

Research on the “One-Stop” Digital Governance Path for Student Communities in Organizational Culture Construction

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Abstract: This study, starting from the “one-stop” digital governance of student communities based on organizational culture building, proposes that the empowering role of organizational culture building and digital governance should be fully exerted in the face of the predicaments existing in student management in colleges and universities in the new era. Through top-level design, create a “trinity” of digital governance: organizational structure for organizational culture construction, multi-functional digital platforms, and sound institutional design for digital communities; Seek governance strategies such as the deep integration of Party building and digitalization and precise service management, and strive to provide theoretical exploration and practical exploration for the efficient and intelligent student community governance system in colleges and universities, provide a model for forming a new pattern of education in colleges and universities, and cultivate high-quality talents with all-round development in morality, intelligence, physical fitness, aesthetics and labor.

Keywords: Organizational Culture Construction; One-Stop Student Community; Digital Governance; Governance System; Innovative Pathways

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1.Introduction

In the new era, with the rise of the digital economy colliding with diverse ideas, student management in colleges and universities is facing difficulties. Traditional management methods are difficult to meet the needs of students, and the problem of “information silos” among departments is prominent^[1]. In this context, organizational culture building is key to the digital governance of the “one-stop” student community, and digital technology brings changes and opportunities worthy of in-depth study.

2.Organizational culture Building The necessity of digital governance for the “one-stop” student community

2.1 Challenges of Student Management in Colleges and Universities in the New Era

With the rapid rise of the digital economy and the continuous collision of diverse ideas, there are still many difficulties and confusions in the management of college students in the face of the new characteristics of contemporary college students. First, in the traditional administrative command-style management of college students, students grow up in the Internet age, are easily influenced by new ideas and new things, have a high degree of networked lifestyle, and are willing to acquire knowledge and express their own opinions through WeChat, Weibo and other channels. The traditional management approach

focuses on administrative orders and one-way indoctrination, which is not in line with the individualized and diversified development needs of students in the new era, and students' enthusiasm for participating in school community management is relatively weak. Secondly, there is the problem of "information silos" among departments in colleges and universities. There is a lack of data sharing among departments such as student affairs, academic affairs, and logistics. Students' affairs involve multiple management, which is not only time-consuming and laborious, but also makes it difficult for college administrative departments to grasp the movements of college students in a timely and accurate manner and provide precise and effective services and guidance^[2]. The Internet is full of chaos, and various wrong ideas spread Western "dissenting" forces through the Internet, affecting the correct values of college students. Under the influence of the online public opinion atmosphere, the influence and guiding function of traditional ideological and political education need to be improved.

2.2 The Key role of organizational culture construction in digital governance

Organizational culture building is the fundamental guideline and spiritual driving force for the digital governance of the "one-stop" student community. The leadership of the Communist Party of China is the greatest strength of the socialist system with Chinese characteristics, and colleges and universities are important bases for cultivating socialist builders and successors. Colleges and universities must uphold the Party's overall leadership over the education cause. Party building is the "anchor" and "compass" for the digital governance of the "one-stop" student community, which can correctly point out the direction in governance practice, integrate Marxist theory, the core socialist values, etc. into all aspects and the entire process of community construction, and ensure that the digital governance of the student community does not forget the fundamental task of fostering virtue and nurturing talent. The fighting fortress role of the Party organization can give full play to the advantages of resource integration, break down departmental barriers, and promote the coordinated efforts of departments such as student affairs, academic affairs, and logistics to carry out community governance and form a governance synergy. The exemplary and leading role of Party members and students can lead by example in the construction of digital platforms and the management of community governance affairs, drive all students to participate in the co-construction and co-governance of community governance, jointly create a good atmosphere of co-construction, co-governance and co-sharing of community governance, and strengthen the cohesion and centripetal force of the community.

