

# Research on the Optimization Strategy of Office Management in Universities

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**Abstract:** *University Office as a primary school administrative institutions, plays a vital role in normal operation to the overall work of the school from the point of view of position and functions. How to improve the quality and the level of work has thus become the key to the better consultation, coordination and service the office shall perform. However, there are some outstanding problems in the office management of universities, such as imperfect management system, Low utilization rate of intelligent information system and low comprehensive literacy. The main influencing factors are functional factors, system factors, personnel factors and technical factors. In order to promote the optimization of university office management function, we should proceed from the following four aspects. The first is to strengthen team building and improve the overall quality of office staff; the second is to increase funding to strengthen the guarantee of office working conditions; the third is to perfect the system construction, improve the office management work operation guarantee; the fourth is to improve information construction, improve the efficiency and quality of office management.*

**Keywords:** *University Office; Office Management; influence factor; Optimization Strategy*

## 1. Introduction

With the development of China's economy and the gradual improvement of education level, the responsibilities of university offices are increasing day by day. As comprehensive sections for administrative affairs, paperwork, coordination and service, offices in universities are doors to link the outside world. However, there are many outstanding problems in the current function of the office of colleges and universities, which restricts the function of the office. These problems not only affect the connotation construction and extension development of colleges and universities, but also go against the long-term development of colleges and universities. There are new requirements in the works of collegiate office at new period. The office of the university in this study refers to the office of higher education institutions, including the office of the party committee and the president's office, excluding the offices of the departments of the second-level units in the university. This research aims to clarify the main practical problems existing in the current university office management functions, explore the main influencing factors, and propose optimized strategies based on actual problems.

## 2. The main problems of office management function in universities

### 2.1. The system of university office management is not perfect

With the deepening and advancement of higher education reform, traditional university office functions can no longer meet the needs of teachers, students, and society for school operation under the new situation. The core functions of the university office are decision-making services, document "hub" centers, leadership services, and comprehensive coordination. Under the new era and new requirements, the core functions of university offices still need to be upgraded and improved. However, many functions of university offices have not yet been transformed and upgraded. In the actual operation process, the administrative work of colleges and universities lacks certain rules and regulations to guide and guarantee[1]. These problems have led to the fact that the communication and coordination functions of the office have not reached the ideal state, and the decision-making service functions have not yet been performed well in the administrative management of colleges and universities. The management work system of the university office is relatively outdated, and the concepts and methods have not been completely transformed, and it cannot meet the "new"

requirements of the school development. Especially in some specific times and specific events, the smooth operation of the teaching activities of teachers and students has not yet played a good management function.

### ***2.2. The informatization degree of office management in colleges and universities is not high***

In the daily management of colleges and universities, there is a certain connection between the work of various colleges and departments, so certain rules are needed to operate. However, with the increase in demand, the work content of each department appears to overlap each other. The technical means of informationization should improve work efficiency and provide convenient functions for the development of management[2]. Currently, many colleges and universities have established and introduced information-based office system platforms and have been in use for many years. However, due to the cumbersomeness and restriction of information systems and other factors, the utilization rate of information system platforms in many university offices is not high, and the degree of integration of information technology and actual work is not deep enough.

Take the common office automation system Office Automation as an example. Although Office Automation software has been widely used in the office management of colleges and universities, there are serious deficiencies in the function development of the system. On the one hand, most colleges and universities restrict the use of office automation systems to a small range, even paper-based office process auxiliary systems, adding an informationized process to the original work mechanism process. As a result, the office automation system is not only inconvenient in operation, but also increases the difficulty of information integration of management work[3]. On the other hand, many colleges and universities have a certain deviation between the key to the use of the function of the information office system and the core. They limit the functions of OA to daily operations such as storing materials, applying for classrooms, and mediating classes. They have not yet migrated important management functions and business functions such as electronic seals, official document issuance, and deployment of official vehicles to the office automation system. At the same time, many complicated approval procedures and items have not yet been fundamentally changed and improved.

### ***2.3. The quality of university office administrators is not high***

One of the main responsibilities of the university office is to carry out all kinds of administrative work, but each work needs the support of many office staff. The overall quality of office staff has an important influence on the functions of university office management. Under the dual pressure of cumbersome and rigorous work content, the enthusiasm of university office staff is likely to decrease. In addition, colleges and universities belong to the higher education industry, and their main responsibility is education and teaching activities[4]. Most of the time, they tend to be professional teachers in the training and construction of the teaching team. As the service subject of education and teaching activities, office administrators are often both "organizers" and "bystanders". In the process of teaching team construction in colleges and universities, the quality improvement of administrative personnel is often ignored, and they are in a marginal position.

