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An Exploration of Role Construction for Party Affairs Personnel in Higher Education Institutions under the Lens of Artificial Intelligence

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Abstract: With the rapid advancement of artificial intelligence, Party-building work in higher education institutions is undergoing profound transformation. These changes pose new challenges to the role positioning and competency requirements of Party affairs personnel in higher education institutions. This study primarily explores the issue of role construction for Party affairs personnel under the lens of artificial intelligence. First, it provides a systematic analysis of the traditional roles of Party affairs personnel in higher education institutions, identifying the practical crises embedded within these roles and highlighting the urgent need for role transformation. Second, through specific cases and technological application scenarios, the study offers an in-depth examination of both the positive impacts of artificial intelligence and the potential challenges faced by Party affairs personnel, thereby revealing the intrinsic relationship between technological empowerment and role transformation. Finally, in order to accommodate different categories of Party affairs personnel, this study proposes differentiated and feasible role construction strategies across multiple dimensions, including the application of intelligent technologies, data management, Party member guidance, and platform maintenance. The aim of this research is to assist Party affairs personnel in various types of higher education institutions in accurately adapting to evolving contextual demands, thereby promoting the scientific and intelligent development of Party-building work and providing a solid organizational foundation for fulfilling the fundamental mission of fostering virtue through education.

Keywords: artificial intelligence, party affairs personnel in higher education institutions, role construction, intelligent Party building, differentiated responsibilities

1. Introduction

With the deepening application of digital technologies and the continuous advancement of digital transformation across various sectors (Zhang, 2025), the field of artificial intelligence (AI) has entered a new stage of rapid development. General Secretary Xi Jinping emphasized during the 20th collective study session of the Political Bureau of the 20th CPC Central Committee that: "Artificial intelligence, as a strategic technology leading a new round of technological revolution and industrial transformation, is profoundly reshaping human modes of production and everyday life" (Xi, 2025). This statement accurately highlights the strategic significance and extensive impact of AI.

From over ten Unitree robots performing alongside human dancers at the Spring Festival Gala in the Year of the Snake, to large-scale AI models such as DeepSeek entering public discourse through short-video platforms, to the 2025 Government Work Report proposing the vigorous development of next-generation intelligent terminals such as AI-powered computers and intelligent robots, as well as televised humanoid robot participation in the Beijing Half Marathon, artificial intelligence is comprehensively driving development across multiple domains, fundamentally transforming industrial structures and modes of social operation.

Universities, as key sites for cultivating high-level talent and conducting scientific research, rely on Party-building work as a core institutional foundation for upholding the socialist educational orientation and fulfilling the fundamental mission of fostering virtue through education. Under the backdrop of artificial intelligence, Party-building work in higher education institutions has entered a new historical stage, with significant changes observed in its environment, target groups, and operational approaches.

First, as "digital natives," Generation Z faculty and students exhibit increasingly urgent demands for

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digitalized and intelligent services. Second, within an information-saturated environment, Party organizations face substantial challenges in addressing ideological issues, while Party-building approaches are undergoing a transition from experience-driven models to data- and intelligence-driven paradigms. As the primary organizers and implementers of Party-building work, Party affairs personnel in higher education institutions urgently need to recalibrate their role positioning, working philosophies, and competency structures. Therefore, a systematic exploration of role construction for Party affairs personnel under the lens of artificial intelligence — particularly through differentiated responsibility strategies across various positions — holds significant theoretical and practical value for advancing innovation in Party-building work in higher education institutions.

2. Overview of Traditional Roles of Party Affairs Personnel in Higher Education Institutions

Party affairs work constitutes a critical component of Party building and Party-related administrative functions within higher education institutions. As a foundational undertaking that supports the development of grassroots Party organizations, it directly serves Party members, faculty, and students. Characterized by broad coverage, high professional requirements, and substantial responsibility, the quality of Party affairs work directly influences institutional development goals and talent cultivation standards.

