

## Study on the Current Situation and Development Countermeasures of Basketball Clubs in Colleges and Universities of Dongguan City

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### ABSTRACT

The establishment of clubs provides a platform for college students to exert their subjective initiative. With the proposal of China's lifelong sports and national fitness policies, the degree of sports socialization has been continuously improved. The number of college students participating in sports activities is increasing, and sports clubs are emerging one after another. College basketball clubs are a new product emerging from school reforms in the new era. The development of these clubs can meet the needs of students' personalized development, strengthen their specialties, cultivate their interests, and thus have a promising development prospect. This paper conducts an in-depth study on the current situation and existing problems of basketball clubs in colleges and universities of Dongguan City by means of literature review, questionnaire survey, and interviews. It puts forward improvement strategies for the problems existing in the development of basketball clubs, which is of certain guiding significance for the dissemination and healthy development of basketball clubs in colleges and universities of Dongguan City. This study mainly conducts specific investigations and researches on the member status, material resources, system construction, and activity organization of basketball clubs in colleges and universities of Dongguan City. The results are, first the construction of basketball clubs in colleges and universities of Dongguan City has been improved. It also showed that the material foundation of basketball clubs in colleges and universities of Dongguan City is insufficient and the system construction of basketball clubs in colleges and universities of Dongguan City needs to be improved. Last, the organized activities of basketball clubs in colleges and universities of Dongguan City are single. In order to further develop and expand the clubs, inter-college exchanges should be strengthened.

**Key Words:** Basketball Clubs; College Students; Dongguan City

### INTRODUCTION

Dongguan City has a profound basketball culture heritage. Before the reform and opening up, "every village had a basketball team and everyone played basketball", with a solid mass foundation. After the reform and opening up, the level of basketball events in Dongguan has been continuously improved, ranging from town-level competitions to international competitions. In 2004, Dongguan was awarded the title of "National Basketball City". Changping Town, as a representative of Dongguan's basketball development, has seen its student men's basketball team win the second place in the provincial traditional school competition and visit Egypt, and its town men's basketball team win the championship of the national "Harvest Cup". In addition, Changping Town has built the first township gymnasium in China to host large-scale events.

At the college level, Dongguan University of Technology holds college-level and class-level basketball games every semester, and has won the second place in the junior college group of the Provincial Games and qualified for the undergraduate group final of the Provincial University Games. The men's basketball team of Guangdong University of Science and Technology represented Guangdong Province in the CUBA (Sunshine Group) in 2016 and won the third place. In 2016, the first "DUBA • Dongguan College Students Basketball League" was successfully held, which set off a basketball fever in colleges and universities. However, the development of college basketball clubs is still not ideal.

After the reform and opening up, the reform of China's higher education and sports system has been deepened. The Outline of the National Fitness Program has constructed a hierarchical structure of



national sports clubs and clearly stipulated the role of mass organizations. In 2005, the Opinions on Strengthening and Improving the Work of College Student Clubs supported college students' clubs to carry out activities in accordance with regulations and required colleges and universities to promote the development of clubs through club culture festivals and other activities. In 2006, the Decision on Launching the National Hundred Million Students' Sunshine Sports Campaign and the spirit of the Political Bureau meeting of the Central Committee in 2007 both emphasized strengthening youth sports and promoting the "Sunshine Sports Campaign". However, college physical education classes can hardly meet the needs of students, so sports clubs have become an important supplement.

As a "Basketball City", Dongguan has a strong basketball atmosphere in colleges and universities. However, there are few academic studies on college basketball clubs in Dongguan at present, resulting in insufficient theoretical support. Therefore, it is necessary to clarify the current development situation, problems and causes of these clubs through investigations, and put forward countermeasures to promote the development of the clubs and basketball sports.

College basketball clubs are important positions for the development of basketball sports and the dissemination of basketball culture. By sorting out the current development situation and problems of basketball clubs in colleges and universities of Dongguan, this paper puts forward development countermeasures, which provides theoretical guidance for the sustainable development of the clubs and supplements theoretical references for the research on the construction of college basketball culture.

The research results can promote the healthy development of basketball clubs in colleges and universities of Dongguan and provide reference for sports clubs in other colleges and universities in the province. At the same time, it can promote the dissemination of basketball culture in colleges and universities of Dongguan, help cultivate students' physical and mental health and awareness of lifelong sports, and serve the cultural construction of Dongguan as the "Hometown of Basketball".

