

The application of people-oriented policies in college administration

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Abstract: *The people-oriented policy refers to a series of management activities starting from and centered on people, around the stimulation and mobilization of people's initiative, enthusiasm and creativity, in order to achieve the common development of people and enterprises. This paper briefly analyzes the connotation of the people-oriented principle, explores the current situation of university administration, and puts forward the concrete application methods of the people-oriented principle in university administration, hoping to promote the level of college administration, and then promote the quality of higher education.*

Keywords: *People-oriented policy; universities and colleges; administrative management*

With the continuous development of social economy, the education system and mechanism of China accordingly has some changes, and the education cause has also begun to enter a new stage of development. The administrative department of colleges and universities is not only a core department, but also an important bridge between colleges and universities and the outside world. Therefore, it is of great practical significance to explore how to promote the quality of university administration. Therefore, the application of people-oriented concept in university administration is analyzed.

1. The connotation of people-oriented policy

People-oriented policy is that in management activities should always benefit people, take scientific means to mobilize people's enthusiasm and creativity, so as to promote the self-development and work efficiency of the people [1]. One of the most important characteristics of the people-oriented principle is to take people as the core element of management, and the people referred to in the principle include both the subject and the object in the management.

In the administrative work of colleges and universities, teachers are the most important management objects. According to the people-oriented policy, teachers should be placed in the center of the entire administrative work, and their status of main roles in it should be strengthened. To achieve this goal, the personalized development of each teacher should be respected, their personal dignity should be protected, and the humanistic care is needed for them. Only in this way can we effectively establish the principal status of teachers in the administrative work of colleges and universities. Educational Administration is an integral part of the national educational administration, which directly affects the achievement of the basic goal of the national liberal education of "Building morality and cultivating people". At the same time, the level of administrative management of colleges and universities on the overall competitiveness and development of the capacity of the impact is very critical. At present, due to the continuous expansion of the scale of higher education in China, the pressure of higher education administration in China has increased, which leads to improve the efficiency of government administration among higher education institutions and optimization the comprehensive and standardized development of administrative work. However, from the characteristics of the current school management, the school management has produced great limitations. Take the lack of adaptability to the new stage of school administration problems as an example, which makes it difficult for the university to provide a guarantee for moral cultivation. Therefore, colleges and universities must re-optimize and adjust their own administrative objectives, innovate management work patterns, and show the new era of college style and features through reform and innovation, to provide a reliable and stable campus environment for the growth of modern college students.

2. The application principles of the people-oriented policy in the administration of colleges and universities

In the process of applying the people-oriented policy to carry out administrative work, colleges and universities should pay attention to observe the corresponding principles, so as to ensure its application effect, which mainly includes the following principles.

(1) The principle of incentive and motivation

Herzberg proposed a very famous theory (Figure 1), namely the two-factor theory (AKA hygiene-motivational factors), according to which, the priority of meeting the basic requirements of the management object in any management process should be stressed, and this would help to reduce the discontent, and then managers can take corresponding measures to mobilize the object’s initiative and enthusiasm in work [2].

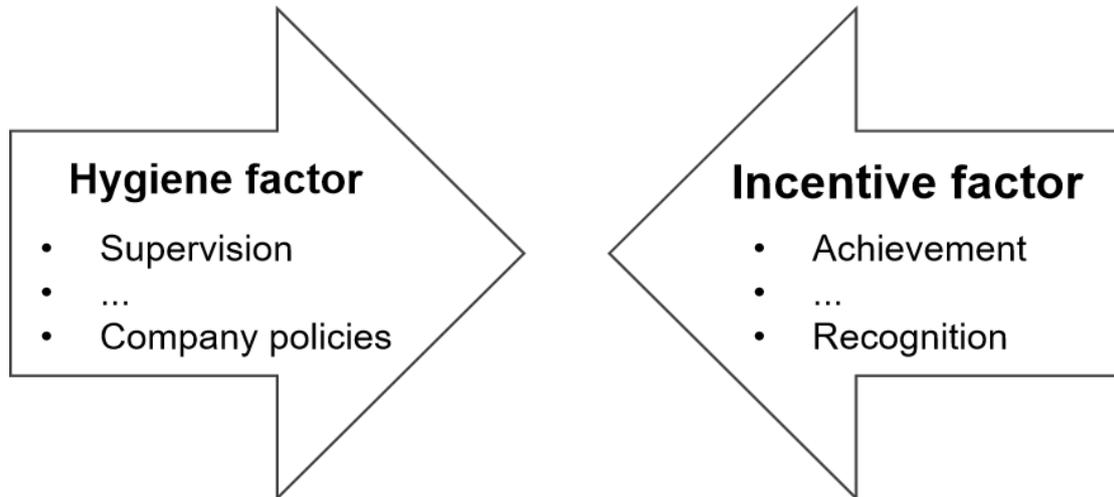


Figure 1: The two-factor theory of Herzberg

Although the starting point of this theory is different from that of "people-oriented" theory, this principle is completely applicable.

