

# Research on Innovative strategies of ideological and political education in college student management

Lu Liu

Zhangjiakou University, Zhangjiakou 075000, Hebei Province, China

**Abstract:** Student management is an important part of college education work, college students have the characteristics of ideological activity, in the digital network era, the positive guidance to young students, so that they establish a correct outlook on life, values and world view is particularly important, ideological and political education work is the core of student management work, for students to do a good job has a very important role. This paper takes college student management as the starting point, analyzes the integration of ideological and political education, and finds out the effective path of the integration of the two, in order to improve the quality of college student management.

**Key words:** universities; Student management; Ideological and political education; strategy

## Introduction

China's higher education reform is continuing to deepen, "student-oriented" education concept has become an important trend in the development of higher education. In the study and life of college students, the student management measures taken by colleges and universities are of great importance to their personal development and will have a great impact on the future. In the complex and changing social situation, to occupy the ideological high ground, let students establish the right values, so as to lead the personal development, is the biggest guarantee for the university student management work. From the perspective of college student management, the combination of ideological and political education and student management requires "both hands" and "both hands" ( ? ? ) to improve the quality of student management and meet the needs of the development of the times.

## 1. The significance of ideological and political education in college student management

### 1.1 It is helpful to improve the management level

Ideological and political education focuses on cultivating students' noble qualities, enabling them to have solid professional knowledge, and at the same time, self-cultivation and reshaping value.

Nowadays, due to the increasing temptation of society, the ideological consciousness of college students is easily influenced, at this time, ideological and political education is particularly important. Student management involves a wide range of content, effective management can have a profound impact on the ideological consciousness of college students, the establishment of values and physical and mental health, so it is also necessary to carry out reasonable planning, improve the efficiency of student management, to build a good relationship between the two. Its impact on management is reflected in the following two points: First, comprehensive and systematic student management can create a good environment for ideological and political education. The university stage is an important period for the formation of students' values. If teachers integrate ideological and political education into ideological management, social management or behavioral management, the campus ideological and political education environment will be more harmonious, which is also very beneficial to the shaping of students' character; Second, the student management work will make the platform of ideological and political education broader. Based on the new era, the development of information technology gives birth to the emergence of new media means, which can effectively make up for the shortage of traditional educational resources. The addition of multimedia in the integration of student management and ideological and political education will promote the development of ideological and political education to be more stable; Third, the integration of student management and ideological and political education can make it easier for students to accept, effectively reverse the traditional ideological and political teaching mode, and reflect the dominant position of students.

### 1.2 It helps to improve students' literacy

China's economic development has promoted its status in the world, deepened international exchanges, and closer contacts with other countries, in addition to the Internet

The communication function of the carrier makes the higher education also face many problems. Colleges and universities are important bases of personnel training in our country. In order to cope with the social development better, talents are needed not only to have professional knowledge reserves, but also to have stronger psychological qualities and become all-round talents in line with the social development. Nowadays, the world is complicated, which makes the values of information transmission gradually show a trend of diversification. If the minds of college students are affected by this, they will gradually lose interest in learning, which is not conducive to shaping new social talents who are physically and mentally healthy. Therefore, ideological and political education should be integrated with college student management, and the guidance of students' values should be strengthened. Counselors should give full play to their roles, not only in study and life, but also in ideology, so that students can have the ability to distinguish right from wrong, so that they can resist adverse trends of thought and have the ability to deal with related problems.

## 2. Current situation of ideological and political education innovation in college student management

### 2.1 Ideological and political education formalized

At present, the social development is in the era of information explosion, massive information is disseminated in diversified ways, so that people are too busy. Changes in the social situation have given birth to a variety of social thoughts, which are spread through micro-blogs, videos or other social media platforms, and have a profound influence on college students' thoughts. Under this background, college teachers should pay attention to ideological and political education in student management, give students correct guidance, make them establish correct values, improve their ability to resist bad information, and avoid the invasion of bad information. However, some colleges and universities do not pay enough attention to the ideological and political education of college students, and do not pay attention to the ideological and political education, more just mechanical repetition of theoretical knowledge, ignoring the practical skills and ideological training of students, so the guidance of ideological and political education can not be fully reflected. Even the relevant work carried out by individual schools is more to cope with the inspection, the formalization is serious, and the final effect is not satisfactory, and the actual effect of education has not been shown.

