

# *Innovation of Public Management Mode in Higher Vocational Colleges under the Background of Informatization*

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**Abstract:** Information technology has promoted the innovative development of the current public management mode in higher vocational colleges, brought new development opportunities and challenges to the public management work, and changed the traditional work mode and method. We should strengthen the effective application of information technology, reflect the advantages of information technology application in public management of higher vocational colleges, and give more development and extension space for public management. At this stage, the study of public management innovation in higher vocational colleges under the background of informatization has become a key topic, which has certain practical research significance. It is conducive to better promote the in-depth development of public management in higher vocational colleges, and more in line with the development trend and characteristics of information technology in the current era.

## **1. Introduction**

Information technology has changed the way of public management, changed the way people live and work, and more effectively improved the social benefits and functions of public management. It has become an important means to implement public management in higher vocational colleges. Under the background of information technology, the innovation of public management mode in higher vocational colleges has become an inevitable trend. It has certain technical guarantee, and forms the application system of information technology, which better reflects the application idea, application advantages and value of information technology. The public management mode of higher vocational colleges presents the characteristics of networking and information development, which is in line with the development direction of the times and the current practical application needs.

## **2. Necessity of innovation of public management mode in higher vocational colleges under the background of informatization**

With the rapid development of current information technology, it provides technical guarantee for the continuous innovation and development of public management mode in higher vocational colleges. Information technology is the key technology to improve the efficiency of public management.[1] The public management model of China's higher vocational education can no longer

meet the current management needs. We must cut into the analysis from practice to improve the quality of the entire vocational education. On the whole, in the information environment, the reform of public management mode in higher vocational colleges is inevitable. The main reasons are as follows.

### **2.1. The necessity of improving administrative efficiency**

With the development of information technology, the development of management technology is more effective and stable. The public management of colleges and universities should pay attention to stability and scientificity. The application of information technology can improve the efficiency of administrative management and ensure the normal operation of administrative management. With the continuous expansion of the scale of higher education in China, the enrollment scale of higher vocational colleges in China is expanding.[2] In order to meet the needs of China's economic development, it is imperative to introduce information technology. In vocational education, public management involves personnel management, affairs management and other aspects. The use of information technology can improve the overall level of management, reduce management costs and ensure the ultimate goal of management.[3] By combining big data technology with cloud computing and other innovative technologies, various data can be collected in real time and efficiently, thus improving the overall management level and service quality of enterprises. The improvement of management efficiency comes from the application of data value, which can enable managers to understand the key points of management in time and promote them in a timely and efficient manner. By making full use of the existing network big data technology and building an information management system platform, we can timely collect various basic data and information of students and teachers. For example, during the meal time, the number of students and teachers can be determined, and the key areas of people flow can be determined, so as to strengthen the public management and deal with emergencies.

### **2.2. Reducing investment in public management and operation expenses**

For a long time, the investment cost of higher vocational schools in public management is relatively high, and the amount of these costs ultimately depends on the actual investment of the school. In particular, public security issues and human resources investment. Generally, schools will take funds as the main investment to prevent the occurrence of various security incidents. However, due to the lack of corresponding measures, methods and mechanisms, the proportion of investment input and output is inconsistent, and some investments do not achieve the expected results. Some higher vocational colleges have made some explorations and attempts in the application of information technology, but the integration with big data technology is not on the right track.[4] In general, the investment in information technology is not once and for all, but it is more practical and can achieve all-round application, that is, we should establish a set of higher vocational management platform, and public management is a module that can reduce the investment in the early stage, thus ensuring the overall operation of the school. Information technology is an innovative technology, which can effectively exert the management potential of enterprises and improve the management level of enterprises. For most higher vocational colleges, it has already possessed the preconditions for implementing information transformation, has a number of professional technicians, and has received a large amount of funds. Therefore, how to control the cost is particularly important. At the current stage, it is an effective method to achieve the expected objectives of public administration and implement various works by means of information technology, which can achieve certain results.

### **2.3. It is conducive to creative practice**

Relying on information technology can make all kinds of management work more efficient, continuous and stable, which is conducive to feedback of work results, effective supervision and management of daily work, and make the work of enterprises more professional and scientific. In the information age, the public management mode of higher vocational education still needs to be constantly innovated, but for most colleges and universities, the level of informatization is not high enough, which is a gradual process.[5] Public management is the work of all aspects of the school, and the implementation of informatization can promote the innovative development of the work. In practical work, we should highlight the market-oriented characteristics of higher vocational education, give full play to the role of information technology in enrollment, student employment and other aspects, so as to ensure that a series of practical work can continuously achieve the desired results.

## **3. Problems in current public management in higher vocational colleges**

### **3.1. Lack of full understanding of information work**

At present, some higher vocational schools do not pay enough attention to the information work. The root cause and outstanding problem is that they lack sufficient correct understanding of the information work. This lack of understanding is ultimately reflected in practical problems. Some schools feel that the current public administration is more like an auxiliary work, more inclined to spend money on education and research, while ignoring public management, which restricts the development of the government. In fact, it is not only the higher vocational management that lacks sufficient understanding of the reform of the public management model, but also some specific managers. The leadership is unwilling to carry out the reform, which leads to the development of the higher vocational public management model lagging behind the development of reality, thus restricting the development of higher vocational education.