However, under traditional perceptions, Party affairs positions in universities are sometimes mischaracterized as "low-pressure" or "routine-oriented" roles. In reality, within the unique environment of higher education institutions — where talent converges and ideas intersect — the traditional roles of Party affairs personnel not only embody distinctive institutional value but also face emerging challenges in the age of artificial intelligence.

2.1 Typologies of traditional roles

Party affairs personnel in higher education institutions primarily include Party branch secretaries, deputy secretaries, organizational committee members, publicity committee members, discipline inspection committee members, and cross-functional Party cadres. These roles differ significantly in positioning and core responsibilities, collectively forming the grassroots organizational structure of Party-building work in universities.

2.1.1 The party branch secretary as the core leader of grassroots party organizations

The Party branch secretary plays a central leadership role, responsible for coordinating branch development, guiding ideological direction, and attending to the developmental needs of Party members.

First, as the core force in political guidance, the secretary must effectively utilize institutional mechanisms such as the "Three Meetings and One Lecture" and themed Party Day activities to guide Party members in deepening their theoretical understanding, thereby enhancing their Marxist theoretical literacy and capacity for modernization. This ensures alignment in both thought and action with the Party's innovative theories.

Second, the secretary is responsible for formulating annual work plans and ensuring the effective implementation of organizational activities such as Party meetings, organizational life meetings, democratic evaluations of Party members, and "political birthday" initiatives, thereby strengthening organizational cohesion and combat effectiveness (Peng & Wang, 2025).

Additionally, the secretary must closely monitor the ideological conditions and developmental needs of Party members, and design targeted cultivation strategies for different groups (e.g., young faculty, students, retired teachers). This enables Party members to play exemplary and vanguard roles in teaching, research, and learning. For instance, in integrating disciplinary development with Party building, the secretary may lead the establishment of "Party Building + Research" collaborative platforms to encourage Party-member faculty to tackle key scientific challenges.

2.1.2 The organizational committee member as the executor of organizational development and party member management

Organizational committee members assist the Party branch secretary in organizing routine Party activities, including logistical arrangements such as notifications, attendance tracking, meeting documentation, and archival management, thereby ensuring the standardized operation of organizational life.

They are also responsible for maintaining Party member databases, including updating records on personnel transfers, membership fee payments, and internal statistical data, thus providing foundational data support for decision-making. For example, when handling the transfer of Party membership for

graduating students, organizational committee members must verify individual records and coordinate with receiving institutions to prevent cases of "lost contact" among Party members.

Most critically, they serve as "gatekeepers" in Party member development, overseeing the cultivation and evaluation of prospective members, reviewing political backgrounds and documentation, and assessing probationary members' eligibility for full membership, thereby ensuring membership quality.

2.1.3 The publicity committee member as the "communicator" of ideological guidance and campus culture

The publicity committee member undertakes responsibilities in theoretical dissemination, public opinion guidance, and cultural development.

First, they utilize platforms such as campus broadcasting systems, bulletin boards, and official social media accounts to communicate Party policies and theoretical advancements, translating complex theoretical content into accessible language.

Second, they closely monitor public opinion dynamics both on and off campus, particularly on online platforms, to identify emerging issues and respond promptly, thereby mitigating ideological risks.

Third, they organize culturally themed activities — such as Party history competitions and red-themed film screenings — aligned with institutional characteristics and significant commemorative dates, fostering a positive campus cultural atmosphere. For instance, during Party founding anniversaries, they may organize "Red Footprint" experiential activities involving visits to revolutionary memorial sites.

2.1.4 The discipline inspection committee member as a guardian of party discipline and integrity

Discipline inspection committee members are responsible for supervising Party members' compliance with Party discipline and institutional regulations, particularly in critical areas such as admissions, research funding allocation, and professional title evaluations.

