

Analysis on the Management of Educational Affairs in Colleges and Universities in the New Situation

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Abstract: With the continuous development of my country's social economy, the development of college teaching has been promoted accordingly. The improvement of teaching quality in universities is inseparable from scientific educational administration. Under the new situation, the educational administration management of colleges and universities still needs further innovation. Only then can it adapt to the good development of colleges and universities. Therefore, this article mainly focuses on the analysis of relevant aspects of the educational administration management of colleges and universities, and hopes that the discussion of this article can further promote the improvement of the educational administration management of colleges and universities.

1. Introduction

In university management, educational administration management is the key to school management and the most important factor in determining the quality of a university. Its essence is to create and maintain a good teaching environment, and organize teachers and students to teach in a good teaching environment , So as to ensure the quality of teaching and cultivate qualified personnel. With the vigorous development of my country's higher education, especially since the expansion of enrollment, the scale of running schools has increased, the levels of running schools have gradually increased, and the workload of academic staff has continued to increase. In order to ensure the normal operation of teaching work, effectively improve the efficiency of educational administration and improve educational administration management quality, academic staff need to develop ideas and actively innovate. This urgently requires educational administration managers to seriously study educational administration management, recognize existing problems, and continuously optimize educational administration management to make educational administration management more scientific and efficient in order to adapt to the development of higher education in my country under the new form.

2. The Meaning of Educational Administration Management in Colleges and Universities

University educational administration management, the full name of university educational administration management, refers to the organization, command, and coordination adopted by the administrators of the colleges and universities in accordance with the relevant national regulations and the specific management system of the school, using various management methods to achieve the training goals of the colleges and universities , Supervision and control of teaching-related activities, in order to complete various teaching tasks with high efficiency and high quality, achieve professional training goals, and deliver various functional tasks for the society to deliver outstanding talents, so as to realize the teaching plan and daily teaching Strict management of affairs, school status, examinations, student performance, etc., to establish and maintain the normal teaching order in universities. As the core of university management, the level and quality of educational administration directly affects the teaching quality and development of the school.

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

Teaching management institutions in colleges and universities are related to the internal and external quality of the school. Therefore, the construction of teaching management institutions and their actions are the symbol of the development and progress of this school. Generally speaking, educational management includes teaching operation management, examination management, practical teaching management, enrollment management, student status management, teaching material management, teaching quality monitoring, and teaching method research. In the complex management process, the educational administration work presents the characteristics of science, continuity, information and education. In addition, the education is based on the people-oriented concept, which requires the educational administration staff to adhere to the normative and pedagogical aspects in actual work. Creative work should be based on specific situations and specific issues. This process has no existing laws and management models to follow. It can be said that the practice of educational administration is a process of continuous innovation. According to the current situation in universities, the following problems generally exist in educational administration management: First, the daily affairs of educational administration management are too cumbersome, lack innovation, and the management level is lagging behind. To eliminate this drawback, only continuous innovation and seeking more scientific and efficient management methods. Secondly, the phenomenon of multiple procedures in educational administration management has led to unclear responsibilities and lack of coordination in some educational administration work. Educational administration management is a complex and multi-linked system engineering, involving not only the work of students, but also the work of teachers; it needs to cooperate with other departments and colleges, as well as the internal links. The educational management personnel should fully realize this point, handle the working relationship with other departments and colleges externally, and handle the working relationship with other educational management personnel internally. However, at present, some academic administrators only know that they follow the instructions of their superiors when they work, and they work in different positions and lack coordination. The reason is that, on the one hand, the educational administrators lack the necessary sense of coordination; on the other hand, although some educational administrators have a sense of coordination, they are unwilling to coordinate because they are afraid of taking on more responsibilities. Finally, the lack of an effective incentive mechanism for the construction of the educational administration management team is not conducive to the sustainable development of the educational administration in universities. At present, the employment management mechanism of colleges and universities is rigid and rigid. It basically follows the mechanism under the planned economy-the dominant administrative power, which is seriously lacking in human nature. The party and government organizations in colleges and universities have legal administrative power over colleges and universities. Under this management mode, firstly, there is no real scientific talent appointment mechanism. Administrative power determines the scale of talents; secondly, teaching and management personnel become the will to execute administrative power. The tool of this kind has lost the possibility of independent development. In terms of the specific details of educational administration management, under this management mechanism, colleges and universities do not pay much attention to the construction of educational administration management team, and emphasize the use of training. The educational administration management personnel have heavy tasks and low salaries. They are full of confusion about their future development. Lack of positive and innovative motivation, and the level of educational administration cannot be improved. In a word, the administrative mechanism led by administrative power has finally led to the loss of vitality and effective driving force for the development of universities, and severely curbed the development of universities.

The issue of educational administration management system. The educational management system includes the student status management system, examination management system, teaching evaluation system, course management system, workload approval system, and staff training system. A reasonable, orderly, and appropriate educational administration management system is conducive to enhancing the executive power of educational administration management in universities and promoting the efficient operation of teaching. At present, there are two serious system construction

problems in the management of educational administration in universities in our country: one is the contradiction between the traditional educational administration system and the modern teaching reform, and the other is the executive power of the educational administration management system. However, in today's educational administration in colleges and universities, the issue of system construction based on objective development requirements has not attracted enough attention. It is not necessarily and difficult to have a system to follow in the management of specific affairs. The system must be strictly enforced and violate the system.

