Research on the practice of university education management reform in the Internet era

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Abstract: The advent of the Internet era has given new vitality to the development of various industries, and has brought impact to the traditional education management mode in colleges and universities. How to make full use of Internet technology, platform and resources, reconstruct efficient and intelligent education management operation mode, to meet the needs of high-quality development of higher education, has become an important issue for colleges and universities to accelerate the pace of intelligent transformation of education management. Based on the Internet era, this paper analyzes the development characteristics of increasingly humanistic, intelligent and open educational management in colleges and universities, analyzes the problems of educational management concepts, management methods, management levels and management platforms in colleges and universities, and starts from the four aspects of establishing people-oriented thinking, giving play to the technical advantages of platforms, strengthening network management thinking and increasing equipment support. This paper probes into the reform ideas of college education management and puts forward concrete practical countermeasures.

Key words: Internet; Universities; Educational administration; Reform; practice

Introduction

After stepping into the Internet era, the society has shown a trend of digital evolution and development, which has spawned a large number of new forms and new business forms, and brought new changes to the field of higher education and management. In the cause of higher education, the level of education management determines whether all kinds of education work can be carried out orderly, especially the daily affairs management, moral education, knowledge education and so on. However, in the current education management work, the education management concept of some colleges and universities is relatively backward, and the value of Internet technology in the field of education management has not been fully brought into play. The level of using digital technology and information means is not high, and it is difficult to meet the needs of the modernization of colleges and universities.

1. Characteristics of college education management in the Internet era

1. Humanism

In the Internet era, college education management is increasingly emphasizing humanism. Administrators need to highlight the subjectivity of students, adhere to the principle of doing everything for students and starting from students, analyze the personality differences and needs of college students, and form student-centered management content, diversified management methods and ubiquitous management space. Under the humanistic orientation, colleges and universities can transform indoctrination and discipline into guidance and communication, create an educational management atmosphere that respects students' free development, and meet the needs of teachers' teaching and students' growth and development.

2. Wisdom

The Internet era has produced many intelligent management media. Administrators can use text, images, audio and video resources to carry out administrative management, teacher management and student management, promote the deep integration of network information technology and education management process, and create a more comprehensive and reasonable management ecology. At the same time, based on the needs of users, colleges and universities can combine the reality of students' lives, expand the direction of education management, and narrow the distance between students' daily life and education management work. In particular, with the support of big data mining and intelligent analysis technology, colleges and universities can establish a comprehensive student data collection system, run big data technology through all aspects of education and management, effectively grasp the dynamic data of students' life behaviors and thoughts and psychology, carry out targeted management work, and improve the wisdom of education management.

3. Openness

In the Internet era, various high and new technologies are emerging in an endless stream. Colleges and universities need to keep up with the trend of the network information age, upgrade the information platform of education management, develop new education management modules according to the characteristics of various resources allocation on campus, and configure more advanced and perfect education management information system. At the same time, colleges and universities should adhere to the principle of openness, combine the information management needs of teachers and students, open a variety of personalized functions for teachers and students, such as exam management, course scheduling, teaching task issuance, test score query, student information query, etc., support teachers and students to use mobile terminals and personal accounts to access the information they need anytime and anywhere. To improve the rapidity of information transfer in education management practice. In the information management of education management, colleges and universities need to improve the sharing of information data, unify the information of different education management departments, build a holistic and open education management platform, enhance the transparency of education management work, and facilitate unified supervision and

management work.

2. the development status of college education management in the Internet era

1. The concept of education management is not advanced enough

When organizing and carrying out education management work, some colleges and universities fail to keep up with the pace of the Internet era, do not have a deep understanding of the development of higher education and the needs of students in the new era, and have not updated and improved the concept of education management as a whole. In the previous education management, some colleges and universities failed to fully respect students' subjectivity, and administrators habitarily adopted a unified management model and unified systems and requirements to restrict students' learning and living behaviors, which was difficult to meet the diversified development needs of students. At the same time, in the specific work, some managers ignore their own service function, emphasize the content of management work, and rely more on the past experience to carry out work, can not reflect the democratic nature of management work. Due to the multi-faceted content of education management, some managers usually directly issue system and management notices, requiring students to obey the arrangement with rigid standards, which is easy to cause students' plans, which is not conducive to improving the level of education management and service. In addition, some managers are old-fashioned and fail to do a good job of prevention in advance. Instead, they adopt post-management methods and strict methods to educate or correct students' problems. Such management concepts have been unable to meet the needs of long-term development of colleges and universities.

