

## **Deepening student education management to adapt to the development trend of colleges and universities**

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**Abstract:** With the change of the socialist market economic system and the development of higher education, colleges and universities pay more attention to the transformation of specialty setting and teaching theory, and increase the investment in teaching teachers, which not only adds new vitality to the development of higher education, but also promotes the improvement of the quality of College Students to a certain extent. However, at present, the educational management of college students has also begun to show, which needs to attract the attention of colleges and universities, and take a series of measures to promote the improvement of the effect of College Students' educational management.

### **1. Introduction**

Since the 15th National Congress of the Communist Party of China, with the gradual establishment of the socialist market economy, China's overall structural adjustment and management system reform of colleges and universities have achieved remarkable results. Many colleges and universities are actively brewing, exploring and vigorously promoting a new round of internal management system reform aimed at changing mechanisms and improving efficiency. After the third national education work conference, The pace of adjustment and reform has obviously accelerated. It brings many new problems to the education and management of college students. How to adapt to the development trend of colleges and universities, do a good job in student education and management, and serve the reform, development, stability and success of students has become an urgent task in front of us.

### **2. Challenges faced by the development of colleges and Universities**

#### **2.1 Pressure brought by the expansion of enrollment scale**

In today's world, science and technology are advancing by leaps and bounds, and the competition between knowledge economy and national strength is becoming increasingly fierce; The strength of national strength depends more and more on the quality of workers and the quality and quantity of all kinds of talents, which puts forward more urgent requirements for us to cultivate and bring up new people in the 21st century. China will actively develop higher education through various forms, expand the scale of enrollment, increase the higher education enrollment rate of the same age population from the current 9% to about 15%, broaden the path of talent growth and reduce the pressure of entering higher education. Last year, the enrollment scale of colleges and universities in China suddenly expanded by 44%. This year, the enrollment scale of colleges and universities is further expanded on this basis. This provides more learning opportunities for ordinary high school graduates and secondary vocational school graduates, and lays a good foundation for improving the scientific and cultural quality of the whole nation. However, we should see that this will also bring problems and pressure to the education and management of college students, such as insufficient personnel and psychological preparation.

#### **2.2 Challenges arising from staff streamlining**

One of the main contents of the internal management system reform in Colleges and universities

is to follow the law of higher education , To meet the requirements of the socialist market economy, on the basis of establishing different management modes in teaching and scientific research, school run industry and logistics services, we will vigorously streamline and adjust the school's party and government management institutions , Efforts should be made to overcome the tendency of the government of school departments, set up institutions for different purposes, merge departments with similar main functions, or implement joint offices for institutions with basically the same nature of tasks, reduce staff and increase efficiency, improve the student teacher ratio of schools, and promote the rational allocation and effective use of educational resources. The enrollment scale of the school will continue to expand; The management organization and management personnel will be reduced. This contrast and contradiction will certainly put forward higher requirements for students' education and management in Colleges and universities.

### **2.3 New problems brought by logistics service socialization**

In order to alleviate the accommodation pressure brought by the expansion of college enrollment scale, some schools have restored the day students who were cancelled after the implementation of the enrollment integration system, and the number of day students will continue to expand with the expansion of enrollment scale in the future. The educational management of these day students will be a new problem faced by colleges and universities. The reform of logistics socialization in Colleges and universities will become an important link in the reform of internal management system in Colleges and universities. Colleges and universities will follow the market law and education law , The old pattern of "one school and one household running logistics and school logistics running society" in the past has been transformed into enterprise, industrialization, specialization and The new pattern of the combination of intensive logistics and socialized logistics, so as to establish a new school logistics service system in line with the characteristics of colleges and universities. According to the idea of logistics socialization reform in Colleges and universities, student accommodation management will be socialized in the future. This is not a small impact on University political cadres who are used to the combination of student accommodation management, student daily management and daily education. Because they feel that they have lost an important position of student education and management - dormitory.

### **2.4 New situation brought by the implementation of credit system**

China's colleges and universities have tried out the credit system for many years, but it is still far from the real and complete credit system. With the development of China's higher education, in order to improve the efficiency of running a school and make the training of talents better meet the needs of society, the implementation of the credit system will become a historical necessity. This will certainly lead to many new situations in teaching, student education and management. Colleges and universities generally implement the mobile classroom system, which has a certain impact on the education and management of students; After the real credit system is implemented, students can choose teachers Thus, we can choose classrooms to attend classes. We can also choose Cross College (Department) and even cross school elective courses. The concept of student class has weakened or even disappeared. This is undoubtedly a great impact and challenge for political cadres who are used to the centralized and unified education and management model. Because they feel that they have lost another important position of student education and management - classroom.

