

Innovation and Practice Research on Strengthening the Work Mode of University Students' Educational Administration under the New Situation

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Abstract: With the deepening of market economy and the reform of higher education system, the management of high-quality students must be innovated constantly under the new situation to meet the needs of social development. Facing the new situation, the new demands of society and students, the management mode of university students must undergo a thorough and comprehensive reform. By studying and exploring all aspects, we should learn advanced educational concepts, keep pace with the times, adopt effective educational means and build a new type of student management mode. Managers need to innovate the management mode, adhere to the student-oriented, constantly improve their management quality through study and practice, and do a good job in student management. Based on this, this paper analyzes the new situation, new situation and new tasks faced by university students' education and administration. It is considered that the traditional student work mode is difficult to meet the requirements of the new situation. Therefore, this paper analyzes and studies the work mode of university students under the new situation.

1. Introduction

With the deepening of economic globalization and the deepening of political system reform, a series of new changes, new characteristics and new requirements have emerged in the educational management mode of university students, such as the complexity of training structure and the specialization of educational management [1]. Student educational administration is the main part of all the work of the University. It reflects the school spirit and appearance of a school. It is an important symbol of the level of teaching management of a school. The level of management has become a standard to measure the comprehensive level of the school and the quality of students [2]. The current economic and social development and profound changes have triggered profound changes in people's ideas, making people's ideological and value consciousness increasingly diversified [3]. With the rapid development of economy and society, the diversified impact of informatization, networking and marketization has brought unprecedented opportunities and challenges to the education and administration of university students in the new era. Some traditional student education ideas, management methods and working modes urgently need to be updated and changed [4]. Exploring the effective mode of University Students' education and administration has become an urgent task to strengthen and improve university students' ideology education.

With the development of the times and the change of the situation, many new situations and problems have emerged in the student work. The traditional student educational administration mode and practice have been difficult to meet the requirements of the situation. The new situation in the student work poses a severe challenge to the educational administration of university students in China [5]. In the face of the new situation and the new needs of society and students, the management mode of university students must be thoroughly and comprehensively reformed. Through the research and exploration of all aspects, we should learn advanced educational ideas, keep pace with the times, take effective educational means and build a new student management mode [6]. We should transform the traditional passive university student management mode into a new active participatory university management mode, drive students to participate in management and realize the value of student management [7]. Under the new situation of deepening the reform of higher education, the educational administration of university students is also facing a series of

new problems and new requirements [8]. Therefore, it is imperative to innovate the ideas of educational administration and explore the mode of University Students' Educational Administration under the new situation. Based on the new situation faced by university students' educational administration and guided by the innovation of students' educational administration concept, this paper analyzes and studies the university students' work mode under the new situation.

2. The importance of innovating university educational administration model

At present, with the rapid development of social economy and the deepening of educational reform, higher education is also facing enormous challenges, especially the arrival of the Internet big data era, which also brings new opportunities for the development of higher education. Effective management of university students is an important guarantee to realize higher education and the need to create a good university teaching environment. Moreover, university students' management is an important way to improve students' management ability and occupies an important position in university management [9]. University student management involves all aspects of university students' thought, study and life, and plays a vital role in learning knowledge, mastering skills, cultivating character, cultivating sentiment and treating people. Moral cultivation is the fundamental task of higher education. University students in the new era are the future of the country and the hope of the nation. Universities should adhere to the needs of students' interests and growth, thoroughly implement the educational philosophy of "people-oriented, moral education first", and adapt to the development of the times and keep pace with the times.

It is the urgent need of social development in the present era to innovate the mode of university students' educational administration, improve the quality of students' educational administration, and cultivate high-quality and comprehensive talents in line with social needs. The classification of problem complexity factors in educational administration is shown in Figure 1.