### **3.2. Incomplete information work**

At present, the information management of China's higher vocational and technical colleges is still in a piecemeal management mode, and the management work of library management, personnel management, archives management, financial management and so on are scattered, not a complete management system. There are serious defects in information work, which need to be reformed and innovated by means of integrating resources. Informatization is the general trend of social development today. If higher vocational colleges want to find a suitable way for their development, they must carry out effective innovation in the context of informatization. This is a work that higher vocational colleges must focus on and effectively deploy.

## **4. The reform of public management mode under the background of vocational education informatization**

### **4.1. Implementing the transformation of information concept**

With the advent of the information era, it is necessary to change the way of thinking, use new technology, realize new development, improve the level of information technology in higher vocational education, and fundamentally change the way of thinking of managers and practitioners. The way of thinking is the premise of improving teaching quality. Only by establishing an understanding of information technology can we make better use of it. From the perspective of

practical effect and practical effect, the implementation of informatization in higher vocational colleges is an important measure to improve the efficiency of public management. It can be said that in the context of informatization, the public management mode of higher vocational colleges should be changed from the management concept, so that informatization as an effective means and means can achieve twice the result with half the effort.

Because vocational and technical colleges attach great importance to the cultivation of talents, their curriculum structure is quite different from that of ordinary higher vocational colleges, and the general teaching management software on the market cannot achieve the optimal allocation of teaching resources. Therefore, the school must increase the funds, and let the teaching software companies develop the teaching management information system suitable for the characteristics of higher vocational education as soon as possible. This information system needs to have various service functions and conditions of school operation, meet the development characteristics of current vocational teaching, and include the reflection of common functions such as course selection and scheduling in this service management system. This is a comprehensive teaching management platform, including the teaching task arrangement of teachers, student work management, financial management, teaching resource platform, digital library, etc., which integrates these functions. This is the important thinking direction of the contemporary information construction platform of higher vocational education.

#### **4.2. Strengthening the establishment and improvement of management system**

Colleges and universities should strengthen the construction of information technology and information public management system to realize the increase of funds; At the same time, in the current vocational education, because the management of public management projects is too decentralized, schools need to integrate resources, so that limited resources can play a better role, improve the overall efficiency of teaching, and ensure the value of information systems. The establishment of modern enterprise management system is a gradual process, which requires full use of the current management system and operation mode. We should continue to improve and innovate, find management loopholes in management personnel, order, finance and other aspects, formulate corresponding management projects, and refine management measures to improve the effectiveness of management.

The informatization of teaching management should not only update the old concepts, but also build a corresponding education management system. In the traditional teaching management system, the Academic Affairs Office is a teaching management organization led by the Academic Affairs Office, while departments are only responsible for teaching management with the Academic Affairs Office, while other departments are responsible for their own work. This system leads to the long process of education and the slow transmission of education information, thus affecting the effect and quality of education management. After the construction of teaching management informatization is completed, the teaching organization will be reformed, and the teaching management system with colleges and departments as the main body will be implemented, and the management right will be handed over to each department, so as to improve the teaching management autonomy and information processing ability of each department. On this basis, the teaching management department with the Academic Affairs Office as the main body only needs to carry out macro control and guidance on teaching management, and cooperate with each other to complete the teaching management work, in order to shorten the management cycle, timely feedback the management results, reduce the waste of resources, and facilitate teaching and teaching reform.

### 4.3. Improving the school public management supervision mechanism

With the continuous expansion of enrollment in higher vocational colleges, the number of students in schools is also growing. In order to better manage these students, we must introduce information technology and improve teaching quality. In higher vocational education, there are more and more problems in personnel management, and human resources management is also becoming more and more complex. The use of information management technology can greatly reduce staff's work tasks and improve management efficiency. By establishing a sound supervision mechanism, we can further promote the reform and development of the school, promote the application and innovation of the management mode, and realize the dynamic monitoring of the school, in order to strengthen the division of labor and cooperation of all department. From the practical point of view, we can constantly improve the management order of higher vocational colleges, and avoid the phenomenon of management order chaos in real life, so that any management behavior has a basis. Through the analysis of the problems encountered in the operation of colleges and universities, we can realize dynamic innovation, solve problems in time, and ensure the sustainable and healthy development of public management.

### 5. Conclusion

In general, the development of public management service informatization in higher vocational colleges is still at a preliminary stage of development, and a complete set of standards and systems has not been formed. To strengthen the informatization construction of public management services and explore the current reform plan of informatization construction in higher vocational colleges, the main purpose is to promote the sustainable development of higher vocational colleges in China and lay a good foundation for cultivating high-quality technical talents in society. It is hoped to effectively attract more researchers into the construction and research of public management information in higher vocational colleges, truly promote teaching through research and improve the efficiency of public management services in higher vocational colleges.

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