They also organize integrity education activities (e.g., lectures and warning case screenings), guide Party members in strengthening self-discipline, and carry out early warnings and corrective education for violations. Additionally, they assist higher-level disciplinary bodies in investigations and supervise the implementation of rectification measures.

2.1.5 The deputy secretary in student party branches as a "bridge" between the organization and student members

In student Party branches, deputy secretaries primarily focus on the education, management, and service of student Party members. Given students' dynamic thinking and diverse value systems, they must regularly engage in discussions and one-on-one conversations to understand students' ideological conditions and address challenges in academics, employment, and daily life.

For example, during peak job-seeking periods, they may organize "Party Member Employment Experience Sharing Sessions," inviting outstanding graduates to share job-hunting experiences. They are also responsible for designing student-centered Party-building activities—such as peer academic support and community volunteer services—to enhance practical competence and social responsibility, while guiding student committee members in organizational work.

2.2 Crises in traditional roles

With the widespread application of artificial intelligence and rising demands for Party-building innovation, traditional role positioning faces multiple practical challenges, affecting both efficiency and developmental potential.

2.2.1 Limited responsiveness to complex risks

Some Party affairs personnel lack sufficient political literacy and theoretical depth to fully comprehend central policy directives, resulting in limited capacity to anticipate and respond to ideological risks and public opinion crises.

For example, when confronting online misinformation or ideological infiltration targeting universities, some publicity committee members lack the analytical capacity to trace dissemination pathways or assess risk levels, relying instead on simplistic responses such as content deletion, rather than strategic engagement.

Moreover, a tendency to prioritize routine work over emergency preparedness leads to insufficient training in public opinion monitoring, risk assessment, and contingency planning. Inadequate data backup and recovery mechanisms in Party member database management may further exacerbate operational disruptions in the event of system failures or data breaches.

2.2.2 Administrative burden weakening core competencies

The highly procedural and repetitive nature of Party affairs work often traps personnel in administrative overload, limiting their ability to develop core professional competencies.

For instance, organizational committee members spend substantial time on data entry, documentation, and record management, leaving limited capacity for analyzing Party member development patterns or innovating organizational activities. Similarly, Party branch secretaries face heavy reporting and inspection requirements, constraining their ability to strategically plan organizational development and innovation initiatives.

2.2.3 Lack of innovation and engagement in work approaches

Some Party affairs personnel fail to adapt to the evolving characteristics and expectations of contemporary faculty and students — particularly younger generations — continuing to rely on didactic and one-way communication methods.

For example, publicity efforts often remain limited to reading official documents, without leveraging emerging formats such as short videos, livestreaming, or interactive media. Likewise, student Party branch activities frequently rely on traditional meeting-based formats, without incorporating immersive technologies such as virtual reality (VR) or augmented reality (AR), thereby limiting engagement and participation (Yan, 2024).

Traditional approaches are increasingly insufficient to meet the needs of modern academic communities, underscoring the necessity of leveraging artificial intelligence technologies to transform both the form and content of Party-building work.

3. The Impact of Artificial Intelligence on the Roles of Party Affairs Personnel in Higher Education Institutions

With the continuous evolution of artificial intelligence (AI) technologies, their application in Party-building work within higher education institutions has shifted from theoretical exploration to practical implementation. While AI provides Party affairs personnel with intelligent decision-support tools, it simultaneously introduces challenges related to technological application, data protection, and humanistic care. As emphasized by General Secretary Xi Jinping, "in the context of the rapid development of next-generation artificial intelligence technologies, we must strengthen our ideals and convictions and consolidate our spiritual strength." This statement offers essential guidance for Party affairs personnel in responding to technological transformation.

3.1 Positive impacts of artificial intelligence

Leveraging capabilities such as data intelligence, perceptual interaction, and process optimization, AI technologies enhance both the efficiency and quality of Party affairs work, while expanding its scope and depth.

