

An Analysis on the Effectiveness of Ideological and Political Education in Improving the Administration Performance of Applied University*

Mingchao Li

Zhuhai College of Jilin University
Zhuhai, China

Abstract—As an important force in universities, the administrators of applied universities are undertaking more and more tasks of management and service. Therefore, it is necessary to comprehensively improve the overall quality of this team. Only by taking the lead in strengthening ideological and political education of these personnel and achieving actual results can a strong guarantee be provided for the comprehensive improvement of the quality of university management and service, and the enhancement of the competitiveness of applied universities. In view of the existing problems in the work of university administrators, this paper discusses the characteristics, effects and implementation paths of ideological and political work in the process of improving the work performance of university administrators.

Keywords—*applied university; administrative management; ideological and political education; effectiveness*

I. INTRODUCTION

Universities are bases for the cultivation of talents whose task is to train qualified successors for the construction and development of socialism with Chinese characteristics. University education, as a stage of higher education, is a critical period for Chinese college students to establish a correct world outlook, outlook on life and values. To realize the educational goal of talent cultivation and shaping, education and service should be provided to students to ensure their good development. University administration is an important part of university administration, which plays a supporting role in the cultivation and development of university students. It is also an important basic work for the development of contemporary application-oriented universities, plays an important role in deepening the reform

*Fund: Innovation and cultivation project of Zhuhai College of Jilin University in 2018, "research on the improvement of administrative management performance of application-oriented universities from the perspective of ideological and political education" (project number: 2018XJCQ058); Provincial key platforms and major scientific research projects of Guangdong universities in 2017, value exploration of ideological and political education in the cultivation of innovative talents in colleges and universities (project number: 2017WQNCX174); result of the party building and ideological and political education research project of Zhuhai College of Jilin University in 2018, Research on countermeasures of campus culture construction in colleges and universities — based on the perspective of development of excellent traditional Chinese cultural resources (project number: 2018JZDJ002).

and development of higher education, and is a strong support to ensure the normal operation of universities and promote the smooth development of education and teaching. Therefore, it is particularly important to strengthen and improve the administrative management of universities.

At present, university administration has become an important symbol of the efficiency of applied universities, and its management level has become an important standard to measure the core competitiveness of universities. However, with the continuous development of university administration, there are some problems in the actual management process. Some drawbacks in the administrative management of universities have gradually emerged, such as the low political position of administrative personnel, outdated and backward management concepts, and rigid management methods, which have become the "roadblocks" hindering the long-term development of applied universities.

II. THE IMPORTANCE OF ADMINISTRATION FOR UNIVERSITIES

University administration involves many aspects of management and plays an important role in the reform and development of applied universities. The main object of university administration is students, therefore in order to make education and teaching work orderly, the first is to carry out effective management and service to university students. The realization of this is the primary premise of the university to carry out other work, and only when college students voluntarily accept management and service, other work of the university can be operated and implemented smoothly. The important role of university administration in the development of colleges and universities is mainly reflected in its safeguarding, consulting, coordinating and incentive functions.

III. PROBLEMS IN THE CURRENT ADMINISTRATIVE MANAGEMENT OF UNIVERSITIES

In recent years, the administrative management of application-oriented universities in China has been constantly reformed and developed. The administrative functions have been constantly strengthened, the administrative concept constantly updated, and the efficiency

also been improved. In universities, administrative management has played its role in promoting the development of applied universities, which is obvious to all. However, through the research and analysis of the current situation of the administrative management of applied universities in China, it can be found that there are still many problems restricting the effective play of administrative functions. For example, the university administrative system and institution is not sound and lacks of innovation; the concept has not been developed and lacks humanistic concern; its function performance is incomplete and the service function is weakened; the personnel is of low quality and has the problem of occupational burnout.

The author holds that the lack of ideological and political education is one of the reasons for the problems in university administration. The biggest problem of administrative management is attaching too much importance to the rigid system, which leads to the lack of flexibility and ideological education and guidance in the work process. The best way to compensate for the lack of flexibility is to find its opposite and combine them. The reason for the problems in administration lies in the lack of flexible management and ideological education. As is known to all, ideological and political education is a kind of education mode with strong penetration and profound influence on people, which can change people's ideas and thoughts ideologically and help them to shape a sound personality. For the administrators of applied universities, ideological and political education can transform their thoughts both mentally and psychologically, fill in the gaps in administrative management, and improve the performance of administrative management of applied universities.

