

# Research on Improving the Effectiveness of Education Management in Colleges and Universities Based on New Media Technology

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**Abstract:** Using new media technology to improve the level of education management in colleges and universities, it is necessary to work hard on the protection of concepts, talents, technology, systems and other conditions to consolidate the foundation of the development of education management system. This requires the establishment of advanced work concepts, attention to the integration of new media technology and university education management ; strengthen the cultivation of talents and promote the steady progress of education management in the new media environment ; in the management of higher education, we should flexibly use various media technologies to promote the transformation and upgrading of work. Improve the system of integration of new media technology and university education management, and ensure that the integration work is carried out in a rule-based manner.

**Keywords:** New Media Technology; Education Management; Integrated Development

## 1. Introduction

The development of education management in colleges and universities is complicated and cumbersome. In order to adapt to the development and practical needs of the new situation, it is necessary to change the previous lagging and inapplicable working mode, flexibly use various new media technologies to carry out work transformation, optimize the process and mode of work, and achieve the expected effect of education management. However, the integration of new media technology and college education management can not be achieved overnight. It is inseparable from the support of various conditions, and it is also an important starting point for the

improvement of the work system, which is worthy of in-depth study.

## 2. Pay Attention to Work, Provide Advanced Ideological Support

First of all, colleges and universities need to pay attention to the transformation of education management in the new media environment, and improve the important position of education management in Colleges and universities. Actively learn the theoretical knowledge in this regard, and realize the necessity, importance and feasibility of promoting work transformation with the help of new media technology. Strengthen publicity in the school, widely collect the opinions and ideas of all subjects, encourage all subjects to make suggestions, form a good atmosphere of full participation and cooperation, and ensure that the transformation work meets the actual needs.

Secondly, we should establish an open mind, learn from excellent experience and practices, and do a good job in the early planning, resource investment and management, project promotion evaluation and improvement, experience summary and other aspects of using new media technology to improve the level of education management in Colleges and universities, so as to ensure that the objectives of the transformation work are more clear, the work of each link can be carried out in an orderly manner, and the integration, optimization and efficient utilization of existing support resources can be achieved.

Finally, establish the concept of sustainable development, and clarify the direction and value of the transformation of university education management under the new media technology. It aims to optimize the organization and reallocate education management resources, and carry out the process of intelligent and open education

management under the guidance of modern education thought, using the theory of education management and new media technology, comprehensively considering the internal and external factors of education management. The integration of new media technology and university education management needs to play a positive role in promoting the profound changes in the methods, environment, concepts, systems and situations of education management, and ultimately realize the modernization and sustainable development of education management.

### **3. Keep Pace with the Times, Provide New Media Technology Support**

#### **3.1 The Application of WeChat in Education Management**

The application of wechat in university education management is reflected in the following aspects: first, it is applied in teaching. Colleges and universities can set up columns on wechat public accounts and publish teaching courseware such as wechat and MOOC, which is convenient for students to preview and review in their spare time. Push the expanded theoretical knowledge of each major on the platform, let students learn the content of other disciplines, and establish a complete knowledge structure system. The online time test and assignment release, psychological consultation, message and other functions in the flexible wechat public account highlight the student-centered education concept, break the restrictions of time and space, and make mobile learning possible. Second, it is applied in management. Colleges and universities open services such as service guide navigation, transaction process handling, express channel and transaction query on wechat public account to realize the effective transmission of management information. For example, the library can carry out functions such as online reservation and new book notification on wechat applet to reduce the workload of library staff. All departments will use the powerful function of wechat public account to realize the transfer of offline work mode to online work in the management of communication management, archives management, Youth League Committee Management and other work. Through wechat

link, you can enter the University's educational administration management system, which is convenient for students to carry out information query and other operations.

#### **3.2 The Application of Short Video Platform in Education Management**

First of all, the short video platform has the ability to observe students' ideological dynamics. Through the message and comment functions of the short video platform, education managers can understand students' ideology, clarify students' cognition and discrimination ability to hot events, and guide the orderly development of education management work such as ideological and political work. Secondly, the short video platform can expand the way of education management. Education management staff can broaden the channels of receiving teacher-student information through the short video platform, which is conducive to changing the work path and strengthening the pertinence of the work. You can go into dormitories, campuses and classrooms through the combination of online and offline to understand students' learning and life in an all-round way. You also need to understand students' concerns on the short video platform, listen to students' voices, and master and respond to students' concerns in a timely manner. You can also listen to the opinions of teaching staff, use the new media platform to realize resource sharing, and form the joint force of education management. Thirdly, education managers can carry out online conversation with students through the functions of live broadcast and comment interaction of the short video platform, so that students can put down their psychological vigilance and open their hearts, ask students' real thoughts, and highlight the temperature and ideological nature of education management work such as ideological and political education and mental health education. We should guide students from the aspects of interpersonal communication, academic pressure, psychological burden and career confusion in the process of students' growth, and truly realize the whole process and comprehensive education. The communication and interaction between students and new media users can also realize the whole staff education. Finally, strengthen the effectiveness