3.1.1 Reducing administrative burden and advancing intelligent party affairs management

AI facilitates automation, intelligence, and precision in Party affairs management, enabling personnel to shift focus from routine tasks to core responsibilities. For example, organizational committee members can utilize intelligent Party affairs platforms to automate data collection, updating, and statistical analysis. By integrating campus data sources (e.g., ID card systems and academic systems), such platforms can automatically retrieve Party members' personal information, academic performance, and participation records, eliminating manual input.

These systems can also automatically generate progress reports on Party member development and statistics on membership fee collection, significantly reducing repetitive workloads. For Party branch secretaries, intelligent decision-support systems can analyze participation rates in organizational activities and ideological trends among Party members to provide targeted recommendations for branch development. For instance, Nanjing University has introduced an intelligent Party-building management tool characterized by "platform-based management, cloud-based storage, and data visualization," significantly improving efficiency (Mi, 2021).

3.1.2 Enhancing targeted and effective education through personalized party spirit education

AI enables the provision of personalized learning resources and educational scenarios based on individual Party members' needs, thereby improving engagement and effectiveness in Party education. Publicity committee members can utilize AI-driven recommendation systems to tailor content based on learning trajectories, interests, and cognitive levels.

For example, young faculty members may receive materials on "Party building integrated with research," while student Party members may access short videos and interactive courses on Party history. In addition, virtual reality (VR) and augmented reality (AR) technologies can create immersive learning environments—for instance, allowing Party members to virtually experience revolutionary sites such as Jinggangshan. Universities such as East

China University of Science and Technology and the University of Electronic Science and Technology of China have established immersive VR-based Party-building exhibition halls to enhance engagement (Mi, 2021).

For deputy secretaries in student Party branches, intelligent learning analytics systems can monitor students' learning progress and identify difficulties, providing targeted support. For example, when a student demonstrates weaknesses in "Basic Principles of Marxism," the system may recommend supplementary resources for precise instructional intervention.

3.1.3 Expanding service boundaries and enabling online practice-based engagement

AI technologies transcend temporal and spatial constraints, enabling diversified platforms for Party member services and Party–mass interaction. For example, Party branch secretaries may utilize intelligent volunteer service platforms to organize online assistance programs, such as guiding elderly individuals in using smartphones or sharing health knowledge.

Party-member faculty can conduct online teaching support for students in remote areas via livestreaming platforms. Such models allow Party members to engage in social service anytime and anywhere.

For discipline inspection committee members, intelligent supervision platforms can monitor integrity-related behaviors in real time. By integrating systems such as research funding management and admissions systems, these platforms can automatically detect irregularities and issue alerts—for instance, flagging anomalies in research fund reimbursements—thus improving the precision and timeliness of supervision.

3.2 Challenges brought by artificial intelligence

While AI empowers Party affairs personnel, it also introduces challenges in technological competence, data security, and human-centered engagement, raising higher expectations for professional capacity and working philosophies.

3.2.1 Insufficient technical competence constraining intelligent transformation

The effective application of AI requires specialized knowledge and skills. However, some Party affairs personnel lack adequate technical training, limiting their ability to fully utilize intelligent systems. For instance, publicity committee members may struggle to interpret data generated by intelligent public opinion analysis systems, hindering their ability to identify underlying ideological trends or communication patterns. Similarly, organizational committee members may only use basic functions of intelligent platforms (e.g., data entry and retrieval), without leveraging advanced features such as data visualization or Party member profiling. As noted in existing research, insufficient AI literacy among Party affairs personnel significantly constrains the effectiveness of intelligent Party building (Yan, 2023).

3.2.2 Inadequate data security measures threatening organizational safety

The application of AI in Party affairs involves large volumes of sensitive data, including personal information (e.g., ID numbers, contact details, ideological profiles) and organizational data (e.g., development strategies and disciplinary reports). Insufficient data protection measures may lead to information leakage or misuse.

