

Research on the Development Direction of Chinese College Student Village Officials' Growth and Talention From the Perspective of Rural Revitalization: Based on the Empirical Analysis of the Three Main Interests of College Student Village Officials, Villagers and Managers

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Abstract

The growth and development of college student village officials is not only the necessary requirement for the overall development of the college students' village officials, but also the basic requirements of the "three rural" working team to understand agriculture, love the countryside and love the farmers under the strategy of rural revitalization. In the process of college-graduate village official to perform their duties, the villagers and managers is the most immediate effect of the performance of winners and witnesses. In order to better cultivate the college students' village officials, this article from the college-graduate village official, villagers and managers three perspectives to survey and compare the practical and ideal condition about the college-graduate village officials and the college-graduate village official policy, utilize the external environment and policy system to achieve the reverse effect, urge the university student village officials to consider the questions that include "how to do" and "how to achieve the best results", so as to promote the future development of college-graduate village officials to change roles and improve their own quality and ability, and better serve the grass-roots frontline while growing up.

Key words: Rural revitalization; College student village official; Growing up; Development direction

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INTRODUCTION

The report of the nineteenth national congress of the communist Party of China pointed out: "Implementing the strategy of rural revitalization, and training and bringing up a team of 'three rural' workers who understand agriculture, love the countryside and love the peasants." (Xi, 2017, p.32). It can be seen that talents provide important support for the implementation of the strategy of rural revitalization. College student village officials are volunteers serving the front line of rural areas and an important part of the "three rural" team. In this regard, general secretary Xi Jinping pointed out: "College student village officials are an important force to strengthen the Party's grass-roots organization construction and promote the construction of a new socialist countryside, as well as an important source of training and reserving reserve talents from the front line of workers and peasants by Party and government organs. We should pay close attention to the growth and success of university student village officials, focus on building a long-term mechanism for their work, and strive to make university student village officials able to go, stay, do well, and move around (People's Network, 2014). In order to better train college students as village officials, the General Office of the CPC Central Committee and the General Office of the State Council also issued one document named 《Opinions on Further Guiding and Encouraging College Graduates to Work at the Grass-roots Level》, emphasizing that

“sound safeguard measures should be taken to create good conditions for college graduates to grow up at the grass-roots level” (The General Office of the CPC Central Committee, the General Office of the State Council, 2017). It can be seen that the growth and success of college student village officials is not only related to the development of college student village officials themselves, but also related to the reserve of the national “three rural” team. Therefore, the college-graduate village official growth is the focus of current and future work.

Based on the research data, this paper finds that: college student village officials, villagers and managers have the same views on college student village officials and college student village officials’ policies, but also have different expectations and evaluations at present. Therefore, in the comparison of the three perspectives of college student village officials, villagers and managers, this paper probes into the deep-seated reasons behind the same and different views, and puts forward some suggestions for the future development of college student village officials, so as to realize the unity of individual value and social value of college student village officials’ growth and development, and promote the healthy operation of the mechanism of college student village officials’ growth and development.

1. THE COLLEGE STUDENT VILLAGE OFFICIALS GROUP FROM THE PERSPECTIVE OF COLLEGE STUDENT VILLAGE OFFICIALS, VILLAGERS AND MANAGERS

1.1 Evaluation of the Actual Situation of College Student Village Officials Group

In the affirmative evaluation of the actual situation of college students’ village officials’ work, villagers and managers have highly appraised the ideological and political quality, working attitude and personality characteristics of college students’ village officials. Hot words such as “good attitude, hardship, willingness to devote and be close to the people” (Ma, 2016, p.282). all embody the characteristics of college student village officials, such as good ideological and political quality, active working attitude, practical and easy-going, hard-working and enduring. Similarly, from the evaluation of college student village officials on their own quality and ability, they generally have self-confidence in ideological and political quality, working attitude and personality characteristics. This shows that the subjective evaluation of college student village officials on their own qualities and abilities has certain objectivity and similarities with the evaluation of villagers and managers. In the negative evaluation of the actual situation of college student village

