

Exploration of Innovative Paths in Higher Education Management under the Background of New Media

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Abstract: *In the era of rapid development of internet new media information interaction technology, various universities have also relied on new media technologies such as online MOOC platforms, Weibo, WeChat, DingTalk, etc., combined with the "online and offline" integrated teaching concept, to reform and innovate the existing subject education, ideological and political education, and employment guidance education models on campus, in order to improve the quality of professional course education, ideological and moral education, and behavior management for college students. Starting from the perspective of "comprehensive education" and information transformation development in higher education management, this paper explores the problems of insufficient systematic institutional system construction, inadequate construction of new media platforms, absence of new media management teams, and outdated management content and methods in current education management for student groups. Based on this, guided by constructivist theory and mass communication theory, and based on new media technology, it strengthens the management platform of new media education in universities. The innovative construction of educational management content and workflow drives the improvement of efficiency and quality in educational management work.*

Keywords: new media; Universities; Education management work; Innovation path.

1. INTRODUCTION

The use of big data and new media technology in university management is more aimed at meeting the practical needs of information dissemination, education, teaching, and management on campus networks. A digital management platform and software information management model for university students are established to provide support for the development of "online and offline" education management work. Based on new media technologies such as Weibo, WeChat public platforms, DingTalk conferences, as well as shared service technologies such as online MOOC education platforms and cloud servers, a systematic new media education management system is formulated. According to the management needs of subject education and extracurricular education activities in universities, innovative "online and offline" education management content and execution processes are innovated, deepening the perception of theme scenarios and extracurricular practical education management work, Further improve the level of higher education work and the quality of educational management.

2. THE MODEL AND PRINCIPLES OF HIGHER EDUCATION MANAGEMENT IN THE NEW MEDIA ENVIRONMENT

2.1 Higher education management model based on new media platforms

Since Tsinghua University joined forces with other higher education institutions in 2012 to establish the China University MOOC (MOOC) premium online learning platform, the management of subject education, ideological and political education, and employment guidance education in different universities has also narrowed the scope of educational management to departments, classes, and other levels [1]. Construct a refined education management platform based on new media technologies such as WeChat and DingTalk, targeting the teaching situation of different majors or classes in universities. Integrate the student union, practical activity clubs, and classes into multiple groups for management, with ideological and political teachers, counselors, student union chairpersons, club chairpersons, and other entities serving as managers to publish a series of professional course content, educational activities, and educational management tasks, The group members are assigned to complete the educational management work of subject courses, ideological and political courses, and entrepreneurship and employment guidance.

2.2 Principles to be followed in the implementation of higher education management work

2.2.1 Constructivist theory

Based on the constructivist theory of Swiss psychologist Jean Piaget, and considering the current situation of students in different majors participating in curriculum learning and extracurricular practical activities, we design an education management system that covers "self perception, acceptance and memory, problem exploration and expansion discovery". The system is led by experienced subject teachers, counselors, and other subjects, leading students to complete theoretical knowledge of the subject Exploratory learning in ideological and political practice activities, employment and entrepreneurship practice activities.

2.2.2 Theory of Mass Communication

The trend of networked development in higher education management in the era of new media information is obvious, especially in recent years, various universities have introduced educational software such as online MOOC education platforms and ERP (Enterprise Resource Planning) information management systems to serve the organization and management of teaching resources and educational practice activities. [2] Therefore, following the theory of mass communication, network groups are established for college departments and class students, and a "team style" management is implemented for subject curriculum education, ideological and political education, and employment guidance education.

