

The Current Situation and Path Analysis of Educational Administration Management in Colleges and Universities

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Abstract

The educational administration work is related to the school, and involves teachers and students, and plays a key role in the management of colleges and universities. However, in the context of the construction of double-first-class universities and the development of information technology, the traditional management model is not suitable for the current educational administration work in colleges and universities. At present, there are problems such as backward management concept, insufficient management team construction and weak management data in the educational administration management of colleges and universities. In response to these problems, colleges and universities can take the following paths. First, to change the service concept and establish a people-oriented service awareness. Strengthen the team building of educational administration personnel and improve the management level of educational administration personnel. The third is to build a comprehensive and accurate educational administration management database, and strengthen the construction of educational administration information management.

Keywords

Educational Affairs in Colleges and Universities; Management Concept; Service.

1. Introduction

Educational administration is one of the focus of college management work, serving both teachers and students, and the work is very complicated. With the proposal of the construction of double first-class universities and the rapid development of information technology, the operation mode of university institutions has been profoundly changed. Correspondingly, the educational administration work has also undergone great changes, resulting in the fact that the traditional management model is no longer applicable to the current educational administration work. Therefore, it is necessary to analyze some drawbacks in the current educational administration work in colleges and universities, and propose corresponding solutions for these drawbacks.

2. The Current Situation and Problems of Educational Administration in Colleges and Universities

2.1. The Concept of Educational Administration Management in Colleges and Universities Is Backward

The concept of educational administration management in colleges and universities is the first element of the value element level of educational administration management in colleges and universities. It directly affects the establishment of educational administration management goals in colleges and universities and the measurement of educational administration management efficiency in colleges and universities. Therefore, in terms of the value elements of educational administration management in colleges and universities, the lack of management

concepts is the most representative. At present, the lack of educational management concept in our country's colleges and universities mainly lies in the fact that the main concept of educational management has not been fully established. In recent years, the main body education theory and the main body education management concept have been accepted by the vast number of educators, and their spiritual essence has also been reflected in the management documents of the education administrative department. Colleges and universities in our country have also begun to emphasize the people-oriented management idea, requiring that in the management of higher education, we must pay attention to human dignity and constantly discover the value of human beings. While paying attention to the overall development of students, it also pays more attention to the development of students' personal development, actively creates conditions for the realization of students' free and full development, and strives to organically combine the realization of students' personal value with the realization of social needs. Compared with the long-held view of subordinate education management held by higher education management, this change can be said to be a considerable improvement. However, when we turn our eyes to the practice of education and educational administration, we find that the people-oriented educational management idea and the main educational management concept are still more slogans, even alienated, and have not been fully implemented. [1]

From the point of view of management concept, the concept of "people-oriented" is not highly valued, and the implementation is not in place. Traditional educational administration is mainly based on "management", and even administrative management is equivalent to educational administration work. It lacks service awareness in work, and is not good for teachers. And the humanistic care of students is far from enough. This leads to the lack of enthusiasm and enthusiasm for teachers to engage in educational administration work; the weakening of the dominant position of students in the administrative management system, and the low degree of cooperation, which leads to the inaccurate positioning of educational administration in colleges and universities, which in turn affects the quality and efficiency of educational administration in colleges and universities.

2.2. Insufficient Construction of Educational Administration Personnel

Academic affairs work requires that the academic staff have skilled professional ability and must be perfect in all aspects. In fact, due to various reasons, when each academic administrator is always unable to do what he wants, his motivation for achievement is often hindered. Faced with tedious and complicated work, although he subjectively works hard and works actively and enthusiastically, mistakes are inevitable. The impact is often severe. As a result, academic staff often feel anxious. Many teaching administrators have the idea of "do not seek no merit, but seek no fault" and "nothing is merit, and there is no merit at all" in their work. They cannot deeply analyze and study teaching management affairs, and their work often stays on the surface. Most of the teaching staff adopt a work attitude of sticking to the rules and step by step, lack of initiative to learn and apply new technologies, low work efficiency, forming a vicious circle, unable to meet the requirements of modern teaching management. [2]

