

# Information Management and Countermeasures of Higher Education in the New Era

Fan Sizhen

Shenyang University, Shenyang, Liaoning, China

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**Abstract:** In the era of knowledge economy, information education management is highly valued by colleges and universities all over the world. It has become an important factor in the integration of teaching, scientific research and management. In recent years, although China's higher education information management has achieved preliminary results, the main problems still need to be solved, such as low attention to higher education information management, insufficient investment in education information construction, low Co Construction and sharing of education information resources, and weak talent team of education information. Based on the in-depth analysis of the above problems, this paper puts forward countermeasures and suggestions to promote the overall improvement of the quality of higher education and speed up the information construction of higher education.

## 1. Introduction

With the rapid development of the era of knowledge, informatization and intelligence, China's higher education informatization plays a more and more important role in teaching methods, educational resource sharing, education quality improvement, education management and talent training. However, the application of information technology in higher education teaching in China is still in the initial integration stage. There are some problems, such as the unbalanced development of higher education informatization and the unbalanced allocation of higher education resources. Analyzing the current situation of higher education informatization in China and putting forward countermeasures and suggestions to improve the informatization level of higher education in China is of great practical significance to promote the overall improvement of the quality of higher education in China.

## 2. The Importance of University Management Informatization

Management informatization in Colleges and universities uses modern information technology and scientific management methods to replace manual operation and traditional management methods to realize process reorganization and achieve the goal of efficient and high-level modern management. On the basis of information sharing between different departments of colleges and universities, it is more convenient to realize information sharing between different departments on the basis of information sharing and technology(Yang Jing,2021). Various management information systems based on campus network can not only meet the needs of daily office, financial management, personnel management and student management, but also effectively improve the management efficiency of colleges and universities. In order to maintain the core competitiveness of colleges and universities and better adapt to the wave of information technology, colleges and universities are constantly exploring the application of management informatization, such as educational administration management, student management, graduate management, financial management and many other aspects of informatization, so as to improve the management efficiency, so as to strengthen the support for teaching and scientific research.

### **3. Problems Encountered in the Informatization Construction of Teaching Management in Colleges and Universities**

In the field of teaching management, colleges and universities make full use of modern information technology resources and means to build a digital campus has become the general trend and attracted more and more attention. It is an important link in the construction of colleges and universities. However, in the process of implementing the information construction of teaching management in colleges and universities, there are still some problems, such as insufficient hardware, mismatched software, single composition of teaching managers and so on.

#### **3.1. The construction of teaching management information platform in Colleges and universities lags behind**

The application of information technology has its outstanding characteristics, that is, it is only in progress, not in completion. In the early stage of the implementation of information reform, we need to invest a lot of money to buy software and hardware equipment. Information construction has no end point, and its technology is constantly improving and changing. After the teaching management information platform is put into use, it needs to be continuously tracked, maintained and upgraded. Before the implementation of information technology, the teaching management of colleges and universities generally depends on the teaching managers to manually calculate various data information and statistical data, and carry out various teaching related affairs accordingly. The application of information technology in teaching management needs long-term investment, and the operation needs an adaptive process. Its efficiency advantage can not be highlighted in the short term, and the high investment of human and material resources and slow achievements will affect the enthusiasm of the informatization construction of teaching management in Colleges and universities.

At the same time, colleges and universities will choose more modular teaching management information systems when implementing the construction of teaching management information. When it was put into use, it did not fully consider the situation of the school and the needs of teachers and students, and ignored the uniqueness of each school's teaching policy and teaching management mode. If mode software is adopted, the matching degree with the actual needs of the school is low, and it can only realize the general teaching management function of some colleges and universities. Finally, it can only realize the "informatization" of teaching management, and some work still needs to be completed manually, which can not really improve the accuracy and efficiency of teaching management.

#### **3.2. Lack of information technology talents in teaching management**

The composition of teaching managers in Colleges and universities is relatively single. Generally speaking, according to the job responsibilities and division of labor, there are two positions: Academic administrator and teaching secretary. In the process of promoting the implementation of teaching management information technology, teaching managers are required to manage daily teaching affairs according to their post responsibilities. At the same time, teaching managers also need to be immediately familiar with the use of information platform. However, due to the lack of professional knowledge related to informatization, teaching managers not only need to spend a lot of time learning new things and new methods, but also may not be able to give full play to the advantages of new informatization resources.