### 2.2 The management style is strong and rigid

The surface of education is to teach professional or disciplinary knowledge, but the essence is the art of shaping people's hearts and souls

Therefore, the teaching concept should reflect the "student-oriented", adhere to the central position of students, combined with the actual characteristics of students to carry out management. In order to improve the teaching quality and level, some colleges and universities usually adopt the compulsory mode, and the management effect fails to meet the expectations. Since administrators do not understand the characteristics of the objects under management, and more college students are pursuing independence and autonomy, if they just blindly suppress without guidance, it will be useless. In addition, the author found that there is still a phenomenon in the current management of college students is the lack of humanistic care, The starting point of education is for students. However, in colleges and universities under the compulsory management mode, teachers usually ignore their role of guidance and service, put themselves in the dominant position, give orders to students at will, and pay no attention to students' physical and mental health. In ideological and political education, the idea of "student-oriented" is not applied in place, which leads to the difficulty of ideological and political work in colleges and universities.

### 2.3 The campus culture is thinning

At present, the common problem that colleges and universities face in the development process is that they put the emphasis on research and teaching, but ignore the campus culture?

The ideological and political education work has not been placed in a more important position. Although some universities have also formulated relevant policies, but the real implementation will still be ignored, there will be artificial weakening of the situation. For example, in the ideological and political management work, some administrators do not put the ideological and political work in a corresponding position, the management mechanism of daily work is not scientific, and the responsibilities are not clearly divided. Some teachers do not have enough enthusiasm for work, and their work attitude needs to be correct, so the overall work efficiency is low. In this context, it is very difficult for management work to achieve sustained development. In today's increasingly complex international environment, it is imperative for colleges and universities to train future builders of the country to innovate and reform the management system of ideological and political education, optimize resources according to local conditions, and truly give full play to the value of student management.

## 3. Innovative strategies of ideological and political education in college student management

### 3.1 Enhancing the effectiveness of ideological and political education

In order to achieve the effective integration of ideological and political education in student management, colleges and universities need to build a management team with strong political quality and management ability to ensure the smooth development of ideological and political education work and student management work. First of all, it is necessary for colleges and universities to sum up the existing problems from the actual student management work in the past, draw lessons from experience, and then take targeted measures to optimize the management mode and management mechanism, so as to ensure the efficient integration of ideological and political education in the management work. Secondly, colleges and universities should actively build a high-level teaching staff and effectively improve the level of teachers in the management team. In this regard, colleges and universities can further expand the recruitment channels of teachers and improve the hiring standards. In particular, for ideological and political teachers and staff, it is necessary to include teachers' ideological and political quality and professional ability into teacher assessment standards, so as to ensure that teachers' ability can meet the needs of student management and ideological and political education, avoid the occurrence of ideological and political teachers dealing with class, and effectively promote the integrated development of student management and ideological and political course teaching. To meet the diversified learning needs of students. In the actual ideological and political classroom teaching, teachers can carry out diversified ideological and political activities to achieve the goal of ideological and political education and improve the effect of student management. For example, teachers can carry out activities such as ideological and political theme speeches, red cultural dramas, ideological and political debates, and actively encourage students to participate. In the participation of diversified activities, teachers can effectively deepen students' understanding of ideological and political connotations, strengthen students' ideological education, help students establish correct values and moral cultivation, and then improve the effectiveness of ideological and political education. Promote the effective integration of ideological and political education and student management.