For example, if intelligent platforms lack encryption or access control mechanisms, they may be vulnerable to cyberattacks. Additionally, some personnel may neglect privacy protection, improperly sharing sensitive information with external entities.

Moreover, the "black box" nature of AI algorithms may reduce transparency in decision-making—for instance, when an intelligent evaluation system assigns a low rating to a Party member without clear justification, raising concerns about fairness. As Mi Huaquan notes, the introduction of AI into Party governance may generate risks such as data leakage and algorithmic bias, particularly in the absence of robust security mechanisms (Mi, 2022).

3.3.3 Weakening of humanistic care and emotional engagement

Overreliance on AI may reduce direct interpersonal communication, leading to mechanization and formalization of Party-building work. For instance, excessive reliance on chatbots for communication may limit Party branch secretaries' ability to understand Party members' genuine thoughts and emotional needs.

Similarly, overdependence on online activities in student Party branches may weaken interpersonal bonds and organizational cohesion. Additionally, algorithm-driven "information cocoons" may restrict exposure to diverse perspectives, potentially hindering critical thinking and innovation.

Excessive technological dependence may also lead to technocratic tendencies, distancing Party organizations from the masses and negatively

affecting Party–mass relations (Ding, 2024). Such deficiencies in humanistic care contradict the people-centered principles of Party work and may weaken Party members' sense of belonging.

4. Role Construction of Party Affairs Personnel under the Lens of Artificial Intelligence

From the perspective of artificial intelligence, Party affairs personnel in higher education institutions must adjust their working concepts and enhance their technological competencies in accordance with the functional positioning of different posts, transforming themselves from mere "administrative task handlers" into "intelligence-enabled facilitators." This transformation aims to construct a role system that aligns with the requirements of the intelligent era. Role design should be closely centered on job-specific attributes, with particular emphasis on key domains such as technological application, data governance, Party member guidance, and platform maintenance, thereby promoting differentiated and individualized development.

4.1 Party branch secretary

As the core leader of grassroots Party organizations, the Party branch secretary should leverage artificial intelligence to enhance overall planning and scientific decision-making capabilities, thereby becoming a "guide" for intelligent Party-building development.

4.1.1 Intelligent decision analysis

The Party branch secretary should develop proficiency in big data analytics and intelligent decision-support systems. By integrating Party-building data from smart platforms — Including participation rates in organizational life, ideological dynamics of Party members, and outcomes of Party-building projects — comprehensive analysis can be conducted to support evidence-based decision-making. For example, by analyzing participation patterns in various organizational activities, optimization strategies for branch organizational life can be identified. Furthermore, in-depth analysis of the integration between Party building and teaching-research activities can facilitate the formulation of coordinated development strategies for "Party building + disciplinary development."

4.1.2 Intelligent platform planning

The Party branch secretary should formulate an intelligent development plan for the branch, clearly defining application domains and objectives of AI technologies in Party-building practice, while coordinating resources to advance the development and improvement of intelligent Party affairs platforms. For instance, based on branch characteristics, specialized modules such as "Party Member Research Achievement Display" and "Student Party Member Employment Guidance" can be incorporated to enhance platform precision and applicability. Meanwhile, training programs should be organized for branch committee members and Party members to ensure efficient platform utilization and operation.

4.1.3 Humanistic care safeguarding

While improving efficiency through intelligent technologies, the principle of "people-centeredness" must be strictly upheld. Regular face-to-face communication with Party members should be maintained to complement the emotional limitations of digital interaction. For example, Party members exhibiting ideological fluctuations identified through intelligent platforms should be engaged through one-on-one conversations to understand their specific concerns and provide tailored support. This ensures that branch governance integrates both "intelligent responsiveness" and "humanistic warmth."

4.2 Organizational committee member

As a key executor of Party affairs management, the organizational committee member should utilize artificial intelligence to improve efficiency, thereby becoming a "driver" of standardized and refined intelligent management.

