

# Strategies for the Innovation of Higher Educational Management

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**Abstract:** *With the development of society, the requirements for talents continue to increase. In the process of implementing education management, colleges and universities must closely follow the development of society and innovate education management models. Only in this way can we cultivate talents in line with the needs of the current society. From the actual situation of our country's higher education management at this stage, there are still some problems that affect the improvement of the level of higher education management. The author explores and analyzes the existing problems and importance of educational management in colleges, and puts forward specific innovative strategies, hoping to contribute to the long-term development of high education.*

**Keywords:** *colleges; education management; innovation strategies*

## 1. Introduction

The innovation of college education management not only helps to improve the quality of college education and teaching, but also helps to meet the objective needs of social development for talents. In the process of implementing education management, colleges must recognize the importance of innovative education management, and strengthen deep reflection on education management to find out the existing problems, so as to make targeted innovations in college education management, and further promote the development of colleges.

## 2. Problems existing in higher education management

### 2.1 Lack of advanced educational management concepts

Whether the concept of education management is advanced or not directly affects the quality of education management in colleges. However, from the actual situation of education management in colleges at this stage, there are still some colleges lacking advanced educational management concepts, which not only affects the efficiency of educational management, but also hinders the achievement of educational management goals. The reason why some colleges have been using the past educational management methods is that they unilaterally believe that innovation in educational management methods will likely lead to a decrease in the quality of teaching and learning. There are also some colleges whose leaders are older, deeply constrained by traditional educational management concepts, slow to accept new educational concepts, and believe that their accumulated years of educational management experience are extremely authoritative.

### 2.2 Lack of emphasis on education management

According to relevant surveys, when implementing educational management work, some colleges simply carry out some management work on the surface, such as the arrangement of teaching courses, the preservation of student files and teacher files, examination arrangements, and inspection of teaching instructions, which lack depth and innovation. These colleges put the focus of education management on infrastructure construction and scientific research projects, and did not invest enough time and funds for the development of education management. There are also some colleges that have two campuses, the old and the new, but the educational management methods implemented by the new campus and the old campus are quite different, resulting in a certain deviation in the teaching system. In addition, in order to expand enrollment, some colleges spend most of their energy and time on professional and curriculum research, lack of emphasis on education management, and ignore the importance of education

management to the development of colleges and personnel training. As a result, the level of education management has been to be improved.

### **3. The significance of innovation in education management in colleges**

#### ***3.1 Contribute to the improvement of the quality of education and teaching***

Colleges are important positions for cultivating talents, and the completion of this task mainly depends on the effective development of education and teaching activities. Therefore, colleges must pay enough attention to the quality of education and teaching in the process of development. Only in this way can colleges complete this fundamental task better. The innovation of education management is a simple measure to improve the quality of education and teaching. For the overall students in colleges, there are big differences in terms of their learning foundations and abilities in all aspects, and the professional abilities of the teaching staff are also different, so it is difficult to achieve unified improvement. However, the education management work is different. It only needs to innovate the education management concept and optimize the education management method to improve the quality of education and teaching. Because when colleges innovate education management work according to the actual situation, the educational management concepts and methods implemented will be more in line with the needs of teachers and students, teachers can achieve greater professional growth, and students' learning and development needs can also be met, the quality of education and teaching can naturally be well improved.

#### ***3.2 Contribute to meeting the objective needs of social development for talents***

The innovation of education management in colleges can not only improve the quality of education and teaching, but also meet the objective needs of social development for talents<sup>[1]</sup>. With the continuous development of society, the scale of colleges in our country has been expanding, and higher education has gradually moved towards mass education. This requires colleges to innovate the education management methods adopted in the past. Only in this way can they keep up with the development of today's society, export more high-quality talents for the society, and better serve the construction of society and the development of the country.

### **4. Effective strategies for the innovation of higher educational management**

#### ***4.1 Innovate the concept of education management***

In order to carry out various education management work more smoothly and efficiently, it is necessary for the education management personnel of colleges to have an advanced and correct management concept. Therefore, in the process of innovating educational management in colleges, one of the first tasks to be completed is to innovate educational concepts. Advanced educational management concepts can not only promote the cultivation of higher-quality talents in colleges, but also improve the teaching level. Therefore, college education administrators must actively change their own educational management concepts and promote the implementation of various educational management tasks. University administrators need to always adhere to the basic principle of people-oriented, and innovate the educational management concept according to the actual situation of the current development of colleges and society. First of all, college administrators must pay enough attention to the construction of teaching staff. In the cultivation of talents in colleges, teachers are not only the transmitters of professional knowledge, but also an important leader in the formation of students' character<sup>[2]</sup>. Therefore, managers must establish a high-quality teaching staff through various methods. In addition to recruiting some high-quality "double-qualified" teachers, they also need to do a good job in the training of existing teachers, so as to effectively improve the level of the entire teaching staff. Secondly, managers also need to pay attention to teaching and students, implement the people-oriented concept into every detail of education management, strengthen the assessment of teachers' teaching and students' learning, on the one hand, promote the improvement of teaching quality and the deepening of teaching reform. On the other hand, it can effectively improve the learning effect and comprehensive quality of students. Finally, college administrators must pay attention to cultural construction and fully understand cultural construction. In addition to constantly improving the construction of infrastructure, they also need to regularly organize students to carry out various cultural activities to create a good campus cultural atmosphere, so as to better implement the fundamental task of cultivating talents.

