

# Explanation of Strategies for Improving the Management Ability of University Offices in the New Era

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**Abstract:** *With the continuous development and changes of society, university offices are faced with many new challenges and opportunities. In order to adapt to the new management needs, improve work efficiency and service quality, and enhance the management ability of university offices has become an urgent task. Based on this, this paper explains the countermeasures to improve the management ability of university offices under the background of the new era, analyzes the problems existing in the management ability of university offices under the background of the new era, and puts forward effective solutions, in order to provide reference for professionals and contribute to the sustainable development and quality service of universities.*

**Keywords:** *The new era; Efficient office; Management ability; Countermeasure*

## 1. Introduction

In the new era, colleges and universities, as an important position of knowledge inheritance and innovation, undertake the mission of cultivating talents, scientific research and social service. As the core department of university management, the university office plays a vital role in this process. However, with the rapid development of society and the rapid change of science and technology, the university office management is facing unprecedented challenges and opportunities. The impact of the trend of informatization, globalization, diversification, etc., requires university offices to continuously improve their management ability and better adapt to the development requirements of the new era. Based on this, it is of great practical significance to study it in this paper.

## 2. The problems of office management ability in colleges and universities in the new era

### 2.1 Lack of scientific management methods

At present, there is an obvious problem in university offices, that is, the lack of scientific management methods. This problem is manifested in many aspects: First, the university office lacks scientific planning and goal setting in the daily management. Some offices do not make clear work plans and goals, resulting in chaotic work arrangements, unclear priorities, and difficult to grasp the focus of work. This makes office staff easy to fall into a passive state in their work and unable to effectively deal with complex work situations. Secondly, there are problems in personnel allocation and division of labor in university offices. Some offices may not be scientific and reasonable in terms of personnel allocation, resulting in unclear division of labor, overlapping responsibilities or inconsistent focus of work. This will lead to waste of resources, lower efficiency, and affect the operational efficiency and work quality of the entire office. Third, some university offices lack scientific means in information management and technical support. In the information age, college offices need to deal with a large number of documents and information, but some offices have problems in the input, storage and retrieval of information, resulting in the information transmission is not timely and inaccurate. At the same time, some offices have insufficient investment in information technology support and lack of scientific information means, which affects the efficiency and quality of office work. Fourthly, college offices lack scientific analysis and methods in decision-making and problem solving. In the face of complex problems, some offices lack scientific analysis and decision-making methods, and are prone to subjective assumptions or herd thinking. In this way, the accuracy and scientific nature of decisions will be affected, and problems will not be solved for a long time, which will affect the stable operation of the entire office.

## ***2.2 The quality of personnel needs to be improved***

Under the background of the new era, the quality of some office personnel in colleges and universities is not high, which is reflected in the following aspects: First, there is a lack of professional literacy. As the backbone of school administration, office personnel should have solid professional knowledge and skills. However, some people show a low level in document processing, information sorting and data management, which affects the efficiency and accuracy of office work. They have insufficient understanding of relevant policies, regulations and school management systems, and are prone to operational errors and information confusion. Secondly, they have a weak sense of learning and are not willing to pursue further studies. With the rapid development of the information age, new technologies and management methods keep emerging. However, some office workers lack the enthusiasm to learn new knowledge and update their skills, and are satisfied with their current work status, ignoring the importance of self-improvement. This makes it difficult for them to adapt to new job requirements and cope with new challenges. In addition, some personnel need to strengthen their sense of service and responsibility. The office is the bridge of communication between teachers, students and visitors, and needs to communicate and coordinate well with all kinds of personnel. However, some office staff seem stiff and impatient when dealing with problems, and their service attitude is not friendly enough. They are slow to respond to the needs and feedback of teachers and students, which results in lower satisfaction of teachers and students and affects the school image to some extent. Finally, their communication and teamwork skills need to be improved. In office work, good communication and teamwork with colleagues are essential. However, some office workers do not take the initiative to communicate with their colleagues, and even have communication difficulties<sup>[1]</sup>. They lack the spirit of cooperation in collaboration, resulting in poor work flow, affecting the efficiency and cohesion of the entire team.