In the new era, high-quality connotation development is the needs of meeting university practice, adapting universities development, and promote the development of universities to “Double first-class” strategic goals. Administrative Management plays a key role in higher education, which promotes the innovation of administrative management methods in colleges and universities. It is helpful to guide the college staff to form a rational, standardized and fine management thought, thus promoting the sustainable development of higher education to high-quality connotation.

(2) Capability level principle

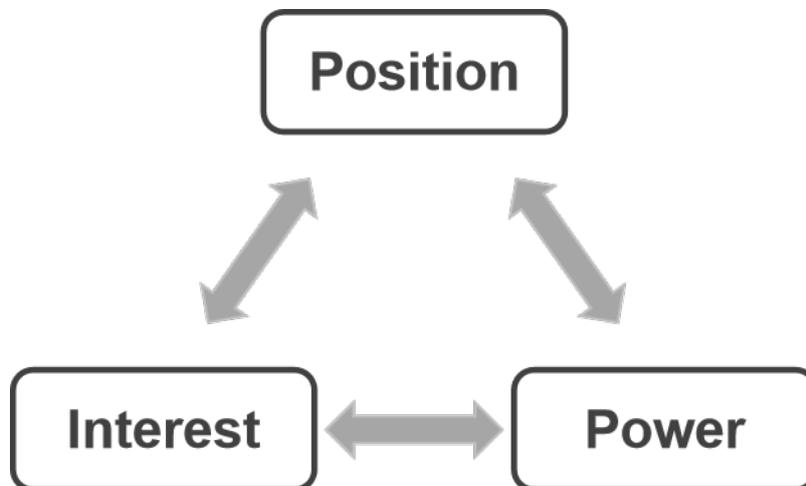


Figure 2: Graph of matching the position, power and interest in capability level

University administration should also pay attention to the corresponding capability level principle. The capability level principle is to pinpoint job positions and titles management according to different capabilities of faculty and staff [3]. According to this principle, colleges and universities should pay attention to provide multiple chances for the development of their faculty and staff, and give them corresponding honors and benefits according to the differences in their abilities and powers, so that their positions, powers and interests can be basically consistent with their capability levels (Figure 2).

In the new era, the measures which we should take to innovate the administrative management mode in colleges and universities are as follows. Firstly, we should pay attention to the improvement of the work quality, further optimize the management objectives and refine the implementation of the responsibilities of each management work. Secondly, we ought to adhere to the principle of fairness and justice and give full play to the role of administrative work as a link between the upper and the lower in various affairs such as teaching. Finally, we must pay more attention to educate people, scientific research and innovation in colleges and universities, which will comprehensively improve the quality of administrative work.

3. Current situation of university administration

At present, many colleges and universities still take traditional management ideas as the main basis of the administrative work. They mainly highlight the role of administrative regulations and administrative procedures, and adopt administrative methods based on constraints [4]. At present, there are two main problems in the process of administration in colleges and universities.

(1) Leadership is at the center. The administration in colleges and universities often centers on the leadership. Rules of administration are made to consider the convenience of the leaders, but give little attention to grassroots staff, so that the grassroots administrative personnel are often subject to many restrictions in the administrative work. This situation not only increase the difficulty of the administrative work, but also cannot guarantee the work efficiency.

For a long time, the administrative organs of colleges and universities have already grasped nearly all the power of the comprehensive business management of colleges and universities, so when facing the administrative object, colleges and universities often put it in the leading position of the administrated, and did not fully take into account the requirements of government management in the service of schools. It directly leads teachers and students to low enthusiasm in the work of managers in the process, and neglects the proper meaning of the administrative work to serve and educate people.

With the development of modern network communication technology, Internet is widely used in the administration of modern colleges and universities. Compared with the traditional information transmission tools, this transmission tools greatly improve the speed of university administrative instructions. However, the application of this new technology and means in the management of colleges and universities is still at the primary stage, and the convenient and effective advantages of the online inquiry service have not been brought into play. The main performance is: firstly, although the current university administration has begun to use WeChat, QQ and other tools for the transmission of administrative instructions, but the instructions are still issued by layer upon layer transmission, efficiency is not high, it is difficult for the basic reaction layer to achieve rapid response, resulting in unnecessary waste of time. Secondly, the university administration work has not established the perfect feedback information index system, in the administration work has many work contents to face all teachers and students. At present, the collection and analysis of feedback information in the administrative management of colleges and universities rely more on manual work, while the scale of feedback information expands rapidly in the face of increasingly complex management work, the limitation of the artificial management mode is obvious, which has a great restriction on the optimization of the administrative management of colleges and universities. Therefore, from the overall point of view, the current technical application of university administration is not in place, work efficiency is not high.