2. Lack of innovation in educational management methods

University education management is highly systematic and complex, involving many staff and students. However, some colleges and universities blindly adopt the top-down mode of education management, and specially arrange counselors to be responsible for hundreds or dozens of students. They usually assign management tasks to counselors by uploading and handing down work methods. In the face of students with large personality differences, counselors are faced with greater work pressure. In the educational management work, although other administrators and teachers will also participate in the management work, but more use of preaching and indoctrination methods, the use of college students' standards and norms or social norms, requiring students to restrain their words and deeds. Due to their active and open thinking, college students tend to be more inclined to individualized educational management methods, and can not accept theoretical instruction and indoctrination methods well. In the practice of education management, the educational management methods of some colleges and universities lack of advanced nature, which not only can not meet the needs of students' personality development, but also stimulate their learning and creative potential, and even bring adverse effects on students' academic growth.

3. The level of professional management needs to be improved

The professional level of educational management personnel directly determines the effect of educational management in colleges and universities. In order to further implement the requirements of moral cultivation, colleges and universities need a group of managers with higher professional ability and comprehensive quality. In the Internet era, administrators should not only master the knowledge of psychology, management and pedagogy, but also have network media literacy and Internet thinking, and apply big data technology and information technology to education management to improve work efficiency. However, in the current educational management team of colleges and universities, some managers do not have a strong sense of service, rarely study the needs and development characteristics of college students in the new era, and copy the same educational management methods. At the same time, due to the complex tasks of college education management, administrators devote their energy and time to all aspects of work, lack of space for self-study and self-improvement, difficult to keep up with the development trend of the Internet, and lack of awareness and ability to use new media and network platforms, which limits the development of education management.

4. Lack of network service platform construction

In the Internet era, a large number of advanced technology and equipment have been applied to the field of education and management, creating conditions for colleges and universities to improve the efficiency of education management. However, in the process of implementing education management, some colleges and universities lack of emphasis on network and digital management, and have not yet established a network education management platform with complete functions. The level of use of information technology equipment and means is low, and more traditional information communication means are used to convey education management notices, resulting in the lack of timeliness of feedback on education management. In terms of concrete embodiment, some colleges and universities have insufficient investment in the construction of network service platform, which makes it difficult to maintain and update various platform equipment continuously. Coupled with the lack of professional network technical personnel, the use of network service system functions is faced with a series of problems, which hinders the innovation of college education management mode.

3. the reform and practical countermeasures of college education management mode in the Internet era

1. Establish people-oriented thought and promote student-oriented education management

In order to cope with the new challenges and new environment in the Internet era, colleges and universities should change their inherent management concepts and ways of thinking, and grasp the new direction of education management mode. First of all, the idea of people-oriented should be set up. In the work of education management, colleges and universities should take the all-round and healthy development of students as the starting point, highlight the principal position of students, mobilize their enthusiasm for independent development, guide

students to consciously develop their ability, shape their personality, and move towards all-round development. Specifically, educational management personnel should respect students' differences and personality characteristics, adhere to the principle of concrete analysis of specific problems, conduct in-depth research on the value orientation, character characteristics, psychological dynamics and cognitive ability of college students in the new era, respect their individual development needs and development laws, and create conditions for students' self-development. Secondly, the use of Internet technology to empower students to promote student-oriented education management. Based on the support of powerful technologies such as big data, new media and artificial intelligence, educational managers should be good at analyzing and applying the functions of Internet platforms, building diversified and personalized education management models, comprehensively applying big data collection, analysis and tracking technologies, paying attention to students' thinking, life and learning dynamics, and using Internet thinking to guide teachers to apply various information technology means, Integrate them into personnel training, resource development, teaching plans, practical training and teaching evaluation to achieve the goal of Internet + education management. In addition, administrators should fully consider the characteristics of college students' Internet use, establish the idea of Internet work, optimize various work processes according to the feedback of students, and enhance the humanistic and service-oriented nature of education management.

