

Study on the Current Situation and Countermeasures of College Crisis Management

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Abstract: Crisis events in colleges and universities usually refer to events that happen suddenly and may rapidly develop into large-scale and potentially endangering social and political stability, such as illegal demonstrations, illegal gatherings, sit-ins, and strikes. In recent years, high-efficiency crises have emerged many characteristics such as suddenness, threat, uncertainty, social sensitivity and broad participation of the subject. Therefore, how to effectively prevent the occurrence of high-efficiency crisis events is particularly necessary.

1. Introduction

Crisis events in colleges and universities usually refer to events that happen suddenly and may rapidly develop into large-scale and potentially endangering social and political stability, such as illegal demonstrations, illegal gatherings, sit-ins, and strikes. In recent years, high-efficiency crises have emerged many characteristics such as suddenness, threat, uncertainty, social sensitivity and broad participation of the subject. Therefore, how to effectively prevent the occurrence of high-efficiency crisis events is particularly necessary.

Judging from the current research results, crisis management is mostly used in enterprise management, while university crisis management research is still relatively weak. In the 1860s, the United States began to pay attention to the study of crisis in colleges and universities. In recent years, domestic scholars have begun to pay attention to the study of crisis management in colleges and universities. However, with the progress of society, college management faces new and unpredictable crises. In view of this, the author refers to Relevant literature and questionnaire surveys, to discuss the crisis management of colleges and universities in the new era, inappropriate, please experts correct me.

2. Analysis of the current situation of crisis management in colleges and universities in China

Crisis management in China's colleges and universities is a traditional, passive crisis management. With the rapid expansion of colleges and universities in China, the relevant departments have paid more attention to the scale development of colleges and universities, seriously neglected the crisis management, and neglected the education of students' crisis awareness. The teachers, students and management of the university have a vague understanding of the crisis and lack of keen observation before the crisis. Force and judgment. Specifically, the current situation of crisis management in Chinese universities is as follows:

2.1 Lack of Legislation on Campus Crisis Management in Colleges and Universities.

As a micro-society in which students enter the society, colleges and universities are facing various crises in the current society. However, from the point of view of dealing with crises in Colleges and universities in our country, most of them are based on the relevant rules and regulations within colleges and universities, but the responsibility division of crises is difficult to be protected by National laws, which is the main reason for the difficulties in dealing with crises in Colleges and universities in our country. Western countries, such as the United States, Sweden and other countries, enacted the Campus Safety Act very early, which provides a strong legal basis for

dealing with campus crises. The student management handbook or the campus safety prevention handbook in our country's colleges and universities involves some contents of safety education, but it has no legal significance at all, and it is difficult to protect the rights and interests of teachers and students on campus legally. Taking college students'work-study program as an example, according to the current legal norms of our country, college students' part-time work does not belong to the scope of formal employment, and the employment relationship between college students and employers is not legal at all. Therefore, it is difficult for the Labor Law to adjust the relationship between them. Therefore, once such crisis happens in Colleges and universities, university managers and students will fall into a passive situation. Court trials will also fall into a disadvantageous situation because of the lack of relevant legal provisions. It is difficult to protect students'rights.

2.2 Lack of practical education and simulated exercise in college crisis management.

With the expansion of colleges and universities and the diversification of society, crisis incidents often occur in Colleges and universities. Colleges and universities have begun to pay attention to campus crisis management education, but neglected practical education. The so-called "two-light and two-fold" phenomenon has emerged, that is, to despise the conventional practice education and prevention of crises, to pay attention to the post-crisis management, to despise the related crisis management exercises and system construction, and to pay attention to system construction. We take "National Fire Safety Day" as an example. According to the actual observation on November 9, many schools occasionally invite firefighters to give lectures on campus, but rarely do fire drills. Even if there are fire drills and several students take part in them, most of them can't experience the escape situation of fire crisis. For natural disasters, such as earthquakes, the spread of infectious diseases and other crisis simulation exercises, students have not seen, which can not but warn University administrators.

2.3 Information asymmetry and mutual suspicion among universities, students and the media.

Traditional information control of "reporting good news without worrying, relaxing outside and tightening inside" makes information asymmetry occur when internal crisis occurs in Colleges and universities, which may lead to further crisis. After the campus crisis, the most important thing is to ensure the smooth flow of information, respect the students'right to know, and the school should take the initiative to inform teachers and students of the truth quickly. In today's era of network information, concealment, blockage and pressure will delay the best time to deal with, and more seriously, it will cause students to pair up.

