

On the Problems and Countermeasures of Education Management in Higher Vocational Colleges

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Abstract: With the continuous expansion and rapid development of higher education in China, the importance of school education management has been increasing. In view of the reality of the workload and difficulty of education management at the present stage, higher vocational colleges should transform the concept of education management as soon as possible, and put forward the corresponding methods and ideas of education management according to the current situation of education management work, and then establish a perfect, systematic and efficient education management system, and promote the quality of education in higher vocational colleges. In this context, this paper carries out research, through the analysis of the problems of higher vocational colleges' education management, and puts forward effective solutions and schemes.

Key words: Higher vocational colleges; Educational management; Problems; countermeasure

In the modern educational environment, student-oriented is the basic principle of teachers' teaching, and people-oriented should be the basic idea of educational management in schools. Vocational colleges and teachers should respect the laws of physical and mental development, interests, preferences and abilities of students in the process of growing up, and then through the management means of scientific colleges and universities, help students constantly improve themselves, and then become high-quality talents in the new era who abide by the rules, clear order, speak civilization, remain free, have culture, morality, love the motherland and have responsibilities.

I. Problems of education management in higher vocational colleges

1. The backward mode of education management

Under the environment of the new era, the three views, vision, cognition and character of contemporary college students are constantly changing, and the educational philosophy and environmental atmosphere of colleges and universities are also changing. Therefore, the traditional educational management methods show the practical problems that are not applicable. It is not only difficult to form effective management, but also easy to arouse students' aversion consciousness. In the face of the reality that college students advocate individual freedom and the Internet environment is deepening, college students' entertainment ways, social channels, communication topics, etc., are changing, and students' class cohesion and collective consciousness are gradually weakening, which has a direct impact on the traditional class-based educational management model of the school.

2. The education management environment is closed

At present, the education management of some higher vocational colleges stays inside the campus, and adopts control methods such as example demonstration and system constraint in the closed environment of the campus, which neither pays attention to the shaping role of the environment nor exploits the influence of social resources on students. This kind of educational management makes the people and things that students come into contact with in the campus environment have a certain difference from the social environment, which may cause the adaptability of students to the three kinds of environment: society, family and campus.

3. The concept of educational management is biased

At present, most of the educational administrators lay emphasis on the management of affairs, but neglect the guidance of students' ideological and moral education. On the one hand, administrators attach great importance to student order, requiring students to obey management and consciously maintain campus order. Through such management, the campus environment is ensured to be stable, but it has a negative impact on the cultivation of high-quality talents. On the other hand, some managers exert a suppressive effect on students through their authority and status in the management process, so as to force students to obey the management, which is easy to stimulate students' rebellious psychology, resistance consciousness and rebellious thoughts.

4. The method of education management is single

At present, most higher vocational colleges still adopt compulsory management methods and means. On the one hand, various rules and regulations are promulgated to form binding effect, so as to control the behavior of students. On the other hand, through preaching and discipline, management orders and requirements are issued by counselors, class teachers and teachers. However, such management method is not applicable to contemporary students. Under the management of "oppression" and "coercion", it will not only affect students' conscious growth consciousness, but also have a negative impact on students' divergence of thinking, personality growth, life cognition and learning inspiration.

II. Higher vocational college education management countermeasures

1. Create a diversified management model

Contemporary higher vocational colleges have a wide range of enrollment methods and complex composition of students. On the one hand, the students come from all over the country, and their growing environment, family atmosphere and personality characteristics are

different. On the other hand, the campus environment where students live is becoming more and more complicated, and under the influence of various cultural factors and Internet information, students' ideology, living habits and behavior patterns are greatly different. In this regard, higher vocational colleges in the implementation of educational management activities, must be based on students' actual life and ideology, not only to grasp their psychological characteristics, but also to analyze their individual thinking, and then adopt personalized management methods, to achieve a diversified management mode.

First of all, in the context of the Internet era, various media devices, social software and new media platforms have become the main channels and ways of communication, communication and entertainment for contemporary college students, which has greatly changed the relationship between student groups. In the implementation process of education management, higher vocational colleges should also start with media platforms that students are familiar with. For example, they can set up official new media accounts, release videos of interest to students through platforms such as Weibo, wechat public account, Douyin and B station, and transfer educational management ideas through funny videos, graphic stories, film and television clips, etc., so as to exert a subtle guiding effect on students' thoughts, personalities and behaviors. At the same time, all grass-roots management workers who have direct contact with students should establish convenient contact with students through wechat group, QQ group and other ways, and establish student communication manuals. Relevant staff can interview and investigate students through network channels, which can not only understand students' real learning needs and state of mind, but also provide students with necessary answers to questions. Secondly, higher vocational colleges should also organize diversified campus activities to guide students to establish active and healthy interests and avoid Internet addiction. First, regular themed class meeting activities should be established to promote positive social energy, national achievements, collective construction and other contents through theme guidance, so as to guide students to establish correct value orientation and moral concepts. Secondly, students can be organized to set up associations. Through the derivative and development of sports, science and technology, literature and art, etc., students with the same interests can gather together and have a good platform for common development.

2. Build a platform for human culture management

In the educational management of modern higher vocational colleges, schools should also take the establishment of humanistic campus as the goal. In this regard, higher vocational colleges should actively promote the construction of campus culture brand, in order to create a healthy and harmonious campus culture atmosphere, and through the environment to produce a subtle education and influence on students.

