

# School Leadership and Management Innovation in the Internet+ Education Era

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**Abstract:** *With the development and application of the Internet, the education industry has gradually ushered in the era of Internet+education. In this new era, school leaders and managers need to be more open, innovative, and agile in responding to various challenges and opportunities. Firstly, school leaders should realize the importance and influence of the Internet, and actively promote digital transformation. In the process of digital transformation, school leaders need to pay attention to the needs of teachers and students, strengthen information service capabilities, and comprehensively improve the level of school management and service quality. Secondly, school leaders need to promote the integration of information technology and education, innovate teaching models and methods. Teachers should be encouraged to use diverse digital teaching resources and tools to improve teaching efficiency and quality, and promote students' autonomous learning and innovative thinking ability. Finally, school leaders need to pay attention to innovative education management mechanisms to improve the efficiency and service level of school operations. At the same time, establish a sound management system and process, strengthen data analysis and decision support, continuously optimize the school management and service system, and provide a better learning and development environment for teachers and students. In general, the era of Internet+education has brought unprecedented opportunities and challenges to school leaders and managers. Only by actively carrying out digital transformation, exploring educational innovation, and optimizing educational management can they better adapt to the development requirements of the times, enhance the competitiveness of schools, and achieve educational goals and missions.*

**Keywords:** *Internet+ Education era, Digital transformation, Education innovation*

## 1. Introduction

In today's era, traditional education models can no longer meet the diverse and personalized learning needs of students. Therefore, more and more schools are exploring the "Internet+" education model, using modern technology to create a smart campus and improve the quality of teaching. However, in this process, school leaders and managers need to strengthen their understanding and application of Internet technology and actively promote digital transformation and educational innovation to meet the increasingly fierce market competition and constantly changing educational needs. In the era of Internet+ education, schools have gained more opportunities and challenges. On the one hand, Internet technology provides more teaching resources and tools for schools, making school education more open, shared, and diversified; on the other hand, Internet technology also poses new challenges and reform requirements for traditional education models and management methods [1]. Therefore, how to face the challenges and opportunities of the Internet+ education era, deal with the changes and development in the education industry has become an important issue that school leaders and managers need to think about and explore seriously. Only by continuously innovating management ideas and mechanisms, paying attention to digital transformation and educational innovation, can we better adapt to changes in the times, face future development challenges, and provide better education services for schools and teachers and students. Therefore, this article will explore the innovation of school leadership and management in the Internet+ education era, discussing it specifically from the following aspects: first, this article expounds the challenges and opportunities of education reform in the "Internet+" era; second, it analyzes the practical exploration of school leadership and management innovation in this era; finally, the article explores the prospects of educational development in the "Internet+" era in order to provide some ideas and inspiration for educators [2].

## **2. Challenges and Opportunities for Educational Change in the Era of "Internet +"**

In the era of Internet+ education, the education industry is facing tremendous challenges and opportunities. School leaders and managers need to be aware of these challenges and actively seek opportunities, continuously promoting educational reform in order to improve the school's core competitiveness and service quality. Firstly, the Internet+ education era requires school leaders and managers to pay more attention to teacher development, cultivating "new teachers" who possess digital, innovative thinking and cross-cultural backgrounds to meet the needs of the times. In addition, school leaders and managers need to study and respond to the challenges brought by new technologies and applications, actively promoting information construction, establishing digital schools, optimizing the education service system, improving students' ability to learn and innovate autonomously and promoting the intelligence and humanity of education. At the same time, the Internet+ education era also provides new opportunities for school leaders and managers, such as broader information resources, diverse teaching methods, and wider international exchange and cooperation channels [3]. School leaders and managers can utilize these opportunities to promote the internationalization of education, enhance the international competitiveness and influence of the school. In summary, in the era of Internet+ education, school leaders and managers need to maintain a keen sense of smell and a positive attitude, comprehensively address challenges and seize opportunities, promote educational reform and innovation, and contribute to the cultivation of outstanding talents with a global vision and innovation capability.