(2) Insufficient training for management personnel. In terms of training the administrative personnel in colleges and universities, although the frequency is relatively great, the intensity is obviously insufficient. Thus, the professional ability of administrative personnel is difficult to be effectively improved, and the lack of professional ability also affects the smooth development of administrative work.

At present, the administrative work of colleges and universities is becoming more and more complicated, and the administrative departments are further subdivided. Each department is responsible

for the administrative affairs in a certain direction, and carries out the administrative work according to the administrative norms and requirements. Therefore, there are some differences in the work nature and information construction level among the administrative departments, which affect the coordination of administrative work in colleges and universities. Especially under the condition of informationization, the different operating systems and data standards of various functional departments have a serious impact on the operation of the administrative system. The administrative staff is the main body of the management work. The performance evaluation of the administrative staff is directly related to the enthusiasm, quality and efficiency of the administrative staff. At present, the performance evaluation of administrative personnel in colleges and universities usually adopts annual evaluation, the content of which is mainly the staff's report, including the year of their complete work tasks and work ethics, diligence, ability to reflect. This kind of assessment is highly subjective and scientific, which can easily lead to unfair, unfair and an objective situations, and even lead many people to think that "Good work is not as good as good writing", the enthusiasm of the practical personnel was severely dampened. In addition, many schools have not set up a full-time assessment team after the assessment of administrative staff, but only set up a temporary assessment team at the end of each year. These non-professional, non-fixed work assessment personnel do not have a special assessment level, will affect the assessment results of the accuracy, impartiality and independence.

4. Path of realizing the people-oriented policy in the administration of colleges and universities

(1) Pay attention to the individual needs of faculty and staff

According to the people-oriented concept, we must pay attention to the individual needs of management objects in the process of management, and accordingly in the administrative work of colleges and universities, we should pay attention to the individual development of faculty and staff, and give full attention to their individual needs in life and work, including material and spiritual needs (Figure 3). Attention should be paid to the individual development of the faculty and staff, and their personalities should be fully respected. At the same time, humanistic care should be provided for them. Colleges and universities can think from the perspective of teachers and staff, strengthen the communication with staff, pay serious attention to the opinions of them, and adopt their reasonable suggestions and ensure their implementation. In addition, when formulating relevant systems, the administrative departments of colleges and universities should communicate with the faculty and staff at all levels and consider their feedback. In this process, problems caused by differences in ideas or poor communication should be avoided as much as possible. The above methods can make the majority of faculty and staff fully feel their importance in the university, so as to mobilize their initiative to contribute to the smooth development of the work in the university, and to create a harmonious and friendly atmosphere among the faculty and staff to lay a good interpersonal foundation for the smooth development of administrative work.

First of all, the rational use of emerging Internet information technology, optimize the way of government management. The administration of colleges and universities should make use of the advantages of the wide spread and coverage of the information media, create the flat running mode, shorten the running process, and replace the conventional layer-by-layer transmission mode with the point-to-point concrete docking mode of instruction transmission, improve the quality of information, and then improve the efficiency of government management. In addition, the administrative departments of colleges and universities should communicate with the teaching and administrative staff at all levels and pay attention to the relevant feedback they give when formulating the relevant systems, in this process to try to avoid those due to differences in ideas or information communication problems caused by poor. The above-mentioned methods can make the teaching staff fully reflect their own importance in the university, thus arouse their subjective initiative, and contribute to the smooth development of the work of the university, at the same time, it can also create a harmonious and friendly atmosphere among the staff and lay a good interpersonal foundation for the smooth development of administrative work.

