Status Analysis and Improvement Measures of Educational Management Informatization in Higher Education Institutions

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ABSTRACT

In the era of informatization and the background of building socialism with Chinese characteristics, educational management in higher education institutions should follow the development of times and meet the demand for talents across the world based on the reform of quality-oriented education. Its constant reform and innovation matter for higher education to realize its ultimate goal and its management informatization. This paper analyzes the problems currently existing in and explores the strategies for the educational management informatization in China's higher education institutions. The objective is to optimize the management mechanism of higher education in which a more open and professional instruction pattern and environment are accessible to students, which is favorable to the improvement of higher education quality and the cultivation of more all-round talents in China.

Keywords: Higher education institutions, Educational management, Informatization, Status analysis, Improvement measures
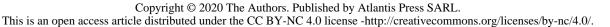
1. INTRODUCTION

Educational management plays a fundamental and central role in higher education institutions, imposing a remarkable influence on their teaching quality and management level. In the era of information, the wide application of network information technology presents current educational management with more challenges and opportunities, making educational management informatization more essential than ever before. Nevertheless, at present the traditional mode of educational management in most of China's higher education institutions no longer conforms to the requirements of the developing ages and of worldwide talent cultivation. In consequence, educational management in higher education institutions should introduce novel ideas and development schemes, which is an unstoppable trend in educational management. A thorough educational reform and the compliance with reform system entail innovative practice and management philosophy. Only when information technology is fully utilized to promote management informatization, can educational management in higher education institutions gain new driving forces and sources.

2. PROBLEMS CURRENTLY EXISTING IN EDUCATIONAL MANAGEMENT INFORMATIZATION IN HIGHER EDUCATION INSTITUTIONS

2.1 Outdated educational ideas and rigid management patterns

Under the influence of traditional educational management philosophy, the educational ideas in higher education institutions become increasingly simplified and fixed rather than evolving in line with the changing time and its demand, making most educational management staff that have sticked to the same post for a long time stuck in mechanical thinking, which proves a critical factor [1] obstructing the reform of management. Firstly, the reform of educational management system performed by some higher education institutions in compliance with national policies on educational reform fails to produce substantial effect, or even worse, sometimes proves so superficial that the traditional management system and ideas persist in essence; Moreover, educational management staff are in a serious lack of awareness of mechanism reform and institutional innovation. A larger proportion of them are content

with the status quo and unresolved to press forward, reluctant to actively take more responsibilities for the reform of educational system. In particular, they have not yet completely accustomed to the utilization of information technology and other new means in the new media age; Thirdly, due to the lack of professional technical guidance on reform, and rich and effective experience for reference, management staff find it difficult to achieve what they expect. Reform without proper guidance might be counterproductive.

2.2 Excessive class management that impedes students' individual development

Higher education aims to cultivate high-quality technical personnel specializing in different professions so as to meet social demand and the requirements of developing ages. Nevertheless, educational management of college students appears polarized in general, either being too loose or too strict [2], both of which are unfavorable to students' development. Excessively loose management might engender the absence of necessary constraints. College students aged around 20 are inclined to think freely and spend more time playing. Particularly, novelties are everywhere for those that have never left the small towns ever before where they grow up, so lax management is highly probable to fail to prevent them from going astray; conversely, excessively strict management might inhibit the development of students' gifts, interests and hobbies and even provoke their aversion and aggressive behavior despite its positive effects on the development of self-disciplined habits. Meanwhile, educational management in higher education institutions pays insufficient attention to the effects imposed by Internet on students in the era of network information and fails to keep pace with the developing ages. Therefore, educational management innovation must rest on the improvement of student management which includes the better management environment in campuses favorable to the healthy growth and free development of students.

2.3 Outmoded management contents

Some higher education institutions have not yet abolished their traditional educational management patterns despite reform having been conducted. Most design and implementation of teaching are arranged uniformly in accordance with instructions issued by competent authorities rather than based on the distinctive characteristics possessed by students of different majors, resulting in the lack of novelty and motivation, and of features and vitality such teaching activities should have demonstrated. Eventually efforts are in vain due to the above and the failure to

fully apply information technology [3]. A large number of management staff in higher education institutions execute administrative management on the basis of the management contents formulated by government agencies. For that reason, the management activities of discipline setting, student and faculty management, and evaluation all appear not innovative, reasonable and scientific enough, significantly compromising management efficiency and effects.

2.4 Unreasonable management means and underdeveloped informatization

People-oriented philosophy remains foremost in the reform of China's educational system. Educational management in higher education institutions has something unreasonable in its philosophy, contents, and means. For instance, the deviation from people-oriented, fair and impartial democratic management leaves students constantly in a passive and restrictive position, exacerbating the contradictions between students and schools to some extent, which goes against the personalized development of students and the cultivation of high-quality talents. In particular, the limitations of informatization of relevant educational management system makes it beyond possibility to meet the demand of management in the aspects of information consolidation, screening, and acquisition and of statistics.