By sorting out the existing literature, this paper starts from the current development situation of basketball clubs in colleges and universities of Dongguan, analyzes the overall overview of the clubs, identifies the problems and causes in their development, and discusses the countermeasures and suggestions for the development of the clubs in colleges and universities.

## **THEORETICAL FRAMEWORK**

### **Concept**

**College Student Clubs:** According to the Encyclopedia of China (Education), they are mass organizations voluntarily formed by students, which can break the boundaries of grades and departments. The Opinions on Strengthening and Improving the Work of College Student Clubs clearly defines them as organizations voluntarily formed by students based on their interests and carrying out activities independently in accordance with the articles of association. **College Student Sports Clubs:** Lu Yuanzhen pointed out that they are social groups with sports as the purpose or content, belonging to social sports clubs. Subsequent studies confirmed that they are non-formal mass organizations spontaneously formed by students based on common sports interests.

**College Basketball Clubs:** This paper defines them as non-profit after-school groups in colleges and universities that are spontaneously organized by students, with health education as the purpose, approved by the school registration, and with basketball as the core activity content. They spread basketball culture through competitions, skill teaching, and other activities.

### **Foreign Research Status**

Sports clubs in foreign colleges and universities are mostly called "sports clubs". In the United States, the atmosphere of college sports clubs is strong, with strict management and clear support for funds and venues. However, there are problems such as the impact of secret clubs and conflicts between political clubs. In Germany, college sports clubs are divided into on-campus and off-campus ones, which cooperate with social clubs and become a feature of campus sports culture. In general, foreign college sports clubs have relatively complete venues, funds, and systems, but the policies are relatively loose, and there are still problems in their development.

### **Domestic Research Status**

The research on college sports clubs in China started late, and most of them focus on theoretical aspects such as concepts, characteristics and functions, while practical research is limited to the analysis of current situations. Pan Xiugang pointed out that members of sports clubs are more likely to develop

exercise habits and suggested increasing publicity. Li Qiaoling proposed to improve the fund management and cadre training mechanism of college sports clubs in Henan Province. Liu Qiangde summarized the problems existing in college sports clubs in China, such as high personnel turnover, incomplete systems, and poor material conditions, and suggested strengthening the linkage with the outside world and expanding funding channels.

### **Review of Research on College Student Clubs**

Existing studies mostly analyze the functions and countermeasures of clubs from the perspectives of organizational construction and operation management. Zhai Chengqiang believes that clubs take students as the center and contribute to the construction of learning style and school spirit. Zeng Ying suggested that clubs optimize the management mechanism and strengthen the training of cadres. Li Xuemei pointed out that clubs have problems such as insufficient content innovation and loose management, and suggested improving the system and resource guarantee.

### **Review of Research on the Development of College Student Sports Clubs**

Pan Xiugang compared the members of sports clubs and non-sports clubs, emphasizing that sports clubs need to enhance their influence. Jiang Ke pointed out that foreign clubs are closely combined with academic studies and receive strong support from schools. Li Qiaoling proposed that college sports clubs in Henan Province need to optimize resource allocation, give play to the advantages of human resources, and improve fund management.

### **Review of Research on the Current Situation and Countermeasures of College Basketball Clubs**

Liu Chang analyzed the restrictive factors of basketball clubs in Jiangsu Higher Vocational Alliance and put forward countermeasures. Zhang Jie studied the construction and management of basketball clubs with Henan Polytechnic University as an example. Zhu Hong pointed out that some colleges and universities do not carry out basketball clubs, which affects the popularization of basketball sports. Wang Limin emphasized the spiritual culture of basketball and suggested increasing publicity and system construction. The existing research lacks pertinence, and it is necessary to deeply explore The detailed problems, such as material support and systems of college basketball clubs in Dongguan.

## **METHODS**

### **Research Object**

The research object is the current situation of basketball clubs in colleges and universities of Dongguan City. Five colleges and universities with basketball clubs were selected, including Dongguan University of Technology (public undergraduate), Guangdong University of Science and Technology (private undergraduate), Dongguan University of Technology City College (private undergraduate), Dongguan Polytechnic (public junior college), and Xinhua College of Sun Yat-sen University (Dongguan Campus, private undergraduate). The survey objects include club members, cadres and guiding teachers.