2.4 Single participants in crisis management and lack of organizational system.

As an important part of society, the crisis management mechanism of colleges and universities should include teachers and students, relevant administrative departments of schools and local government organs. However, after the actual crisis, colleges and universities often become the protagonists in dealing with the crisis and have no good communication with various external forces. Even those student self-governing organizations, such as various student associations, are more managed, and it is difficult to play an active role in crisis prevention. There are hardly any crisis management institutions in Chinese universities. Leading groups are set up after the crisis happens, and they are withdrawn randomly after the crisis. In addition, the efficiency of dealing with crisis events is greatly reduced due to the overlapping power and responsibility of the relevant functional departments in Chinese universities.

3. Characteristic analysis of university crisis events

3.1 Burstiness.

The sudden crisis gives university managers limited response to the crisis, which is often accompanied by the destructive power caused by students'indignant behavior. Undoubtedly, sudden crises often have an evolutionary process of quantitative deterioration. An event and a news will

become the fuse. As a part of University management, I think that the current university student management workers are facing a critical value of the pressure environment, and they urgently need trained personnel to cope with the ever-changing student management work.

3.2 Threatening.

Because of the uncertainties of the consequences of the crisis, the occurrence of the crisis will seriously affect and threaten the normal management and teaching order of colleges and universities. College students are prone to emotional agitation in crisis events, which will inevitably lead to the destruction of the normal order of teaching and scientific research and the destruction of teaching settings. More importantly, it will cause confusion in students' understanding and psychological panic.

3.3 Uncertainty.

The causes, damage degree and development direction of university crisis events are generally beyond the expectation of managers, so university crisis events generally have strong uncertainty.

3.4 Social sensitivity.

As colleges and universities are places to cultivate talents, college students have attracted much attention from the society. Crisis incidents in Colleges and universities are more likely to arouse widespread concern of the society, but also the focus of the news media. They are more likely to be magnified by the idle social personnel by taking advantage of the crisis incidents. "As a scientific research, theoretical town and high-level personnel training base, teachers and students in Colleges and universities, as high-knowledge and high-quality groups, have become the focus of attention and attention of the government, the public and the media." This kind of "publicity" makes the university crisis more likely to cause social repercussions, more likely to interact with some external factors, resulting in the amplification or radiation effect of the crisis, which may spread all over the world in a minute. The crisis in a single university is likely to cause "ripple effect" and even bring about negative political effects.

3.5 Active Subject and Widespread Participation.

The active thinking of contemporary college students, coupled with the popularity of the Internet, makes them browse the world's news and have a wide range of knowledge. Their daring personality is the main participant in the University crisis. As a gathering place for college students, "they have a keen sense of political smell, active thinking, extensive external contacts, a modern way of information communication, concern for social development, natural curiosity about unconventional things, and show their unique enthusiasm and impulse in this age group. In addition, now the network and media information dissemination is fast, communication technology is developed, so once an emergency occurs, it is likely to lead to a situation that is difficult to control for a while "[2]. Once the management of students is relaxed, the crisis will easily become a group event on campus, and will spread to other colleges and universities, forming a "butterfly effect".

4. Constructing Scientific and Reasonable Crisis Management Mechanism in Colleges and Universities

With the increasing diversification of social contradictions, Chinese universities are also experiencing a period of frequent crisis incidents. Building a scientific and reasonable crisis management mechanism is the key to effectively resolve the crisis incidents in Colleges and universities.

4.1 Establishing crisis early warning mechanism and designating scientific and rational crisis management preparedness plan.

The establishment of safe campus can not be separated from the crisis early warning mechanism of colleges and universities, and timely grasp of student dynamics is the premise of preventing crisis

events in Colleges and universities, and student dynamics of student cadres is an important way to understand the campus crisis. Contemporary college students receive a lot of information every day, such as recruitment and employment, hot social discussions, campus stickers and hot topics in forums, which can become the source of campus crisis events, which requires university managers to have a keen sense of crisis intuition. Fick, a famous American crisis expert, likens crisis management plan to a flashlight. The reason is very clear, in the unpredictable premise of a sudden blackout, the first thing to do is to find the flashlight, and then "under its guidance to go to the fuse to find out the cause of the blackout, and finally repair the power. Preparedness is like a flashlight, which can help management to deal with the crisis in an orderly manner.