Office staff in colleges and universities have fewer opportunities and less time to participate in training. Compared with the various trainings of professional teachers, there are fewer special trainings for college office administrators. This leads to a lack of development in the overall quality of office administrators. In the rapidly changing information age, office administrators are increasingly inadequate in meeting and upgrading the management functions of colleges and universities[5]. At the same time, insufficient technical skills of office managers will also affect the performance of management functions. Office managers in some colleges and universities have a low ability to accept new things and cannot adapt to new technologies. To a certain extent, it is not conducive to the development of office management functions.

## **3. The main characteristics and influencing factors of university office management**

The office work of college has a special status and function in the whole college work. As the main "bridge" connecting the society, teachers and students, the university office has close ties with various institutions. Improving work efficiency, optimizing the system, and providing a high-level and high-quality service for colleges and universities are important contents for the office to adapt to the development of colleges and universities in the new era. To better improve and optimize the current

university office functions, it is necessary to conduct an in-depth analysis of the characteristics and influencing factors of its management functions. At present, the main characteristics of efficient office management are: strong work policy, timeliness, comprehensiveness, heavy coordination tasks, and wide range of services. The main influencing factors of university office functions mainly come from four aspects: functional factors, personnel factors, technical factors and institutional factors.

### ***3.1. The main features***

#### ***3.1.1. Strong work policy***

The main work of university office is document transmission, information transmission, official management, information consultation, letters and visits to maintain stability, etc. These are very policy-intensive tasks. To deal with each thing must have a certain policy basis, can not be careless, especially when speaking, handling affairs, answering questions, a slight carelessness may cause local and even global work of passive. Take the processing of official documents as an example. If a word is mistaken in the process of writing and reviewing documents, it will cause major errors. Therefore, college offices must not make their own decisions when drafting documents, formulating rules and regulations, and handling official affairs. Because the college office is the organization that represents the highest authority of the school, it must be very accurate in its work and in the publicity and implementation of the guidelines and policies of the superior and the school. Therefore, the work of university offices has very strong policy characteristics.

#### ***3.1.2. High work requirements and timeliness***

In the context of university reform, the outside world has increasingly higher requirements for university offices. It is necessary to give play to the assistant role of school leaders, but also to become a "think tank" of leaders. The office of colleges and universities must take care of everything from decision-making assistance to small matters of running culture and meeting; from the original document circulation center to a comprehensive service center; from passive service to active service; from experience-based service to standardized service. At the same time, university offices also need to have a strong sense of time. Because the university office directly serves the top leaders of the school. When facing emergencies and important events, they must arrange early and arrive on time. Without a high concept of time, there will be no efficient work efficiency, let alone being a leader's adviser and assistant. Therefore, colleges and universities not only require high-quality office work, but also require office staff to have a very high time concept.

#### ***3.1.3. More clue and strong comprehensive***

In colleges and universities, compared with other departments, the office has to contact all departments and personnel of the school, and its work surface is wider and more complicated. The office of a university has to carry forward, initiate, and horizontally connect. It is the intersection of various departments of the school; it has to participate in government affairs and manage affairs, and it is a comprehensive department of the school. In addition, the university office itself is a multi-functional, multi-directional, and multi-level complex. Each of its tasks is part of the school's core work, and the things handled often have an impact on the school's entire work and overall situation. This requires the staff in the office to have an overall view and sunshine, and coordinate each work from the overall perspective. Therefore, the office of colleges and universities has a lot of work clues and is very comprehensive.

#### ***3.1.4. Wide contact, heavy coordination task***

The work of the school is intricate. Due to differences in understanding, inconsistencies in work characteristics, and management problems, the work of various departments in colleges and universities often appears uncoordinated, causing some work to be out of touch and some conflicts and conflicts. This requires coordination through special departments to turn disorder into order, so as to ensure that the various internal systems of the school give full play to their functions and make the school's various tasks run in an orderly manner. The special position and responsibility of the university office requires that it must take the initiative and actively assume the responsibility of coordination and take the lead to solve problems. This special coordination and balance function requires university offices to adhere to the overall concept, and to be fully familiar with business work, with a large range of knowledge and strong adaptability. Only in this way can we coordinate the contradictions between departments and mobilize the enthusiasm of all aspects.