officials, all three thinks that college student village officials generally have the shortcomings of quality and ability and lack of experience, which to a certain extent affects their performance effect. College student village officials are basically college students who directly enter the post of college student village officials after graduation, and basically have no working experience before they enter the post. This leads to college student village officials need a period of adaptation and learning after taking over the work, and will show laborious situation in dealing with some problems. In this regard, a university student village official interviewed in Jiangxi province said: “ Huangsi Village, as the northern gate of Zhangping She nationality township, has great geographical advantages. Considering the development of tourism projects in our township, we have formulated an industrial project for cultivating rapeseed flowers. But in the end, I did not promote it. The main reason is my lack of work experience.” Villagers interviewed in Hainan province also reflected that: “these village officials are too young and naive to handle every job properly at the beginning of their work.” “The level of knowledge and culture of village officials is indeed high, and they can bring new things and ideas, but the actual experience is still very lacking.” In addition, when the managers interviewed in Gansu province were asked “what else village officials need to improve”, a manager suggested that “there is a slight lack of actual situation and experience in all aspects of the village”. It can be seen that all three agree that “lack of experience” is a major shortcoming of college student village officials.

At the same time, based on the three subjects who have different cultural backgrounds and ways of thinking, different suggestions and opinions are put forward to improve the quality and ability of college student village officials.

For the college student village officials themselves, their work content and responsibilities give them more responsibilities, especially to promote the economic development in rural areas, which is the core content of the college student village officials’ work. Based on this, university student village officials need to have higher and stronger quality to devote themselves to all aspects of rural development. Through the collation of interviews with university student village officials, it is found that university student village officials seldom talk about their own shortcomings; however, through the collation of the quality characteristics that university student village officials value, “Insist on learning” (Ma, 2016, p.271) ranks second among the “hot words” which appear, which reflects to a certain extent that the interviewed university student village officials also find their own shortcomings, and think that they need to persist in learning in order to continuously improve. For the content of learning, agricultural knowledge, legal knowledge and other related content of rural affairs are the focus of future study for

university student village officials from the frequency of hot words.

For villagers, college student village officials are highly educated and talented people, who have their own unique opinions on the handling and development of rural affairs. However, because of their special educational experience, it will affect the effect of college student village officials performing their duties to a certain extent. The concrete manifestations are as follows: First, they can't bear hardships and lack of patience. The complexity of rural affairs and the level of knowledge and culture of rural villagers lead to the tedious and repetitive work in rural areas to a certain extent. This shows a certain gap in patience and hardworking spirit for university student village officials between 20 and 30 years old. This is also an intuitive impression of villagers to some college student village officials. Second, they do not know enough about the countryside and can't integrate well into the villagers. As a front-line service provider at the grass-roots level in rural areas, college student village officials aim to convey the wishes of villagers to higher organizations. If they can't go deep into the villagers and fully understand the specific situation of the villages, they can't well convey and interpret the policies and measures.

For managers, college student village officials can play an important role in upload make known to lower levels in the process of performing their duties. However, there are still some problems in college student village officials, which affect the performance effect. Specifically, it includes the following aspects: First, the ideological awareness needs to be improved and the enthusiasm is not enough. With the increase condition of "grass-roots experience" in the recruitment of national civil servants and institutions, many college students regard college village officials as "springboards" for civil servants and institutions. During the period of university student village official's appointment, he did not seek merit, but did not seek fault. He only came to "plating the gold of grass-roots experience". Therefore, during their tenure, some college students' village officials were lazy and careless in their work. As a bridge connecting the government and villagers, university student village officials should fully understand and play a good role as a bridge. In this regard, university student village officials should establish a great spirit of serving the villagers, devote themselves to rural work, and contribute their own strength to the development of rural areas and the country. This is a great cause, which requires the perseverance and diligence of university student village officials. Therefore, university student village officials should strive to enhance their ideological level and try to raise their personal will to the national level. Second, part of the capacity is insufficient. In the documents issued by the Party and the state concerning university student village officials, the responsibilities of university student village officials are clearly stipulated. Among them, the work content of

university student village officials involves all aspects of rural affairs, and the diversity and complexity of its contents determine that university student village officials must have corresponding abilities. However, according to the managers interviewed, college student village officials are still insufficient in these abilities and need to be improved at present. These abilities include "innovation ability, emergency response ability, communication ability, conflict and dispute handling ability, management ability, ability to access and use information, comprehensive and systematic analysis ability, coordination ability, practical ability" (Hou, 2015) and so on.

In a word, although college student village officials have acquired a certain level of cultural knowledge through the training of higher education, there are still gaps in their ability and knowledge level compared with the tedious and complex work in rural areas. According to the different subjects examined, college student village officials, villagers and managers have pointed out that college student village officials need to improve and strengthen their working ability in future work and learning, which to some extent points out the direction for college student village officials to perform their duties and grow up in the future.

