Research on Operation and Management of Project and Comprehensive Abilities Enhancement in University Student Innovation and Entrepreneurship Training Programs
A Case Study on WeChat Official Account Operation

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ABSTRACT

The practice of the University Student Innovation and Entrepreneurship Training Program (USIETP) has been recognized as a pathway of significance to bolster students' comprehensive abilities. This essay takes the operation and management of the WeChat Official Account "Shaanxi Regional Collaborative Secondary School English Education Information Platform" by a USIETP team at Xi'an Shiyou University as an example to exposit improvements in account management and team collaboration. The team aimed to provide instructive and useful English learning resources for learners and disseminate university-related information through effective column planning, resource integration, article editing, video production, and user intention analysis. During a period of nearly two years, the official account attracted approximately 4,000 followers, with total views, likes, and shares exceeding 40,000. Through a clear-cut division of labor and collaboration, team members honed their skills to a large extent in resource collection and organization, article writing and formatting, time management, communication and coordination, questionnaire design, and data analysis etc. In addition, while fulfilling the project, members acquired enlightening knowledge about English and a better insight into it, strengthened their sense of social responsibility, and obtained valuable and meaningful innovation and entrepreneurship experience. This research offers practical insights for managing USIETP projects and demonstrates pathways for enhancing students' comprehensive competencies, serving as a reference for similar initiatives.

Keywords: University Student Innovation and Entrepreneurship Training Program (USIETP), WeChat official account operation, Project management, Ability enhancement.

1. INTRODUCTION: OPERATION OF THE PROJECT

1.1 Project Planning and Preparation

Prior to launching and operating the account, the team was advert of the nature of WeChat Official Accounts. In accordance with the China Valuation Professional Standards about Intangible Assets, which defines intangible assets as non-physical resources controlled by entities to gain benefits from it[1], the team established clear regulations about running the account and defined every member's role to ensure the project effect. Needs assessments were conducted with effectiveness in the cooperating secondary schools to better align content with users' demands and to formulate oriented operational strategies. Before the operation of the WeChat official account, members conducted in-depth market research to understand the needs, interests and habits of the target users as well as the operation systems of competitors. Based on the core content and relevant requirements of this project, the team figured out the positioning and content direction of the account and set corresponding operation strategies. The

types of WeChat official accounts are divided into subscription accounts that mainly disseminate information and can send messages once a day and service accounts that mainly provides functional services and can send messages four times a month[2]. According to the operation rules of our WeChat official account and the experience of team members, an agreement has been reached to update every 3 days on the account.

1.2 Content Creation and Editing of the WeChat Official Account

Under the emphasis of the university and the instruction of the guiding teacher, the team has all the time been aware of the fact that high-quality original content has been recognized as a key metric for success[3]. Therefore, the team developed a detailed, crystal-clear, distinctive and inspirational content plan, which includes themes, formats, and publication schedules. And members conducted in-depth research for assigned columns such as, the "English Learning" column that shares practical and perspicuous methods and techniques for grammar, vocabulary, and oral skills while offering a list of the words that are been tested with high frequency in the college entrance examination, the "Colorful Life in a University" column, which focuses on the diversified, appealing and intoxicating university activities, competitions, scenery and student achievements. All the articles as well as videos adhere to English grammar standards, maintained a consistent tone, and were displayed with an intriguing structure which engages captivating headlines, logical flow of narration and integration of multimedia). Moreover, in hopes of keeping the high quality of content, rigorous proofreading has always been taken and accuracy and compliance with copyright regulations have always been ensured.

1.3 Interaction with Users and Maintenance

During the operation of the official account, team members have been keeping the routine of replying to users' messages promptly and with politeness. Questions have always been answered after a group discussion with a consensus realized. Through communicating with our fans, they have access to expressing their viewpoints and utter different voices, while feeling cared for and respected. The target group of this project is high school students in Shaanxi Province, especially the ones studying in districts comparatively being short

of English learning or teaching materials. At the same time, a conspicuous number of teachers, parents of students and people with different vocations who enjoy learning English have also been hooked to the account. The questions raised by followers mostly concentrate on asking for more English learning materials and pointing out venial mistakes appeared in the posts, etc. Members always talk about the questions that are probed and suggestions offered and give a unanimous answer adhering to the regulations. With intentions to advance the account and kick it up a notch, the team members organized a questionnaire survey to learn about the needs and opinions of users, allowing them to participate in the decision-making process and give utterance to their thoughts about polishing up the account. The title of the questionnaire is "Your Feedback and Suggestions on the *Tisa English Learning Campus Information Cloud Platform*". This survey successfully collected opinions and suggestions from about 460 users of the "Tisa English Learning Campus Information Cloud Platform" covering three groups of different roles: teachers, students, and social English learners. Data show that there exists widespread recognition of the platform's practical value in columns such as "3500 words for the College Entrance Examination", "knowing current affairs in English" etc. Over 70% of respondents conveyed their great willingness to share the created content and even the account with their acquaintances. Multiple-choice results indicated high demand for English entertainment learning materials and university-related information, with approximately 35% of respondents suggesting new topics like professional English. Despite the limitations of the sample size, the findings have rendered user-centric insights for platform enhancements. In detail, we designed several questions: ① "What is your current role?" to which students constituted the largest respondent group, accounting for 45.65%, significantly higher than the other 2 groups (30.44% English learners with occupations of neither students nor teachers and 23.91% teachers). ② "How useful do you find this official account?" and the majority gave positive evaluations: 69.57% for extremely useful and 26.09% for fairly useful. Combined, these two categories accounted for over 95%, demonstrating strong approbation for the platform's value. ③"Which columns have benefited you?" attained data of 76.09% saying that "3500 Words for the College Entrance Examination" has been viewed as the most useful one, 60.87% saying that they have acquired knowledge from the "Knowing Current

