

Process Reengineering and Optimization of University Education Management in the New Media Era

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Abstract: With the gradual advancement of educational reform in university teaching, the traditional model can no longer meet the requirements of management. Therefore, educators should adjust the management model appropriately from the perspective of students' development to ensure that students can complete the comprehensive improvement in university. Under the background of informatization, the informatization construction of university education management can provide students with a safe and comfortable environment to study, make students receive education better, and promote the development of universities better. This paper expounds the scientific connotation and necessity of university education management process reengineering, points out the main problems affecting university education management process reengineering, and puts forward the countermeasures of university education management process reengineering and optimization based on new media technology. University educators should consider the advantages and disadvantages in the process of using new media, provide students with an effective classroom management environment, and ensure that they can always concentrate on the classroom.

1. Introduction

At the present stage, domestic universities have realized the importance of education management, and started to reengineer and optimize the management process [1]. As the training base of modern excellent talents, universities play an important role. The traditional university management mode is too rigid, which restricts the students' comprehensive ability and hinders the further reform of the school system [2]. With the increasing number of students year by year, the traditional teaching methods can not meet the current teaching needs. In order to change this teaching situation, universities should try to reengineer and optimize the process of education management to meet the basic needs of university education management [3]. New media is the product of modern information technology innovation, which involves many fields such as network media, mobile media and multimedia devices, and has the characteristics of interactivity, timeliness and sharing [4]. School administrators should pay full attention to the significance of improving education management, based on the current situation of management, find out the contradictions in the implementation of the system, promote the reconstruction work layer by layer, and explore the efficient management process suitable for students' development characteristics [5].

With the continuous development of modern information technology, a variety of new management means continue to emerge, providing teachers with a variety of ways to optimize the management mode [6]. New media can effectively guide college students to integrate into the management in a short time, change the rigid learning concept, obey the class management, and effectively improve the comprehensive quality. New media based on digital information technology is an innovative form of media, characterized by interactive communication. Under the background of informatization, the informatization construction of university education management can better provide students with a safe and comfortable environment for learning, so that students can better receive education, and also can better promote the development of the University [7]. As new media technology is gradually widely used in university management and occupies a more important position, universities should focus on how to give full play to the role of new media in communication, influence, public trust and guidance in the process of education management [8]. This paper expounds the scientific connotation and necessity of university education management

process reengineering, points out the main problems affecting university education management process reengineering, and puts forward the Countermeasures of university education management process reengineering and Optimization Based on new media technology.

2. The scientific connotation of university education management process reengineering

The so-called process reengineering of university education management means that the main body of university education management redesigns the educational organization structure and educational management process with cultivating students' individuality and independent innovation ability as the core. The traditional management mode is vertical organization and the management technology of "command-execution-control", which cannot meet the requirements of informationization and efficiency. This requires the change of thinking mode, management mode and planning mode, and the reengineering of educational management process. However, this kind of process reengineering will affect the process of educational management process reengineering if the participation and support of top education managers are not enough. Educational management process is a complex system engineering, which needs complex reengineering technical support. However, the existing methods, techniques and tools that can be used in the process reengineering of education management can not meet the needs of the development of education management process and the quality requirements of construction. Applying this concept to the educational management of universities to get rid of the shackles of traditional business processes will improve the internal management quality of universities and lay a good foundation for providing high-quality management.

Different from newspapers, books and periodicals, television and other communication modes, new media has gradually developed from the traditional point-to-point communication mode to mutual broadcasting. With the integration of technology products such as internet, smart phones and tablet computers into people's daily life, people can share all kinds of useful information at any time, which can be commented and forwarded by others, and can also pay attention to and comment on other people's trends at any time. From a macro perspective, the standardized construction of educational administration process is an integral part of the standardized construction of schools, which is closely related to institutionalized construction and cultural construction. The relationship between them, the emphasis of construction, the systematicness of construction and other issues should attract the attention of scholars, so as to guide the construction practice with theory. Process Reengineering is an inevitable trend to help higher education adapt to the development of market economy. The marketization of economic development makes higher education work closer to the market mechanism. In this context, schools are required to ensure stable teaching quality while expanding the enrollment scale and campus area.

3. The main problems affecting the process reengineering of university education management

First, the concept of university management is outdated and lacks the support of scientific educational theory. Second, the university management is inefficient and has a single way. Third, the management process ignores students' personality and aims at controlling students. Fourthly, managers have hardly received professional education and training, and their qualities are uneven. For a long time, under the planned economy system, the inertia of simply managing higher education by administrative means has been formed. Many university administrators have insufficient understanding of managing the university according to law, and their awareness of managing according to law is not strong, and they have not formed the awareness of applying norms and rules and regulations. In the process of education, teachers usually only receive normal education, and can complete students' teaching work, but can't meet the needs of school management work. Some senior educational administrators are directly appointed by the Education Bureau. In administration, these senior personnel have rich experience, but lack of experience in education management. In the information age, the information system platform is very important

for the normal operation of university education management process. Once there is a problem with the information system platform, managers will feel nothing or unemployed. The construction of information system platform lags behind, which directly restricts the standardization and efficiency of university education management process.