1.2 Expectations for the Situation of College Student Village Officials Group

For college student village officials, they think that "communication ability, social ability, expression ability, coordination ability, agricultural knowledge, knowledge of laws and regulations, cheerful personality, selfless dedication, pragmatism, hard work and so on" (Ma, 2016, p.271) are the basic quality which they should possess in the course of their tenure, and they are also the main quality characteristics with high frequency in all quality characteristics. For the villagers, "good attitude, hard work, strong sense of responsibility, close to the people, willing to pay, solid work, honest and competent, have an economic mind" (Ma, 2016, p.282) are the most important quality which be pay attention to by villagers. For managers, good moral quality and good problem-solving ability are the most important qualities for managers. Specifically, moral quality mainly includes such qualities as hardship, easygoing, practical spirit, strong sense of responsibility, close to the people, patience and willingness to pay. Ability quality mainly includes word-processing ability, communication ability, expressive ability, thinking ability, innovation ability, management ability, coordination ability, adaptability and so on (Ma, 2016, pp.289-292).

Through the above induction of the quality characteristics of college student village officials, we can see clearly that: On the one hand, college student village officials, villagers and managers have paid attention to knowledge quality, ability quality, ideological and moral quality and psychological character quality in varying

degrees, which reflects to a certain extent that college student village officials should focus on the four aspects of quality training. Only in this way can a better internal driving force be formed. On the other hand, college student village officials, villagers and managers have different expectations about the proper situation of college student village officials. For college student village officials, the three hot words “communication ability, persistent learning, coordination ability” (Ma, 2016, p.271) reflect that college student village officials pay more attention to the improvement of their own ability than villagers and managers. For the villagers, “honest and competent, good attitude, close to the people” (Ma, 2016, p.282), which is the most frequent quality characteristics, to a certain extent, reflects that the villagers are more concerned about the working attitude and personality characteristics of university student village officials. For managers, “high ideological awareness, close to the people, enthusiastic” (Ma, 2016, p.289) and other quality characteristics also clearly reflect that managers pay more attention to the ideological and moral quality and work attitude of college student village officials. In a word, college student village officials pay more attention to their work ability, managers pay more attention to ideological and moral quality, villagers pay more attention to working attitude and personality characteristics. That is to say, the focus of the three expectations on the situation of college student village officials is different; in this regard, college student village officials in the future growth and development process must integrate the views of villagers and managers to improve themselves in an all-round way.

2. THE POLICY OF COLLEGE STUDENT VILLAGE OFFICIALS FROM THE PERSPECTIVE OF COLLEGE STUDENT VILLAGE OFFICIALS, VILLAGERS AND MANAGERS

2.1 Evaluation on the Implementation of the Policy of College Student Village Officials

Since the implementation of the university student village official policy in 2008, it has not only trained a large number of front-line talents in grass-roots work, but also promoted the economic and social development of rural areas to a certain extent. Looking at this change in the countryside, to a certain extent, it can reflect the policy effect of university student village officials since the implementation of the policy, and show people the main role that university student village officials play in rural areas after they go to the village to serve. Through the collation and statistics of interview materials, these “changes” mainly include the improvement of rural “village accommodation”, the promotion of rural cultural construction and the more efficient rural administrative work.

2.1.1 The Situation of “Village Accommodation” in Rural Areas has been Improved

According to the interview data, it is found that college student village officials, villagers and managers all think that college student village officials improve the rural “village appearance” to some extent by performing their duties. Specifically, this improvement is manifested in the following aspects: First, the rural infrastructure situation has been optimized. Generally speaking, rural infrastructure is related to the life and production of rural villagers, and it is the top priority in rural affairs. It mainly includes infrastructure construction in rural life, production, ecology, social development and other aspects. Survey data show that the number of college-graduate village officials, villagers and managers by the attitude of “optimization of rural infrastructure” respectively accounted for the groups’ 64.2%, 91.5%, 95%. This proves that college student village officials play an important role in rural infrastructure construction during their tenure to some extent. For college student village officials, improving rural infrastructure is the key area in their performance, and also the third most important event in the survey of key behavioral events. It covers the basic construction of “road construction, relocation, greening, water conservancy, power transformation” and so on. For villagers, the posts of university student village officials mainly play an important role in farmland water conservancy, road construction and hardening, rural environment, ditch repair and so on. As one villager in Shanxi province said, “The village capacity has changed, the road surface has hardened, the pump has been repaired, and the income has increased.” For managers, college student village officials have played an important role in sorting out rivers since they took office. “These children are not afraid of hardship and tiredness. Even some female village officials are willing to fight on the side of others.” Secondly, the agricultural production environment has been improved. Agricultural production environment is related to the life of rural villagers and the development of rural areas. It is the meaning of the construction of new socialist countryside. According to the survey data, the number of college student village officials, villagers and managers who approve of “improving agricultural production environment” accounted for 34.2%, 70.5% and 67% of this group respectively, which is one of the important changes brought about by college student village officials. Specifically, university student village officials mainly provide professional guidance to agricultural production through their own professional learning or contacting experts, and improve the rural production environment by holding lectures or one-to-one assistance. Under the implementation of this measure, villagers have gained vital interests, and managers affirm and support this measure. Finally, the rural public health situation was optimized. Public health in rural areas is related to the quality of life of villagers, and even affects