### **Research Methods**

#### **Literature Review Method**

Through libraries, CNKI (China National Knowledge Infrastructure), and the library of South China Normal University, literature, books and periodicals related to "basketball clubs" and "college sports clubs" were retrieved, and the research results were sorted out to provide theoretical support for this study.

#### **Questionnaire Survey Method**

The research utilized a comprehensive questionnaire design tailored to students, club cadres, and guiding teachers, which was finalized following expert consultation and a pre-survey1111111111. To ensure academic rigor, validity was confirmed via expert evaluation—with 83% of experts rating the tool as "very" or "relatively" effective—while reliability was established through the test-retest method, yielding a high correlation coefficient of  $R > 0.85$ . The data collection process involved on-site distribution and recovery, resulting in high valid response rates: 97.5% for students (195 valid out of 200), and 100% for both cadres (14 recovered) and teachers (7 recovered).

#### **Expert Interview Method**

Through face-to-face interviews and telephone interviews, communication was conducted with 7 college league committee cadres, basketball club guiding teachers and directors, including Yang Shaofa (Deputy Secretary of the League Committee of Guangdong University of Science and Technology) and



Wang Bo (Secretary of the League Committee of Dongguan Polytechnic). The system, funds, and activity development of the clubs were understood, and suggestions were collected.

### **Mathematical Statistics Method**

Excel and Spss19.0 were used to conduct statistical analysis on the valid data and make charts, providing scientific data support for the research.

## **RESULTS AND DISCUSSION**

### **Basic Information of Members of Basketball Clubs in Dongguan's Colleges and Universities**

#### **1. Gender Structure**

There are 182 male members (93.3%) and 13 female members (6.7%), showing a significant gender difference. Basketball is a highly confrontational sport, so boys have a higher interest in it. In addition, the turnover rate of members is relatively high after the recruitment of new students, and only a few can persist.

#### **2. Grade Distribution**

There are 111 freshmen (56.9%), 61 sophomores (31.3%), 21 juniors (10.7%), 2 seniors (1%), and 0 postgraduates or above. Freshmen and sophomores have sufficient spare time and strong interest, accounting for 88.2%; juniors and seniors have low participation due to internships, employment, and burnout caused by the improvement of skill levels.

#### **3. Department Distribution**

Members are mainly concentrated in the School of Management (20.1%), School of Finance and Economics (18.5%), School of Mechanical and Electrical Engineering (14.4%), and School of Computer Science (12.8%). The number of members from science and engineering majors is much larger than that from liberal arts majors, which is related to the professional settings and enrollment numbers of the schools.

#### **4. Basketball Experience**

There are 0 members without basketball experience. 13.3% of the members have practiced basketball for less than 0.5 years (most of them came into contact with basketball in high school physical education classes), 23.1% have practiced for 0.5-1 year, 47.2% have practiced for 1-2 years (most of them have participated in skill training), and 16.4% have practiced for more than 2 years. All members have a certain basketball foundation, but there are differences in their skill levels.

#### **5. Motivation for Joining the Club**

50.2% of the members joined to "keep fit", 37.4% to "enrich after-school life", 31.8% to "learn basketball culture", 6.7% "follow the trend", 6.1% for "socializing", and 2.6% for "others (love basketball)". Keeping fit and enriching after-school life are the main motivations.

#### **6. Participation in Competitions**

10.8% of the members have never participated in any competitions, 80.7% have only participated in internal club competitions, 13.3% have participated in inter-college exchange competitions, 3.1% have participated in municipal competitions, and 1.5% have participated in provincial competitions. The level of competition that members participate in is low, and the overall technical level needs to be improved.

#### **7. Degree of Preference**

Before joining the club, 39.5% of the members had "strong interest" in basketball, and 60.5% had "general interest"; after joining the club, 74.8% "like" basketball, 25.1% have "general" feelings, and no one is "disgusted". Basketball is highly recognized in colleges and universities of Dongguan, and students' preference for it has increased significantly after participation.