### 3.2 Optimize the student management mechanism

In order to integrate ideological and political education into student management, colleges and universities need to change the previous educational management concepts, optimize the student management system, and improve the management level. First of all, colleges and universities should speed up the renewal of the concept of education management, deeply implement the concept of “student-oriented” into the student management work, change the previous strong and rigid concept of education management, respect the differences of students, adopt a humanized management mode, and provide students with high-quality education and life services to the maximum extent. In such a comfortable and relaxed environment, it is helpful to build a new type of teacher-student relationship between students and teachers, enhance the contact and interaction between teachers and students, and then enable students to accept the ideas transmitted by teachers more consciously, realize the effective integration of ideological and political education and student management, guide students to strengthen self-discipline and make them face study and life with a positive attitude. To achieve the goal of all-round development. Secondly, the school should speed up the construction of a scientific student management system, change the previous management form, optimize the power and responsibility system, implement all rights and responsibilities in student management, and effectively improve the efficiency and quality of student management. In addition, as students’ companions in study and life, counselors’ management of students is also an important link and starting point in the implementation of ideological and political education. In this regard, counselors should pay attention to the continuous improvement of their own political accomplishment and professional ability, fully demonstrate their own charm, always pay attention to their own words and deeds, set an example, correctly guide students’ ideological concepts and political literacy, and effectively implement the goals of ideological and political education. Counselors should strengthen communication and harmonious coexistence with students, establish a new type of teacher-student relationship that benefits teachers and friends, give enough care and love to students, effectively implement the content of ideological and political education into the management work, truly achieve the integration and communication of management and guidance, so that students can accept education and management from the heart, and then form a positive thought and healthy personality.

### 3.3 Improve ideological and political culture construction

With the progress and development of The Times, the connotation of ideological and political education is getting richer and richer. Especially in the current era of rapid development of the Internet and new media, colleges and universities should actively develop new online media platforms and resources, and apply them to ideological and political education and student management, further expand the scope of education, update the content of ideological and political education, and fully demonstrate the content of ideological and political education. In this regard, colleges and universities should make use of the Internet and new media technology to actively build online ideological and political education platforms, so that ideological and political education can jump out of the classroom and textbooks, fully integrate it with student management work, further expand the vision and content of ideological and political education, and accelerate the construction of campus ideological and political culture. For example, new media platforms such as Wechat public accounts, Weibo, and tiktok, which are commonly used by contemporary college students, can be used to set up official university accounts on various platforms, and share related contents of ideological and political education through the platforms. They can stimulate students’ interest in learning and watching in the form of short videos, funny pictures and emoticons that college students like. By using the rapid communication channels of new media, the university can further expand the coverage of ideological and political education, strengthen the effectiveness of ideological and political education, and thus realize the effective construction of campus ideological and political culture.

## Concluding Remarks

To sum up, the integration of college student management and ideological and political education not only ensures the efficiency of student management, but also plays the role of ideological and political education in educating people. The author believes that in order to realize the integration of the two and innovate ideological and political education, we need to adhere to the concept of student-oriented, show students’ subjectivity, and guide them to set up the correct values. In this paper, in view of how to innovate ideological and political education in student management, the author puts forward some suggestions to create a comprehensive teacher team, optimize the student management mechanism, and improve the construction of ideological and political culture, so as to ensure that the student management work in colleges and universities meets the social requirements and promote the all-round development of college students.

## References:

- [1] Jijin Xu. Application Analysis of Ideological and Political Education in College Student Management in the New Era [J]. Educational Research, 2022, 4(12):31-33.
- [2] Jinhui Li. Research on the path of university ideological and political education combined with student management [J]. Comparative Research on Cultural Innovation, 2021, 5(5):3.
- [3] Wei Cui, Lihua Dong. Discussion on effective integration of ideological and political education and student teaching management in colleges and universities [J]. Heilongjiang Science, 2022, 13(17):93-95. (in Chinese).
- [4] Jing Qian. Strengthening Ideological and Political Education in Colleges and Universities under the New Media environment [J]. Journal of Harbin Vocational and Technical College. 2021(2):82-84.