## **3. Measures for college students' education management to adapt to the development of Higher Education**

### **3.1 Emancipate the mind and change ideas**

Emancipating the mind and seeking truth from facts is our party's ideological line, the essence of Marxism, Mao Zedong Thought and Deng Xiaoping theory, and the fundamental ideological method for us to think and solve problems. In order to do a good job in the educational management of College Students under the new situation, the development trend of higher education requires us

to liberate from the educational management mode under the closed and traditional planned economy mode and realize the fundamental transformation of educational and management concepts. We should see that the educational management mode of general universal education and centralized unified management dominated by discipline under the planned economic system can no longer adapt to the current situation of College Students' Educational Management under the condition of today's market economy. We must recognize the situation, change ideas, emancipate the mind and actively explore the working mode of student education management to meet the requirements of the reform and development of higher education.

### **3.2 Accurately grasp the educational content**

The education we mentioned here mainly refers to ideological and political education. As far as the educational content is concerned, we should take the cultivation of College Students' spirit of rule of law as the primary goal. This is because China is now implementing a market economy, which is mainly an interest oriented economy. It requires the concept of rule of law that is just and legitimate, rather than the concept of morality that values justice over benefit. In other words, the establishment of market economy means that the value orientation of national spirit changes from moral standard to legal standard, which is also the inevitable requirement of implementing the strategy of ruling the country by law. With the marketization of benefit distribution, the diversification of values, and the implementation of the college enrollment and distribution system with the main content of paying fees for higher education and choosing jobs independently, the traditional moral norms are made virtual due to the lack of strong restriction mechanism, resulting in the deviation of College Students' moral cognition and behavior. Therefore, while continuing to adhere to and carry forward the advantages of traditional morality, values and outlook on life education, we should especially emphasize the cultivation of College Students' spirit of rule of law.

### **3.3 Improving educational methods**

It is not difficult to see that the general and universal education in the past can no longer meet the requirements of the development of today's higher education. In the past, the second classroom education in Colleges and universities played an important role in students' Ideological and political education, but its role is limited due to its randomness, fragmentation and immediacy in educational content and time. On the contrary, "Two Courses" teaching has gradually become the main channel and position of College Students' Ideological and political education because of its scientificity, systematicness and standardization in educational content and time. The important thing in the future is how to further improve the teaching quality of "Two Courses". Individual education refers to the educational activities carried out by educators in special ways according to the different situations of the educated. It is compatible with college students' different personality, psychological characteristics and different ways of thinking and behavior, and with college students' diversified ideas, values and strong subject consciousness formed under the condition of market economy. This kind of education with strong pertinence and timeliness has stronger effectiveness than collective education and universal education. Individual heart to heart talk, warm care, situational influence, joint efforts to promote change, practical exercise and so on are all effective methods of individual education. Environmental education refers to an educational method that imperceptibly edifies and infects students through the unique good campus cultural atmosphere of colleges and universities, so as to achieve the purpose of educating people. Some people call it environmental curriculum, which shows its important role in educating people. The environment mentioned here includes not only the greening and beautification of buildings, roads and the environment, but also the cultural atmosphere of the campus and the software environment such as school spirit and study style. On the one hand, typical education should be good at setting an example and use the power of an example to inspire and drive other students to learn from the advanced; On the other hand, we should be good at using negative teaching materials to educate students. Give full play to the role of public opinion guidance to guide and standardize students' thoughts and behaviors.

### 3.4 Explore new management mode

There is no doubt that the administrative method of centralized and unified management will exist for a long time and play an important role in the management of college students. But at the same time, in order to adapt to the new situation of the development of higher education, we should actively explore a new model of student management. Strengthen legal management. That is to change the rule of law management mainly implemented according to administrative orders and the rule of man into the rule of law management mainly implemented according to laws and regulations, because it is more fair, just, equal and scientific. This requires strengthening the concept of rule of law; Second, we should seriously study national laws and regulations, especially those related to higher education, continuously improve the ability of running the school according to law; Third, we should establish and improve various management rules and regulations within the school and truly implement them. At the same time, guiding management shall be carried out. Take the employment distribution of graduates as an example. Under the planned economic system, graduates are all subcontracted by the state, which can be completed within one or two months; At this stage, graduates are employed through "two-way selection" and signing agreements with employers under the guidance of schools within the scope of national policies. It takes four or five months. Many colleges and universities have set up graduate employment guidance centers. With the improvement of the talent market and the further reform of the employment system for college graduates, graduates will pass through the talent market. This work will become the perennial work of relevant departments of colleges and universities. Students will also need more guidance from the school in terms of employment policy, career outlook, career skills and employment information. Strengthen advisory management. With the weakening of administrative management, the further reform of college enrollment and distribution system, the increasingly fierce talent competition, the implementation of credit system and the realization of modern teaching means, students will encounter more and more problems in thought, study, life, psychology, employment and other aspects. The desire and requirements to solve these problems through consultation are becoming more and more urgent. Therefore, more and more political cadres in Colleges and universities have realized that consultative management will occupy a more and more important position in the education and management of college students, play a more and more important role, and improve their quality through learning. Consciously join psychological counseling, life counseling and other institutions. It should be pointed out that Whether guiding management Or advisory management. In essence, they are all service management.

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