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**RESEARCH ON CHINA UNIVERSITY FACULTY SPORTS ASSOCIATIONS'
MANAGEMENT MECHANISM**

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ABSTRACT

University faculty sports associations belong to the non-profit organization. Sports activities is the core content, consisting of the same or similar interest in sports, hobbies and sports demand of staff. In university faculty sports associations, faculty with similar or identical sports concept and the pursuit of the goal, on the basis of this kind of value identification, who carried out in universities under the trade union organization has rich contents, various forms of activities. University faculty sports associations pay a prominent role in the respect of cohesion. In the university faculty sports associations, there are more and more positive influence, promoting healthy development of comprehensive quality of the university, promoting healthy campus culture construction.

Keywords: China University; faculty sports association; management mechanism

MAIN PROBLEMS OF CHINA UNIVERSITY FACULTY SPORTS ASSOCIATIONS

Organizational management is weak and lack of institutional guarantee

Institutional guarantee is to ensure that the basic conditions of running university faculty sports associations. Staff in universities sports associations is basically a state of loose and weak management system. Staff in universities sports associations usually led by trade unions and other guidance, adhering to the staff voluntary, self-management idea of mass sports organizations. Staff sports associations' features in the absence of university physical education functions of intervention, realize self-development. At present, most university faculty sports associations have a organization name and head, however, due to the head of the limitations of thinking and ideas, and liquidity, head of the larger factors, most of staff sports associations do not have long-term planning and feasibility of development goals, do not have perfect management system, scientific management level is not high. In addition, the development of China University faculty sports associations is lack of continuity of staff sports community leaders did not form the concept of inheritance, can lead to the development of University faculty sports associations construction in low level.

Sports venue and equipment are not perfect

Space equipment is University faculty sports associations' activities and healthy development of the necessary conditions, and the current is only part of the hardware facilities good universities can provide staff sports associations with sufficient activity venues and equipment. Its public sports installations and facilities for most universities only outdoor basketball, football and volleyball courts, can only meet the needs of the part of staff associations activities. Some universities even with indoor activity site conditions, its carrying capacity also can satisfy the demand of the daily teaching, can not meet the needs of the community. No guarantee sports venues largely hindered the good development of China University faculty sports associations.

The lack of professional guidance

Teachers (coaches) are an indispensable factor in running university faculty sports associations. Lack of guidance of teachers (coaches) staff sports associations, organization and management in a loose state and community activities, association activities is given priority to with recreation tendency. There is only a small number of staff in universities community teachers (coaches) and often guidance, on the other hand, teachers (coaches) in teaching and training of the high strength work of mostly free of charge to participate in the guidance of the community work, this also reduces the teacher (coach) participate in guiding the enthusiasm of the staff sports association, cause no teachers university sports associations (coach).

China University faculty sports association lack of funds, funds source channel single

China university faculty sports association activities need certain funds, and budget shortage is the main problems which restrict the development of the association. One is shortage of funds. Amount of funding sources, the current university faculty sports associations are limited, sources of funds for university funding invested, members pay a membership fee, etc., trade union funds is the main source of university; The second is funds management confusion. China university faculty sports association activity funds use there is a problem: in some association in funds management activities more chaos, the lack of perfect rules and regulations, no budget before use of funds, use of funds after not in, cause community activities using improper way, the disadvantages of openness and transparency is not high and so on.

IMPROVING THE EFFECTIVE MEASURES OF CHINA UNIVERSITY FACULTY SPORTS ASSOCIATIONS MANAGEMENT MECHANISM

Integrate the resource of university venues and provide a venue for the sports association

Full integration of existing venues resources, reasonable allocate, make the utilization of existing venues best, must obtain university and sports education in the effective support, make the staff sports association activities to carry out the hardware condition guarantee; Combining with the university overall development plan and arrangement, according to the university for the overall investment conditions of sports funds, according to relevant provisions in the regulations on the university sports work requirements, universities in a planned way and step properly to facilitate the construction of university faculty sports community sports venues and sports equipment.

