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# Design and Realization of Communication Platform "CDream Creating a Dream" for College Students

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**Abstract** With the increase of employment pressure, college students have aroused strong interest in innovation, entrepreneurship and competition, and they hope to get enough exercise to lay the foundation for future work. But since college students lack relevant experience and project model for reference, the descriptions on project title, format, plan and innovation angle are vague, and its declaration is often unsuccessful, which has frustrated the enthusiasm of college students. We hope to help college students declare "double creation" project via content design of "CDream creating a dream", to realize their dreams.

**Key words** Innovation and entrepreneurship, CDream creating a dream, Project design

## 1 Introduction

According to the statistics, there were 8 million graduates in 2017 in China, and supply exceeds demand in talent market, causing that many graduates can't find satisfactory jobs<sup>[1]</sup>. Since they do not get enough exercise in school, it is extremely easy to cause "high-minded but low-skilled" graduates. Their employment prospects are not optimistic, and they are unfit for a higher post but unwilling to take a lower one. For these situations, related policies are issued successively in each university to promote that undergraduates obtain sufficient employment training<sup>[2]</sup>. It guides undergraduates to understand the demand of talent market in advance, awaken innovative thinking, conceive product creativity and foster entrepreneurship ideas via "double creation" project<sup>[3]</sup>. It encourages undergraduates to connect with social environment in school, and what you learn and think shifts toward employment aspect, which relieves employment pressure. So it's no exaggeration to say, innovative entrepreneurship projects and creative competitions in school are the beginning of a dream for college students. Undergraduates do not have experience in this area, and there are not detailed and available information for project declaration and case filling. They lack experience and template, and could not thoroughly understand project content, and there is no novelty in the content. Similar problems emerge endlessly in project declaration process by college students. Thus, we hope to provide a communication and interaction platform for undergraduates, help realizing undergraduates' innovation and entrepreneurship dreams, and lay a solid foundation for future employment via design and realization of "CDream creating a dream" project<sup>[4]</sup>.

## 2 Overall design of "CDream creating a dream"

"CDream creating a dream" project platform contains three mod-

ules: think tank experts top-level design, engine search model learning area, and brainstorming discussion area (Fig. 1). First, top-level design area. We and guidance teachers will invite teachers with rich experience in guiding entrepreneurship competitions to consist think tanks, to join in platform design, daily guidance and related policy analysis. Second, engine search model learning area. Main method is gradually activating retrieval database of excellent "great creation" projects preparation in university, province and even whole country, and providing reference template under the situation of not affecting intellectual property right. Third, brainstorming members' discussion and exchange zone. The module will set two kinds of manners: private chat and group chat, which could not only help students in different majors, grades and departments to find like-minded partners and establish project team, but also provide a relatively private area for project members, to analyze and discuss topic selection, introduction and innovation.

## 3 Implementation of "CDream creating a dream"

Pre-preparation of "CDream creating a dream" is divided into four stages. First, it should collect research achievements of previous innovative entrepreneurship training for meta-analysis, thereby laying theoretic basis for project research. Second, it should collect relevant cases of entrepreneurship projects at home and abroad, understand and lean change directions of policies on college students' entrepreneurship, and collate the relevant theories. Third, it should determine list of experts. According to prior guidance cases of each teacher, it should systematically analyze and integrate main guidance type that each person is good at, to help students better select. Fourth, referring to actual declaration situation of undergraduates in each university, questionnaire is designed for thorough investigation. Two kinds of survey strategies (electronics and paper) are selected. Meanwhile, questionnaire is issued on WeChat, QQ and microblog to invite undergraduates to fill in, which could guarantee its diffusion and popularity.

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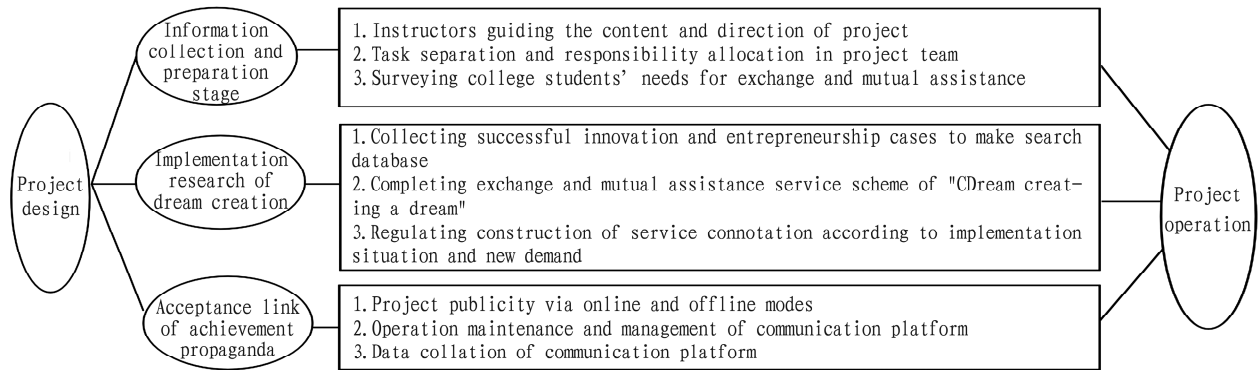