IV. THE SIGNIFICANCE OF IDEOLOGICAL AND POLITICAL EDUCATION TO IMPROVE THE PERFORMANCE OF ADMINISTRATIVE MANAGEMENT IN COLLEGES AND UNIVERSITIES

Ideological and political education permeates all aspects of university administration, and both the release of management system and the implementation of policies are inseparable from the guidance and education of ideological and political education.

Therefore, the ideological and political education should be integrated into the administrative management of applied universities, and give play to the functions of ideological and political education. It means that the work of university administration should not only rely on necessary rules and regulations and administrative means, but should also be carried out by learning to use the methods and ideas in ideological and political education to create new management principle. This enables the managers to improve their ideological awareness, stimulate their creativity and work enthusiasm so as to positively guide and educate students, and give play to the main effect of ideological and political education. Only in this way can students subject to management and the management work be implemented smoothly. However, if only education is carried out without necessary management, it will lose its binding force thus lack security and affect the actual effect of

education. Therefore, strict administrative management system is necessary. The function of service and education should be given play to while making management, which requires managers and executives to lead by example. They should attach importance to it ideologically, change management concepts, innovate management modes, integrate educational functions into the management process, and overcome the wrong tendency of separating management from ideological and political education. This is of great significance to mobilize the enthusiasm of managers and the managers, improve the professional quality and level of managers, and promote the benign operation of university management and the construction of campus culture.

V. EFFECTIVE WAYS FOR IDEOLOGICAL AND POLITICAL EDUCATION TO PLAY ITS ROLE IN THE ADMINISTRATIVE MANAGEMENT OF APPLIED UNIVERSITIES

In recent years, China's applied universities have carried out reforms in the administrative management. They have become increasingly close to ideological and political education, and began to pay attention to the role of it in the administrative management. The CPC central committee with Xi Jinping as general secretary attaches great importance to ideological and political education. The importance of ideological and political education has been mentioned more than once in the talks of general secretary Xi Jinping. General secretary Xi Jinping has proposed that we should grasp the "two consolidations", make learning the "Chinese dream" a compulsory course of this strategic thought, and do a good job in the ideological and political work of young people with the times [1]. This shows the importance of ideological and political education. In order to give full play to the function of ideological and political education, it's necessary to innovate the contents, forms, methods and means of ideological and political education, innovate the system and operating mechanism of university administration, and make boldly reforms. This will make ideological and political education more suitable for and close to administrative work, so that ideological and political education in the administrative project can be more effective and targeted.

A. *Enriching the Content and Form of Ideological and Political Education*

In the past, the carrier and means of ideological and political education in China were monotonous and dull. Therefore, the effectiveness did not meet the expectations. Since the reform and opening up, universities have begun to reform ideological and political education, which has diversified its forms and enriched its contents, achieved certain results, and improved the efficiency and quality of student management. Only colorful and lively education methods and forms can attract college students and arouse their enthusiasm. Therefore it's necessary not only to set clear objectives, but also to make bold innovation in content and forms if ideological and political education is to achieve results. The forms of ideological and political education are not limited to the positive indoctrination in the first class; it can also be used to educate students in the second class

through various forms such as propaganda, practical activities and exhibitions. Under the new situation, ideological and political education should be combined with the current social situation and social practice, keeps pace with the times, and further improves the attractiveness and effectiveness of ideological and political education. In terms of working methods, the all-the-time empty preaching should be replaced by unconscious and salutary influence of education, gradually transforming explicit education to implicit education. Of course, the role of explicit education cannot be ignored. While doing a good job in explicit education, it's also necessary to vigorously carry out implicit education, exert influence on students' thoughts unconsciously to edify them and instill advanced ideas and correct values into students' minds silently. The content and form of ideological and political education should be enriched to strengthen the potential influence in school daily life and teaching, cultivate students' sentiment, and infiltrate ideological and political education into every corner of school and student life. The administrators should keep close contact with and pay close attention to the life and study of college students; guide and indoctrinate them with corresponding ideological theories; turn these ideas into part of the value system of college students; and make ideological and political education play a role in all aspects of college education and student management to form a hidden carrier of education. [2]