3. THE PROBLEMS IN THE MANAGEMENT OF EDUCATION FOR COLLEGE STUDENTS IN THE ERA OF NEW MEDIA IN UNIVERSITIES

3.1 Insufficient construction of a systematic institutional system for new media education management

In the current process of in class and out of class education management, many university teachers, managers, counselors and other entities still adhere to the "administrative" management concept, adopt the method of issuing management documents and routine implementation of education review management, and make regulations on subject and professional course teaching, as well as extracurricular ideological and political education and employment guidance education, which largely leads to the rigidity of education management content and management processes. Some universities have not yet established a new media education management system, and most teachers or management entities usually devote more energy to issuing administrative instructions and carrying out routine education management work. They lack a deep understanding of subject professional knowledge and employment requirements in social industries, and do not fully consider the knowledge learning situation and career development needs of students. They only rely on their own subjective experience Management habits lead to administrative education management, resulting in unscientific and inefficient implementation of educational management work.

3.2 The construction of the "online and offline" integrated new media education management platform is not in place

The integrated development of subject and professional course education, ideological and political education, and employment and entrepreneurship education in universities cannot be achieved without the support of digital media platforms, school enterprise practice base platforms, and online MOOC education channels. However, from the current situation of the construction of new media education management platforms in universities in various regions, although most universities have actively cooperated with other universities to build online MOOC platforms, few universities have built ERP information system platforms for new media education management. The education management work of each department or department is still "independent and non-interference", which has a negative impact on the coordinated development of various education management affairs in universities [3].

On the one hand, university leaders have not fully considered the management needs of ideological and political education, employment guidance education, and entrepreneurial practice education on campus, and have established a multi departmental collaborative ERP information management system. They have only posted educational management tasks on internal websites such as campus networks and ideological and political education networks, and arranged for staff to participate in specific educational management work; On the other hand, the construction of new media education management groups for departments and class students lags behind,

with more groups serving daily life and administrative affairs, making it difficult to provide carrier support for counselors, teachers and students to participate in education management together, which can easily lead to a formalized workflow of higher education management.

3.3 Lack of professional teachers and practical team building in new media education management

Developing higher education management based on new media is a new model and an important direction for some universities to strive for flexible and open education management in recent years. The management of new media education for students from different majors and employment directions in universities not only requires teachers to have rich theoretical knowledge and practical experience in employment and entrepreneurship, but also requires teachers to be familiar with the production of new media education content and the laws of educational dissemination, and complete management work according to the theory of "mass communication" of new media. However, in reality, universities lack professional teachers and practical teams to serve the management of new media education.

Firstly, most universities do not attach importance to the construction of new media education management and operation teams, and instead use new media platforms as auxiliary tools for education management. They only require relevant management personnel to be able to use new media software to publish information; Due to the limited leadership of party organizations and insufficient financial support on campus, it is also difficult for universities to have the conditions to build a teaching and practical team for new media education management. In terms of specific work arrangements, it is often undertaken by management personnel from various departments such as the Academic Affairs Office and the Employment Guidance Center, making it difficult to improve the quality of new media education management.

3.4 The content, organization, and implementation methods of higher education management are outdated

Colleges and universities are more likely to adopt a unified management model oriented to the cultivation of professional and skilled talents and comprehensive quality talents. The educational administration offices, administrative offices and employment guidance centers of each department have clear educational management tasks. The advantages of this model are more reasonable resource allocation and high management efficiency, but the disadvantages are also obvious. The contents of educational management are outdated, and the organization and implementation of educational management are single and backward. Especially in the face of the comprehensive talent cultivation goal of "cultivating virtue and nurturing talents", most universities have not yet established a diversified and integrated education management system. The business integration of education management departments, finance departments, administrative departments, and logistics departments is not strong, making it difficult to make timely management system adjustments and resource sharing in response to new changes in the direction and content of education management in the new era, and thus cannot achieve the established high-quality education management goals [4].

4. EXPLORING THE INNOVATIVE PATH OF HIGHER EDUCATION MANAGEMENT UNDER THE BACKGROUND OF NEW MEDIA

4.1 Construct a scientific and systematic institutional system for the management of new media education

Under the background of the rapid development of new media information technology, colleges and universities need to build a diversified new media education management service system based on the "Internet plus" information sharing platform in combination with the actual situation of off class education management and students' professional skills learning, such as building a student oriented multi-level education management model, home school collaborative education management model, to guide professional classroom education, second classroom education Management activities for campus cultural construction.