### **Material Conditions of Basketball Clubs in Dongguan's Colleges and Universities**

#### **1. Venues and Facilities**

Activity Venues, including all 5 colleges and universities, have outdoor basketball courts, and 4 of them have indoor basketball courts. Indoor venues are mostly used by school teams or the physical education department, and clubs need to apply for their use with complicated procedures; there are no clear restrictions on the use of outdoor venues. The venue of 1 college is insufficient, and the venues of the other 4 colleges basically meet the needs. However, the satisfaction of club cadres with the venues is low: 0% are "very satisfied", 28.6% are "basically satisfied", 35.7% are "general", and 35.7% think the venues are "insufficient/very insufficient". While the club equipment is



mainly purchased with membership fees, and some are provided by members themselves or donated by graduates. Basic equipment such as basketballs basically meets the needs of daily training.

## 2. Fund Raising and Use

Club funding is primarily derived from membership fees, which are collected by 100% of the clubs, and school appropriations that are generally reserved for large-scale activities with complex approval procedures. These sources are supplemented by commercial sponsorships and competition bonuses, though the overall funding remains limited in variety. Membership fee standards vary significantly across institutions, ranging from one-time four-year fees at Dongguan University of Technology (100 yuan) and Guangdong University of Science and Technology (120 yuan) to annual fees at Dongguan University of Technology City College (50 yuan), Dongguan Polytechnic (30 yuan), and Xinhua College of Sun Yat-sen University (40 yuan).

Expenditure data shows that 62.1% of funds are allocated to hiring coaches and 60.0% to purchasing clothing and equipment, followed by smaller portions for publicity (21.5%), external exchanges (17.9%), and social activities (15.9%). A noteworthy collaborative model exists at Dongguan University of Technology, where members teach in off-campus clubs to help offset expenses. Despite these efforts, the financial status of most clubs is strained; only 14.3% report having sufficient funds, while 42.8% experience relatively difficult conditions and 14.3% face very difficult conditions, ultimately restricting the development of club activities

## System Construction of Basketball Clubs in Dongguan's Colleges and Universities

### 1. Basic Systems

The internal management of the clubs reveals a significant gap between system design and practical implementation. While all clubs have established some form of labor division, only 28.6% possess a truly sound system with standardized activities, whereas 42.8% struggle with random activity planning. Execution remains a challenge, as only 14.3% of clubs strictly implement their regulations, and financial transparency is notably low, with over half (53.3%) of the clubs failing to disclose financial information. Regarding member retention, the primary drivers for turnover are the "disappearance of freshness" (85.7%) and time conflicts due to holding multiple positions (71.4%), followed by a lack of belonging and poor interaction with cadres (57.1%). Despite these structural and social hurdles, member satisfaction remains generally positive, with 63.7% reporting they are "very" or "relatively" satisfied, though the presence of dissatisfied members suggests that management protocols and engagement strategies require further refinement.

### 2. Systems Related to Members and Cadres

The selection of leadership cadres within these clubs is primarily driven by democratic processes, with 57.1% of cadres chosen through member elections. However, alternative methods such as designation by predecessors (28.6%) or departmental assignments (14.3%) suggest a lack of innovation in leadership transitions. This centralized trend extends to decision-making, where 63.6% of choices are made through discussions among cadres and 18.2% by the president personally, leaving only 18.2% for full member voting. Similarly, activity content is largely determined by cadres and guiding teachers (54.5%), indicating that the overall degree of democratization in club governance requires significant improvement to better represent the general membership.

The clubs maintain a structured reward and punishment system that favors spiritual and academic incentives over material ones. All clubs (100%) utilize "issuing certificates" as their primary reward, while punishments are uniformly handled through "deducting comprehensive scores" (100%). Oral praise and warnings are common supplemental tools, but tangible rewards like cash (27.3%) or severe punishments like activity suspension (36.4%) are rarely employed. Regarding professional development, cadre training focuses heavily on organizational planning (92.8%) and management skills (85.7%), yet the frequency of these sessions is notably low; half of the clubs conduct training only twice a year, and no clubs provide more than four sessions annually, pointing to an insufficient training frequency for sustained leadership growth.

### 3. Systems Related to Guiding Teachers

Most guiding teachers are assigned or hired by the school, and there is no assessment mechanism. Some of them only hold the position in name only and do not participate in guidance. The teaching concept of guiding teachers is outdated, and they only pay attention to the completion of activities, with no clear assessment and reward-punishment systems, which restricts the development of the clubs.