### **3.1.5. Lots of content and wide service**

The university office is the facade and window of the school, as well as the specific agency of the school. All aspects of the school's affairs are gathered in the university office, and the content is very complicated. But all these tasks serve to achieve the school's overall plan and development goals. Therefore, the office work of colleges and universities must adapt to the characteristics of complex content and wide service range, and it is necessary to work hard to provide services and improve work efficiency. In peacetime, we must always maintain close contact between the leadership and various departments, cooperate with each other, and earnestly do their own work. At the same time, we must warmly welcome every visitor, and serve as an exemplary and leading role for the administrative department in terms of work style and efficiency.

All in all, the characteristic of the university office is that it is not the legal leader of a certain social organization system, but it must play a certain leadership style; it must participate in the macro management of a certain social organization system, but it must also pay attention to actual benefits.

## **3.2. The major influence factors**

### **3.2.1 In terms of functional factors**

Due to the responsibilities undertaken by the office, its service scope involves a wider range of work, and the workload increases virtually. Office administrators are tired of coping with complicated tasks, which directly leads to the failure of the office's management functions to be used well. The most important reason for this phenomenon is that the division of office functions is not clear enough, and various tasks overlap. At present, most colleges and universities have not made clear regulations on the division of their functions. Many affairs with unclear responsibilities will be placed in the office, the scope of work is blurred, and the boundaries between departments are not clear. This has largely affected the management functions of colleges and universities' offices.

### **3.2.2 In terms of personnel factors**

As an indispensable part of the university office, the staff is also an important part of the management team. Their comprehensive personal qualities are very important in management work and have a close relationship and direct influence on the quality of school management work. The work plan, implementation and promotion of the office staff of colleges and universities is an important way for the office to play an effective role. Therefore, the ability and personal qualities of university office staff have a direct impact on office efficiency. However, the personnel factor is affected by the interaction between individuals, leaders, and organization members. This is a very complicated factor. Among them, leadership and team cohesion are the two core sources of influence. Organizers with outstanding leadership are the guide and navigation mark for the advancement of the office team, and an important guarantee for the work and functions of office managers. The cohesion of the team is an important factor for the coordinated, scientific and orderly work of office managers. Only by grasping the two key factors of leadership and team cohesion, can we grasp the core factor of individual ability of office personnel.

### **3.2.3 In terms of technical factors**

Science and technology are only effective when they are used in actual work and life. The development of modern science and technology has created convenient possibilities for office workers. However, whether the office staff masters higher technical skills is also the main factor restricting the effectiveness of office management. At present, the technical level of some office workers is not high, and they cannot master and use modern information technology well. Even some office staff have a low ability to accept new things and cannot adapt to new technologies. In the final analysis, these problems are caused by technical factors, which are not conducive to the development of office management functions to a large extent.

At the same time, many university offices have the problems of insufficient information infrastructure and weak information level. The school has invested limited funds in basic teaching facilities, campus infrastructure, and experimental training. It has not invested enough in the information infrastructure required by the school office. As a result, the construction of software such as the office system of university information office is slow.

### **3.2.4 In terms of institutional factors**

Modern university management advocates governing the school according to law. Under the

background of governing schools by law, colleges and universities have further enlarged their autonomy in running schools, and clarified the relationship between schools, the government and the market by formulating school regulations. This requires colleges and universities to manage personnel and affairs under the constitution and various rules and regulations. On the one hand, it strengthens the rigid constraints of the system, and on the other hand regulates work procedures to reduce the risk of clean government.

Therefore, rules and regulations are an important guarantee for the smooth operation of functions, and are also a source of core influencing factors for the management functions of colleges and universities. The establishment of a systematic, orderly, complete, and sound university office management system can maximize the exploration and development of office management functions. On the one hand, it can ensure the timely development of office management work and the orderly progress of various supervision work. On the other hand, it can also supervise and guarantee the quality of office management work. On the contrary, if the office management system is not sound, the office staff are often susceptible to personal wishes when carrying out related tasks, and even face the work in a casual manner. This will greatly affect and reduce the efficiency of university offices.

#### **4. Optimizing Strategies for the Management Function of University Office**

##### ***4.1. Perfect system construction, improve office management work operation guarantee.***

Institutional issues have always been the main perplexity faced by various administrative reforms. This is because the management system often has to adapt to the economic, political, cultural and other social factors of a period. At present, the management system of China's university offices is also facing the problem of reform. The key is to straighten out the system and change the backwardness of the system caused by changes in the external environment and changes in internal demand.

