

Strategy analysis of strengthening university logistics service in education in the new era

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Abstract: college logistics service is closely related to the growth and success of college students. It is of great significance to strengthen college logistics service and education in the new era. However, at present, some colleges and universities lack of awareness of the importance of rear service education, the mechanism is not perfect, and the work is not in place, resulting in the effect of rear service education in Colleges and universities is not obvious. In order to strengthen the rear service and education in Colleges and universities in the new era, we must improve the rear service management mechanism and improve the quality of personnel; Innovate service content and form, improve service quality; Improve the evaluation system and enhance the effectiveness of evaluation; Strengthen the construction of the logistics team and improve the quality of the staff. Through effective strategies, further improve the level of logistics education in Colleges and universities.

Key words: colleges and universities; Logistics services; Educating people; strategy

1. University logistics service in the value of Education

With the development and progress of China's economy and society, the logistics service work in Colleges and universities is gradually developing in the direction of refinement and humanization. More and more colleges and universities take the logistics service work as an important position to cultivate morality and talents. Therefore, from the perspective of cultivating successors and talents in the new era, colleges and universities must recognize the importance of logistics service education, and create favorable conditions for cultivating more excellent talents who meet the development needs of the times and the needs of the country.

1.1 Guarantee the quality of talent training

The development of rear service education in Colleges and universities should always adhere to the socialist direction of running a school, which is the fundamental premise to ensure the quality of personnel training in Colleges and universities. The work of logistics service in Colleges and universities should be guided by the party's and the state's education policies, with morality as the fundamental task, give full play to the value of logistics service education, organically combine the work of logistics service education with personnel training, pay attention to strengthening the ideological and political education of students, and cultivate students' good professional ethics, behavior habits and noble moral sentiments. We should adhere to the student-centered principle in practical work, meet students' development needs, integrate talent training objectives and needs into logistics services, and actively participate in talent training. We should give full play to the educational value of logistics services, improve the quality and level of services, and create favorable conditions for promoting the quality of personnel training.

1.2 Promote the all-round development of people

The purpose of logistics service education is "people-oriented", and its goal is to cultivate high-quality talents with all-round development in the new era. As an important part of university education, logistics service education is also the concrete embodiment of the fundamental task of cultivating morality. Under the background of the new era, the rear service education in Colleges and universities should adhere to the "student-oriented", start from the needs of students, truly take students as the main body of service education, and integrate the needs of service objects with the growth of college students, so as to be student-oriented, service-oriented and environmental education. At the same time, we should actively innovate and enrich the form and content of service education, and improve college students' sense of participation and access through various ways and methods. By giving full play to the educational value of logistics service, college students will be educated and influenced imperceptibly.

1.3 Implement "three roundness education"

In recent years, colleges and universities have made some achievements in the practice of "three complete education", but there are still some problems, such as the implementation of the education concept is not comprehensive enough, and the education system is not perfect enough. With the continuous development of China's education, personnel training should also be adjusted accordingly. Colleges and universities should take morality cultivation as the fundamental task, and strengthen the attention and attention to the logistics service work in Colleges and universities from the needs of students' growth and success. At the same time, we should improve the participation of all staff, comprehensive coverage and full participation, give full play to its educational function, and implement the concept of "three complete education". The logistics service department and teaching staff of colleges and universities should adhere to the actual needs of students, and carry out service and education work with the goal of students' growth and success, so as to implement morality and talent cultivation.

2. Strategies for strengthening the rear service and education in Colleges and universities in the new era

2.1 Improve the logistics management mechanism and promote the effect of Education

The rear service education in Colleges and universities is a systematic project. Only by improving the rear service management

mechanism and strengthening the construction of the rear service management team, can we enhance the awareness of education and improve the level of education. At present, the logistics service work in Colleges and universities is facing an increasingly diversified student group. Under the circumstances of the continuous expansion of the scale of colleges and universities, the increasing number of students year by year, and the changing needs of education development, the mechanism of strengthening the logistics service education in Colleges and universities must be improved.

First, we should treat the university logistics service with a high sense of responsibility and mission, and adhere to the people-oriented idea; Secondly, according to the actual situation and the characteristics of college students, we should continue to strengthen the ideological and political education and professional quality education for teachers and students; Third, pay attention to the important role of high-quality talents in the school logistics service and education work; Fourth, according to the development goals of colleges and universities and the needs of economic and social development, gradually establish and improve the corresponding talent training, service quality evaluation, management system and other systems; Fifthly, fully mobilize the enthusiasm of teachers and students to participate in the work of rear service education, and broaden the field and content of rear service education; Sixthly, strengthen the construction of logistics staff in Colleges and universities. To improve the quality of college logistics staff in the new era, we should not only establish the correct educational concept and awareness, but also achieve a good demonstration effect in behavior, so that it can become an example for students to learn.

2.2 Innovate service content and form, improve service quality

In the new era, college logistics service education must be guided by the needs of teachers and students, innovate service content and form, and improve service quality. In the management of logistics service, we should establish the concept of serving teachers and students, and strive to improve students' satisfaction with logistics work. In providing daily services, we should adhere to the people-oriented concept and strive to build a harmonious relationship between teachers and students; We should adhere to the student-centered concept, actively listen to the voice of students, start from the actual situation of students, and start from the most concerned and realistic interests of students, and strive to follow up wherever the school develops and logistics goes; We should adhere to the concept of focusing on safety and stability. Attach importance to school security and stability, strengthen the comprehensive management of campus public security, and further improve the campus public security prevention and control system; We should adhere to the concept of taking health and civilization as the goal. Take the civilized, healthy and progressive campus culture as an important part of the construction of educational environment. Promote more standardized and regular school management; We should adhere to the concept of taking security and stability as the guarantee. We will do a good job in school safety and stability, strive to build a safe campus, and strive to make students feel at ease, parents feel at ease, and society satisfied.