the behavioral norms of villagers. It is also an important part of the construction of a new socialist countryside. According to the survey data, 51.7%, 63% and 51% of the college student village officials, villagers and managers approve of "optimizing rural public health" respectively, which shows that the college student village officials, villagers and managers basically approve of this change.

2.1.2 The Construction of Rural Culture has been Promoted

Rural cultural construction is an important part of the strategy of rural revitalization. The report of the nineteenth national congress of the communist Party of China pointed out that "priority should be given to the development of agriculture and rural areas. According to the general requirements of industrial prosperity, ecological livability, rural civilization, effective governance and affluent life, we should establish and improve the system and policy system of urban-rural integration and development, and accelerate the modernization of agriculture and rural areas." (Xi, 2017, p.32). Among them, "Rural Culture Civilization" is a general description of rural cultural construction. Based on this important policy guidance, the modernization of agriculture and rural areas has been vigorously carried out throughout the country. However, due to various reasons, there are two opposite situations in the construction of rural culture: On the one hand, driven by the Party and state policies, the grassroots people fully realize the importance of rural cultural construction; on the other hand, the theoretical research and practical operation of rural cultural construction can't meet the actual needs in practical work. Promoted by this reality, the Party and the state have taken many policies and measures to improve this situation, and the policy of university student village officials is one of them. Among the duties of college student village officials, the Party and the state clearly stipulate that college student village officials must organize and implement the relevant tasks of building a new socialist countryside. Based on this, college student village officials promoted the cultural construction of rural areas to a certain extent through various measures during their tenure. According to the survey data, 75.8%, 87.5% and 69% of college student village officials, villagers and managers respectively approve of "the degree of recognition that college student village officials promote cultural construction", which fully reflects that college student village officials play an important role in promoting rural cultural construction. For college student village officials, cultural construction is an important area in the process of performing their duties, mainly through school construction, anti-drug propaganda, organizing literary and artistic activities, building basketball court leisure square, fitness equipment and other ways to promote rural cultural construction. Under the impetus of these measures, villagers and managers feel the important influence of college student village officials on rural

cultural construction. It can be seen that college students' rural officials have indeed played a role in promoting the construction of rural culture.

2.1.3 Rural Administrative Work is More Efficient

After university student village officials went to the village to serve, the administrative work in rural areas began to become smoother and more efficient, which can also be clearly reflected in the interview materials. According to the survey data, 65.8%, 69.5% and 75% of college student village officials, villagers and managers approve of "college student village officials respectively improve rural administrative work". This data confirms to a certain extent that college student village officials have made great contributions to improving rural administrative work. As a special talented person with relatively high educational level, college student village officials have more advantages than traditional village officials in terms of text expression, written report and computer operation. Additionally, the duties of university student village officials are to "organize and manage teaching materials, manage files, draft text materials and receive sites of distance education terminals, and maintain equipment network" (The Organization Department of the Central Committee, 2009). Therefore, on the one hand, completing the basic administrative work is the basic responsibility of college student village officials; on the other hand, college student village officials can influence the work effectiveness of traditional village officials through their own work. Based on this, the villagers and managers related to rural administrative work can also be effective. As the managers interviewed in Gansu pointed out, "Village officials regulate the text materials in the village, and carry out electronic input of all kinds of text. They also introduce automation in the village to facilitate access to information."

To sum up, after the university student village official takes office in the village, it not only promotes the change and development of rural areas, but also improves the intrinsic quality of university student village official through various practical activities to a certain extent. From these two aspects, the policy of college student village officials is an active and effective grass-roots training project, which is worthy of further promotion and comprehensive implementation of the national policy.