## ***2.3 Low level of information management***

The low level of information management, the embodiment of this problem includes: first, the university office in the information equipment and system configuration is insufficient<sup>[2]</sup>. Some offices in the hardware equipment is not fully invested and updated, resulting in computers, printers, scanners and other equipment aging, poor performance, affecting office efficiency. Secondly, the lack of information strategic planning and long-term development planning. Some university offices lack overall planning and long-term goals in informatization, and there is no clear informatization development strategy. They are more to meet the current needs and take some temporary information measures, the lack of long-term planning leads to information management becomes short-sighted behavior. Such a situation easily leads to the lack of coordination among information systems, the lack of integrity of information construction, affecting the effectiveness and efficiency of information management<sup>[3]</sup>. In addition, some university offices have a psychological conflict with the acceptance and application of new technologies in information management. With the continuous progress of science and technology, new technologies emerge one after another, but some offices are more conservative in accepting new technologies and are afraid to try and apply new information means. Their lack of understanding and resistance to new technologies make it difficult for information management to keep up with the pace of The Times, and they miss many opportunities to improve work efficiency and quality. In addition, college offices lack performance evaluation and improvement mechanisms in information management<sup>[4]</sup>. Information management is a dynamic process that needs to be evaluated and improved constantly. However, some offices lack the awareness of performance evaluation in information management, and have not established scientific evaluation indicators and methods, resulting in the effect of information management can not be timely feedback and improvement. This makes the problem can not be found and solved in time, affecting the continuous improvement and optimization of information management<sup>[5]</sup>.

## **3. The countermeasures to improve the management ability of university office in the new era**

### ***3.1 Strengthen personnel training and improve the comprehensive quality***

In order to enhance the management ability of university offices under the background of the new era, it is feasible to strengthen personnel training and improve the comprehensive quality. First of all, a comprehensive training plan can be established, and targeted training courses can be formulated according to the actual needs and responsibilities of office personnel. These training courses can include the application of information technology, document processing and management, teamwork and communication skills, service awareness, etc., in order to enhance personnel's professional ability and

work efficiency. Secondly, high-quality training resources can be introduced in cooperation with other departments of colleges and universities or external professional training institutions<sup>[6]</sup>. By cooperating with other departments, knowledge and experience from different professional fields can be integrated into office management and diversified training content can be provided<sup>[7]</sup>. At the same time, cooperating with external training institutions can provide access to more professional training courses to help office personnel constantly learn new knowledge and master new skills. In addition, regular training activities and knowledge-sharing sessions can be held to encourage employees to interact and learn from each other. Through experience sharing and learning exchange among employees, cooperation and understanding between different positions can be promoted, and team cohesion and collaboration ability can be enhanced. In addition to the training of professional skills, attention should also be paid to the improvement of comprehensive quality. Various kinds of training and activities can be organized to cultivate employees' communication skills, teamwork, leadership and problem-solving skills<sup>[8]</sup>. For example, role playing training can be conducted in which employees learn how to deal with complex problems and work with others in simulated situations.

### ***3.2 Focus on information technology and strengthen service capabilities***

Under the background of the new era, the improvement of management ability of university offices needs to pay attention to the application of information technology in order to strengthen service ability. First, the office can actively introduce and apply advanced information technology equipment and systems, such as intelligent office platform, data management software, digital file management system and so on. These information technology tools can improve office efficiency, realize the electronic processing and sharing of documents, reduce the use of paper documents, and reduce resource consumption. At the same time, the intelligent office platform can help the office realize the automation and standardization of information processes, improve work efficiency and service quality. Secondly, the office can carry out information technology training to improve employees' information skills and application level. The training content can include the use of office software skills, the operation and maintenance of information systems, network security awareness and so on. Through the training, employees can master information technology tools more skillfully, improve the ability of information service, and provide more convenient and efficient services for teachers and students in colleges and universities. In addition, the office can strengthen the integration and sharing of information resources to improve service efficiency. Through the establishment of a unified information platform and resource library, all kinds of information resources can be integrated together, which is convenient for employees to quickly find and obtain the information they need. At the same time, the information sharing mechanism is promoted so that employees in different positions can share information resources, strengthen cooperation and communication, and improve the timeliness and accuracy of services. In addition, the office can also strengthen cooperation with information technology departments and scientific research institutions, and actively explore innovative applications of information technology in office management. Through cooperation with professional information technology teams, the office can jointly develop and promote information technology solutions suitable for university office management, improve the application level of information technology and management efficiency.