## **3. Problems Encountered in the Transformation of Education in the Era of "Internet +"**

With the advent of the "Internet +" era, educational reform has become a global consensus and trend. However, with the continuous development of Internet+ education, many new problems and challenges have emerged, which require us to conduct in-depth thinking and exploration. On the one hand, virtual classrooms cannot completely replace physical classrooms. Education is essentially a process of social transmission and cultivation, in which interaction and emotional communication between teachers and students, as well as the creation of an educational atmosphere, are crucial factors. In virtual classrooms, the contact and communication between teachers and students may be limited, and students may lack the passion and motivation for learning. In addition, the network environment on which virtual classrooms depend may also experience technical problems and security risks, causing troubles for schools and families. On the other hand, the quality of teaching resources in "Internet +" education is uneven. Although the Internet provides a massive amount of teaching resources, the problem of uneven quality is difficult to avoid. Some educational institutions or individuals produce teaching resources with a large amount of water, insufficiently systematic content, and without certification, which can lead to confusion for students during the learning process and affect learning outcomes. Furthermore, "Internet +" education also involves the updating and transformation of teacher teams and educational concepts. Traditional teachers were mainly knowledge disseminators and student guides in past teaching processes. However, in the "Internet +" education model, teachers are more like cooperative partners for student learning and growth, requiring a certain level of innovative awareness, cultural vision, and interdisciplinary abilities to better adapt to the new teaching environment. In short, the problems and challenges faced by educational reform in the era of "Internet +" cannot be ignored. Only by carefully studying and solving these problems can the digital education model truly play its role, providing effective support and guarantees for cultivating more outstanding talents.

## **4. Practical Exploration of School Leadership and Management Innovation in the Era of "Internet+"**

### ***4.1. The emergence of "smart" management***

With the continuous progress and application of information technology and the internet, school leaders and managers are also managing schools in a more efficient and intelligent way. In this context, smart management has become a new management model and one of the practical exploration directions for school leadership and management innovation. Smart management refers to the use of internet, big data, artificial intelligence, and other technical means to achieve the intelligence and automation of various management work in the school, improving the efficiency and quality of school management. Specifically, smart management can be applied to student information management, scheduling, teaching evaluation, financial management, logistics services and other aspects. For

example, student information management can help students with personalized tutoring and evaluation by establishing student files and conducting learning data analysis; scheduling can make teacher course arrangement more reasonable and efficient through recommendation systems and data analysis technology; teaching evaluation can identify and solve teaching problems in a timely manner through big data analysis; financial management can predict and plan school financial expenditures better through data mining technology; and logistics services can improve the efficiency and quality of related services through IoT technology and intelligent devices [4]. Overall, the emergence of smart management provides a new management mindset and method for school leaders and managers. Based on information technology and data analysis methods, it realizes refined and intelligent management of schools, promotes digital and intelligent transformation of schools, and further improves management efficiency and service quality.

#### ***4.2. School leadership enhancement and teacher professional development***

In the era of Internet+, school leaders and managers need to pay more attention to building a talented workforce and improving leadership and teacher professional abilities to cope with the increasingly complex and changing educational environment, and to better promote educational innovation and development. In terms of enhancing school leadership, school leaders and managers can continuously improve their management knowledge and skills, enhance teamwork and coordination abilities, and further improve their leadership through participating in various training and learning exchanges. In addition, school leaders and managers can also introduce modern enterprise management concepts and tools, combine them with the actual situation of the school, and develop a set of management methods that are suitable for the development of the school to better promote independent innovation and development of the school. In terms of teacher professional development, school leaders and managers can encourage teachers to continuously improve their teaching level and quality through teacher training, evaluation, and incentives. At the same time, school leaders and managers can actively introduce external resources and experts, hold special seminars, and provide teachers with a broader academic research and exchange platform to encourage them to engage in academic exploration and innovative practice. In summary, in the era of Internet+, school leaders and managers need to pay more attention to the construction of the talent team and the professional development of teachers, continuously enhance their leadership and organizational management abilities, introduce cutting-edge concepts and technical means, inspire teachers to innovate and explore, comprehensively promote digital and intelligent transformation, and better support the development of education [5].

#### ***4.3. Curriculum change and teaching transformation***

With the advent of the Internet+ era, school leaders need to continuously innovate educational models, break new ground, achieve curriculum reform and teaching transformation. This is in order to adapt to the needs of the times, while comprehensively improving the quality and effectiveness of education, enabling students to better adapt to the challenges and opportunities of the future society. In practice, school leaders and managers can start from the following aspects to promote curriculum reform and teaching transformation: Firstly, expand educational resources and promote curriculum updates. Sharing and utilization of educational resources will be a key factor in promoting curriculum reform. School leaders and managers can expand educational resources through multi-level and diversified educational cooperation, enhance the ability of curriculum innovation, and develop new courses that meet the needs of 21st century students. Secondly, introduce new technology to improve teaching quality. With the rapid development of information technology, school leaders and managers can introduce advanced educational technology and equipment to improve teaching effectiveness and quality. For example, virtual laboratories, interactive teaching software, intelligent evaluation systems, etc. can be used to enable students to experience the charm of knowledge in a more vivid and concrete way and improve student interest and motivation in learning. Thirdly, pay attention to cultivating students' comprehensive quality. In the Internet+ era, school leaders and managers need to make the cultivation of students' comprehensive quality as the core goal of education, focus on developing students' thinking ability, innovation ability, practical ability and interpersonal communication ability, and enable students to possess comprehensive qualities that are adaptive to the future society. Fourthly, constantly improving the evaluation system to promote educational reform. Evaluation is an important means of promoting educational reform [6]. School leaders and managers need to continuously improve the evaluation system, establish scientific and diversified evaluation methods, pay attention to discovering students' strengths and personalities, promote students' comprehensive and balanced development, and promote education towards a more just, scientific, and effective direction. In