2. Give full play to the technological advantages of the platform and change the methods of education management

The Internet platform supports a variety of technologies. Colleges and universities should continue to introduce new technologies, improve the functions of the platform, and make use of the advantages of new technologies to build a digital education management model, create an information-based education management ecology, and provide high-quality education management services to teachers and students. First of all, the level of information management of teaching process and teaching method should be improved. The Internet is full of massive and diversified educational data and information resources. Based on teachers' needs for lesson preparation and teaching, administrators should use the functions of education management platforms to collect and integrate high-quality resources, provide high-quality teaching and learning materials for teachers and students, and provide support for teachers to carry out independent and inquiry-based learning activities. For students' personalized learning needs, administrators can build online information classes and create an open online education environment to support teacher-student interaction and communication. It can also establish an exclusive intelligent education platform, set up learning activities, learner promotion, learning resources, learners and other modules, support students to choose the type and starting point of knowledge according to their interests, experience and foundation, improve or reconstruct the knowledge system, promote learners to use data, intervene and guide students to make correct learning behaviors, and enhance their independent learning ability. Secondly, the level of information technology in scientific research and education management should be improved. Managers can use modern information technology and network platform to optimize the teaching environment conditions, provide teachers with convenient and fast teaching management platform, and use the system platform to monitor and evaluate teachers' behavior and thoughts in real time, help them carry out teaching reflection and teaching research work, and promote professional construction and teaching reform. In addition, managers can also use big data to care for teachers, be considerate of teachers, serve teachers, help teachers solve problems in teaching, research, teaching or life, and improve the humanized level of education management.

3. Strengthen the network management thinking and improve the professional management level

In order to innovate the mode of college education management, administrators should not simply regard the network as a management tool, but should recognize the real value of network technology and platform, strengthen the thinking of network management, improve the application level of network technology, and listen to the ability of education management. First of all, colleges and universities should vigorously publicize and promote the information-based education management mode, publicize the value of digital library, digital education platform and digital management education system by organizing education management seminars, training meetings and celebrity lectures, so that all teachers and administrators can realize the role of network management and cultivate their awareness of network management. Secondly, special training activities on Internet + education management should be organized. Colleges and universities should combine the development trend of education informatization and management informatization, adjust the recruitment standards of management personnel, add big data technology and computer technology assessment indicators, set up professional education management teams, and regularly invite education personnel and management personnel to participate in training activities, improve their information literacy and management ability, and better cooperate with the network education management work. In addition, colleges and universities can carry out online and offline publicity and feedback activities, invite teachers and students to participate in the theme discussion of "information-based education management", absorb constructive suggestions, timely discover and solve problems, and accelerate the pace of digital transformation of education management.

4. Strengthen equipment support and optimize the campus service system

First of all, in order to widely promote new models, new methods and new technologies, colleges and universities should correctly understand the value of the development of information technology and digital education management, and continuously strengthen the construction of hardware and software equipment by establishing special funds for education management information technology, so as to provide financial guarantee for the introduction of technology equipment, system update and maintenance, and professional training. Secondly, a unified campus data service center should be established. In order to let teachers and students concentrate on teaching, research, teaching and learning activities, colleges and universities should coordinate all aspects of education management and establish a dynamic updated data service system. The system should have the functions of data collection, analysis and sharing, and provide services for teachers and students' curriculum adjustment, classroom self-study, book borrowing and grade inquiry; With communication inquiry, salary inquiry,

financial reimbursement, department affairs and other functions, to provide convenience for teachers and students' lives. In addition, colleges and universities should establish a democratic education management platform, improve the level of information construction and enhance the applicability of the database by introducing data mining, analysis and prediction technology, so as to facilitate democratic management. In the management process, colleges and universities can use big data analysis technology, formulate democratic systems and procedures, and build feedback platforms for staff and students, so that administrators can understand the ideas of teachers and students and optimize management problems in a timely manner. Finally, the campus service work platform based on education management should be built, which includes ten educational service contents such as psychological education, practical education and organizational education, and clearly defines the management personnel, management scope and obligations of each module, so that the vast number of educational management personnel can use the intelligent platform to purify the Internet environment, carry out education work in an all-round way, and improve the level of campus service and education.

4. Concluding Remarks

To sum up, faced with the impact of the Internet era, colleges and universities urgently need to investigate the innovative development needs of modern education management, break through the limited thinking of education development, and build an education management model based on the Internet carrier and Internet thinking. Specifically, colleges and universities should integrate the Internet thinking into the whole process of education management, build a humanized and open mode of education management by promoting student-based education management, reforming education management methods, strengthening network management thinking, increasing equipment support, etc., and scientifically plan and arrange various educational management work contents. Enhance the pioneering, scientific and advanced nature of education management, demonstrate the role of the Internet in promoting education management, and provide intelligent guarantee for the transformation and development of college education management.

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