Fig. 1 Overall design of "CDream creating a dream"

#### 4 Advantages of "CDream creating a dream"

"CDream creating a dream" project has three advantages. First, advantage of think tanks expert. Communication platform will design think tanks expert database to help undergraduates break through in theory and professionalism in project declaration process, and declaration process will be carried out under the guidance of the instructor. Meanwhile, it could provide experts with rich experience for targeted guidance according to content, and conduct unscheduled online and offline lectures for policy analysis. Second, advantage of resource condition. Via coordination and communication, exchange platform will reach a consensus with the relevant departments of colleges and universities. By providing communication space, it make declarers and contestants obtain enough guidance. Third, advantage of project development. Communication platform will targetedly collect a large number of relevant information according to content of declaration project, to guarantee enough adequacy of project filling materials. According to network query and survey in colleges and universities, it is found that the same type of platforms are very few. The establishment of "CDream creating a dream" project will make up for the vacancy of this kind of communication platform. In the future, there will be a certain number of users, with good development prospect. Design idea of "CDream creating a dream" adheres to the principle that successful rate of the project with good ideas will reach more than half. The project of "CDream creating a dream" will innovate from three aspects: thought, content and method. The project will carry out design and realization work from student perspective, and set thinking patterns of guiding teachers and college students at the same layer for zero distance contact and discussion, to better find, study and solve problems. The innovation of design content will completely start from solving actual problem, and propose model and detailed interpretation from project title, content declaration and format specification, thereby supporting college students' entrepreneurial dreams. In project realization, it sufficiently uses method innovation and combines many kinds of research manners to analyze the cases from each angle for college students, thereby cultivating college students' innovative consciousness from zero basis.

#### 5 Popularization of "CDream creating a dream"

Prophase promotion of "CDream creating a dream" project uses

online and offline methods. In online promotion, it could contact student organizations in universities, and issue information on Wechat group, QQ group, public number and campus network platform. The method will increase reliability of students on "CDream creating a dream" communication platform, improve promotion efficiency and decline operation cost. Offline propaganda is dominant by leaflets publication and oral mobile publicity, and final target is that "CDream creating a dream" communication platform walks from university to whole country (Fig. 2).

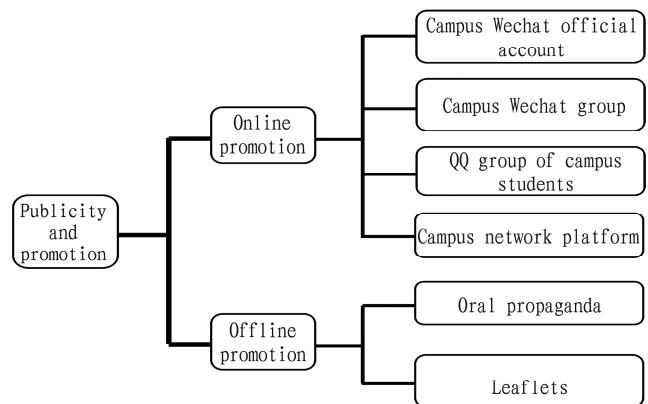


Fig. 2 Popularization ways of "CDream creating a dream"

#### 6 Operation strategy of "CDream creating a dream"

Operation plan of "CDream creating a dream" contains three parts: promotion and propaganda in the prophase of the project, learning network promotion means, and establishment and maintenance of mid-term project. The latter two parts are all important in the project. It will set professionals to carry out the operation of the two parts, to guarantee normal operation of platform and avoid technical troubles for college students. Communication and feedback of "CDream creating a dream" project in later period will communicate with think tank instructor. By drawing upon all useful opinions, platform content is enlarged and enriched. By regularly communicating with platform members, it obtains defects in platform services or functions to timely correct. In operation process of "CDream creating a dream" project, focus is technology. It should survey talent market for college students' employment, and survey data are made into database, to complete mutual assistance service scheme of project exchange.

In summary, communication platform of "CDream creating a

dream" will focus on feasibility of the project, put the needs of college students at the first place, and concern change of talent market in a new way. The training process of college students is created that meets not only enterprises' needs but also standpoint of cultivating creativity of college students, which could truly provide service for undergraduates filling "double creation" project.

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number of *C. suppressalis* population, it is necessary to take strict control of *C. suppressalis*, attach great importance to the prevention and control of fourth generation of *C. suppressalis*; for single harvest rice in single harvest and double harvest mixed planting regions with large base number of *C. suppressalis* population, it is necessary to focus on the prevention and control of two key points of front and tail peaks of the second generation of *C. suppressalis*, to reduce the base number of the third generation of *C. suppressalis*. Finally, it is recommended to select the appropriate pesticide, strictly control the pesticide application volume and times, and strengthen the rotation of pesticides, to slow down the drug resistance of *C. suppressalis*.

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