In addition, the staff of academic administration have to complete a lot of work and heavy tasks in a short period of time, and bear a lot of responsibilities, which causes them to be under too much pressure. However, the relative treatment and status cannot be compared with that of teachers, and there are few opportunities for professional title evaluation and promotion, which leads to high staff turnover and unstable teaching management personnel. In addition, the academic administration staff work all day and have few opportunities for training, learning and self-improvement, which makes it difficult for them to improve their theoretical knowledge and business ability, and has a weak sense of service. Today, with the wide application of information technology, the educational administration work in colleges and universities is

developing towards informationization, but the information technology level of the relevant personnel is not high. They still use traditional methods to collect, process and release information, which makes them still face heavy workload in daily management, which is not conducive to the improvement of work efficiency and the development of informatization of educational administration work. [3]

2.3. Weak Data Management in Educational Administration in Colleges and Universities

At this stage, the educational administration work of most colleges and universities in my country is still in the low-digital stage, many materials are still archived through the traditional paper file management system, and many data still rely on manual processing. The collected data is still lacking in integrity, and the utilization of data is also reduced, failing to fully meet the requirements of the development of the information age, reflecting the digitization and intelligence of educational information. Various colleges and universities often choose the corresponding educational information management system according to their own needs, resulting in inconsistent educational information collection standards, no unified field and format requirements, and data exported from the educational administration system must be reprocessed. delayed situation. The lack of standards makes data incompatible with each other, making it difficult to exchange information conveniently and quickly, and cannot achieve shared data sharing. At this stage, the functions of the educational administration management system in colleges and universities are not comprehensive enough, and it is mainly carried out in the form of single-line information announcement by the educational administration management department, while there are few channels for students and teachers to use the educational administration management system to communicate with teachers and students. The platform also lacks enthusiasm, so the interaction data between teachers and students has also become a neglected area due to the shortcomings of the platform.

In addition, a complete educational administration system is the basis for realizing the efficient management of educational affairs in colleges and universities. At present, the basic data of most colleges and universities in my country are not perfect, and all operations need to be completed manually by educational administration staff, such as: entering teaching plans, scheduling courses, etc. . A single conflict pre-warning cannot meet the accuracy of course scheduling, and often leads to an infinite loop of course scheduling, and it is impossible to unify the export of course scheduling data. In the aspect of grade entry, due to the imperfect functions of the existing educational administration system, the accuracy of grade data needs to be checked manually, and the function of checking the rationality of grades is lacking, which results in that grade entry does not conform to the management regulations of grades. At the same time, the huge data recording can only be done manually, which brings a huge burden to the academic staff. When performing data processing and data analysis, it can only be done with simple EXCEL tables, which makes it difficult to deepen the work. Realizing complex queries that meet multiple conditions brings difficulties to the normal operation of teaching activities in colleges and universities. [4]

3. Paths and Measures of Educational Administration Management in Colleges and Universities

3.1. Change the Service Concept and Establish a People-oriented Service Awareness

A first-class educational management team is not only conducive to the optimal allocation of school resources, but also to the cultivation of first-class talents, thereby promoting the process of "double first-class" construction.

First, have a good work ethic. As the assistant of the dean of the teaching, the waiter of the teachers, and the consultant of the students, the academic administrator of the secondary college must abide by the rules and regulations of the school, strictly perform their duties, and make the teaching work of the college run smoothly. Educating people is an all-round, three-dimensional and systematic project, especially in educational administration. If educational administration is compared to a machine, the most important thing is the educational administrators who are on each link of the machine. Of course, from the perspective of academic staff themselves, they must continuously improve their own quality and professional ability, form a good working atmosphere and work attitude, and become qualified and excellent educational administrators. Educational administration workers must have good professional ethics and a strong sense of service in order to meet the needs of educational administration in colleges and universities. In the work of the college, academic administrators play the role of linking the previous and the next. A good relationship must be formed between the leaders, teachers and students, and communication can be smoother; there must be a people-oriented service concept to help each student successfully complete their studies. , to assist each teacher to do a good job in teaching; the purpose of educational administration is to serve, serve teaching, and serve teachers and students. Educational administrators are responsible for information communication, use scientific and effective methods to deal with and improve problems and conflicts, and coordinate work reasonably to make the school's teaching management system run harmoniously as a whole.