## **Activity Organization of Basketball Clubs in Dongguan's Colleges and Universities**

### **Activity Contents**

100% of the clubs carry out "basketball skill training", 92.8% carry out "theoretical knowledge learning", 78.6% carry out "referee training", 71.4% organize "watching competitions", and 64.3% conduct "exchanges with other clubs". Due to insufficient funds, some clubs require members to learn theoretical knowledge and referee training independently, and the activity contents are not rich enough.

#### **1. Activity Methods**

In terms of implementation, 64.3% of the clubs carry out centralized activities, while 35.7% adopt group activities. Group activities are mainly organized due to limitations in the number of coaches and available venues, whereas centralized activities are more commonly implemented when clubs are able to rent indoor facilities. Regarding organizational methods, all clubs (100%) conduct training during spare time, and a high proportion (85.7%) organize inter-college exchange competitions. In addition, 57.1% of the clubs hold internal competitions, and 42.9% engage in exchanges with social basketball groups. Overall, off-campus exchanges remain limited, with members predominantly participating in activities held on campus.

From the perspective of activity evaluation, 40.5% of members believe that there are many activities but with limited forms, while 26.2% feel that activities exist but lack vitality. Meanwhile, 23.3% consider the activities to be few in number and outdated, and only 10% perceive the activities as both numerous and rich in content, indicating that the single form of activities negatively affects participation enthusiasm. In terms of external exchanges, only 20% of clubs often communicate with external parties, 22.9% engage in more frequent communication, 41.9% communicate occasionally, and 15.2% report no communication at all. Colleges in the Songshan Lake area, such as Dongguan University of Technology, Dongguan Polytechnic, and Dongguan University of Technology City College, demonstrate more active exchanges, while other institutions have fewer interactions due to constraints related to safety, funding, and other practical considerations.

#### **2. Activity Time and Frequency**

In terms of activity frequency, half of the clubs (50%) organize activities three times a week, followed by 28.5% holding activities twice a week, 14.3% four times a week, and 7.2% five times or more per week. Notably, no club conducts activities once a week or less, and more than 70% of members meet the standard of exercising three times a week or more. Regarding activity duration, 57.2% of clubs schedule sessions lasting 1.5–2 hours each time, while 21.4% arrange activities for 1–1.5 hours or 2–2.5 hours. No club conducts activities for less than one hour or more than 2.5 hours per session, indicating that the overall duration is adequate, though adjustments are needed based on members' physical conditions.

Concerning satisfaction with time arrangement, 27.1% of members report being very satisfied and 37.2% satisfied, while 20% express a general level of satisfaction and 15.7% are dissatisfied or very dissatisfied, suggesting that the scheduling is generally well accepted. However, attendance and enthusiasm levels remain uneven: only 13.9% of members attend regularly, whereas 52.8% are occasionally absent and 33.3% are often absent. From the perspective of cadres and guiding teachers, 14.3% believe members show high enthusiasm, and 42.8% perceive enthusiasm as moderate. Overall, member participation appears somewhat random and is strongly influenced by the quality of activities and conflicts with other time commitments.

#### **3. Activity Guidance**

Regarding the source of guiding teachers, all clubs (100%) are equipped with guiding teachers; however, some teachers lack sufficient knowledge of basketball or hold the position in name only without actively participating in club activities. Only 20% of the teachers are familiar with basketball and frequently provide professional guidance, which suggests that schools do not place adequate importance on the development and effectiveness of basketball clubs.

In terms of guidance frequency, 57.1% of the teachers offer guidance one to two times per week, while 42.9% provide guidance three to five times per week. No teachers report providing no guidance or exceeding six guidance sessions per week. Overall, the intensity of guidance is relatively insufficient, indicating a need to strengthen teachers' sense of responsibility and enhance the quality and consistency of instructional support.



## **Effect Evaluation of Basketball Clubs in Dongguan's Colleges and Universities**

### **1. Member Satisfaction**

Members have the highest satisfaction with "management cadres" (19 members are very satisfied, 71 are satisfied), and relatively high satisfaction with "activity development" (21 members are very satisfied, 49 are satisfied). They have low satisfaction with "system construction" (23 members are dissatisfied), "guiding teachers" (42 members are dissatisfied), and "fund transparency". Therefore, it is necessary to optimize the system and teacher guidance.

