Research on Student Affairs Management of Undergraduate Colleges in the New Era

Wenyuan Xu

Kunming City College, Kunming 650106, Yunnan, China.

Abstract ：As an important training institution for national talents, undergraduate colleges and universities are closely related to the development of our society. Student affairs management plays an important role in the talent training of undergraduate colleges. However, the current student affairs management mechanism of undergraduate colleges has different degrees of lag, and it is difficult to meet the actual development of students and the requirements of talent training. This is also today problems that need to be solved urgently by undergraduate colleges. In today's new era of continuous development of big data and new media, how to systematically construct the affairs management of undergraduate colleges, so as to effectively promote the student management mechanism of undergraduate colleges to a higher level, and be more conducive to providing reserve talents for national construction. This article uses this as the research background to analyze the background of undergraduate student affairs management, the problems being faced, and seek better measures, aiming to help the development of student affairs management system.

Keywords ：New Era Background; Undergraduate Colleges; Student Affairs Management; System Construction

With the rapid development of the country, all aspects are facing challenges of varying degrees, and the student management mechanism of undergraduate colleges is no exception. At present, the management of student affairs at all levels of undergraduate colleges is difficult to meet the needs of today's social education and the needs of undergraduate students' self-development in the new era. Undergraduate colleges must better promote the overall development of college students' moral, intellectual, physical, and artistic, and cultivate new students. The times can take on the important tasks of the times as the builders and successors of socialist modernization. It is bound to be student-centered and conform to the status quo of the development of big data and new media in the new era. Therefore, exploring the new path and new thinking of the student affairs management system is also the essence of the question.

1．Conditions and background of current undergraduate student affairs management

First of all, the extremely high coverage of the Internet is the realistic background of student affairs management. According to the statistical results of the 47th "Statistical Report on Internet Development in China", by the end of 2020, the number of Chinese Internet users has reached 989 million, and undergraduate students account for about 10% of mobile Internet users. This means that nearly 100 million undergraduate students will use mobile the Internet.

Secondly, as the Z generation, undergraduates play a pioneering role that cannot be ignored in the use and promotion of new media. At the same time, the impact of new media on undergraduates should not be underestimated. The popularization of the Internet has brought new media to different degrees of influence on the psychology and behavior of undergraduate students. The wide range of new media users, the disorder of information, the virtuality of space, and the interactivity of use, etc., all have an impact on students' psychology and behavior, and they also bring considerable challenges to the management of student affairs.

2. Undergraduate colleges and universities are facing various challenges in the management of student affairs in the new era

2.1 Student affairs management problems emerge endlessly

First of all, there are problems that cannot be ignored in the concept of student affairs management. For a long time in the past, the management of student affairs was based on "society-based". This kind of thinking will inevitably affect the management of student affairs in undergraduate colleges to a large extent. The quality of the school's assessment of the quality of student affairs management is limited to rigid criteria such as "no accident", "no stabs", "no accidents" and so on. The importance of safeguarding the safety and stability of the campus is notthe interests of students are centered, and the emphasis is on controlling students. Undergraduates will inevitably have a psychological resistance.

Secondly, the management of student affairs, especially emergency affairs, is lagging behind, lacking a complete plan and timely response capabilities. For example, when many undergraduate colleges experience major student affairs management crises, they are often at a loss or even make wrong responses, which affects the reputation of undergraduate colleges and creates a poor public opinion environment.

2.2 New media has increased the difficulty of student affairs management

The convenience of new media undeniably provides great convenience to student affairs management to a large extent, but it also brings many problems.

First of all, the content of new media is complex, which makes the management of student affairs more difficult. On the one hand, network information is intricate and difficult to distinguish between good and bad. It is extremely difficult for students to manage network information. Internet scams, Internet rumors, and violence for undergraduate students in Germany have had a huge negative impact on the stability of students' work. How to improve students' judgment and self-care is also urgent; The influence of students is also great. They need to help students form good online habits and use online games, online chats, and online shopping reasonably, which will help students establish correct values and promote personal development.

Secondly, the authority of managers has been weakened to varying degrees in the new media perspective. New media platforms are diversified, and new ones are constantly being introduced. The tentacles of student affairs management inevitably lag behind, and most new media platforms have a certain degree of privacy. Undergraduates can pass certain settings, such as visitor verification, banning visitors, etc. Keeping managers out of the door may not be able to reach the tentacles of student affairs management at all, weakening the authority of managers. Under the comprehensive filter of new media, student affairs management workers have transformed from "powerful groups" in reality to "Vulnerable Groups".

