriented, focus on promoting development. It is necessary to improve and develop the management system and organizational forms of student federations and associations, strengthen communication and exchange, actively organize and carry out campus cultural activities with rich contents and various forms, enhance "window consciousness", strengthen "window responsibility", and work together to make due contributions to local economic development and community governance.

4.2 Conduct Planning and Promotion of Community Behavior Identification System

Taizhou TV University 12 associations continue to carry out activities, the implementation of the "Star Plan", the implementation of student personnel responsible, from Monday to Sunday, and every day, enrich the amateur cultural life of students, and feel the temperature of the college. For example, the tea club holds Wuyi rock tea tasting exchange, the reading club organizes the recitation of "Lang Song" ordinary, "Yu Hong Kong", the basketball club organizes the interesting basketball match, the calligraphy club carries out the Wei tablet copying activity, the English society carries out the English study online card printing and so on, which enhances the community behavior identification system.

On August 24, 2020, "Construction Bank Cup" the sixth Zhejiang Province International "Internet +" College Students Innovation and Entrepreneurship Competition final in Zhejiang Industrial and Commercial University. There are 128 colleges and universities in the province, 28528 entries, after preliminary selection, final online review, 66 colleges and universities, 428 events entered the final. After intense competition, Open College Entrepreneurship Society "Sea Golf" won the vocational education track (creative group) bronze award. 20 September, Taizhou Zhiyi Trading Co., Ltd., The company relies on Taizhou TV University rural revitalization incubator park growth, Provide channels for students to innovate.

Chinese Learning Society invited Lin Yue Village teachers to give lectures on the theme of Chinese learning to learn what changes Xunzi had brought to Confucianism at that time, and the positive significance of Xunzi's thought to reality; Invite the instructor to Zhang Xiujuan Paper-cut Museum of Linhai City, Zheng Guangwen Temple of "the ancestor of Taiwan Education", Taizhou Fuwen Temple to carry out Chinese culture education and research activities, walk the classroom, give students more vivid traditional culture education; organize to go to Shuixin Caotang, Shuibin Village, Luqiao District, carry out cultural activities to spread Chinese culture by means of popular propaganda, send "cultural feast" to the masses and enrich spiritual and cultural life.

4.3 Image Planning and Improvement of Community Visual Recognition System

Through more than two years of operation, the daily work of the 12 major associations of open education of Taizhou RTVU has entered the norm, the social influence has been expanding, and the educational brand image of RTVU has been promoted. Plan and carry out a series of publicity reports, sing a good voice, transfer positive energy, carry out 12 "show the community show style series of reports, show the cultural charm and characteristics of the community". School culture life is so colorful, when the journey is free, look at WeChat, "he said. Feel very full every day, thanks to RTVU, grateful teachers, let my journey fatigue disappear". Practice is the only criterion for testing truth. During the course of promoting the ideological and political culture in the campus, the 17 autumn students evaluated the campus culture as follows: "follow the steps of RTVU, change wine to tea, change brand to book, change Kara OK to Qin Qi calligraphy and painting". This is the perfect interpretation of the meaning of the twenty-four words: "go back to the building, go to wine, tea fragrance, gather friends; set up Taizhou, study together, progress together, and develop together". Through the construction of community culture, the enrollment of Taizhou RTVU has been steadily increasing throughout the year, and the publicity work and influence of the school are solid and effective [4].

Table 1. Changes in Enrolment Number of Associations

Term	Enrol-ment	Growth rate for the same period	Community and Student Recom-mendation		Group Enrollment Enrollment	
			Num-ber of persons	Growth rate	Num-ber of persons	Growth rate
18 Autumn	570	/	121	/	404	
19 autumn	710	25%	265	119%	542	34%
18 Spring	624	/	108	/	322	/
19 spring	581	-6%	199	84%	486	51%
20 Spring (epidemic)	666	15%	282	42%	500	3%

It can be seen from the above table that since the introduction of community family group culture, the total enrollment, the recommended number of community students, and the number of students enrolled outside the group have steadily increased. At the same time, from the results of satisfaction statistics, enrollment publicity and school support services[5].

In the future education, we will build the family culture more deeply, let the school fully integrate into the society, we base ourselves on the local, make our TV University really become the "palm-top university with the temperature around the citizen". Give full play to the backbone role of student party members, lead student associations, student associations and other student organizations, plan and carry out positive campus culture and social service activities, constantly enhance the sense of identity and belonging of open education students to the school, sense of responsibility and value to society. At present, the over-

all plan of "family group" culture has gradually formed, carefully creating "family group" cultural brand, creating open educational cultural value, through the "two leading" project and campus community culture construction (five key elements), combined with teaching, scientific research, enrollment, management and other content, the implementation of 12 major specific work measures, after three years, achieved certain results, after 5-6 years, achieved obvious results, the ultimate goal is to become the Taizhou people's own door of the open university.

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