### **2. Evaluation of Guiding Teachers**

In terms of educational background and professional title, 57.1% of the guiding teachers hold a master's degree, while 42.9% have a bachelor's degree. Regarding professional titles, 14.3% are associate professors, 57.1% are lecturers, and 28.6% are assistant lecturers, indicating that the overall educational level and title structure are relatively low and somewhat unbalanced. With respect to teaching experience and professional level, 57.1% of the teachers have five years or less of teaching experience, 28.6% have six to ten years, and only 14.3% have eleven to fifteen years. In addition, 14.3% are first-class athletes, 28.6% second-class athletes, 42.8% third-class athletes, and 14.3% have no official sports level. This suggests that teaching experience is generally limited, highly skilled teachers are few, and schools rarely organize opportunities for teachers' professional development or further training.

Concerning the required qualities of guiding teachers, all respondents (100%) believe that professional dedication and excellent technical skills are essential. A large proportion also emphasize the importance of scientific training methods (85.7%), rich theoretical knowledge and management experience (71.4%), while only 28.6% consider good interpersonal skills to be necessary, highlighting professional dedication and skills as the core requirements. In terms of member satisfaction, only 16.2% of members report being very satisfied and 22.9% satisfied, whereas 30.9% express a general level of satisfaction and 30% are dissatisfied or very dissatisfied. Overall, the relatively low satisfaction level reflects the negative impact of some teachers' insufficient sense of responsibility on members' perceptions of guidance quality.

### **3. Influence of Clubs**

Regarding publicity methods, 47.7% of the clubs rely on posting posters, 23.6% distribute leaflets, 13.3% use new media, and only 4.6% promote activities by holding competitions, while 10.8% carry out no publicity at all. Overall, publicity approaches remain largely traditional, with limited use of digital platforms, resulting in a narrow outreach and reduced effectiveness in attracting broader attention.

In terms of influence, on-campus recognition of the clubs is generally low: only 4.6% of members perceive the clubs as having very great influence, 13.3% believe they have great influence, nearly half (49.3%) consider the influence to be average, and 32.8% feel that the clubs have little or no influence, largely due to insufficient publicity. With respect to social influence, most clubs (71.4%) participate in two social activities per year, while smaller proportions take part in one, three, or four activities annually. Additionally, 42.8% of clubs often conduct inter-college exchanges, 42.8% do so occasionally, and 14.3% have no such exchanges. In terms of achievements, 71.4% of clubs occasionally win awards, whereas 14.3% often win awards and another 14.3% have never won any. Overall, clubs from Guangdong University of Science and Technology and Dongguan University of Technology demonstrate relatively stronger social influence, while other clubs need to enhance their comprehensive strength to improve visibility and impact.

## **Existing Problems and Development Countermeasures of Basketball Clubs in Dongguan's Colleges and Universities**

### **1. Existing Problems**

#### **a. Shortage of Material Resources**

In terms of venues, it is difficult to apply for indoor venues, and the venue of 1 college is insufficient; in terms of funds, the sources are single (relying on membership fees and a small amount of school appropriations), and 42.8% of the clubs have "relatively difficult" fund conditions, which restricts the development of activities and inter-college exchanges.

#### **b. Incomplete Systems**

The clubs still use the systems of the school league committee and have no exclusive and complete

systems. There are problems such as opaque finance, lack of member assessment and reward-punishment systems, and blank assessment of guiding teachers. The implementation is insufficient, leading to chaotic management and a high member turnover rate.

c. Lack of Excellent Guiding Teachers

Most guiding teachers have a master's degree, and some only hold the position in name only and do not provide guidance; there are few teachers with high professional titles and high skills, and their teaching experience is short. In addition, there are no opportunities for further study, resulting in low guidance quality, which affects the training enthusiasm of members and the technical improvement of the clubs.

d. Emphasis on Training while Neglecting Competition and Exchange

19.3% of the clubs "often conduct external exchanges", 63.1% "occasionally conduct external exchanges", and 17.6% "have no external exchanges". There are few inter-college events, so members have insufficient practical opportunities, slow technical improvement, and the publicity and influence of the clubs are limited.

e. Insufficient Publicity Efforts

Publicity mainly relies on "posting posters" and "distributing leaflets", only 13.3% of the clubs use new media, and 10.8% have no publicity. The publicity scope is narrow and the methods are traditional, leading to low popularity of the clubs. Even some students who love basketball do not know about the clubs.