4.2.1Intelligent party affairs operator

Organizational committee members should master multiple functions of intelligent Party affairs platforms, including automated Party member data collection, online approval of membership development procedures, and recording of organizational activities, thereby promoting automation and efficiency in Party affairs management. For example, through the "Party Member Development Tracking Function," the training progress of applicants, development targets, and probationary members can be monitored in real time, with automated reminders for key milestones (e.g., completion of probationary period) to prevent procedural omissions. The "automated archiving function" can systematically store meeting records, photos, and videos, significantly reducing manual workload.

4.2.2 Data quality inspector

Organizational committee members are responsible for managing and optimizing the quality

of Party-building data. Intelligent data-cleaning tools should be employed to review and correct Party member information and organizational activity records, ensuring data accuracy, completeness, and consistency. For instance, AI systems can identify duplicate or erroneous entries in Party member records and enable timely correction. A data quality evaluation framework — including indicators such as completeness and accuracy — should be established to periodically assess data reliability and ensure sound data-driven decision-making.

4.2.3 Technology promotion facilitator

Organizational committee members should assist Party branch secretaries in organizing AI-related training programs and guide Party members in the use of intelligent Party affairs platforms, addressing technical difficulties encountered in practice. For example, user manuals and instructional videos can be developed, and "Intelligent Party Affairs Platform Training Workshops" can be organized to help older Party members become familiar with basic system operations. Feedback on system usage should be collected and promptly submitted to technical teams to improve system functionality and user satisfaction.

4.3 Publicity committee member

As a key actor responsible for ideological dissemination and value guidance, the publicity committee member should leverage artificial intelligence to innovate communication forms and content, thereby becoming a "pioneer" in intelligent communication.

4.3.1 Intelligent communication planning

Artificial intelligence should be applied to innovate the formats of ideological dissemination. Natural language processing (NLP) technologies can be used to transform Party theories into engaging short-video scripts or interactive Q&A content. Virtual reality (VR) and augmented reality (AR) technologies can be utilized to construct immersive red education environments, such as virtual revolutionary memorial halls, thereby enhancing the attractiveness and influence of communication content. For example, a "Party History VR Learning Program" can enable Party members to experience key historical events such as the Long March and the Anti-Japanese War, thereby strengthening ideological and political education. Intelligent livestreaming platforms can also be used to deliver "cloud-based Party lectures" featuring expert interpretations of current policies.

4.3.2 Public opinion guidance and early warning

Publicity committee members should master intelligent public opinion analysis tools to monitor campus digital environments in real time. Through keyword detection and sentiment analysis, ideological risks and emerging issues can be rapidly identified, enabling timely guidance strategies. When misinformation related to Party-building work in universities emerges on campus forums, the system can analyze dissemination pathways and sentiment trends. Based on this, official accounts may release clarification articles via WeChat public platforms, while Party members are organized to guide rational discussion in comment sections to prevent escalation of public opinion risks.

4.3.3 Customized content delivery

Intelligent recommendation systems should be utilized to tailor communication content based on the characteristics and needs of different audiences, including faculty Party members, student Party members, and retired Party members. For example, faculty members may receive cases and articles related to "integration of Party building with teaching and research," while students may be recommended videos on Party history learning and career development. Retired Party members may receive content related to online red films and health-related knowledge, thereby improving targeting and effectiveness.

4.4 Discipline inspection committee member

As a key force in maintaining Party discipline and promoting clean governance, the discipline inspection committee member should enhance supervisory precision and efficiency through artificial intelligence, thereby becoming a "guardian" of intelligent supervision.

4.4.1 Intelligent supervision and monitoring

Discipline inspection committee members should operate intelligent supervision platforms proficiently. By integrating systems such as research funding management, admissions, and professional title evaluation, real-time behavioral data of Party members in key domains can be monitored, with automatic anomaly detection and early warning mechanisms. For instance, if the system detects abnormal patterns such as "frequent small-amount reimbursements" or "cross-regional reimbursements" in research funding, verification procedures should be initiated immediately. If potential irregularities in admissions processes are identified, timely investigations should be launched to mitigate integrity risks.