2.3 Digital technology brings changes and opportunities to community governance

Big data, cloud computing, artificial intelligence, Internet of Things, blockchain... The deep application of digital technology provides technological impetus and full empowerment for the governance of "one-stop" student communities^[4]. Big data, by collecting, storing and analyzing massive amounts of data generated in scenarios such as students' learning, life and interaction, helps universities to accurately grasp students' behavioral preferences, hobbies and ideological trends, and transform them into "big data +" -led educational resources, from experience-driven to data-driven. Artificial intelligence, through its understanding of natural language and intelligent algorithms such as machine learning model construction, provides students with intelligent consultation, intelligent recommendation and other services, improving service efficiency and optimizing service quality; At the same time, with the help of early warning functions, problems in students' studies, psychology, etc. are detected in a timely manner and predictive intervention is carried out. The Internet of Things promotes the interconnection of information on campus, enhances the intelligence level of community governance based on related smart devices (such as smart student dormitories, smart door locks, smart water and electricity meters, etc.), and provides students with a more convenient and safe learning and living environment. Digital platforms break through time and space limitations, increase the coverage of Party building work and community services, enable students to participate in Party building work and learning life services anytime and anywhere, and further improve the efficiency of students' access to and learning information.

3. Construction of a "one-stop" digital governance system for student communities in organizational culture building

3.1 Strengthen the organizational structure of organizational culture construction

Build a four-level interactive organizational model of "university Party committee - college Party committee - community Party branch - Party member teachers and students" to give full play to the leading role of Party building in digital

governance. Establish a “one-stop” student community digital governance leading group, with the Party Secretary of the university as the group leader and the university leaders in charge of student affairs, teaching, and logistical support, as well as the student affairs department and relevant functional departments as members, to formulate strategic plans and important decisions for the digital construction of the university community. Each college party committee shall establish a digital governance working group to implement the relevant work arrangements of the university Party committee and promote community governance in accordance with the professional characteristics of each college. Functional Party branches or Party groups are established in student communities, extending the reach of Party building work to students’ lives. Select politically strong and digital-savvy professional teachers to serve as community Party building instructors, organize regular Party building activities, lead student Party members to participate in the construction of digital platforms and information management in student communities, give full play to the vanguard and exemplary role of Party members in the digital construction of communities, and encourage a large number of students to engage in community construction.

3.2 Build a digital governance platform

Build a big data management platform that integrates five core functions: Party building education, comprehensive services, academic development, psychological care, and community management. In the Party building education section, virtual reality (VR), augmented reality (AR), and 3D modeling technologies are used to recreate revolutionary red scenes and create immersive red education bases, allowing students to have an immersive understanding of the spirit of hard work and struggle of the revolutionary predecessors during the revolutionary journey; The Party building education is made more appealing and infectious by organizing online thematic party day activities, lectures on Party history knowledge, and sharing sessions of red stories through short videos, live broadcasts, etc. The comprehensive service section integrates campus life service functions such as dormitory repair reporting, cafeteria meal ordering, school bus reservation, campus card recharge, express delivery inquiry, etc., to achieve “one-stop online service” for students’ life and enhance the convenience of students’ life. The academic development section invites experts and scholars from the school and outside, outstanding teachers, and senior students to join the platform to offer online courses, academic lectures, postgraduate entrance examination and employment guidance, etc., providing personalized development paths and tutoring methods for students’ academic development; Big data is used to analyze students’ learning situations and intelligently push learning resources and practice questions to students. In the psychological care section, there is an online psychological counseling service channel for students, with professional psychological counselors helping students with psychological counseling and providing one-on-one tutoring to students online; Through the development of psychological test software systems using artificial intelligence technology, regular psychological state assessments of students are conducted, student psychological profiles are created, and early warning intervention is provided for students with psychological problems. The community management module digitizes the management of people, facilities, activities, etc. in the community, conducts digital statistical analysis of the community to generate community operation reports for managers to make decisions.

3.3 Build institutional norms for digital governance

Build a broad, scientific and standardized digital governance system framework to provide institutional guarantees for community digital governance. Formulate the “Management Measures for the Use of the ‘One-stop’ Student Community Digital Platform” to define the scope of platform use, operational norms, usage rights, etc., and regulate the usage behavior of teachers and students; Formulate the “Data Security and Privacy Protection System”, establish a data classification and grading management system, encrypt, decrypt, store and transmit students’ personal information, learning data, life data, etc., and regularly back up and test to ensure the security of platform data; The Information Release Review System was introduced to strictly review information such as Party building information, service information release, activity notifications, etc. on the platform to ensure the authenticity, accuracy and legality of the released information; Establish the Service Quality Supervision and Assessment System, regularly assess the work efficiency, service attitude and service quality of the platform’s service departments and service personnel, and link it to departmental performance assessment and individual commendation and award to guide all parties to fully promote service level. In addition, an emergency plan for digital governance was introduced to scientifically define, divide and process possible incidents such as cyber security attacks,

system failures and data leaks to ensure the normal operation of digital governance on the platform.