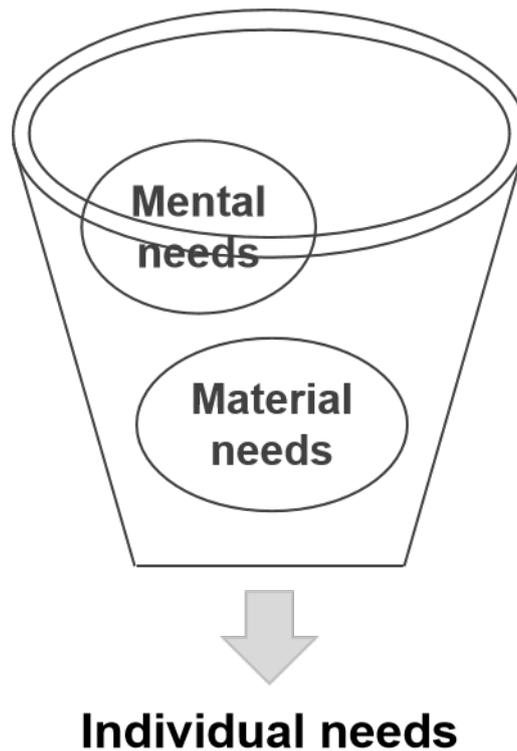


Figure 3: Individual needs diagram

(2) Encourage the personal development of the faculty

The administrative work of colleges and universities should encourage the personal development of teachers and staff, which is also the connotation of the people-oriented policy. In the project of personal development of the faculty, we should pay attention to tapping their advantages, so as to lay a good foundation for their personalized development. In order to further promote the personality development of teachers and staff, colleges and universities should create a good development environment, and formulate diversified evaluation standards for them, which can prevent teachers and staff from giving up their personal development under the influence of herd mentality. The development of teachers' personality can effectively promote their innovation and creativity, and make them play a more important role in the process of school education, scientific research and other work.

Therefore, the transformation of the management concept is the urgent requirement of the current administrative work in colleges and universities. The administrative departments of colleges and universities should give full play to their functions and carry out various detailed management services. We can introduce the concept of fine management to promote the development of fine management. In the administrative management, the manager should change the management thought of the enterprise in time, replace the past economic control and passive management with effective management and management, improve the enthusiasm of the work, pay attention to the optimization and adjustment of the management working mode, to innovate and improve the management system, on the basis of overall control and macro-guidance, strictly follow the basic principles of work, give play to the management functions of various departments, and provide perfect administrative services for schools, teachers and students. In addition, on the basis of the gradual change of the fine management thought, the management of the school must also change the orientation of the administrative work in time, so as to assist the development of the fine management of the school with the more concrete tasks of the administrative work. According to the actual situation of colleges and universities, the management of colleges and universities should complete the quantitative analysis of administrative management and guide the implementation of various management work. When the government adjusts the goal of administrative management, first of all, we should perfect the administrative affairs management system according to the clear goal of administrative work, and provide reliable system support for the management. Secondly, it is necessary to form the standardization system of the implementation process of management objectives, to determine the best realization path of the administrative work by the positioning of each objective, and to ensure the standardization and effectiveness of the administrative work, and thus maintain its service nature. Finally, we should strengthen the assessment and feedback of the achievement

of administrative objectives, and form a fine assessment system in order to strengthen the management of administrative staff.

(3) Give reasonable authorization to encourage management

Colleges and universities should establish a more scientific management system in the administrative work, which can not only promote the effective improvement of administrative efficiency, but also give full play to the subjective initiative of administrative staff and cultivate their sense of responsibility. Colleges and universities can appropriately delegate administrative power and give higher authority to administrative staff, which is not only conducive to ensuring the smooth development of administrative work, but also can stimulate the enthusiasm of administrative staff [7].

(4) Create a good administrative atmosphere

The cultural atmosphere will also have a great impact on people's behavior, so a good administrative cultural atmosphere should be created to enable the teaching staff adapt to the current administration mode in colleges and universities under the influence of the corresponding atmosphere and to ensure the smooth development of administrative management. In the process of creating the cultural atmosphere of administrative management, we should pay attention to integrating it with the current cultural atmosphere on campus, and appropriately introduce the corresponding political, social and other aspects of culture, so that we can influence the thoughts and behaviors of the teachers and staff in a subtle way, and ensure the effective development of university administrative management. In addition, a good administrative atmosphere will also help to increase the cohesion of colleges and universities, so that teachers and staff at all levels can actively participate in the management and construction of colleges and universities, thus ensuring the sustainable development of colleges and universities themselves.

5. Conclusion

To sum up, the administration work is an important part of the work of colleges and universities. Under the changing situation of educational development, colleges and universities should apply the people-oriented policy to carry out administrative management. In the process of carrying out the administrative work of colleges and universities with the people-oriented concept, colleges and universities should pay attention to the individual needs of teachers and staff, encourage their personal development, reasonably delegate power to encourage management, create a good administrative atmosphere, and pay attention to the needs of administrative staff, so as to ensure the quality and efficiency of the administrative work of colleges and universities.

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