### ***3.3 Innovate the management mode and enhance the management ability***

Under the background of the new era, the improvement of the management ability of university offices is an urgent need to meet the requirements of social development. Therefore, innovating the management mode and enhancing the management ability have become important countermeasures. First, we can establish a flexible and efficient management mode and implement a flat management structure. By simplifying decision-making levels, reducing cumbersome approval processes, and improving decision-making efficiency, office managers can respond to various problems more quickly and flexibly. Flat management also helps to stimulate the enthusiasm and innovation of employees, so that every employee can participate in decision-making and jointly promote the development of the office. Second, advanced management ideas and methods can be introduced to strengthen scientific decision-making and data analysis. University office managers should pay close attention to the frontiers of management ideas at home and abroad and learn from the best practices in the industry, apply data analysis tools to dig deeply into the value behind the data to aid decision-making and optimize the management process. Scientific decision-making can make office management more objective and accurate, reduce management risks, and improve the overall management level. Thirdly, goal-oriented management can be implemented and performance evaluation system should be established. The innovative management model sets clear development goals and performance indicators for the office,

implements the target responsibility system, and motivates employees to make continuous efforts to achieve the goals. Managers should conduct regular performance evaluation, reward individuals and teams with excellent performance, supervise and improve those whose performance is not up to standard, form a benign work competition atmosphere, and promote the improvement of management ability. Fourthly, it can encourage employees to innovate and implement incentive mechanism. Office managers should attach importance to employees' opinions and suggestions and encourage them to put forward innovative management and working methods. In the process of innovation, a reasonable incentive mechanism should be established to recognize and reward the innovation that has achieved remarkable results, so as to motivate the innovation consciousness and enthusiasm of employees. The innovative management mode provides learning and development opportunities for employees, encourages them to participate in various training and learning activities, and constantly improves their personal management ability and quality.

### ***3.4 Formulate clear goals and do a good job in logistics***

Under the background of the new era, it is feasible to improve the management ability of university offices, formulate clear goals and do a good job in logistics support. First, university offices should formulate clear management objectives and development strategies. This needs to be in line with the overall development goals of universities, combined with the functional positioning and characteristics of the office, clear long-term development goals and short and medium term work goals of the office. Clear goals can provide a clear direction and basis for the work of the office, so that the entire management team and employees in the work to maintain a unified goal orientation, form a joint force, and promote the improvement of the office management level. Second, the university office should pay attention to the development of scientific and reasonable work plans and implementation programs. On the basis of the realization of clear goals, specific work plans should be formulated to clarify work tasks, time nodes and responsible persons to ensure the orderly progress of work. At the same time, according to the work plan, office managers should activate their potential, mobilize the enthusiasm of employees, and ensure that the work is carried out according to the plan. In the process of implementation, they should follow up the progress of the work in a timely manner, solve possible problems, and ensure the smooth achievement of the goal. Third, the university office should pay attention to logistics support and provide strong support for management work. Logistics support includes human resources, financial support, information technology and other aspects. First of all, it is necessary to rationally allocate human resources to ensure that the office has a management team and staff with high quality and strong business ability. Through personnel training, recruitment and post adjustment, the rationalization of personnel structure can be guaranteed and the management ability and leadership level of managers can be improved. Secondly, the university office should establish a sound financial management system to ensure the rational use of funds. It can strengthen the budget preparation and implementation supervision, allocate various funds reasonably, ensure the transparency and fairness of the use of funds, avoid resource waste and optimize the allocation of resources. In addition, we can learn from excellent logistics experience, refer to the management mode of other universities or enterprises, integrate management elements suitable for the actual situation of the university, and form a more scientific and reasonable logistics management system.

## **4. Conclusion**

To sum up, improving the management ability of university office is an urgent task at present, and the countermeasures proposed in this paper are concrete and implementable ways by formulating clear goals, doing a good job in logistics support, focusing on information technology, strengthening service ability, innovating management mode, enhancing management ability, strengthening personnel training and improving comprehensive quality. Only with the joint efforts of office managers and employees, continuous learning and innovation, to adapt to the development needs of the new era, can the office of colleges and universities truly become an efficient, intelligent, high-quality service management team, and contribute more to the vigorous development of colleges and universities and talent training.

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