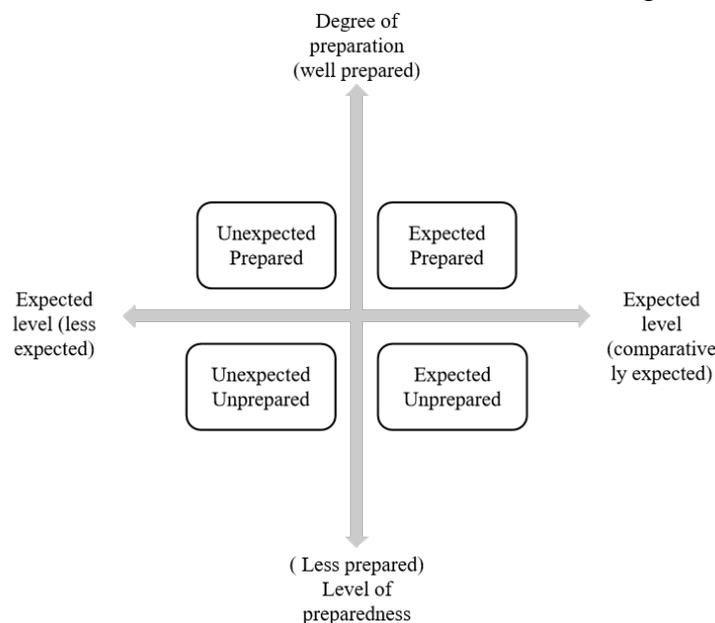


Figure 1 Classification of problem complexity factors in educational administration

University student management with university students as the main body is the need of cultivating university students' quality. In university student management, students' unions and associations organized by university students manage themselves and improve themselves in study, life and behavior. Moreover, students can cultivate their management skills and enhance their interpersonal skills through the organization of student unions. Under the new situation, the quality of university students' management directly affects the cultivation of university students' good qualities. It has already been mentioned that university students' management involves all aspects of university students. Effective management of university students is conducive to the smooth

development of teaching activities in higher education, which is inseparable from the management of university students. Standardized and perfect student management can ensure a good learning environment, and the management of university students is student-centered. Students can give full play to their management talents, and can continuously improve student management in a targeted way, so as to facilitate the learning activities of university students.

3. The new situation of University Students' Educational Management

3.1. Social development and Reform

Under the new situation, many university management teams lack sufficient understanding of student management. They think that as long as students' daily behavior is standardized and they obey class discipline, the purpose of management can be achieved. The rapid development of modern computer information technology, especially the increasing popularity of the Internet, has greatly changed people's traditional life style and working style, and the contemporary university students are the first to be affected by it. On the one hand, the network contains a lot of useful information, cutting-edge knowledge and high-tech means, which have a positive role in promoting the growth of university students [10]. On the other hand, its negative influence can not be ignored. The increase of network crime rate, the spread of network pornographic information and the erosion of network negative thoughts seriously affect the healthy development of university students' personality quality. Figure 2 shows the perceptual service model of information fusion educational administration.

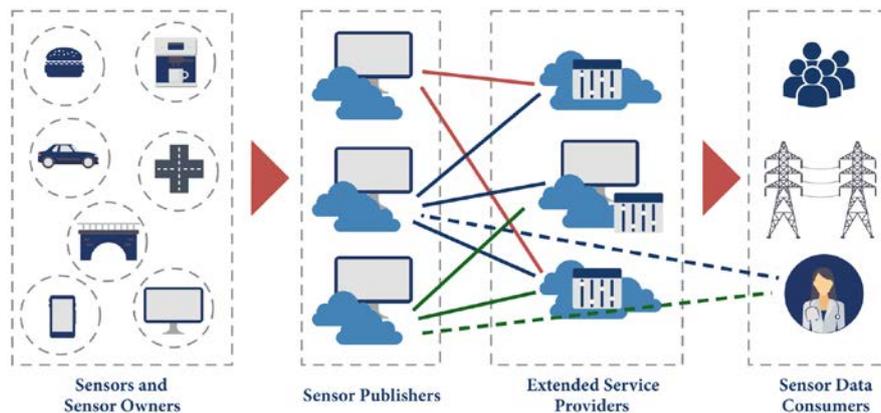


Figure 2 Perceived service model

With the diversified development of international economy and society, the increasingly developed network technology, and the increasingly close worldwide communication, western social thoughts such as neoliberalism and extreme individualism have begun to permeate and influence university students' thinking cognition. University students, as sensitive groups, have a profound impact on their values and social cognition, which brings severe challenges to the education and administration of university students.

3.2. Characteristics of University Students

From the perspective of university students themselves, under the impact of commodity economy, the international and domestic forms have undergone profound changes, and new ideas and different cultural elements have infiltrated into daily life in various ways, affecting their thoughts and behaviors, thus leading to a series of new problems and new requirements for the education and administration of university students. University students, as the most active group, are inevitably influenced by various aspects in an open society. Compared with other social groups, their personality, self-determination and independent personality develop faster and more fully because of their own characteristics. From the perspective of university educational administration team, with the increasing number of university students, the transactional workload of university students' educational administration becomes larger and more diverse and complex. In addition, the

daily management work of various departments of the school mostly falls on the grassroots educational administration workers. This affects the main direction of its related work, weakens its expected work effect, and makes it difficult to reflect its work performance. At present, most university students are even "after 00", and their growing environment has changed greatly compared with the past, especially with the wide application of the Internet and self-media, which makes them gain knowledge and perceive the world through wider channels, faster speed, greater freedom, and improved their knowledge ability and comprehensive quality. It is necessary for us to re-examine the essential implication of university students' educational administration in the new period and explore a new model of university students' educational administration in order to cope with a series of new changes facing university education at present.