First of all, higher vocational colleges should strengthen the construction of academic style, promote the guidance of educational philosophy and educational purpose, tap rich educational resources and campus culture, and then take the development plan of higher vocational colleges and educational goals as the direction, build a campus culture with morality, creativity, civilization and science in one, and create a study style leading program with the atmosphere of The Times. Secondly, we should promote the construction of teachers' style and ethics. On the one hand, it is necessary to establish perfect norms and standards of teachers' ethics, which should not only restrict teachers' behavior habits, but also improve teachers' moral standards and professional quality, so as to create a good example for students to learn. On the other hand, it is necessary to urge teachers to establish a sense of lifelong learning, to learn and master the cutting-edge theories of education, and to constantly innovate methods and means in teaching practice. Thirdly, we should establish a standardized and scientific learning environment, establish a code of conduct standard with humanized characteristics, shape students' behavior character through flexible indicators and dynamic standards, strengthen students' awareness of rules through disciplinary norms, and then help students establish a learning consciousness that love learning, keep good faith and dare to innovate. Fourthly, we should insist on promoting the campus culture and creating an atmosphere for students to struggle. For example, students can often be organized to carry out extracurricular learning activities, theme movie watching activities, speech activities, so that students can understand the dedication and sacrifice of the revolutionary pioneers, understand the background color and value of red culture, and then shape patriotic belief and humanistic quality.

3. The development of information management mode

Under the application and development environment of information technology, higher vocational colleges should also give full play to the advantages of information system in education management. Higher vocational colleges should take information system and data resources as the basis to provide support for the analysis and decision-making behavior of education management, and then form an education management and service system of higher vocational colleges based on information support to provide a "one-stop" service platform for teachers and students of the whole school, so as to realize the optimization and upgrading of management concepts, methods and means.

First of all, higher vocational colleges should establish a digital education management system. Taking a unified information management system as the platform, and establishing an information management system with cross-platform docking function, it is necessary to ensure the corresponding relationship of "one person and one", and implement the confidential attribute of "lifelong use", thus forming a digital certification interconnection system. Under this system, teachers and students of the whole school can complete multi-platform authentication with the help of intelligent mobile terminal devices, and then provide convenient services for students with the help of mobile phone SMS, mobile collaborative signature, electronic seal and other authentication technologies. At the same time, blockchain technology can also be used to optimize the information management of school enrollment, examination, mutual recognition of credits, academic certification, job hunting and employment. Secondly, higher vocational colleges should strengthen the normative management and open sharing of education management data. Higher vocational colleges should establish a data standard system according to laws and regulations, and then achieve the purpose of data application by collecting, storing, using, processing and sharing data. At the same time, based on the data application and sharing mechanism, we can understand the data situation related to education management. Higher

vocational colleges should also adhere to the principle of data sharing, set the sharing authority and scope for confidential data, and design and simplify the sharing process to ensure that the school governance process can release data productivity and provide necessary decision support for educational management activities. Finally, the efficiency of educational management data should be improved. On the one hand, we should rely on the digital system to establish scientific decision-making, fine management and personalized service modules, thus providing help for the school's enrollment plan, student financial aid, student loans, security management, daily teaching and other work. On the other hand, with the help of big data user behavior analysis, we should further obtain student data portraits and provide necessary personalized services for them.

4. Clarify the concept of humanistic management

The concept of people-oriented management is the basic principle that must be adhered to in the implementation of education management in higher vocational colleges. It requires management workers to respect students as the premise, not only to meet the needs of students' growth, but also to transform traditional management behavior into service behavior. First of all, we should strengthen the sense of service, change the perspective of identity in the management work, provide corresponding management services by understanding the needs of students, ensure that it meets the interests of students, and then solve the problems and difficulties of students. For example, the current employability of higher vocational students is poor, and higher vocational colleges should adjust and reform it. On the one hand, they should develop employment guidance courses according to the needs of students, and let students understand the development trend of their profession and industry through education and guidance in technology, industry and business form; on the other hand, they should carry out employment simulation training, so that students can sum up experience in actual employment and recruitment activities. Another example is the slow development of students' practical ability, so higher vocational colleges should focus on the integration of production and education and the depth of school-enterprise cooperation, and then promote the construction and development of practical training practice bases, mass innovation education activities, talent incubation bases, simulation and simulation practical training laboratories and other contents. Secondly, the status of students should be promoted. First, we should ensure that students can reasonably enjoy their rights on campus, and provide necessary help and services for students, such as psychological diagnosis and treatment, physical exercise, and artistic performances. Second, we should guide students to be clear about their work and obligations, consciously abide by campus norms, and form a sense of self-management through behavioral constraints. In addition, higher vocational colleges should safeguard the rights and interests of students and resolve their conflicts. In the construction of student reward and punishment mechanism, it is necessary to ensure openness and justice, adhere to procedural justice and regularity, ensure sufficient and effective evidence, and at the same time give students the right to speak and defend, so as to realize the transparency and fairness of the education management system.

III. Conclusion

To sum up, in the modern educational environment, higher vocational colleges must further enhance the degree of emphasis on educational management. On the one hand, it is necessary to analyze the practical problems faced in the current educational management work in detail. On the other hand, it is necessary to create a diversified management mode, build a human culture management platform, develop an information management mode, and clarify the concept of humanistic management. In order to build a scientific and efficient education management system, to create good conditions for the improvement of the education level and talent training quality of higher vocational colleges.

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