4. Organizational culture construction: An innovative path for the “one-stop” digital governance model of student communities

4.1 Innovate the integration model of Party building and digital governance

Build a new model of deep integration of “Party building + digitalization” and incorporate Party building into digital governance. Create “online Party member responsibility zones”, divide Party members’ professional expertise and interests into different responsibility zones, be responsible for the publicity of Party building information, information collection, problem feedback in the assigned areas, record the work situation online through digital platforms, and conduct regular assessment and evaluation. Use digital platforms to organize special activities such as “Red micro-Party lessons”, “Party Building Knowledge Challenges”, “Party Member Style”, etc., to attract students to participate in Party building learning in an interesting way and enhance the interactivity and interest of Party building work. Build a two-way feedback model of “Party building - student needs”, open up channels for students’ opinions and suggestions on Party building work through digital platforms, and adjust the content and methods of Party building work based on those opinions and suggestions; Transform the outcomes of Party building into the need to serve students’ growth, and push learning materials, employment information, volunteer opportunities, etc. to students through digital platforms to achieve two-way communication between Party building services and students’ needs.

4.2 Promote precise service and management

Apply information technology to refine and digitize student community services and management. Analyze behavioral data, academic data, life data, etc. left on students’ digital platforms, build student profiles, grasp the actual situation of students’ academic, life, hobbies, psychological conditions, etc., and provide personalized services and management for students. For example, for students whose academic performance drops sharply, the system can automatically analyze the learning data of the student on the campus platform, identify the weak subjects and knowledge points of the student, and push targeted learning materials and tutorial courses; For students who frequently participate in volunteer activities, recommend relevant practical activities and volunteer groups, etc. For students with significant psychological stress, the system immediately recommends psychological adjustment methods and relaxation courses, and arranges for psychological counselors to follow up and adjust them. At the same time, based on the analysis results of the system, the allocation of community resources is adjusted and optimized, including the adjustment of the cafeteria meal structure, the utilization of self-study rooms or activity Spaces within the community, etc., to greatly increase the utilization rate of resources and provide students with a more optimized learning and living environment.

4.3 Optimize the collaborative guarantee mechanism

First, organizational synergy, establish and improve the “one-stop” digital governance guarantee mechanism for student communities in organizational culture construction. Establish a linkage and coordination mechanism between the Party Committee of the university and various functional departments and colleges, and establish a regular meeting work system to coordinate and solve problems arising in digital governance work; Push the departments of student affairs, academic affairs, logistics and information to break down the “silos”, achieve data sharing and business collaboration, and form a working synergy.

Second, resource synergy, leveraging the human, material and financial resources within the school, and strengthening investment in the construction and operation and maintenance of digital platforms; Leverage social resources, introduce market-oriented social enterprises and social public welfare organizations that are developed and cooperated with by the school to participate in digital governance and services for student communities, and expand the content and channels of digital services, such as inviting enterprise mentors to give lectures on career development for college students and jointly introducing volunteer service projects of public welfare organizations.

Third, technological synergy, strengthening cooperation with professional information technology companies to jointly develop digital products and services that fit the characteristics of student communities; Build a technical team to maintain the digital platform regularly and ensure its daily operation; Strengthen digital literacy training for teachers and students, and

enhance their digital application and participation.

5. Conclusion

The “one-stop” digital governance of student communities based on organizational culture construction is an inevitable need for student management in colleges and universities under the new situation. It is of great help to the improvement of talent cultivation levels and the ability to cultivate new era talents in colleges and universities. With the “one-stop” student community as the leading framework, a scientific and effective digital governance system should be built. Exploring effective and innovative models in line with the characteristics of The Times, strengthening the construction of governance actions and collaborative guarantee systems, and achieving the deep integration and convergence of Party building work and digital technology will surely effectively enhance the efficiency of student community governance and the level of student community services. In the future, colleges and universities should continue to strengthen the effect of organizational culture construction, keep up with the development trend of digital technology, constantly explore and innovate new ways and methods of digital governance, and try effective new paths of digital governance, so that the digital governance of the “one-stop” student community can develop to a higher level and help students grow and succeed.

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