4. Innovation and practice of the new model of University Students' Educational Management

4.1. Establish the concept of student-oriented educational administration

Under the new situation, school educational administration has changed from school management to students' self-management. Schools should help students make clear the significance of self-management, guide students to carry out self-management methods, and provide students with opportunities for self-management. Facing the new social environment, new development requirements and new situations and problems in student educational administration, the traditional concepts, methods and systems of student educational administration have been difficult to meet the needs of the development of the situation, and must be reformed and innovated. Students are the main body of education, and the idea of "people-oriented" should be emphasized in student educational administration, which is an important way to promote students' all-round development and train qualified talents in socialist construction. University students' educational administration should take students as the starting point and destination, meet the reasonable needs of students, give full play to students' subjective initiative and improve management efficiency. In student management, we should follow students' psychological needs, respect students' personality development and unite students with sincerity. Under the background of the new era, the educational concept of "people-oriented" should be permeated throughout the educational management of students, and students' needs and interests should be adhered to, and their development should be combined with corresponding demands, so as to fully guide university students to establish a correct world outlook, outlook on life and values.

4.2. Constructing the educational management mechanism of University Students

The transformation of university students' educational management concept should not only stay at the ideological level, but also change to the system level, and strengthen the modern student management concept through system construction. First of all, the management of university students' education manages university students in an all-round way, involving many departments of the school, which needs coordination among departments. Secondly, we should properly decentralize and give play to the role of grass-roots units. Although many universities advocate students' self-management, self-management can only play its role based on the school management system. At the school level, it is necessary to strengthen the communication, coordination and data sharing between the Student Affairs Office and various functional departments involved in student educational administration, such as the Youth League Committee, the logistics company, the Academic Affairs Office, and the Security Office, and pay attention to the problems existing in students on schedule and report information in a timely manner. Figure 3 shows the core elements and relationships of educational management mode under the new situation.

We should strengthen the grade management based on departments and departments, further enhance the integration between inter-class and professional teaching, and do not deny the concept of class management. Especially under the credit system, the student class is still an important component unit. In addition to changing the compulsory management mode, universities should also establish the evaluation mechanism of managers and formulate a unified reward and

punishment system throughout the school, so that managers can carry out various management activities scientifically and reasonably. A university has established a scientific and effective working mechanism of student educational administration, which will greatly enhance the scientificity and effectiveness of educational administration.

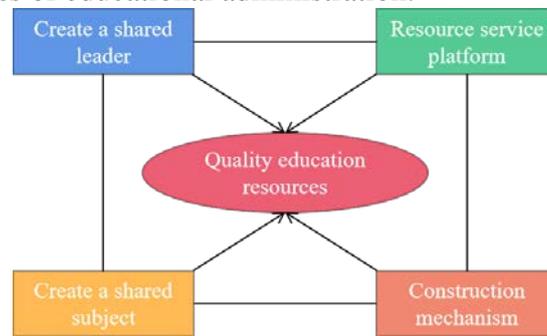


Figure 3 The core elements and relationships of the educational administration model

5. Conclusions

Under the new situation, there are still many problems in the management of students in universities, which are mainly related to management concepts and administration methods. It is a long-term, comprehensive, dynamic and complex systematic project to realize the innovation of university students' educational administration mode. Student educational administration is a kind of art education that integrates ideological, policy, knowledge and practice, and it is also a comprehensive educational administration that promotes the all-round development of students' morality, intelligence and physique. In order to create the management mode of university students' education under the new situation, we must closely focus on the requirements of the party and the state for personnel training, proceed from the actual needs of university students, and organically integrate resources in all aspects of student educational administration. Under the new situation, university students' educational administration should change from passive to active, establish the idea of student-oriented educational administration, regard students as both management objects and administration subjects, fully develop democracy in management, arouse the enthusiasm of university students and strengthen self-management. Students' educational administration workers should recognize the situation, actively explore and study the new model of students' educational administration, vigorously promote the development and innovation of students' work, and truly realize the fundamental goal of training qualified talents.

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