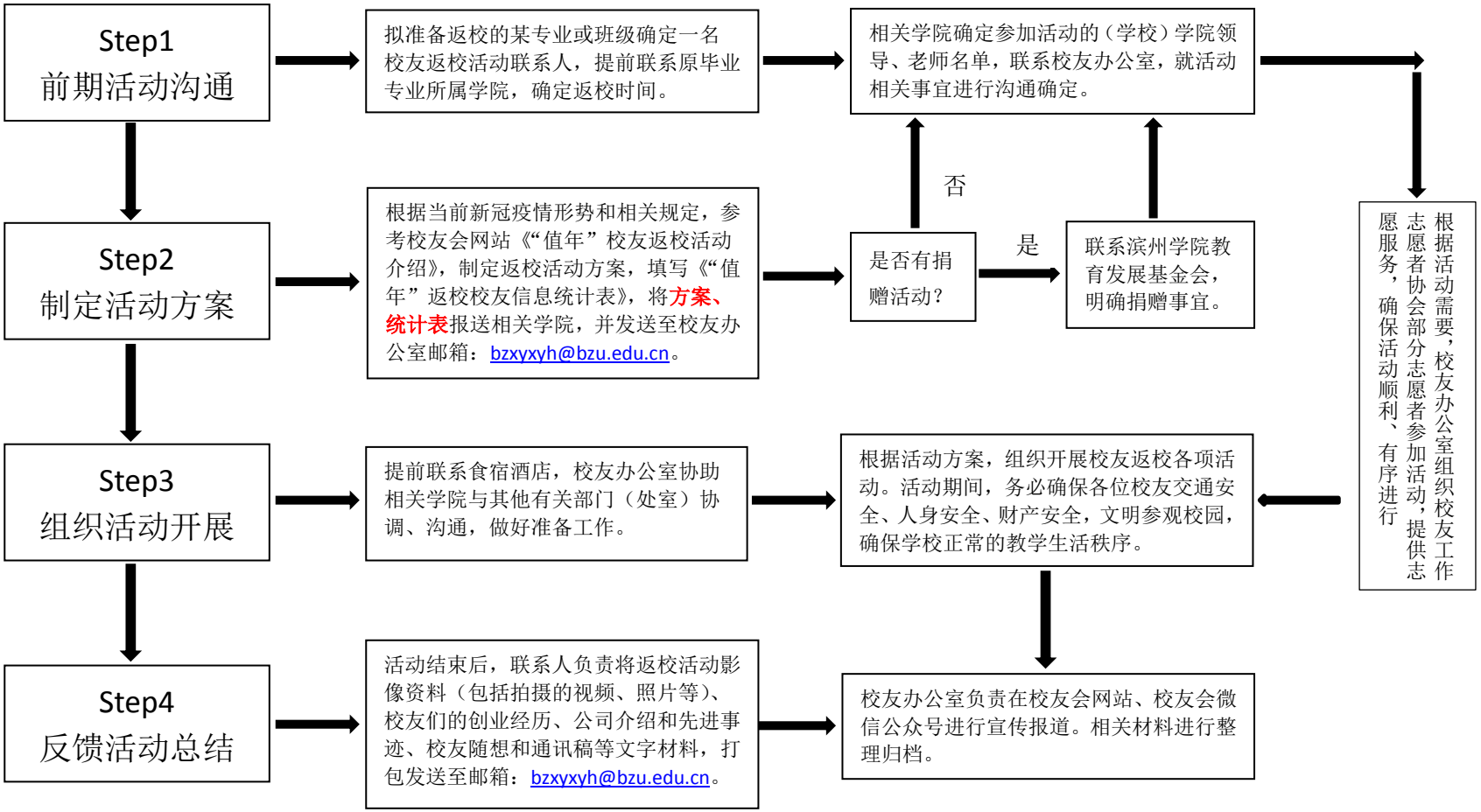滨州学院校友返校活动工作流程