2.2 Expectations for the Implementation of the Policy of College Student Village Officials

According to the policy of college student village officials, college student village officials, villagers and managers have different policy expectations based on their own interests. While giving positive evaluation to the policy of university student village officials, the three main bodies also put forward three major problems that need to be improved urgently.

First, they all think that the low treatment and insufficient subsidies are the key factors that restrict the

initiative of college student village officials. Through interviews with university student village officials, villagers and managers, we can find that the low treatment and insufficient subsidies of university student village officials are a basic problem facing the whole country, and even become the key to personal problems. In response, a university student village official interviewed in Yunnan province pointed out: "I think our treatment is low. If the treatment goes up, many people are still willing to start their own businesses in the countryside." In addition, some villagers interviewed in Hainan province clearly pointed out that "the salaries of college student village officials are too low, it is difficult to reassure college student village officials without subsidies."

Secondly, they all think that the quantity, content and method of training for college student village officials need to be improved. In fact, there are clear provisions on training funds, training categories, training methods etc. in the previous documents on the selection and recruitment of university student village officials. However, the intensity of training will be greatly reduced when implemented at the local or grass-roots level. In this regard, the feeling of college-graduate village official was the most profound. As a college student village official interviewed in Tianjin said, "In addition to the specialized training for college student village officials, the training of village cadres in the region should also be attended by village officials." In addition, the managers interviewed in Hainan province also pointed out: "The training of college student village officials is relatively small, too little once a year, preferably 3-4 times a year. Moreover, classroom training should be based on the classroom model, directly speaking on the base, on-the-spot explanation, and should also go outside the province to visit, broaden development ideas and so on."

Thirdly, they all think that the targets of selection and employment of university student village officials is not strong. The selection conditions of university student village officials have been adjusted to adapt to the development of society for 2008 year. However, there has been no definite restriction on the specialty of college student village officials. In this case, the university student village officials who are selected to serve in the village need more time and energy to adapt to the work they take over. Based on the interview data, it is found that the villagers and managers interviewed think that the pertinence of the selection of university student village officials is not strong in the following aspects: Firstly, there are great regional differences in the selection and employment of university student village officials. In reality, there often is a phenomenon of cross-regional employment of university student village officials. Although cross-regional functions help rural areas acquire new ideas, cross-regional posts require college student village officials to spend a lot of time and energy to understand the actual situation of the distributed

areas. In addition, the term of university student village officials is not long, leaving room for university student village officials to play a role will inevitably be greatly reduced. Secondly, the selected university student village officials are not in line with their majors. In fact, the development of rural areas needs more talents who know the knowledge related to rural development. However, the documents issued by the Party and the state on the selection and employment of university student village officials lack professional regulations on the selection and employment of university student village officials, which leads the selected university student village officials to spent a large amount of time to re-study after taking office. As the villagers interviewed in Hainan province pointed out, "When recruiting village officials, they should be professional counterparts, mainly in the fields of planting, breeding, marketing, law and administration. It is not necessarily useful to recruit other professionals." It can be seen that the policy of university student village officials should improve the pertinence of the selection. Only in this way can we give full play to the role of college student village officials in their tenure of office.

3. THE DEVELOPMENT DIRECTION OF COLLEGE STUDENT VILLAGE OFFICIALS

As mentioned earlier, we select four dimensions (including the evaluation and expectation of college student village officials group's actual and natural situation, the evaluation and expectation of college student village officials' policy actual and natural situation) to specifically analyze the subjective cognition which come from the different stakeholders towards college student village officials group and college student village officials policy from the perspective of college student village officials, villagers and managers. In this regard, the future development of university student village officials mainly in the following three directions.

3.1 Villagers Have More Expectations for the Role of College Student Village Officials

Compared with managers and college student village officials, villagers expect college student village officials to have strong leadership ability, play a leading role in grass-roots rural areas, and lead themselves to become rich. In the interviews, college student village officials and managers generally positioned the role of college student village officials as assistants. They generally served as assistants of the two village committees. Although they could play a certain role in village affairs decision-making, they were more assistant. In addition, the phenomenon of secondment and the length of tenure also weaken the role of university student village officials at the grass-roots level to a certain extent, lead the college student village

official to unclear their identity positioning. This shows that the villagers have more expectations for the role of university student village officials, hoping that university student village officials have strong leadership and play a leading role. However, university student village officials are confronted with vague identity orientation. Although they are managers selected by the state to work at the grass-roots level in rural areas, they do not have the status of civil servants. Although they participate in rural work as "village officials", they are not really village cadres. In this regard, the key to the solid work of college student village officials in rural grass-roots level is to solve the problem of the identity of college student village officials. Only by obtaining reasonable and legitimate identity, can we have a clear role orientation, narrow the gap between role expectation and due identity, so as to help college student village officials more smoothly into the actual work.