The establishment of a set of effective rules and regulations is not only the guidance of office management in colleges and universities, but also the key factor to reduce internal friction and enhance the connection between various departments in colleges and universities. The work content of the university office is complicated and important, both subtle and extensive, and often involves various tasks, such as receiving guests, managing official vehicles and their dispatch, handling letters and visits, handling official documents, and so on. Every work in the office is inextricably linked to the students, teachers, and teaching activities of colleges and universities. There are important risk links in the industry. If it is not handled properly, it will lead to big mistakes. This makes university office management work need to develop a scientific and reasonable management system based on the content of each job. For example, reception standards and reception items should be formulated in accordance the eight regulations of the central government; Keep account records in vehicle management, so that there is a basis for dispatching vehicles and a record of driving; Complaint reporting should be handled in a timely and proper manner and should not be delayed too much. Through the improvement and construction of the office management system, the responsibilities are refined to individuals, clarified to each link, and the responsibility tracking system is implemented to ensure that the operation of the office management work has an efficient guarantee.

##### ***4.2. Strengthen team building and improve the overall quality of office staff.***

Office team building is an important prerequisite and foundation for the optimization of office management functions. First of all, we must pay attention to the improvement of the professional quality of office staff, and provide systematic, professional, and high-quality training by increasing training investment and training efforts. Secondly, optimize the team structure and explore the strengths of each member, so that everyone can make good use of their strengths, develop their own strengths, and integrate the sense of personal accomplishment with the sense of team accomplishment. Finally, build a professional team of development and learning. Office leaders should actively guide office members to be good at communication and research in daily work, guide the office and members to learn from work, learn from books, learn from the Internet, and learn to reflect on work and reflect on practice. So that each person can take his own role in the work, as both a professional and an all-round talent.

#### ***4.3. Improve the quality of information construction and office management.***

At present, with the rapid development of information technology, traditional office management is facing unprecedented challenges. The large amount of information makes traditional manual management unbearable. Promoting the informatization of office work for comprehensive affairs is an important starting point for improving work efficiency and facilitating the work of teachers and students. The school office comprehensively combs the management affairs and window service matters, optimizes the reengineering work process, and promotes and leads the technological innovation. Therefore, the informatization construction of office management has been urgent and brooks no delay.

First, it is necessary to build an informatized administrative management system, enter all kinds of information into the system, carry out digital management, advocate paperless management, and simplify office processes and improve office efficiency. For example, with the help of information platform construction, an office automation system shared by multiple terminals can be constructed to classify and process various types of data. Second, promote the realization of multi-level management. In the era of big data, data analysis is more valuable than data itself, and the value of data can only be revealed through analysis and mining. In the office management work, it is not only necessary to process various data, but also to analyze, grasp the inherent laws of the existence of data and information, and provide accurate decision-making basis for school leaders. Finally, build a subsystem of office management work on the basis of the service system, refine the complicated work to everyone, and improve the standardization and comprehensiveness of management. Integrate electronic office management and official document management, sort out various information and data, and generate different documents, paving the way for the next step of management.

#### ***4.4. Increase funding and strengthen the guarantee of office working conditions.***

The work of the university office is a service-oriented content, serving school leaders, serving all secondary departments and units, and serving students. It is necessary to connect with each higher-level unit, but also with various internal departments, so it needs strong working conditions guarantee. To improve the optimization of university office management functions, on the one hand, it is necessary to strengthen investment and actively introduce advanced office equipment to assist office work and improve office work efficiency. So as to optimize the working methods of the office and provide practical guarantee for the smooth, efficient and coordinated operation of the office work. On the other hand, it is necessary to build a good learning service platform. If the school's economic conditions are good, you can purchase some advanced school management software, which can store a large amount of information related to teachers and students, or manage the information in different categories. With the help of management software, information management can be realized in the shortest practice, resource utilization rate can be improved, and communication and contact between various departments can be facilitated.

### **5. Conclusion**

All in all, the university office is the center of the management department, the staff assistant of the leadership, the bridge and link of communication, and the command system for various management tasks of the school. The level of office management in colleges and universities directly affects the efficiency of the whole school operation and the level of running schools, and relates to the success or failure of the reform and development of colleges and universities. In addition, the essence of university office management is to keep various activities in balance and provide a strong guarantee for the work and study of all teachers and students in the school. Therefore, college offices should combine actual conditions, apply new era management ideas and new management theories, and optimize management functions in an all-round way. It is necessary to strengthen team building to improve the overall quality of office staff, increase funding to strengthen the guarantee of office working conditions, improve system construction to improve the guarantee of office management work, and improve the construction of informatization to improve the quality of office management work. So as to continuously promote the improvement of university office management functions, give better play to the functional advantages of the office, and better serve the development of the school.

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