of education management. As education management staff, while paying attention to students' ideological trends on the Internet, they also need to dare to face off with untrue statements on the Internet, make timely and correct education guidance for students, stabilize students' ideology, and enable them to practice their core values. The education management staff can also use the short video resources that spread positive energy as the meeting point of students' Ideological Education and emotional education, so that they can resonate with each other while receiving information, and influence their thoughts and behaviors through listening and speaking. They can also allow students to spread and publicize advanced ideas and culture in the form of words that students like by completing learning tasks such as making short videos, and effectively solve the problems of students' weak ideals and beliefs, lack of faith, weakening patriotic feelings, and inadequate physical and mental quality.

#### **4. Improve the Mechanism System and Provide Institutional Guarantee**

First of all, we need to highlight the advancement of the education management system. Establish a student-centered and new media technology centered education management mechanism, adjust the current system according to the new media era, and ensure the timeliness of the system. We should take the cultivation of talents as the starting point and foothold of all education management work, follow the law of education, promote the comprehensive development of students with the help of various new media platforms, highlight the humanistic concept and service concept of the system, and ensure the scientificity and effectiveness of the system. Secondly, highlight the operability of the system. Clarify the post responsibility for the integration of new media technology and education management, clarify the management authority at all levels, clearly explain the content of the system, and solve the ambiguity and ambiguity of the system text. We should combine the concept of system with educational practice, standardize the organization and procedure of system implementation, improve the implementation of the system, and ensure that all subjects have a sense of identity for the system.

Finally, improve the supervision and evaluation system of the system. All departments should strengthen the supervision of the integration of new media technology and education management, and the supervision institutions should understand the implementation of the system. And improve the participation system, reward and punishment system and quality evaluation system, increase the intensity of accountability and punishment, establish the tracking and feedback mechanism of the system, and timely handle the system problems found.

#### **5. Strengthen Training and Education and Provide Talent Guarantee**

As the education management personnel of colleges and universities, they need to have certain discipline and professional knowledge, and be able to formulate professional teaching plans and personnel training specifications from a more professional perspective; Have certain working ability, and have post competence in teaching plan, management system, teaching operation management, teaching quality management and evaluation, as well as discipline, specialty, curriculum, teaching materials, practice teaching base, study style and other teaching infrastructure management; Have the spirit of love and dedication, face rigorous and trivial education and management work, and strive to seek satisfaction and fulfillment from work, so as to reduce work errors and errors; Have the ability of unity, cooperation and organization. While doing their own work well, the personnel at all posts should establish good horizontal ties with each other; Have a good service attitude and serve teachers and students wholeheartedly, aiming to improve the quality of teaching and promote the overall development of the school; It has the ability of development, innovation, foresight and self-control, frequently investigates and studies the teaching situation, learning situation and management level, so that the decision and plan are forward-looking, and provides feasible plans and decision-making suggestions for the school to further improve the teaching quality and school efficiency; Have certain information literacy, be able to flexibly use new media technology to promote work innovation, creatively carry out university education management, master and skillfully use modern equipment is the

basic ability, be good at capturing all aspects of information, use existing knowledge to process information, and use it to guide education management, so as to improve management efficiency and quality, and give play to their personal value and professional advantages; It also needs to have keen observation and the ability to correctly analyze and solve problems. In the process of integrating new media technology and education management, the process is complex and cumbersome. Affected by many factors, new problems emerge in endlessly. When encountering new problems or emergencies, education managers should keep calm, objectively analyze things from the outside to the inside, put forward constructive suggestions for rectification, and formulate feasible solutions, so as to ensure the smooth progress of the transformation of education management; Have good expression ability, be good at communicating with the functional departments of the school, be able to clearly and persuasively express their own ideas and intentions, and be able to write general practical articles, such as work plan, work summary, meeting minutes, notification, etc., especially when propagandizing education and management information through microblog, wechat and other media, the information content is required to be clear, and the language has distinctive characteristics, so as

to ensure the readability of the content.

## 6. Conclusion

Using new media technology to improve the effectiveness of university education management needs to promote the organic integration of media technology and education management under the guidance of advanced ideas. Under the support of interdisciplinary talents, we should use various technologies to promote the transformation of education management. Under the protection of the system, ensure that the integration work can be carried out in accordance with the rules. With the support of technology, the effective penetration and application of media technologies such as short video platform and wechat in university education management are realized.

## References

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