2.3 Improve the evaluation system and enhance the effectiveness of evaluation

Building a scientific logistics service quality evaluation system is the key link to strengthen the education of logistics service.

The first is to improve the evaluation standard of logistics service quality, establish a scientific and reasonable evaluation index system, and take student satisfaction as the main index of logistics service quality evaluation; The second is to establish a comprehensive, multi-level and scientific logistics service quality evaluation system based on students' growth needs. Give full play to the guiding role of the evaluation system, and take student satisfaction as an important basis for assessment and evaluation; The third is to establish a logistics service quality monitoring network. Make full use of modern information technology, establish and improve the network supervision system, form a long-term supervision mechanism, and constantly improve the evaluation mechanism of university logistics service. In addition, it is also necessary to strengthen the assessment of logistics management personnel, clarify the basic requirements such as assessment objectives, contents, procedures and methods, and take the assessment results as an important basis for personal promotion and performance distribution. By improving the logistics service quality evaluation system and enhancing the scientificity and effectiveness of the evaluation, we will implement the education work and truly play the role of education.

2.4 Strengthen the construction of logistics team and improve the quality of staff

The effect of rear service education in Colleges and universities is ultimately reflected in providing high-quality services for teachers and students. Therefore, we must pay more attention to the rear service and education work in Colleges and universities, start from the rear service staff themselves, and effectively enhance the cohesion and combat effectiveness of the rear service team in Colleges and universities. First of all, improve the understanding of the importance of the construction of logistics team in Colleges and universities, and include the service and education work in the overall development plan of colleges and universities. Secondly, we should actively implement the requirements of comprehensively and strictly governing the party, and constantly improve the importance of the rear service and education in Colleges and universities. Finally, establish a logistics service and education team with excellent ideological style, high professional level and strong team consciousness in Colleges and universities.

1. Adhere to people-oriented and strengthen ideological and Political Education

Logistics team is the main participant and organizer of College Students' life and learning, and plays an important role in education. We must adhere to people-oriented, constantly strengthen ideological and political education, and implement the ideological and political work of students. First, carry out special training on logistics service education to improve the ideological understanding of employees; Secondly, strengthen the ideological and moral education of employees, guide employees to establish a correct world outlook, outlook on life and values, and integrate the socialist core values into the logistics work; Finally, strengthen the ideological and political construction of the logistics staff and improve their professional ethics and business level.

2. Pay attention to the role of Student Associations

As an important part of College Students' organizations, student associations play a positive role in organizing and guiding the all-round development of college students. Strengthening the construction of student associations is a long-term work. First of all, we should establish and improve the rules and regulations, and establish the management institutions and systems of student associations; Secondly, we should organize activities regularly. First of all, regularly carry out community activities and "community service week" activities. By regularly holding some activities to serve the teachers and students of our school, we respond to the concept of "service education" with practical actions; Second, play an exemplary role. While carrying out daily work, college students are educated through a series of cultural activities with prominent themes, rich contents and diverse forms.

2.5 Clarify goals and tasks, enrich cultural life

In the process of logistics management, we should adhere to the "student-centered" service concept, and improve the satisfaction of students as an important indicator of service quality assessment. In order to improve the service level, the school should formulate the service education work plan, clarify the service work objectives and tasks, and strive to build a logistics team with dedication, selfless dedication, excellent business and exquisite technology. At the same time, logistics services should strengthen the enrichment of students' cultural life, carry out colorful cultural activities, and create a positive campus cultural atmosphere.

For example, establish a comprehensive student living park to provide students with dining, learning and living places, and set up intelligent services to provide learning and entertainment places for teachers and students; Carry out a series of activities of "I am the little master of the campus". Set up student associations to organize and carry out various extracurricular activities and social practice activities in spare time; Establish logistics associations with relevant departments to organize and carry out a series of recreational and sports activities conducive to the healthy growth of students; Regularly hold art and sports competitions such as logistics art shows and sports competitions; Establish the propaganda front of logistics culture, publicize the concept of service education, and carry out propaganda by means of billboards, electronic display screens, campus radio stations, etc; Organize and carry out a series of educational activities with the theme of "gratitude to parents"; Actively participate in college students' voluntary service and social practice activities organized by relevant departments.

2.6 Increase capital investment and improve the education environment

At present, the funding input of rear service education in Colleges and universities is obviously insufficient, resulting in the lack of necessary material support for many work, which will greatly affect and restrict the effect of service education. To solve the problem of funds, we should increase the investment of funds. First of all, we should strengthen the construction of school infrastructure, actively strive for government investment at all levels, strengthen the construction of campus cultural facilities, and constantly improve the hardware conditions of logistics service and education. Secondly, establish and improve the coordination mechanism and linkage mechanism between the school logistics management department and functional departments, strengthen the service awareness of logistics management personnel, and continuously improve their service level and ability. Thirdly, establish work study program bases for college students in major universities to actively guide and encourage students to participate in social practice activities. Finally, in view of the large number of people eating in University canteens and the difficulty of eating at peak hours, we should establish a set of practical canteen dining system and student feedback system, increase students' dining choice space and give students more opportunities to participate in selection, supervision and evaluation, so as to truly make students become the owners of canteens.

To sum up, university logistics plays a very important role in educating people, so university management should have a correct understanding of this. In practice, by improving the logistics management mechanism, innovating the service content and form, improving the evaluation system, strengthening the construction of logistics team, clarifying the objectives and tasks, increasing capital investment and other ways, we can strengthen the effect of university logistics service in education, and promote the sustainable development of university education.

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