B. Creating a Good Administrative Environment and Service Platform

The role of ideological and political education in applied university administration is obvious. However, at present, ideological and political education has not been fully integrated with administrative management, and there are still factors restricting the role of ideological and political education in administrative work. Only when this obstacle is solved can ideological and political education come into play. First of all, it is necessary to solve the problems in the ideological understanding of administrative personnel. Administrators should change wrong ideas, attach importance to ideological and political education from the perspective of ideological awareness, learn relevant theories and knowledge, and improve work enthusiasm. Second, they should pay attention to the psychological and emotional needs of students while managing the education of students, instead of just forcing students to obey in accordance with the rules and regulations. Third, they should change the management concept. The work of student management should learn experience from foreign countries and the focus of it should be serving students, since the purpose of management is to improve students' development. The administrators should solve students' practical problems, pay attention to students' individual development, and actively guide and help students. Finally, they should improve the enthusiasm for work and be serious and responsible. University administration is a crucial link in the development of the university. As administrative staff, they should shoulder their responsibilities and enhance their enthusiasm. Schools should also implement incentive policies for employees and stimulate managers' sense of responsibility

and creativity, so as to ensure the effectiveness of ideological and political education.

C. Being People-oriented and Paying Attention to Humanistic Concern

Both administrative work and ideological and political education are activities focused on people.

The 18th national congress put forward, "to further achieve socialist humanistic concern, psychological counseling should be provided for the masses..." The "humanistic concern" advocated by the congress has provided enlightenment to the ideological education work in Chinese colleges and universities, that "psychological counseling" is an important way for schools to realize ideological education. [3] The reason why administrative management should be people-oriented is that administrative rules and codes of conduct need to be issued by administrative personnel, and meanwhile cooperated and implemented by the people being managed. This process involves two behavioral agents, and problem in either part can affect the completion of the entire administrative work. Therefore, what needs to be done above all is to transform the ideology of administrative staff. Administrative personnel should attach importance to their own work, establish correct management concepts and master relevant management knowledge so as to stimulate the enthusiasm of employees and take the initiative to undertake the task of managing students. Only when the ideas of the superiors are correct can the correct ideas be passed on to the subordinates. For college students, managers are also required to pay attention to their spiritual world and psychological needs, to implement management in a way they are willing to accept, so that students can feel they are valued and cared for, and consciously accept management. In this process, the people-oriented concept of ideological and political education has played an important role in making people learn self-management and self-education, so as to comprehensively improve their level and quality.

VI. CONCLUSION

Ideological and political education should be integrated into the system of administrative management to achieve people's cultivation based on management. Generally, the administrative management of applied universities realizes the management of students by issuing various rules and regulations and codes of conduct. The integration of ideological and political education into these systems can not only make the rules and regulations not too rigid, but also improve the service consciousness of administrative staff and strengthen the ideological and political education for students, which is of multiple benefits. Adding service consciousness into the administrative concept can make the ideological education work of the school more humanized. Thus the enthusiasm of administrative personnel to devote themselves to ideological education will be raised and they can better display their professional ability. [4] A scientific administrative system cannot be separated from the guidance of ideological and political education. It's necessary for the administrative work to be people-oriented to implement

scientific management method and mode. That means transforming students' ideas and improve their moral quality while respecting the students' personality and dignity, which contributes to the dual effect of management and education, so that students can get comprehensive development. The realization of these goals cannot be achieved by administrative management alone; and ideological and political education alone cannot ensure the effectiveness of education. Therefore, ideological and political education must rely on the platform of administrative management and its organizational guarantee, so that it can play its role and integrate into administrative management. In this way can the ideological and political education make the management turn; and student management, as it is, can become ideological and political education.

REFERENCES

- [1] Xu Liping. "Two consolidations" and improvement of ideological and political theory teaching effectiveness [J]. *Journal of Ideological & Theoretical Education*, 2014(8): 72. (in Chinese)
- [2] Wang Fujun. Discussion on the innovation of college students' ideological and political work [J]. *Science and Technological Pioneers*, 2013(10): 189. (in Chinese)
- [3] Zhao Ailing. Consciousness of human relations: the goal of improving the quality and efficiency of moral education in colleges and universities in the new media era [J]. *Tangdu Journal*, 2011, (6). (in Chinese)
- [4] Li Xiaowei. Rational thinking on realizing the effectiveness of ideological and political education in colleges and universities [J]. *The South of China Today (mid-month)*, 2010, (7). (in Chinese)
- [5] Department of Scientific Research Management, Literature Research Office of the CPC Central Committee. How Deng Xiaoping's works were edited and published [M]. Beijing: Central Literature Publishing House, 2010: 126. (in Chinese)