#### ***4.2 Highlight the main position of students in education management***

In the past, when colleges carried out educational management work, they did not pay attention to the prominence of the main position of students. Students have always been in a passive position, and it is difficult to participate in the educational management of colleges. Because of the lack of feedback from students on educational management work, it is difficult to effectively improve the scientific nature of educational management work<sup>[3]</sup>. For this reason, in the process of innovating education management work, colleges must pay attention to the prominence of the main position of students, let students also effectively participate in education management work, and optimize education management work scientifically and reasonably according to students' feedback. For example, in the process of building an educational management system, colleges should organize students to participate in the discussion on the construction of the educational management system, because students are the focus of the educational management work in colleges. Therefore, colleges need to actively collect students' suggestions and opinions when building an educational management system, and organize education managers to conduct in-depth discussions on students' suggestions and opinions. In this way, the management system constructed by colleges in the innovation of educational management work can better meet the needs of students.

#### ***4.3 Give full play to the important advantages of information technology in education management***

With the comprehensive popularization of information technology, the advantages of information technology in various fields are becoming more and more prominent. When colleges innovate education management, they also need to give full play to the important application advantages of information technology, so as to improve the efficiency and quality of education management. With the continuous expansion of colleges, the number of college students continues to increase, which also brings new challenges to education management, and the workload and difficulty of work increase at the same time. If colleges continue to use manual methods to implement management, the efficiency of their management will naturally be low, which will inevitably have a serious impact on the quality of education management<sup>[4]</sup>. For this reason, when colleges innovate their educational management work, they can establish an information management system through the use of advanced information technology means, and use this system to comprehensively collect relevant data and information, and process these data and information efficiently. At the same time, colleges can also construct an education management risk model through the application of information technology, so as to implement individual education management with differences. At present, we have entered the era of "Internet plus". Colleges can use "Internet plus" technology to analyze the innovation and entrepreneurship management work of college students in depth, and use big data technology to monitor the employment situation of college students, to point the way of innovation of higher education management. For example, colleges can use information technology to innovate the information-based education management system to count the data of each student, and dynamically monitor and analyze the students' learning and development through the construction of risk models. If there is any abnormality, the model will generate an early warning. After receiving the early warning, managers can innovate and optimize education management in a targeted and timely manner, so as to carry out education management work more effectively.

#### ***4.4 Personalized development of education management***

In the process of innovating education management work, colleges must closely follow the development of the current era, understand the changes and development needs of college students in the new era, and understand that the changes in the methods adopted by college teachers in carrying out educational and teaching activities in the new era and the needs for teachers' development are not possible to use unified tools and standards to measure educational and teaching activities<sup>[5]</sup>. When colleges innovate educational management work, they must pay attention to the individual characteristics and interests of students and teachers, and motivate teachers and students through the implementation of individualized strategies, so as to mobilize teachers' teaching enthusiasm and students' interest in learning to promote that both teachers and students can gain satisfaction in educational and teaching activities. Colleges should also tap the potential of teachers through the development of personalized education management work, and encourage teachers to reform education and teaching methods more vigorously, so as to cultivate talents in line with the current social development trend. In addition, colleges should actively create a good educational environment for teachers and students, use the educational environment to encourage and support teachers and students, promote mutual respect between teachers and students, and establish an equal and harmonious relationship between teachers and students.

Moreover, when colleges carry out personalized education management work, they also need to constantly strengthen their reflection on the current education management work, so as to timely find out the problems that affect the improvement of education management level, and take effective measures to solve them in time. These problems make the development of education management work more in line with the needs of the development of college in the new era, so as to cultivate talents that meet the needs of social development at this stage and successfully achieve the goal of talent training.

## 5. Conclusion

To sum up, in the process of operation and development of colleges in the new era, if they want to cultivate talents who meet the objective needs of social development at this stage, they need to pay enough attention to the innovation of education management. It is necessary to actively innovate the concept of education management work, guide the direction of education management work scientifically, and ensure that the development of this work is more scientific and effective. It is also necessary to always follow the basic management principle of people-oriented, fully reflect the main position of students, and realize that students are not only the focus of education management work, but also an important participant in education management work. At the same time, advanced information technology means to build an education management system are used to replace the previous manual management method, so as to carry out education management work more efficiently and with high quality, and then cultivate more high-quality talents.

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