2.3 Big data is struggling in the application of student affairs management

First, the student affairs managers of undergraduate colleges lack big data thinking. Although the concept of big data has been put forward for several years, there are not many talents who really have big data thinking in undergraduate colleges. On the one hand, there are still "technical barriers" and "islanding phenomenon" in various departments of undergraduate colleges and universities, and various departments still do not share data. This not only reduces work efficiency, but also increases the workload of grassroots student affairs management. On the other hand, when faced with a certain decision or simple data analysis, student affairs managers will habitually rely on past work experience and cannot consider the overall situation and analyze various data in depth, leading to decision-making errors.

Second, there is a lack of talents who are proficient in big data and student affairs management in undergraduate colleges. Today in the 21st century, talents are the first wealth. Atpresent, most of the student affairs managers of undergraduate colleges do not understand big data, and most of the data analysis is guided by predecessors or personal explorations, and lacks professional data analysis capabilities; Students of undergraduate colleges. Most of the data is disorganized, and the difficulty of analyzing huge amounts of unstructured data is extremely high.

3. How to promote the system construction of student affairs management in undergraduate colleges

3.1 Adhere to the "student-oriented" concept of student affairs management

In the planned economy era before there form and opening up, most undergraduate colleges and universities pursued the concept of "social-based" student affairs management. This did provide a large number of talents for the society. However, after the

reform and opening up, especially since the 21st century, with the market. With the booming economy and the ever‑increasing demands of the social human resources market, undergraduate colleges and universities should pay more attention to the cultivation of students' comprehensive abilities. This cultivation is not only limited to professional curriculum education, but also embodied in the cultivation of various aspects such as personality development. Therefore, undergraduate colleges and universities should change this idea of student affairs management, adhere to "student‑oriented", and strengthen the service consciousness of student affairs managers. Exploit the potential of students and transform the preaching of administrative management into active guidance.

3.2 The choice of student affairs management path for undergraduate colleges and universities from the perspective of new media

First of all, we must build a "one‑stop" student affairs management platform. Fully consider the characteristics and needs of the development of undergraduate colleges and universities, carry out overall planning from the school level, try to achieve flat student affairs management, and avoid each department from doing things independently, which is easy to make students resist. Continuously base on user analysis of new media platforms, improve user experience, and upgrade in terms of interactivity, vision, and use, so that students can benefit rather than be restrained.

3.3 Implementation path of refined management of college student affairs in the era of big data

In the era of big data, information is huge and diverse. Undergraduate colleges and universities should not only make full use of the convenience of big data for student affairs management, but also constantly improve software and hardware facilities, rationally tap the hidden value of data, and enable fine management of student affairs. The level of precision service continues to improve.

First, cultivate big data thinking and build a high‑quality team. With the continuous development of the Internet, the Internet has changed from the IT era to the DT era. Having data and being able to tap and utilize the value of data is very important to the student affairs management of undergraduate colleges. At present, students have generated a large amount of scattered and fragmented data information in the self‑media environment. If student affairs managers need to obtain valuable information, they will inevitably extract, sort and analyze these scattered data.

Second, promote data sharing among various departments and strengthen supervision and management. The refined development of all aspects of student affairs management requires big data technology. All departments should eliminate "data barriers" and "islanding phenomenon", so as to effectively improve the efficiency of student affairs managers and avoid the phenomenon of collecting multiple copies of data. At the same time, under the background of the era of big data, while undergraduate colleges and universities use big data for student affairs management, they must also strengthen the management of various departments and strengthen the protection of student information.

4. Conclusion

When it comes to the management of student affairs in colleges and universities, we need to stick to one point at all times. The management of student affairs in schools must always stick to one point, that is, "student‑oriented". The goal of "everything" is advanced. However, each era will have its own unique background. Under the background of the new era, the development of the Internet and electronic information has put forward higher and more severe requirements on the student management of undergraduate colleges and universities, and has also brought endless and various challenges. This article is based on this status quo. It focuses on the analysis of the challenges of big data and new media to the student affairs management of undergraduate collegesand proposes corresponding solutions to this, hoping to provide some enlightenment for the student affairs management of undergraduate colleges.

References

1. Wang B. Research on the elaboration of college student affairs management in the big data era. Journal of Qiqihar Teachers College 2021; (01): 83‑85.
2. Liang D. University undergraduate student affairs management. Nanchang University 2010.
3. Yang Y. The path of student affairs management in applied undergraduate colleges from the perspective of new media. Journal of Hubei Correspondence University 2016; 29(24): 9‑10.