#### **3.3. The teaching management system does not match the progress of the implementation of teaching management informatization**

Teaching management system is the basis and foundation of teaching activities in schools. After the scientific and effective information construction in the teaching management of colleges and universities, some teaching work adapted to the information reform will undergo earth shaking changes. For example, for materials that must be applied in paper, paperless online application and

approval can be realized through the information platform. For example, colleges and universities have not kept up with the development and progress of teaching management brought by information reform, and still use the old system. Some work steps obviously can not adapt to the development of teaching management informatization, which will restrict the implementation of teaching management informatization.

#### **4. Optimization Countermeasures of Higher Education Management Informatization**

##### **4.1. Establishing an appropriate information-based teaching management platform**

The management methods and methods of any school have their own characteristics. As the core of school management, teaching management will form a personalized management mode according to the direction and characteristics of the school. The introduction of information technology in the process of teaching management is to better assist teaching management. Improve management efficiency. Liberate managers from heavy labor and shift from micro operation to macro-control. Pay attention to the monitoring of management process and the audit of results. The application of information technology is only a means to achieve this goal, not self. Therefore, when introducing the teaching management information platform, schools should avoid blind investment and hasty action. The management platform must be customized according to the actual situation of the school. In the process of teaching management, a link from students' admission to students' graduation will produce a large amount of historical data and change information. For example, the change of student identity. In the specific management process, colleges and universities basically have their own set of relatively perfect management processes and modes, which requires that the teaching information platform must adapt to the school's management system, so as to facilitate the development and full implementation of this work. At the same time, special personnel are required to monitor and debug the system during use, and optimize the system according to specific needs at any time. Start from the needs of teaching management and serve teaching management.

##### **4.2. Building a high-level education informatization talent team**

First, establish a professional technical team integrating professional teaching, information technology and network security through the combination of external recruitment and internal training. Be able to carry out joint research on teaching, management, information technology and other disciplines, integrate multiple resources, provide strategic consultation and technical support for school information construction, and develop advanced information technology platforms, professional application software and other educational resources. As shown in Figure 1 and Figure 2:



Figure 1 and Figure 2 Seminar on the construction of educational informatization talent team.

Second, vigorously carry out teacher education informatization training to enable teachers to establish the modern education concept of education informatization, constantly update information-based teaching methods, improve teachers' ability to obtain knowledge, and use information-based professional teaching software to process and apply teaching information, so as

to meet the needs of modern education development.

Third, establish incentive policies and evaluation mechanisms for educational informatization. Effective incentive policies can stimulate teachers' awareness of actively participating in information-based teaching reform, enhance the determination and perseverance of information-based teaching reform, and then promote the process of education reform. A reasonable, fair and scientific evaluation mechanism can make teachers feel the urgency of information-based teaching reform and ensure the smooth implementation of educational information construction.

#### **4.3. Making use of information advantages and network resources**

After establishing a reasonable and perfect information management platform, we still need to make full use of it. Truly apply advanced technology to daily management, except for the management of the original teaching management department. More is to deal with a large number of transactional labor in the process of teaching management. The workload of managers is often large, especially after the enrollment expansion of colleges and universities. In a reasonable and perfect teaching management mode, the teaching management department is only an overall manager and task setter, and the specific decomposition, implementation and operation need to be decomposed to subordinate units and individuals(Zhang Xue,2021). The work of the whole school is divided into department management, personal management of teachers and personal management of students. The managed individuals manage personal affairs and information, and the teaching management department only plays the role of macro supervision and final audit. To achieve this goal, we must make use of the existing teaching management platform information system and give full play to the advantages of network resources. Connect the manager and the managed through the network terminal, and hand over the tasks and details of management implementation to specific operators, breaking the traditional point-to-point layout and forming a point-to-point management mode. This can reduce the teaching and management level and improve the management level.

### **5. Conclusion**

The development of information technology promotes the profound reform of educational informatization, including university management informatization. Since the 1990s, modern educational technology characterized by network and multimedia technology is of great significance to promote the process of educational informatization in Colleges and universities, especially the process of management informatization in Colleges and universities, and improve the quality of teaching. The construction of information management has become an important part of the information construction of colleges and universities, which enhances the information management of colleges and universities, problem analysis and countermeasure research. It is also a basic, long-term and regular work.

### **References**

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