

Research on Improving Educational Management in Colleges and Universities from the Perspective of Service Education

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Abstract

The education and management of undergraduates in colleges and universities of China is not only a main task in educational administration but also an important link to strengthen the ability of talent cultivation. The new phase of educational management in colleges and universities presents new requirements and new conflicts, and produces new problems for the daily educational management which must be urgently addressed. To enhance the educational management, the administrative staffs are required to constantly improve their ideological thinking as well as management skills. Service education plays a crucial part in the educational management. Advanced and scientific management methods are to be adopted to coordinate and build a more humanized relationship between teaching administration and student management, to really elevate the quality of teaching work, and to facilitate educational management system.

Key Words: Educational Management; Service Education; Colleges and Universities

Introduction

As an important link between education by teaching and education by management, educational management and service education have played vital roles in improving the comprehensive quality of college students and sublimating their moral sentiment. The educational management in colleges and universities should adhere to the purpose of service and education, and realize the humanized educational management in the real sense. However, the daily routine and the existing researches show that there are still many common problems on the educational management in colleges and universities, such as outdated management concept, deficient regulations and managerial expertise, inflexible assessment, unsound quality control system and low-level informatization. We need to further analyze the reasons behind these problems and continue to explore practical solutions and methods, so as to improve educational management of colleges and universities. Therefore, we must think about and deal with how to implement the work of service and education for students well, and to make the daily educational management in colleges and universities both effect-oriented and human-oriented.

I. Overview of Current Educational management in Colleges and Universities

1. Focusing on regulation enforcement of educational management to strengthen the management methods

A serialized and systematic educational management system is the basic guarantee to improve the quality of educational management. At present, most colleges and universities have attached great importance to the formulation and improvement of various rules and regulations for educational management. They have issued a series of detailed rules for the management and implementation of teaching work, and clarified the requirements for program or course syllabus, operation, infrastructure, reform, quality control and evaluation, etc. In addition, some specific measures have been taken in the management, such as the establishment of supervision group, the establishment of regular program inspection system and the cadre attendance system, as well as the introduction of teaching quality monitoring documents. At the same time, they will standardize their teaching operation based on certain monitoring methods, such as summary of phased educational management, feedback on educational management, questionnaire survey on teaching quality, statistics on teaching status, compilation and distribution of teaching briefs, etc.

2. Introducing modern management tools for greater management efficiency

With the development and popularization of big data and artificial intelligence, advanced digital management methods are gradually introduced into the educational management of colleges and universities for greater management efficiency. The educational administration system has been popularized on PC and mobile phones so that each end-user can log in easily and operate freely within the authority no matter they are inside or outside the campus, which greatly improves the flexibility of their work. For example, computer-aided management, educational management database and “information system of educational administration” are all implemented in the modules of managing student performance and student status, which have played a positive role in the educational administration.

3. Emphasizing the research on educational management to raise theoretical level

The close combination of research achievements and the actual situation of educational management should be emphasized to raise the management level. Staff of educational management in colleges and universities should actively engage in the related research and teaching reform on educational management at all levels and publish research papers. Continuous academic research and learning can enforce the theoretical cognition of staff of educational management in colleges and universities, strengthen their professional ability, and promote them to be “professional and skilled talents”. This will finally help them to handle and solve problems in a timely and efficient manner in their daily work, provide opinions and suggestions for school authorities’ decision-making, and give full play to the role as the assistant and adviser.

II. Problems in the Process of Educational management

1. The outdated management concept fails to keep pace with the times.

At present, the educational management of many colleges and universities has not fully absorbed and integrated the cutting-edge management consciousness and thinking mode, and their concepts are behind the times with a strong empiricism and dogmatism. As a result, the whole process of educational management tends to be streamlined and fails to reflect the fundamental purpose of service education. Most educational management departments in colleges and universities often take teaching tasks as their starting point, instead of designing proper course syllabus and training programs according to the actual situation of their students. In the setting of subject curriculum, they pursue the integrity of theoretical system of the subject field or the major excessively, which results in the fact that course content cannot keep pace with the times and students cannot contact with frontier knowledge of the field, thus restricting the cultivation of students’ creative thinking to a certain extent.