The issue of educational administration management team. The educational administration management work is undertaken by the educational administration management team. The scientific and rationalization of the knowledge, intelligence, ability, age and other structures of the educational administration management team is the key to achieving the best efficiency of educational administration management. At present, many colleges and universities attach great importance to the construction of the teaching management team, but not enough attention to the construction of the teaching management team. In particular, the educational management staff of colleges and universities lack a clear understanding of the characteristics of educational management work and lack of active service awareness, resulting in insufficient enthusiasm and innovation of the educational management staff. Educational administration management in universities places special emphasis on standardized operations and management. To a certain extent, some academic administrators are only satisfied with doing things in accordance with the usual practice, relying on their previous experience to work, and are afraid or unwilling to innovate themselves, resulting in educational administration management. The management ability of the team is insufficient to meet the development needs of modern higher education.

The problem of educational administration management mode and means. The educational administration management model of my country's universities is still relatively traditional. It still uses the original vertical and detailed management. The management method is outdated and far from keeping up with the needs of current teaching development. It belongs to a shallow and extensive management model and lacks scientific guidance methods. And means. Although most schools have introduced the information system of educational administration management, some functions have large limitations in the actual application process, so the applicability is not strong, and it has not formed close contact with all aspects of educational administration management, or even affects Manage quality and work efficiency.

4. The Reform Strategy of Educational Administration Management in Colleges and Universities

Change management concepts and innovate management systems. Innovation is an inevitable choice to improve the level of educational administration management. Only by innovation can universities have development and progress. The purpose of system innovation is to make management more orderly, more efficient, more scientific and more democratic. University leaders should attach importance to and encourage the cultivation of innovative ideas for educational administration staff, especially to establish an open management concept as a breakthrough point, focus on reforming management concepts and innovating management systems. Under the open management concept, the relationship between the school's educational administration management unit and the college-level teaching management department is no longer a vertical management relationship, but an organizational cooperation of interdependence and power sharing among stakeholders at all levels of educational administration management Relationship, so that relevant personnel have certain management rights, fully arouse their enthusiasm and awareness of actively participating in teaching management. It must be pointed out that the division of authority is the core of the two-level management of open educational administration. How the authority is allocated directly affects the effectiveness of management. In educational administration management, centralized management means that the main management functions and powers are concentrated in the school-level educational affairs department; decentralized management means that the main management functions and powers are dispersed to secondary departments.

Centralized management is conducive to the deployment of resources, and decentralized management is conducive to mobilizing the enthusiasm of all parties and giving full play to the role of colleges and departments. The rational use of centralized and decentralized management methods, strengthening teaching management, realizing resource sharing, and improving resource utilization are the prerequisites for improving the two-level management level of open educational administration.

Pay attention to organizational design and improve system mechanisms. Organizational design mainly refers to the design of organizational structure, which is the process of creating structure to achieve organizational goals. In order to make the design of the organizational structure more reasonable and effective, the following basic principles should be followed when designing the organizational structure: the principle of unified goals, the principle of division of labor, the principle of consistent power and responsibility, and the principle of streamlining efficiency. Following the above principles and combining the work flow of educational administration management, the educational administration department of colleges and universities should carry out scientific organization and design work, scientifically set up institutions and allocate management personnel according to the goals and tasks of reasonable educational affairs positions, and the ratio between the supervisor and the staff “It depends on various factors such as the quality of management personnel at all levels, the complexity of management activities, and the degree of spatial dispersion of the organization.”

The quintessence of management function is to know people and be good at responsibilities, and to motivate outstanding talents. Taking the introduction of competition mechanism and incentive mechanism as the starting point, further improving the educational administration management mechanism is an important aspect of the educational administration management of Chinese universities. A reasonable incentive mechanism can re-invigorate the enthusiasm and work enthusiasm of academic administrators. All colleges and universities should strengthen the construction of the educational administration management team while attaching importance to the training of the teaching staff, encourage the open recruitment of advanced educational administration managers from the whole school and the whole society, mobilize the enthusiasm and initiative of the educational administration managers, and gradually improve the competition in educational administration management and incentive mechanism to create favourable conditions for top talents to stand out, so that the enthusiasm of outstanding management talents can be mobilized, and their potential and intelligence can be explored.

Strengthen team building and improve management level. Management is the only ubiquitous human activity driven by the mind. Educational management is the hub of university management, and scientific education management can not only improve teaching quality, but also effectively promote the rational use of teaching resources. To improve the level of educational administration management in colleges and universities, it is particularly important to build a high-quality and capable educational administration team. Colleges and universities should give full play to their subjective initiative, attach importance to the management of educational administration, optimize the structure of the educational administration management team, provide training and re-education opportunities for educational administration managers, and further improve their own comprehensive literacy.

Applying modern information technology to improve the efficiency of educational administration management. Using advanced information technology to develop a comprehensive educational administration management system in colleges and universities is a favourable measure to deepen the reform of educational administration management system. To realize the modernization of educational administration management methods, it is first necessary to realize the computerization of educational administration management, and use educational management software for student status management, curriculum scheduling, examination management, teaching plans, teaching materials, classrooms, etc.; secondly, it is necessary to establish and use campus networks, To realize the sharing of teaching resources between the whole school and various departments. With the assistance of computers, the network of educational administration

management should be gradually realized. By introducing modern information technology into educational administration management, various types of information can be obtained in a timely, accurate and reliable manner in order to provide strong support for the scientific decision-making of educational administration management and improve the quality and efficiency of educational administration management. At the same time, it can also liberate the relevant staff from the complicated transactional work, so that they can have more energy to improve the knowledge structure through various learning methods, update management ideas, enhance the scientific understanding of management activities, and continuously improve educational affairs The level of management.

5. Conclusion:

Under the new situation, the management of educational affairs in universities still faces many opportunities and challenges. Only by constantly updating management concepts, applying modern management methods, and establishing new management organization models, can we meet the development of my country's higher education under the new situation and enable universities The educational administration work truly keeps pace with the times.

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