2. Development Countermeasures

a. Improve the Management System

Improve the systems in terms of articles of association, finance, archives, member admission and withdrawal, assessment and reward-punishment, and guiding teacher management: clarify the financial disclosure mechanism and publicly announce the income and expenditure regularly; establish the assessment standards for members and cadres, and include attendance and participation in the assessment; formulate the assessment and reward-punishment systems for guiding teachers to encourage them to participate in guidance.

b. Enhance the Talent Training Capability

In terms of skill and theoretical training, clubs should enhance members' technical abilities through regular and systematic practice, while also accumulating practical experience by actively organizing inter-college exchanges and participating in social basketball activities. In addition, basketball-related lectures and referee training should be carried out to strengthen members' theoretical knowledge, deepen their understanding of rules and tactics, and promote comprehensive development in both practice and theory.

Regarding management capability training, clubs should identify and cultivate members with management potential and assign them responsibilities related to planning, coordination, and organization. The implementation of a mentorship system, in which senior members guide and support new members, can help newcomers adapt more quickly and integrate into club activities. Furthermore, conducting summaries and reflections after each activity will enable clubs to identify problems, share experiences, and continuously improve overall management effectiveness.

c. Expand the Influence Inside and Outside the Campus

To improve comprehensive strength, clubs should intensify the training of members and actively organize participation in competitions and events at various levels in order to achieve honors and recognition. Such achievements can help attract greater support from schools in terms of funding and access to venues. At the same time, clubs can draw on the successful practices of Dongguan University of Technology by establishing cooperation with off-campus basketball clubs, thereby promoting resource sharing and enhancing overall development.

In seeking external support, schools should be encouraged to place greater importance on basketball clubs by appointing dedicated personnel to provide consistent guidance and by increasing investment in both funding and facilities. Efforts should also be made to enhance the professionalism of guiding teachers, improving not only their technical skills but also their sense of responsibility. In addition, club management concepts should be updated to balance material support with attention to the psychological needs and motivation of members, fostering a more supportive and sustainable development environment.





d. Clarify the Development Purpose

Take the development of students as the core, and take into account the needs of the clubs and the schools: improve the physical fitness, skills, and management capabilities of members through basketball training and activities; spread basketball culture, enrich campus culture, and form the characteristic sports culture of the schools.

e. Strengthen Publicity Efforts

Integrate publicity channels: use the school radio station, publicity columns, official WeChat accounts, and other new media to expand the publicity scope; organize basketball lectures and exhibition games to attract students' attention; improve the popularity of the clubs through event reports and member sharing.

f. Strengthen Inter-College Exchanges

Build an inter-college exchange platform, establish a college basketball federation, and hold regular inter-college friendly matches and seminars; promote the linkage between colleges and universities in the Songshan Lake area and other colleges and universities to share training resources and event experience; encourage the clubs to participate in social basketball activities to improve their practical capabilities and social influence.

## CONCLUSIONS

The construction of basketball clubs in colleges and universities in Dongguan City has shown clear improvement. As the well-known "Hometown of Basketball," Dongguan has witnessed the gradual development of college basketball clubs from their initial establishment to a current scale of nearly 400 members. All members possess a basic foundation in basketball and demonstrate strong enthusiasm for the sport. Some clubs have actively drawn on foreign development models and established cooperation with off-campus clubs, leading to an increase in inter-college exchanges and activities. These efforts have laid an important foundation for promoting national fitness initiatives and fostering lifelong participation in sports among college students.

However, several problems remain in the development of these clubs. The material foundation is relatively weak, as access to indoor venues is limited and some colleges lack sufficient facilities, while funding sources are single and inadequate, restricting the organization of activities. In addition, system construction requires further improvement, as management mechanisms are incomplete and systems related to finance, assessment, and guiding teachers are either missing or poorly implemented, resulting in disorderly management and high member turnover. Moreover, activity organization remains monotonous, with traditional activity forms, limited external exchanges, low involvement of guiding teachers, and single publicity methods, all of which reduce member enthusiasm and club influence. Therefore, promoting the healthy and sustainable development of basketball clubs requires strengthening institutional systems, expanding external exchanges, and enhancing publicity efforts.

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