Affairs in English" part, 41.30% of the participants giving thumbs-up to "Learning English in an Entertaining Way", 34.78% having been attracted to the "Campus Life" part, and 32.61% among the whole showing interests in "Information about University Enrollment". Apart from the foregoing multiple choices questions, suggestions were given in the open-ended questions at the end of the questionnaire. Valuable and enlightening feedback were spoken, including "Add phonetic symbols, specify noun countability (singular/plural forms), clarify verb tenses, and include bilingual example sentences in the "3500 Words for the College Entrance Examination", "Have more interaction with your followers", "Maintain regular updates to avoid users dissatisfaction", "Wish the account can go further!", "Correct occasional content errors". In light of the results, we have been adjusting the content as well as the columns, exerting to optimize the statistics.

2. PROJECT MANAGEMENT

2.1 Team Formation

According to the research of Hou Erxiu et al. [4], it can be known that the selection of the leader of a scientific research team, the division of labor among personnel and the number of team members will all have a significant impact on the innovation performance, [5] hence, the selection of team members for operating the account was made on a multi-dimensional consideration. Firstly, in terms of professional skills required, considering the role of the target users and the nature of the project, all team members are translation majors with English knowledge reserves as well as capability to write articles using computer to some level. Secondly, individual traits were paid great attention to during forming the team. Students with innovative and critical thinking ability and good communication skills were picked. Team members have been supposed to propose relatively novel solutions when a bottleneck emerged and tricky challenges posed.

2.2 Task Allocation

Up to now, the official account has witnessed remarkable development and progress largely attributed to a crystalline team-member role allocation and efficacious collaboration and communication. Regarding the collection of learning materials, Hu Jiamei and Wang Enyue are in charge. Chen Mengqi takes responsibility for gathering materials to create gripping videos and post them, while Yang Yaning and Wang Tingting handle the editing and proofreading of the articles.

In light of the needs of high school students and their interests, our team has established five columns: "3,500 Words for the College Entrance Examination", "Knowing Current Affairs in English", "College Life", "Learning English in an Entertaining Way", and "Information about University Enrollment". The proportion of each column is as follows: approximately 50% is dedicated to sharing English learning experiences in "3,500 Words for the College Entrance Examination", "Knowing Current Affairs in English" and also "Learning English in an Entertaining Way", around 20% focuses on college students' academic performance and amazing campus life, 10% is allocated to recreation, such as English songs and movies, another 10% is filled with current political and social issues that have been talked about widely with trendy and buzz words shared, and the last 10% goes to "Information about University Enrollment". In accordance with each member's designated tasks and the allocated columns, team members did well-rounded thematic research and trawled various resources online to ensure the diversity, richness and uniqueness of the content and make certain of its accuracy. For instance, in the "English Learning" column which entails "Knowing Current Affairs in English", "College Life" and "Learning English in an Entertaining Way", content about practical methods and techniques for English grammar, word memorization, and oral fluency improvement have been compiled and shared, while the "Campus Life" column highlights on-campus English activities, competitions, and showcases of outstanding students' achievements. Furthermore, during the editing process, team members have been insisting on accomplishing meticulous proofreading of the text. Spelling and grammatical errors have been checked for while multimedia elements such as images, charts, audios, or videos skillfully integrated to boost the content's appeal and readability. A detailed content - publishing plan was formulated and complied with which clearly defines the updating frequency and timelines for each column. For example, new content is set to be pushed regularly on Thursdays and Sundays to maintain the official account's activity and user engagement. Looking ahead, we will continue to leverage the strengths of our team members. We will constantly burnish the content quality, enhance users' experience, and procure more publicity,

thereby, providing all the English learners with more valuable and helpful knowledge and resources.