Secondly, improve business ability and continue to practice and learn. In response to the advent of the information society, the school's educational administration services also meet the requirements of the times. Academic administrators should strive to learn and apply modern scientific management knowledge, and solve problems quickly through computers, so as to improve educational work and improve work efficiency. Dialectical materialism epistemology holds that, in the relationship between knowledge and practice, knowledge comes from practice, which in turn guides practice and serves practice. Understanding is a process of repeated repetitions and deepening. For educational administrators, only through repeated practice can they cultivate skills and various adaptability to meet the development needs of modern teaching management. Especially in the process of the rapid development of network technology, the informatization of educational administration management has been deepened. For students, they must master modern office software and improve the use of educational software.

3.2. Strengthen the Team Building of Educational Administration Personnel and Improve the Management Level of Educational Administration Personnel

To be a good clerk, you need to learn the corresponding professional theoretical knowledge, so that you can be sensitive in your work, make accurate judgments, and handle them properly. In order to meet the requirements of educational modernization, the knowledge structure of educational staff must overcome a single malady and establish an organic knowledge system with depth and breadth.

First of all, it is necessary to have a solid political theoretical knowledge, so as to understand the intention of the leader, fully implement the instructions of the superior, so that there is no deviation in the superior situation, and truly play the role of an assistant to assist the leader's work and the role of a bridge between the masses and the leader. Secondly, there must be the professional knowledge of the department and the knowledge of secretarial, archives, administrative management and other aspects related to academic staff. This requires us to seize the time to study, constantly expand our horizons, accelerate knowledge updating, and reasonably adjust the knowledge structure. In addition, the proficiency of computer use and

operation has become an important measure of a person's business skills and level. Therefore, educational administrators must master the basic operating technology of computers in order to play the role of computers in modern management. In a word, the teaching staff must be tough in business and pass the test in skills, in order to truly improve the service level. Again, there should be a sense of efficiency. In order to ensure the fast and efficient operation of teaching management, teaching administrators must establish a sense of efficiency. The first is to strengthen the advanced concept while ensuring quality and quantity, and have a sense of urgency, so as to "prevent problems before they happen" and improve work efficiency. The second is time management. The academic work is complicated and trivial. If the time is not arranged properly, it will fall into a state of "blind chaos", and it will be difficult to provide high-quality and high-level services for the teachers and students of the school and the society.

3.3. Build a Comprehensive and Accurate Educational Administration Database and Strengthen the Construction of Educational Administration Information Management

The data and information covered by the educational administration of colleges and universities are all-encompassing, and at the same time, information and data will appear and be innovated in accordance with the times. At the same time, with the emerging of online teaching, new "teaching" and "learning" models have been expanding the sources of educational affairs information databases.

The reform and innovation of educational administration should be based on managers, and educational administrators should enhance their awareness of educational big data. With different professional backgrounds, educational administrators have different levels of understanding and application of big data technology. Some teachers and students lack the awareness of understanding and participation in big data technology, and usually only apply information technology such as network technology to teaching management and information exchange. And the analysis and research based on big data has nothing to do with them, and they are not aware of the challenges to traditional education methods, management methods and models in the context of big data. Colleges and universities should vigorously publicize big data technology and enhance the awareness of educational administration workers to actively acquire big data. In the process of teaching and learning in colleges and universities, a large amount of educational administration information is generated anytime, anywhere. Academic administrators should actively understand and obtain relevant teaching data on the basis of traditional management work, and at the same time, actively seek the support of relevant teachers, students and cooperative departments. , expand the relevant data information of "teaching", "learning" and management systems, and jointly promote the construction of big data for educational administration.

In addition, in order to complete the management of the huge data collection of educational affairs, it is necessary to strengthen the development of informatization, expand the information collection channels of educational affairs management and the investment of corresponding software and hardware, so that the educational affairs data information can be collected and stored quickly and accurately. At this stage, the relevant information databases of students and teachers in various fields have been digitized and intelligent, and all past work data has become the main source of the huge data collection of educational affairs. At the same time, due to the implementation of teaching innovation in colleges and universities, the newly emerging teaching resources can be displayed in different network ways. This type of Internet data has rich features such as pictures, text and sounds, which can create a more relaxed and pleasant learning environment, and is deeply supported by students. The educational administration data repository should quickly and accurately include this new data information, teaching content and learning mode.

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