2. Deficient regulations cannot fully support the educational management.

On the one hand, many colleges and universities have more or less problems such as incomplete or deficient regulations in the management of course syllabus, operation, infrastructure, reform, quality control and evaluation, thus these management systems cannot meet the objective needs of service education. It is mainly reflected in the following aspects: the construction of micro educational management system lags behind the construction of macro educational management system; and the staff don’t have a deep understanding of the nature of educational management, and of the requirements of upper-level administrators, therefore they can’t effectively implement relevant management regulations, resulting in the inadequate development of related work.

On the other hand, although some regulations have already been formulated, their implementation is not in place. For example, the original intention of the elective system and credit system is to provide students with more options in their interests. However, in practice, students have to spend most of their time completing compulsory courses and passing various exams. The number of optional courses is very limited, and these courses are hard to select, which restricts the full play of students’ interest autonomy.

3. Lack of priorities and expertise in educational management.

Some educational management staff, especially the primary-level teaching staff, did not take the initiative to think about how to improve the teaching quality from their own point of view, and did not put the educational management in its due important position. They have no passion for educational management and are not eager to make progress.

Secondly, educational management is wrongly regarded as regular administrative affairs, which can be carried out without professional skills. At present, the whole management team in colleges and universities generally lack professional knowledge and researches on modern pedagogy, psychology, and management^[1]. Consequently, they mainly rely on their first-hand experience in educational management and those methods cannot be innovated and lack the guidance of professional theories and corresponding educational principles, making it difficult to meet the new demands of students.

4. Inflexible management assessment system and insufficient incentive policies lead to lower individual initiatives.

The objective of the existing management assessment system in some colleges and universities is not clearly stated, together with the incomplete and misled assessment target and purpose, and the rigid assessment method. There are such problems as emphasizing scientific research but neglecting teaching, and emphasizing quantity but neglecting quality. In addition, there is neither quantitative assessment index nor reward and punishment system for administrative staff, which is not conducive to their enthusiasm for work.

5. Low-level informatization results in inefficiency and low quality.

In recent years, especially after the outbreak of COVID-19, the online instruction model like cloud classroom and online courses has been widely promoted and highly praised. The scope of educational management has expanded from the office to the Internet, and the corresponding workload has also increased rapidly. This, on the one hand, puts forward higher requirements for the computer and internet skills for educational management staff. With the increase of the student numbers, the enrichment of their course content, and the increase of intercollegiate and interdisciplinary optional courses, more and more educational management data are produced in colleges and universities. Some administrative staffs are not skilled enough to utilize computers and internet to carry out educational management in student performance statistics, course classification, online course scheduling, course selection through MOOC, etc. On the other hand, the COVID-19 has exposed the faultiness of the educational administration system in some colleges and universities, and the online software and hardware facilities are not in place, resulting in insufficient preparation for conducting online instruction and examination during the epidemic season.

III. Suggestions on Improving Educational Management from the Perspective of Service Education

1. Deeply understand the nature of service education and update the concept of educational management.

Service education stresses the combination of practical problems with ideological problems, centering on and caring for teachers and students, and provide targeted services for them to meet the

needs of their growth and development. At the same time, it is necessary to strengthen the supply capacity of school, actively help solve the reasonable demands of teachers and students in their daily study and work, and educate and guide students in the process of caring, helping and serving them.

Ideas are the guide to action. To promote the reform and innovation of educational management in colleges and universities, we must take service education as the purpose, give full play to the subjective initiative of participants, and help teachers and students actively interact with educational management staff. In order to fully implement the service education, we should not only inherit and promote the existing excellent educational ideas, but also borrow new advanced educational ideas, so that the concept of educational management can be constantly updated, and the reform of educational management can be continuously deepened.

2. Innovate the educational management system and devices based on service education.

Based on the actual situation of our university, we should learn and absorb the successful experiences from other universities, and formulate a management system in line with our own characteristics; strengthen the propaganda and understanding of the nature of service education, so that every faculty member are aware of its connotation to guide his action; take the theories of higher education, educational psychology and management science as the guiding basis to enhance the scientific nature of educational management system; and constantly summarize and refine the feedback collection of the implementation.

Innovate educational management devices. We should implement “Credit System” and “Academic Year System” at the same time, build a personalized training platform, reflect students’ course research and outcome by credits, and arrange students’ courses by academic year, so that students can be widely exposed to more academic fields. Furthermore, the modern information technology should be applied to realize digital, platform-based and no dead-end management.