4.4.2 Innovation in discipline education

Artificial intelligence should be used to innovate disciplinary education methods. An "Intelligent Integrity Q&A Platform" can provide 24-hour online consultation on integrity-related knowledge. VR-based "Integrity Warning Education Scenarios" can enable immersive experiences of the consequences of disciplinary violations, thereby strengthening disciplinary awareness. For example, VR simulations of prison environments can be used to help Party members directly perceive the consequences of misconduct, enhancing self-discipline consciousness.

4.4.3 Data security supervision

Discipline inspection committee members are responsible for supervising the secure use of Party-building data, reviewing platform access permissions to ensure that personal information of Party members and organizational confidential data are not leaked or misused. Regular audits of system security measures (e.g., encrypted storage and access logs) should be conducted, and any unauthorized access must be strictly addressed. They should also participate in formulating data protection policies, clarifying standards and procedures for data acquisition, storage, and utilization to prevent security risks.

4.4 Deputy secretary of student party branches

The deputy secretary of student Party branches plays a key role in serving student Party members and should enhance service precision and convenience through artificial intelligence, thereby becoming a "trusted supporter" of student development.

4.4.1 Personalized service provision

Through intelligent learning analytics systems and student profiling tools, comprehensive analysis of student Party members' academic performance, interests, and career orientations can be conducted to design individualized development support plans. For example, based on career preferences, relevant job opportunities and Party-building news can be recommended. For students experiencing academic difficulties, targeted learning resources and tutoring materials can be provided to support academic development.

4.4.2 Integration of online and offline activities

When designing online activities, intelligent technologies should be appropriately utilized while maintaining emphasis on offline interaction to avoid overreliance on virtual engagement. For example, online platforms can be used to organize "Party History Knowledge Competitions," while offline "Red Practice Activities" such as visits to revolutionary memorials and community volunteer service can strengthen emotional bonds and practical capabilities.

4.4.3 Psychological care and support

Intelligent psychological assessment systems should be used to regularly monitor the mental health status of student Party members, identify individuals under psychological stress, and provide support through face-to-face communication and counseling services. For instance, when the system detects anxiety symptoms in a student Party member, timely communication should be initiated to identify stress sources and provide targeted assistance, safeguarding both mental and physical well-being.

4.5 Cross-Functional general roles

Beyond position-specific responsibilities, Party affairs personnel in higher education institutions should develop cross-functional roles to ensure smooth implementation of intelligent transformation.

4.5.1 Learners of intelligent technologies

Party affairs personnel should cultivate lifelong learning awareness and actively acquire knowledge in artificial intelligence, big data, and blockchain technologies. Participation in training programs such as "Smart Party-Building Platform Training" and "Big Data Practical Workshops" is essential to enhance technological comprehension and application capabilities, thereby meeting the requirements of digitally empowered Party-building work.

4.5.2 Guardians of data security

To ensure secure management of Party organizational data, Party affairs personnel should master security standards covering the entire lifecycle of data handling, including collection, storage, usage, and deletion. For sensitive personal information of Party members, encryption technologies and privacy-preserving computing methods should be applied. Regular data security drills should be conducted to prevent risks such as information leakage and misuse. Furthermore, awareness of data security among Party members should be strengthened through targeted educational initiatives.

5. Conclusion

Artificial intelligence plays a pivotal role in shaping future development. Party affairs personnel in higher education institutions must deeply integrate AI technologies with their professional practices while maintaining a people-centered approach. By

balancing technological empowerment with humanistic care, they can enhance both efficiency and quality, thereby advancing Party-building work toward a trajectory that is effective, secure, and equitable in the intelligent era.

Conflict of Interest

The authors declare that they have no conflicts of interest in this work.

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