Establish and improve university faculty sports association system construction

Through establishing and perfecting the relevant staff in universities sports associations of the relevant management system, establish and perfect the measures for the administration of the staff sports community sports association members regulations and code of the sports community teachers responsibility ", etc., make the staff sports association activities rules-based, laws, orderly development, and straighten out management system, improve the staff sports association. University party committee, trade unions and other sports community overall guidance and to keep the staff turnover, funds use normative management work; University physical education departments, actively assist the management and service work, gives effective support the staff sports association, effective use of the advantage of sports venues, facilities, equipment and faculty, etc.; University function department, propaganda department, office, logistics department, etc., also want to combine their work content, university faculty sports associations to provide the corresponding support.

Innovation funding channels, funding to standardize management

China university faculty sports associations of several shortcomings existing commonly in terms of money funds and funds management chaos phenomenon. Should be considered in terms of sports community funding channels innovation: to effectively play to the professionalism of university faculty sports associations and advantage, combining with the characteristics of university geography and strengthen the community and university surrounding residents, enterprises and institutions of the sports communication, by helping other social organizations actively provide activities, referees, coaches and training services to charge a certain services, such as to complement activity funds; For university administration and the union increase funding lines. Staff sports community activities to improve their own quality, and reasonable planning, innovation vigorously in the activities, expand the influence in the university community, and combined with the teaching scientific research management, etc. The focus of the work, be beneficial to health of staff in universities to carry out recreational sports activities, thus obtains the leaders at all levels of universities, teachers and the support of relevant functional departments, to the development of staff sports community for more hardware facilities, funding and policy support; For corporate sponsorship. Looking for is closely related to teaching and research university teaches products cooperation. In the process of budget management, to achieve scientific management, make the limited funds benefit maximization. The staff association the transparency of the balance of accounts, and establish and improve effective supervision mechanism. The university faculty sports association rooted in the education environment of universities, for university staff group, for the purpose of self-management, self-service, with strong liquidity. University faculty sports associations' money also should realize to independently raise, management and use. For the funding, can according to need to members charge a membership fee as a corporate funds, society at the same time establish and perfect rules and regulations, financial department, according to the principle of open and transparent management using the budget, on the basis of community is the overall arrangement of development, the use of reasonable allocate budget.

Enriching the content of university faculty sports association activities, and highlight the characteristics of university faculty sports association

University faculty sports associations should according to different sports characteristic, adopt different ways of organization and operation mode, such as: table tennis, badminton, TAIJI staff association activities penetration rate is higher, the men and women all appropriate, had better have professional coach to guide, improve level; For a collective project, such as basketball and football is given priority to with the game more, to promotes practice. Staff is not easy to carry out community of aerobics, yoga and so on, but show activity and fitness effect is obvious, and more suitable for female teachers. Staff in universities sports organization innovation has the characteristics of the university staff sports activities, to attract the active participation of relevant staff groups. Sports association activities of the project to carry out, want to combine and traditional sports in universities, most of the staff's interests, and the surrounding of the existing sports resources in universities, etc., with local or the university cultural connotation, has extensive mass base for university and the strong influence of sports projects, for example: east China institute of technology, physical strength is table tennis, Donghua university sports

specialty is football, Shanghai engineering technology university sports specialty is basketball, corresponding the guidance of physical education teachers professional level is higher, is advantageous to the staff sports association activities. University faculty sports associations in terms of the choice of the content of sports activities, physical quality of the staff sports association members, sports skills, such as the specific circumstances, the implementation of feasible, novel and interesting activities, such as: exercise, such as darts, slow bike ride a community is not big, but requires skills of sports, to teacher's concentration, exercise better physical coordination. So, can make the staff association members to actively participate in sports and existing can also get more universities sports enthusiasts to join the sports associations in universities.

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