summary, in the Internet+ era, school leaders and managers need to continuously innovate, promote curriculum reform and teaching transformation, make education more closely aligned with the times and meet the needs of students, and play an important role in the growth of talents and social development. This requires school leaders and managers to seize opportunities, continuously expand educational resources, introduce new technology, focus on cultivating students' comprehensive qualities, improve the evaluation system, and promote educational reform through various means to cultivate more and better talents for the future society.

#### ***4.4. A rich path of cooperation in the education ecosystem***

In the Internet+ era, school leaders should promote innovative educational practices and improve the quality of education and teaching by establishing an educational ecology circle. An educational ecology circle is an ecosystem that includes multiple participating entities and is jointly constructed. It can provide a more open, diversified, and collaborative educational environment and provide more opportunities for students' comprehensive development. School leaders and managers can take the following measures to promote cooperation within the educational ecological circle and achieve better educational results: Firstly, establish a diversified cooperative network. School leaders and managers can actively carry out education alliance cooperation to create a multi-level, multi-perspective, and multi-dimensional educational ecology circle. Emphasis should be placed on the principles of openness, communication, and sharing to form complementary advantages within the educational ecology circle, allowing students to have access to more diverse educational resources. Secondly, leverage information technology to coordinate educational resources. With the rapid development of information technology, school leaders and managers can use various advanced information technology tools to integrate educational resources and achieve resource sharing and exchange, such as online teaching platforms, virtual classrooms, educational cloud platforms, etc. This enables students to access the necessary educational resources anytime, anywhere, and meet different learning needs [7]. Thirdly, cultivate interdisciplinary talents. Multidisciplinary integration is one of the important directions for the development of the educational ecological circle. School leaders and managers should focus on cultivating students' interdisciplinary abilities and comprehensive qualities in curriculum setting, educational evaluation, and encourage students to learn independently, explore and innovate in social practice, thereby cultivating interdisciplinary talents with comprehensive qualities that can respond to future social needs. Fourthly, promote educational co-construction. Educational co-construction emphasizes the cooperation between various educational organizations within the school. By sharing resources, experience, and advantages, a mechanism for resource integration, interest coordination, and knowledge transfer within the school can be formed, which can better utilize educational resources and improve educational effectiveness, and promote co-construction and sharing among all participants in the educational ecology circle. In conclusion, school leaders and managers need to tap the potential of the educational ecology circle deeply, based on diversified cooperation paths, to give play to the advantages of cross-disciplinary and diversification, and achieve shared and coordinated utilization of educational resources, enabling students to receive comprehensive, diversified, and vivid education through multiple participation.

### **5. The Prospect of Education Development in the Era of "Internet +"**

#### ***5.1. Driven by the synchronization of mindset renewal and technological innovation***

In the era of "Internet Plus", the prospects for educational development are very broad. On the one hand, with the rapid development of information technology, school leaders and managers need to update their thinking in a timely manner, constantly innovate, and guide the transformation of school education from traditional to modern. On the other hand, technological innovation has brought more opportunities and challenges for education. School leaders and managers need to actively practice and explore, use new technologies and means to promote the upgrading and development of education. The synchronous driving force of thinking renewal and technological innovation will bring the following prospects for the development of education: Firstly, educational resources will be fully integrated and developed. In the era of "Internet Plus", various educational resources will be better integrated and utilized. For example, through the sharing and use of various digital educational resources, students can access relevant knowledge and skills more conveniently; through the construction and application of smart campuses, schools can manage and utilize educational resources more efficiently, and improve the teaching effect and quality. Secondly, educational methods will become more diversified and

