

To Explore the University Student Management from the Perspective of New Public Management

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Abstract: With the rapid development of society and the deepening of education reform, college student management is facing new challenges and opportunities. In this context, new public management, as an emerging management concept and practice model, provides us with a new perspective and method. New public management emphasizes the principles of efficiency, effect, customer orientation, competition and market mechanism. These principles have important enlightenment and application value in college student management. Therefore, this paper first analyzes the goals and principles of college student management, and discusses the working methods of college student management from the perspective of new public management based on the actual situation of college management, hoping to provide some references for college student management in our country.

Keywords: New public management; Colleges and universities; Student management

Introduction:

In the era of knowledge economy, education has become an important symbol of national competitiveness. As the cradle of training high-quality talents, the importance of student management in colleges and universities is self-evident. With the rapid development of society and the deepening of education reform, student management in colleges and universities is facing new challenges and opportunities. As a new management concept and practice model, new public management provides us with a new perspective and method.

1. Objectives and principles of college student management

1.1 Put people first

From the perspective of new public management, the goals and principles of student management in colleges and universities should be student-centered, emphasizing people-oriented, and management activities should be designed and implemented around the actual needs and long-term interests of students. Management work must be carried out by personnel with professional knowledge and skills, who should understand the characteristics of students and master the scientific methods of education management. Modern management concepts and technical means should be used to effectively solve the problems encountered in student management, pay attention to details in college student management, and ensure that every management measure can accurately meet the needs of students and effectively promote the comprehensive development of students^[1].

1.2 Run the school according to law

The core of governing schools according to law is to guide and restrict management behavior through legal norms, protect students' legitimate rights and interests, maintain the normal order of the school, and promote educational equity and justice. When formulating student management rules and regulations, it is necessary to ensure the legitimacy of the rules and regulations according to national educational laws, regulations and policies, and these rules and regulations should clarify students' rights and obligations in school. And the responsibilities and authority of the school in the management of students, to provide a legal basis for student management.

1.3 Combination of education and management

The principle of combining education and management requires colleges and universities to pay attention to ideological and

political education, moral quality education, professional quality education and mental health education in student management, and to ensure that students' behavior conforms to school rules and regulations and social morality through standardized management means. This combination is not a simple superposition. But to realize the mutual penetration and mutual promotion of education and management.

In terms of education, colleges and universities should guide students to establish a correct world outlook, outlook on life and values through various forms such as course teaching, social practice and campus cultural activities. In terms of management, colleges and universities need to establish a set of scientific management system to ensure students' orderly and safe behavior on campus.

2. Student management strategies from the perspective of new public management

2.1 Follow the principle of “customer orientation” to provide students with quality services

Schools and educational institutions should regard students as “customers” of services, and take this as the starting point to provide high-quality services. This change in management strategy requires educators to change from the traditional “teacher-centered” model to the “student-centered” model, and put students' needs and satisfaction in the first place. Schools should adopt questionnaires, symposiums, individual interviews and other methods. Students' needs and expectations can be deeply understood, so as to provide educational services that are more in line with students' individual needs. For example, schools can provide diversified elective courses and extracurricular activities according to students' interests and specialties to help students discover and develop their potential^[2].

From the perspective of new public management, schools and educational institutions should pay attention to the efficiency and effect of services. Schools can make use of modern information technology, such as online learning platform and intelligent management system, to improve the efficiency of management work and ensure that students can obtain the required information and services in a timely manner. Schools should also establish a set of scientific evaluation system. The quality of education services should be evaluated and feedback regularly, and the service process should be continuously optimized and improved. Schools should enhance students' understanding of and participation in school management by means of open and transparent information release and open decision-making process. Schools can invite students to participate in decision-making processes such as curriculum setting and campus construction. To make students feel that they are participants and beneficiaries of school management, the school also encourages teachers and administrators to constantly learn new educational concepts and management methods, try new educational technologies and management tools, and adapt to the changing educational environment and student needs.

2.2 Take “efficiency” as the principle to improve work efficiency

Schools should conduct an in-depth analysis of existing educational resources, including teachers, teaching facilities, capital investment, etc., and ensure that resources can be reasonably allocated and used through scientific evaluation and planning. Schools can establish resource sharing platforms to promote the sharing and optimal allocation of teaching resources and improve the efficiency of resource use. The school should sort out and improve the existing management process, eliminate unnecessary links and redundant steps, simplify the work process and improve work efficiency. For example, the school should introduce an electronic management system to realize automatic processing and management of student information and reduce manual operation time and error rate. The school should establish a scientific performance evaluation system. Conduct regular evaluation of the work performance of teachers and administrators to motivate them to improve their work efficiency and quality, for example, by setting clear work objectives and performance indicators to encourage teachers and administrators to improve their work efficiency while ensuring the quality of education.

2.3 Take “effect” as the orientation and establish a sense of service

Schools shall set clear service objectives and formulate corresponding service standards and quality indicators according to the actual needs and educational objectives of students. These objectives and standards shall be specific, measurable, and closely related to the growth and development of students. Schools may set specific objectives such as improving students' academic performance and enhancing students' social practice ability. In addition, the service effect should be monitored through regular evaluation and feedback, and the service process should be transparent, so that students and parents can understand the process and results of the provision of education services, so as to establish a trust relationship between schools and students, so that students and parents can better understand and support the school's education work^[3].

2.4 To “competition” as the orientation, to establish an effective incentive mechanism

From the perspective of new public management, schools should provide students with the same opportunities to compete, and should ensure that all students at the same starting line have equal opportunities to participate in various learning and competition

activities, through such an environment, students can show their talents and efforts under fair conditions, so as to stimulate their learning enthusiasm and competitive consciousness. Schools can encourage students to actively participate in learning and competition activities through incentives such as scholarships, honorary titles, priority selection of courses, etc. These incentives can not only stimulate students' internal motivation, but also help them establish a correct concept of competition, recognizing that the purpose of competition is to promote personal growth and development, during this period, Schools should encourage students to learn to cooperate in competition and achieve win-win results in cooperation. Through team projects, group discussions and other activities, students can learn from each other and help each other in competition to improve together. The combination of competition and cooperation helps cultivate students' team spirit and collaboration ability and lays a solid foundation for their future study and work.

2.5 To “market mechanism” as the driving force, to build a comprehensive development system

In order to achieve better management results, schools should provide diversified educational services and course options according to the actual needs of students and market trends, better meet the individual needs of students, improve the attractiveness and competitiveness of educational services, and encourage students to choose between different educational services and courses, so as to stimulate their learning motivation and innovative spirit. Schools should also provide adequate information and guidance to help students make informed choices and ensure that they have access to the educational services that are best for them. In order to improve the management effect, schools can set clear educational goals and performance indicators for teachers, motivate teachers and administrators to improve the quality and effect of educational services, so as to ensure the efficiency and effectiveness of educational services, and promote the professional development of teachers and administrators.

Conclusion:

To sum up, from the perspective of new public management, university administrators should recognize the goals and principles of university student management, and adopt methods that are more suitable for students' characteristics to achieve better management results. Schools should also establish a variety of management systems, train more professional managers, optimize and improve service processes, and achieve transparency to provide better development opportunities for college students.

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