2.3 Communication and Reaching Consensus

The team founded a diversified and efficacious communication mechanism in the process of practice. To ensure the effectiveness among the 2-year running, the team leader formed a habit of convening team meetings on which members present on the progress of their work, exchange barriers and controversies encountered and come up with solutions and jointly make major decisions over the project, like whether it's feasible to add new columns and how to orderly combine the online knowledge updates with face-to-face communication and interaction with students in the cooperating high school. Meanwhile, team members utilize convenient messaging tools such as WeChat and QQ to maintain daily communication and ensure the timely notification of vital information. During the operation, some inconsistent viewpoints emerged within the team inevitably such as whether to plan a new column for professional English and shall we make some adjustment in response to the questions and advice raised by the followers of the official account. Being confronted with such problems, the leader first assembled the members for an offline discussion, during which, based on the relevant data collected and the feedback from the followers, each delivered their perspectives, concerns and reasons and listened to others attentively and put themselves into other's shoes while always taking into account the needs of the target group. Afterwards, a decision was made which stayed in line with the principle saying that the minority are supposed to subordinate to the opinions of majority through a democratic vote near the end of the meeting. By doing so, partial key demands of the users were met, the future operation direction of the project was clarified further, a deeper understanding about the project was obtained and team spirits were cultivated and nurtured, leading the account to a brighter future. Through such problem-solving methods, conflicts were resolved. Through the effective implementation of all aspects of teamwork mentioned above, the team have cracked many tough nuts in the running course, and have accomplished the entire process ranging from the creative conception to the implementation and then to the development of the official account with a desirable and surprising result materialized.

3. COMPREHENSIVE ABILITIES ENHANCEMENT IN UNIVERSITY STUDENT INNOVATION AND ENTREPRENEURSHIP TRAINING PROGRAMS

Through nearly two years of practice, both the team, as a whole, has made headway and all the team members have grown manifestly and procured a lot at different levels. From a team perspective, this project has enabled all members to profoundly comprehend the operational philosophy that details forge quality, and persistence achieves value.". By establishing a user feedback-oriented mechanism the team has developed a closed-loop management model of "problem identification - solution formulation - experience accumulation - continuous improvement". The capabilities of the whole team have been honed in terms of operating an official Wechat account for we developed various content with different styles, and chose a creative and suitable path for the team's operational goals. Besides, team spirit is when team members are satisfied and identify with the overall collaboration of the team, can consciously prioritize the interests and goals of the team, and have the willingness and style to actively collaborate with each other[6]. During the operation process, a "team spirit" is formed within the team, the bond among members has been tightened and the team members has become increasingly tacit with each other. Everyone has been constantly trying and strengthening themselves via fulfilling tasks such as content planning, interact with users etc., which brought the whole team with rich and treasurable practical experience in new media operation, laying a good foundation for our future career development. For individuals, each of us grew obviously in all aspects participating in the operation. To begin with, by running this official account with carefulness and great attention, all of us have had the core socialist values ingrained into our minds, which is held as the light beacon leading us to contribute ourselves for the prosperity of the society and the people, with in the latest social responsibility assessment our scores increasing by 35% compared with the results 2 years ago, which signifies that our sense of social responsibility has been improved. We separately better achieved our social value and enriched our social practice experience, and added color to our college life. Other than that, in terms of resource collection and organization, to ensure content quality, members have learned to selectively utilize Internet resources

and organize and summarize them, organically integrating them with our own original content to deliver higher-quality information to the fans. We established a material repository containing 200+ high-quality sources, raising the proportion of original content from 42% initially to 68%. Thirdly, about our content editing and layout skills, to ensure the attractiveness and readability of the content, the members sought advice from experienced editors and asked for experience and techniques from them, mastered 5 types of layout tools, and continuously optimized the layout and color matching of our works. Consequently, our ability to edit and layout the posts have been constantly advancing. Fourthly, speaking of time management, owing to the fact that the content was premeditated to be updated 2 times a week on time, the project leader and members have respectively done a good job in advance planning and collecting materials ahead of time for creation. We have been strictly implemented a "biweekly content calendar" system, maintaining a 100% on-time task delivery rate, which has bolstered our time sensitivity and our ability to manage time. In terms of communication and coordination, on the 37 meetings taken to assure the effectiveness of the project implementation over the almost 2 years, the communication and expression skills as well as the collaboration abilities of the members have been significantly upskilled. Sixthly, about the ability of questionnaire designing and data analysis, in order to make amelioration of the content of the official account, the team applied Internet technology in the middle time of the project operation to design a questionnaire about fans' views on the content of the official account and the direction for improvement, and sincerely called on fans to fill it out. From this, team members gained skills of creating questionnaires, collecting and summarizing data. After the collection was completed, The team called for another meeting to analyze and summarize the valid data collected, and, to a certain extent, polish up the updated content. In addition, during the process of sharing English knowledge on the account, the members, by following various English education resource platforms and channels such as China Daily and Coco English, not only conduced to the English learning of middle school students, teachers and other fan groups, but also better organized our own English knowledge system as an English major and improve our English proficiency. The amount of vocabulary a person masters is often the simplest, most direct and most operational way to measure the level of English proficiency[7]. Operating this public account has expanded the vocabulary of the members. It is helpful for the members' English learning and future job hunting.

4. CONCLUSION

To sum up, the practice of operating this project is of great significance. The practical value of this project is reflected in multiple respects following. First, on the individual level: A trinity quality system integrating "values - professional competence - methodology" has been constructed and followed by all the members. Second, on the team level: The formation of this replicable "New Media Operation Capability Growth Model" has made betterment to the whole team's capabilities. Third, on the industry level: a validated reference example for similar innovation and entrepreneurship projects was brought to being.

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