3. Strengthen the construction of educational management team based on service education.

As the makers and implementers of the policy of educational management in colleges and universities, the educational management staff are the basic guarantee for the smooth progress of educational management ^[2]. The construction of educational management team is a long-term and systematic work. Colleges and universities should strengthen the construction of educational management team based on service education.

Only when we are familiar with the nature, the complexity and all aspects of educational management can we carry out various tasks of it smoothly. It is necessary to strengthen the training and assessment of educational management staff, organize them to learn theories related to modern pedagogy and psychology, and enhance the political literacy of all staff and their awareness of service education. At the same time, the training of practical knowledge and skills for professional management should be carried out in colleges and universities to improve the theoretical quality, management ability and innovation ability of educational management staff.

Colleges and universities should take the initiative to improve the working environment and living conditions for educational management staff, reward and publicize those with outstanding work performance. The communication and interaction between experienced staff members will help them learn from each other, and eventually form a high-quality and high-level management team with rich

skills and great innovation.

4. Improve the management system and innovate the assessment mechanism based on service education.

The concept of service education requires teachers carry out the practice of teaching reform based on their practical teaching activities, the system assessment and management for cultivating innovative talents should be improved, and the quality control of the monitoring system should be enhanced. The advanced teaching quality management methods should be used to supervise teachers' teaching and students' learning, so to directly trace the teaching effect and learning effect. Meanwhile, more flexible assessment methods need to be employed for a diversified evaluation and incentive mechanism, so that the educational management in colleges and universities could have rules to obey and laws to follow. What's more, the assessment should run through the whole process of teaching and learning, whose results should be analyzed concretely and quantitatively to promote continuous improvement of the work quality.

5. Accelerate the informatization in the post-epidemic era to better serve and educate people.

Under the influence of COVID-19, online education has been widely adopted in the world, and hundreds of millions of teachers and students have entered the information age of online learning and online working overnight. This new situation will promote colleges and universities to enter the era of IT-Governance. In order to better meet the needs of informatization for education in and after the era of epidemic, colleges and universities should follow a policy of reform in the following aspects:

First, we need to improve the informatization literacy level of the leadership. The informatization of education is a systematic and complex project. The informatization literacy level and informatization leading ability of the leaders in colleges and universities will directly shape its informatization development. Therefore, it's highly crucial to improve their informatization literacy level, so as to affect and effectively promote the teachers' informatization literacy level.

Secondly, teachers' teaching ability in informatization age should be enhanced. Teachers should conduct instructional design according to curriculum standards, cognitive development of online learners, and characteristics of information technology tools, with stress placed on learning activities. Bridges between students and teaching resources, students and teachers, as well as students and their peers need to be constructed through information technology. Meanwhile, we should constantly improve the informatization level of teachers and managers, and regard informatization skills as an important direction for the future development of teachers' quality and as an important means to assist educational management.

Thirdly, informatization platform for teaching and learning must be well equipped to guide the application of information technology. The educational informatization will be developed efficiently with unique characteristics of its own when the scheme is planned, application emphasized, resources integrated, platforms established, and data shared. The digital administration platform centered on the institute's management needs to be constructed to improve the management level and management efficiency of the school. Meanwhile, the network supervision mechanism should be strengthened to identify and solve problems in time with the help of data collection, data analysis from the platform.

IV. Conclusion

Service education emphasizes the concept of educational management for teachers and students. Teachers and students are the core factors as well as the main body of daily management, thus the formulation and implementation of all management systems should start from their feelings and needs. The primary goal of the management reform in colleges and universities is to break the traditional management mode, make it meet the new requirements of the new era, and cultivate high-quality comprehensive talents. As the main force of educational management, the management staff in colleges and universities are important participants of service education, and important executors of the concept of service education, playing a very important role in the process of realizing the integration of teaching and management. Education by teaching, education by management and education by service are a systematic project involving all aspects of the school, which requires the participation of all members in colleges and universities. Therefore, all departments in the school should stand on the height of talent training, strengthen the coordination and communication with each other, actively explore the effective working mechanism for service education, and truly form a coordinated, interactive and complementary working pattern for teachers and management staff in colleges and universities, making the concept of education integrate into all aspects of teaching, scientific research, management and service, and achieving a virtuous circle of all-staff education to humanize educational management.

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