4. University education management process reengineering and Optimization Countermeasures Based on new media technology

4.1. Improve the implementation effect of Education Management

Under the background of new media technology, university educators need to change their teaching concepts, abandon the traditional teaching concepts, and innovate their own teaching models to ensure that teachers and students are in an equal position. Reengineering management procedures needs to focus on the basic goal of training comprehensive talents. In the new management process, we should emphasize the effective communication and cooperation between teachers and students, and establish a harmonious and friendly relationship between teachers and students. University educators can adhere to the teaching concept of educating people, meet the needs of students' growth process, and use new media technology to educate students and improve the efficiency of education. Teachers should fully understand the knowledge base and cognitive characteristics of each student, and arrange different teaching schemes for different students [9]. Figure 1 shows the functional structure of educational information management system based on new media technology.

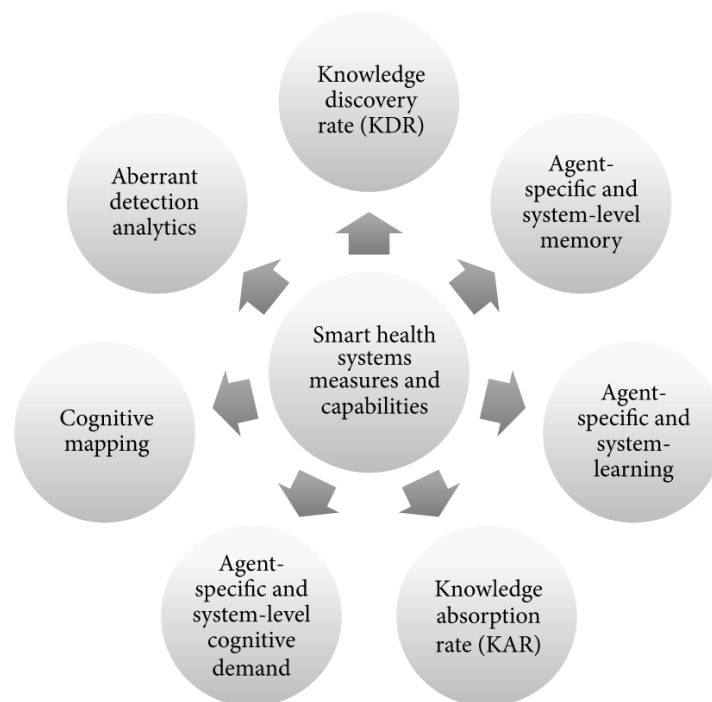


Figure 1 Functional structure of education information management system based on new media technology

Those who carry out education management work need to make full use of the platform provided by new media technology. Managers provide guidance services through the platform, manage students' ideological and political teaching, and improve the effectiveness of education management. Teachers should change the traditional concept of exam-oriented education, pay attention to the cultivation of students' practical ability, and improve students' skill level, moral quality and operational ability. The staff should actively manage the platform emerging under the new media technology, classify the information emerging on the platform, and carry out targeted management work according to different problems emerging on the platform to ensure the effective development

of management services.

4.2. Promoting students' self-management in learning

At present, in order to facilitate management and save costs, some university administrators may fail to protect students' legitimate rights and interests, and some faculty members do not have strong sense of service, level and ability, which leads to many students' dissatisfaction with the school and teachers. Teachers need to actively create a university class management platform. Class students participate in the selection activities and finally choose class managers. Managers and teachers actively carry out education management work together. Educators should make clear their position in the process of new media management, give full play to the guiding role, correct students' wrong use of new media and ensure their subjective initiative. Universities should try their best to shield all kinds of information that is not conducive to the healthy growth of students, and don't let students indulge in the internet too much. It is convenient for managers to obtain students' real-time information by adopting information platform management for class students. Adopting this management mode in universities can increase students' self-management awareness and promote the continuous development of students' autonomous ability. Teachers should pay attention to the embodiment of students' dominant position and improve their learning ability in an all-round way when using new media to improve university management mode.

5. Conclusions

With the rapid development of society, new media information technology has been integrated with everyone's life, and it is an inseparable part of today's college students. When universities carry out educational management, they should fully combine the positive role played by new media technology. Scientific and standardized educational management process plays a vital role in the efficient development of schools, and is also an inevitable choice for social development. In order to carry out effective education management, universities should always start from the students' point of view, fully understand, discover, trust and train students, and all teaching management work should serve students wholeheartedly. The educators in the management of universities need to apply new media technology to their work flexibly, improve their work efficiency, explore educational work methods that meet the needs of the times and ensure better education management. In the process of designing the educational management process, university administrators should make clear the problems in the teaching management process, optimize the design, improve the teaching efficiency, improve the response speed of teaching management, and promote the modernization of university educational management process.

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