3. IMPROVEMENT MEASURES OF EDUCATIONAL MANAGEMENT INFORMATIZATION IN HIGHER EDUCATION INSTITUTIONS

3.1 Proposing new educational management philosophy and ideas

The innovation of educational management mechanism and system should start from changing management philosophy and bringing up new ideas [4], while the building of a novel management informatization system requires previous philosophy and methods to be reformed. Firstly, educational management staff should maintain the consciousness of innovation, and spend more efforts in analyzing and exploring management philosophy. It is of importance to explore the drawbacks of educational ideas, abandon outdated ones in their inner heart, and keep the attitude of readily accepting new things and adapting to new times. They are also supposed to energetically learn new ideas and spirits emerging in the era of Internet, persevere clear direction and objective in the reform and innovation of educational management, and actively apply information

technology so as to developing a road tailored for informatization in higher education institutions; secondly, they must keep determined and resolved to constantly strive for the reform and innovation of educational system, and possess good psychological quality, in particular the fearlessness of dangers and difficulties; thirdly, they should zealously learn new science and technology in line with the developing ages, especially the development of more information technology-based management platforms and systems, so as to keep pace with new requirements and promote the informatization of educational management.

3.2 Applying information technology to the development of classroom teaching

The educational management informatization in higher education institutions principally aims to create a better learning environment, provide more opportunities for students to help them master more knowledge and skills, and guide them to improve their comprehensive abilities in line with the development of times, which must start from the reform of class. Classroom teaching should maintain people-oriented philosophy and provide students with abundant independent time and scope of development so that their creativity and imagination can be inspired [5]. For instance, open classroom teaching should be advocated, information technology-based teaching methods utilized, and wider scope of selection provided for students' learning of and faculty's teaching. Brilliant teachers can be invited from other colleges to strengthen teacher teams in the premise of maintaining normal classroom, while students are allowed to select courses they are interested in to expand their knowledge and identify suitable or interesting culture, if they are capable of completing the tasks from their specialized courses.

3.3 Promoting the informatization of educational management contents in higher education institutions

The innovation and reform of educational management in higher education institutions require constant reform of its contents, including routine teaching, practical training, teaching evaluation and feedback, and student and faculty management, on the basis of scientific and advanced management philosophy. For instance, higher education institutions generally adopt academic year credit system or complete credit system to evaluate students' learning performance, which proves a simplified evaluation method in reality, unfavorable to the development of comprehensive quality. Therefore, new contents should be added into the existent evaluation system,

for example, students' creative thinking and excellent performance in school activities, experiments and competition, and self-organized activities. Meanwhile, self-evaluation and comprehensive evaluation can be conducted by adopting IT means to record and analyze students' performance in all aspects, which will make evaluation fairer and more objective. Universities should also build network evaluation platforms and systems. Promotion of the grades and performance of outstanding students by information push and WeChat official accounts can spur more students to make continuous progress. It is beyond question that the numerous contents composed of educational management requires management staff to keep exploring and practicing. The innovation and reform scheme suitable for a certain university cannot be realized overnight. Attention must be paid to students' psychological and learning demand during educational management in order to make management more scientific, while network security and e-learning can be incorporated given the fact that current college students are dependent on network technology. Correct understanding of network shaped under the guidance of information-based methods is conducive to students' healthy development physically and psychologically.

3.4 Introducing advanced information-based management means

In the era of network information, the advancement of science and technology gives impetus to their wider application to enhance the efficiency and competence of more industries, including business development, equipment manufacturing and the reform of management patterns. Higher education aims to cultivate more technical personnel accustomed to emerging technologies and industries for our country. In consequence, advanced science and technology remain indispensable for management. The new electronic, intelligentized, digitalized and informatized management means can provide necessary enforcement conditions for the innovation and reform of educational management mechanism and system in higher education institutions. For instance, intelligentization and digitalization make it possible to establish a more accurate and fairer evaluation system, to share information, and to examine and investigate the teaching condition in specialized courses in time, which help management staff access precise information. Advanced and scientific management methods significantly contribute to the accuracy, timeliness, perfection, efficiency and competence of educational management in higher education institutions [6]. Relevant management staff are required to follow the development of information-based management means and methods, and spend more money introducing scientific management equipment and

technologies to improve software and hardware necessary for the educational management in their universities. Only in doing so, can the improvement and modernization of educational management be realized, which will better serve the normal work in higher education institutions.

4. CONCLUSION

In conclusion, in the era of network information, the educational management informatization in higher education institutions still face a variety of barriers varying from limited management level to difficult enforcement of system and to inveterate management ideas, which are impeding the development of higher education institutions in the new era. In consequence, management staff should be well aware of the reality and the demand of the times, keep exploring the innovation of management mechanism and system starting from philosophy, ideas, contents, and advanced and scientific methods, and utilize information technology-based equipment more intensively, so as to constantly enhance management efficiency in higher education institutions.

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