Centering on students' professional course learning, ideological and political learning, employment and entrepreneurship practice, an education management system covering new media learning analysis, admission notice, examination notice, educational administration notice, part-time recruitment, employment training, campus culture publicity will be established. Education management activities will be organized by university teachers, counselors, and educational administration personnel, using microblog accounts, WeChat official account, nail platforms On campus and off campus website platforms release educational management information, carrying out educational management work on student professional course learning, ideological and political concept shaping,

and employment and entrepreneurship practice learning. Based on new media channels, deepen communication and exchange between university education departments, social enterprises, and parents, ensure precise educational management of "teaching according to aptitude and individual differences", and shape students' correct ideological values, comprehensive qualities, and abilities.

4.2 Strengthen the construction of "online and offline" new media education management platforms

Facing the high requirements of smart classrooms, integrated online and offline courses, and practical education management for employment and entrepreneurship, higher education departments can build their own education management platforms, or rely on network ERP information management software to design education platforms, integrate campus online education resources, multimedia PPT courseware resources, digital library resources, and construct a new media MOOC platform and micro course platform that integrates online and offline. Provide support for various educational management activities in universities. For example, the Academic Affairs Departments of Tsinghua University and Peking University have created educational management platforms such as "Tsinghua Education Online" and "Peking University Education and Teaching Network" by relying on "Internet plus" and new media teaching methods to provide online management activities such as undergraduate scientific research, examination free recommendation of graduate students, exam transcripts, student course selection, teaching material and teaching reform, major transfer, exchange and credit transfer, graduation examination, etc. Effectively improving the efficiency and quality of higher education management [5].

4.3 Training and building a professional teacher team for new media education management

In response to the current situation of organizing and carrying out practical activities such as subject curriculum education, ideological and political education, and employment guidance education, universities should also train and build a teaching staff with rich experience in new media. One is to abandon the traditional management concept of respecting teachers and passively accepting students, and hire new media practitioners to participate in teacher training in educational management, including skill training on the application of new media software for teachers and ERP information management software for academic staff, so that they can fully understand and master the workflow of new media education management. The second is to use big data mining technology and cloud service technology to carry out extracurricular education management activities. New media practitioners, academic affairs, and education personnel jointly participate in the perception of subject teaching and campus culture construction, explore and judge the development direction of education management in the new era, propose cloud service personnel management and education resource management strategies, and further improve education management efficiency and student team cohesion.

4.4 Innovate the content, organization, and presentation methods of new media education management

In order to solve the problem that the education management departments of colleges and universities are independent from each other and manage data "islands", we can build a "Internet plus" information sharing platform based on big data mining technology and cloud service platform. The leaders of colleges and universities are responsible for coordinating the release of education management tasks and the assessment of education management achievements of each department, deepening the communication and sharing of education management resources among departments, and updating the content of new media education management in a timely manner according to the development trend of the times. Then, relying on Weibo account, WeChat official account, nail platform, campus website platform and other channels, we will strengthen the communication between teachers and managers on professional education management, employment and entrepreneurship practice education, constantly improve and optimize the management model of discipline education, party building education, employment and entrepreneurship education, and cultivate high-level talents with professional quality and comprehensive cultural literacy.

5. CONCLUSION

In the era of new media, different types of network information dissemination, usage, and sharing have characteristics such as real-time, fragmented, and interactive. In this environment, it is necessary to design a new media flexible management system for subject education, ideological and political education, and employment guidance education for the education management of young students in universities. This provides support for the management of professional course education and practical education for innovation and entrepreneurship teams in universities. By using big data mining technology and cloud service technology, building a comprehensive

platform for "online and offline" new media education management, and forming a professional team of new media education management teachers, it helps to deepen the collaboration of education management work among various departments and the sharing of education management resources, which can better assist the smooth implementation of various education management work in universities.

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