personalized. In today's era, education will no longer be a single form of classroom teaching, but will include a variety of learning methods and scenarios. For example, through online courses, distance education and other methods, students can learn at different times and places; through artificial intelligence and other technology means, the teaching process will become more personalized and accurate. Finally, the goals of education will become more diversified and practical. In the era of "Internet Plus", education will focus on cultivating students' comprehensive quality and practical abilities, encouraging students to innovate and practice [8]. For example, schools will strengthen cooperation with government at all levels, enterprises and institutions, social organizations, etc., carry out various practical activities, and improve students' sense of social responsibility and innovation ability. At the same time, schools will also guide students to actively participate in various service projects and social activities, comprehensively improve students' comprehensive quality and competitiveness. In conclusion, in the era of "Internet Plus", thinking renewal and technological innovation will jointly drive the development of education, educational resources will be fully integrated and developed, educational methods will become more diversified and personalized, and the goals of education will also become more diversified and practical. This will create a better education environment and development prospects for the growth and future of young people.

### ***5.2. Structural change and resource optimization go hand in hand***

In the era of "Internet Plus", school leaders and managers need to update their thinking in a timely manner, constantly innovate education models, optimize resources, and explore new resources. Structural changes and resource optimization will bring the following prospects for the development of education: Firstly, the popularity of education will be further improved. With the sharing and use of digital educational resources, as well as the application of diversified education methods, the popularity of education will be greatly improved. At the same time, school leaders and managers can attract more students to join the education family through diversified admission and training methods. Secondly, the quality and effectiveness of education will be improved. In the era of "Internet Plus", school leaders and managers can use technology means such as artificial intelligence, virtual laboratories, and online courses to carry out customized education and personalized tutoring, and improve teaching effectiveness and quality. At the same time, schools can also cooperate with other schools, enterprises, and institutions to jointly research education issues and explore new directions and models for education. Finally, the internationalization of education will continue to improve. School leaders and managers can use information technology to conduct international education exchanges and cooperation, enhance contacts and cooperation with schools in other countries, and promote the sharing and exchange of international education resources. At the same time, schools can also encourage students to participate in various internationally renowned exams and competitions, expand students' international horizons and communication skills. Therefore, in the era of "Internet Plus", structural changes and resource optimization will bring more development prospects for education, the popularity, quality, and effectiveness of education will be improved, and the internationalization of education will continue to improve. This will create a better education environment and development prospects for the growth and future of young people [9].

### ***5.3. Creation of a "human-centered" system platform***

In the era of "Internet Plus", creating a student-centered system platform will be an important direction for the development of education. This information technology-based platform will provide more comprehensive, efficient, and convenient services and support for students, teachers, and parents, further promoting the upgrade and development of education. The creation of a student-centered system platform will bring the following development prospects for education. Firstly, students will receive more comprehensive educational support and services. The student-centered system platform will provide students with customized learning plans and educational resources to help them fully explore their potential and achieve higher growth and development. At the same time, the platform will also provide various services such as online courses, tutoring, intelligent learning assessment, etc., to improve students' learning efficiency and experience. Secondly, teachers will receive more high-quality training and support. The student-centered system platform will provide various services such as online education and training, teaching research, resource sharing, etc., to help teachers continuously improve their educational level and teaching ability. At the same time, the platform will also provide teaching management tools, intelligent evaluation systems, and other support to improve the efficiency and quality of teachers' work. Finally, parents will receive more convenient educational services and support. The student-centered system platform will provide real-time monitoring and feedback on

students' learning and growth, allowing parents to better understand their children's learning situation and needs and provide timely support and guidance. At the same time, the platform will also provide various services such as parent-school communication systems, academic management tools, etc., to facilitate effective communication and cooperation between parents and schools. In summary, in the era of "Internet Plus", creating a student-centered system platform will bring more development prospects for education. Students, teachers, and parents will all receive more comprehensive, efficient, and convenient services and support, and education will also pay more attention to personalization and customization, creating a development path suitable for everyone. This will create a better education environment and development prospects for the growth and future of young people [10].

## 6. Conclusion

The era of Internet+ education is profoundly changing the education industry. School leaders and managers need to constantly update their educational concepts and management models to meet the requirements of the times. Only by continuously focusing on the forefront of education development, mastering the latest technology trends, and achieving the comprehensive integration of keywords such as digital transformation, educational innovation, and open sharing, can we promote the improvement of school education level and the improvement of service quality. In the era of Internet+ education, school managers need to have a keen sense of smell, actively seek opportunities for innovative development, continuously optimize the education service system and management processes, strengthen the construction of teaching staff, improve teaching quality, and provide students with more abundant and personalized educational resources and services. We believe that with the efforts of school leaders and managers, the era of Internet+ education will further promote innovation and development in the education industry, benefiting more children with digital, innovative, and personalized educational services, growing into talents with international competitiveness, and making greater contributions to the country and society.

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