4.2 Constructing three-dimensional information system and giving full play to the self-governing organizations of College Students.

We should attach great importance to student autonomous organizations and give full play to the role of student union cadres as informants. Establish a student information officer in different levels of student organizations at all levels to collect and grasp the hot issues concerned by college students, and collect and analyze information scientifically by using the Internet, campus network, stickers, forums and so on. We should follow up and monitor key time periods, key people and key events in a timely and uninterrupted manner. We should attach great importance to the early resolution of incidents with emerging crises so as to avoid the expansion of the situation. Through high-tech means to focus on monitoring the campus network, building large-scale network firewall system to prevent enemy agents, hackers, signal interception and other means to spread rumors and steal information.

4.3 Improving the guarantee mechanism of crisis material and personnel.

At present, the strategic materials reserved in our country are mainly used to cope with natural disasters, but seldom used for crisis management in Colleges and universities. In reality, although part of the annual budget of colleges and universities in China is used for special circumstances, it is far from enough. We should raise crisis management funds through various channels. "The security system should be well prepared to provide sufficient funds, materials and timely dispatch after the outbreak of the crisis, including manpower, goods, emergency tools and basic facilities." We should also ensure that there are on-duty personnel in the hospitals and security offices of colleges and universities to cope with the occurrence of crises. With a view to minimizing the impact of the crisis. So for the University itself, it is necessary to establish a standing guarantee mechanism for crisis necessities, such as listing specific material lists, material names, specifications and uses. When infectious crisis breaks out in Colleges and universities, normal medical protection and articles can be guaranteed to supply, so as to avoid delaying the opportunity of treatment. College crisis management team security refers to the following kinds of human resources: university management personnel, which includes up to the Secretary of the party committee, principals and heads of departments, down to professional human resources such as security, workers, medical staff; in addition, there are students volunteers and other personnel. College administrators and professionals have ensured the high professional demand, while non-professional volunteers have guaranteed the low technical comfort and other needs.

4.4 Establishment of three-dimensional psychological crisis intervention and traumatic psychological recovery mechanism for College Students.

The frequent occurrence of modern campus crisis makes it necessary to establish a three-dimensional intervention system of schools, departments, classes, dormitories and individuals. According to my practical student management experience, give full play to the role of the dormitory president, class cadres and the backbone of the student union of the department, and grasp the ideological and psychological status of students, especially those with ideological deviation, in a timely and active manner, which is the premise of psychological intervention. When the crisis in Colleges and universities comes to an end, the negative impact of the crisis will become more important. Crisis recovery is mainly "to restore the losses caused by the crisis to maintain the

survival and continuous operation of the organization, and to seize the opportunities brought by the crisis to restructure, so that the organization can obtain new development" [5]. Specifically, the recovery mechanism of university crisis includes several aspects: rebuilding the material facilities destroyed in the crisis; restoring the reputation and image of the school and the psychological recovery of the traumatized personnel. According to the study, "after the crisis, 40% to 50% of the relevant personnel will have a strong stress response, the psychological trauma of the injured is greater than the physical injury".

4.5 Establishment of a timely and transparent mechanism for issuing crisis information.

Because of the traditional information disclosure habit of "reporting good news without worrying", information asymmetry is more prevalent in the process of university crisis outbreak and handling. The dominant government and university managers can grasp all the information of crisis events in time, while the public or students often know some fragmentary and one-sided information. At this time, "if the government provides incomplete information or false information, it will cause serious cognitive bias and then damage the interests of social groups and individuals" [7]. In the current period of economic and social transformation is also a period of frequent crises, the media is a double-edged sword, which can not only guide the development of society to good, but also cause suspicion and antagonism between society and the public. It plays an important role in whether the crisis in Colleges and universities can be turned into turning media.

In view of this, campus media should be the main media for the release of crisis information in Colleges and universities. In addition, experienced leaders and social media should be selected to hold news briefings so that external stakeholders or parents of students can timely understand the crisis-related information and guide students'negative emotions. This is also one of the effective measures to protect the reputation of schools.

In a word, as long as the efficient managers are prepared for the rainy day and the crisis of colleges and universities can be prevented, the construction of "harmonious campus, safe campus" needs the efforts of all colleges and universities.

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