3.2 Managers Have Strong Expectations for the Quality and Ability of College Student Village Officials

Villagers expect the qualities of college student village officials to be characterized by leadership, experience, mass feelings, integration into the countryside and enthusiasm. College student village officials believe that the selection criteria should be located in four aspects: hard work, organizational coordination ability, ideological and political quality and organizational discipline concept. Compared with the villagers and college student village officials themselves, the managers believe that there is a certain quality and ability gap between college student village officials and the needs of grass-roots rural work, mainly in the aspects of experience, understanding of rural affairs, ability to solve practical problems, communication with grass-roots villagers and so on. As a result, managers pay more attention to the problem-solving ability of college student village officials, while villagers and college student village officials themselves do not pay enough attention to this quality and ability. Compared with experience, emotional integration, enthusiasm, hard work, discipline and other elements of talent quality can generally be shaped and exercised during the term of office of university student village officials. The cultivation of problem-solving ability is not an overnight success. It requires the joint participation of universities, governments, social organizations and university student village officials themselves, and needs to be adopted. Only through the comprehensive cultivation of different ways to become talents, such as education, self-study and practice, can we effectively shape the improvement of talent's problem-solving ability. This reminds us that the quality and ability training of college students' village officials should not start after taking up their posts. From this point of view, colleges and universities should establish the concept of training innovative and entrepreneurial talents

at the rural grassroots level, reform the training mode, and meet the rural grassroots demand for talents.

3.3 College-Graduate Village Official has High Self-Development Expectations and Policy Expectations

As mentioned above, villagers and managers generally give positive evaluation to university student village officials, and believe that university student village officials have good working attitude and personality characteristics. At the same time, managers believe that university student village officials have strong writing ability, expressive ability, thinking ability and organizational ability. However, college student village officials are not very confident about their work ability, especially that they think it is urgent to improve their quality and ability of innovation and entrepreneurship, and they should be confident and daring in their work. This shows that college student village officials have high expectations for their own work, are not satisfied with their good performance in ideological and political quality, work attitude and personality characteristics, and pay more attention to their working ability in grass-roots rural areas, which is consistent with the intrinsic motivation of college student village officials to become talented. Because university student village officials have strong motivation to realize their self-worth, they have high expectations of their own goals in their work. This kind of high self-expectation has injected an important impetus into the growth of college student village officials. However, it is worth noting that once practical work encounters difficulties and setbacks, especially the complexity of rural grass-roots affairs and the immaturity of college student village officials just leaving the campus, it may cause a huge gap between the ideal and reality of college student village officials. Therefore, in the process of college student village officials' growth and development, on the one hand, we should pay attention to the ideological guidance of college student village officials in time and give more emotional support; on the other hand, we should help college student village officials improve their work ability of innovation and entrepreneurship, reduce the gap between their self-expectation and work performance by improving specific management measures such as training, assessment and incentives. In addition, the evaluation of policy implementation effect of college student village officials is significantly lower than that of villagers and managers, and the expectation of policy improvement is significantly more than that of villagers and managers. On the one hand, college student village officials have good ideological and political quality and knowledge and cultural quality, on the other hand, college student village officials, as the direct stakeholders of the policy, have higher expectations of the policy. Compared with villagers and managers, university student village officials, while affirming the role of the policy,

believe that the implementation of the policy is not comprehensive and the regional differences are obvious. They expect to improve the deficiencies in various links such as recruitment, training and assessment, incentive guarantee and expiration flow, so as to provide perfect policy support for their growth and success.

CONCLUSION

To sum up, college student village officials, villagers and managers have put forward different requirements for the policies of college student village officials and college student village officials from their respective perspectives; among them, especially for the evaluation and expectation of college student village officials, point out the development direction for the future growth and success of college student village officials. Therefore, college student village officials must improve themselves in an all-round way in accordance with the opinions of villagers and managers. On the one hand, they should improve their internal quality, better adapt to and deal with rural work; on the other hand, they should play multiple roles while doing their own work well, so as to better serve the villagers and rural development. Only in this way can university student village officials contribute their strength to the strategy of rural revitalization.

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