

## Information Literacy and Team Building of University Administrative Secretary

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**Abstract:** With the deepening of higher education reform and the continuous improvement of the ability of colleges and universities to run schools, the administrative offices of colleges and universities have also undergone corresponding changes in terms of work methods, work contents, work environment and work carriers. This makes the work of the administrative secretary of the university face new challenges and opportunities, and also raises the requirements and standards for it. At present, there are certain problems in the construction of the administrative secretarial team in colleges and universities. Therefore, colleges and universities should summarize the status of the administrative secretarial team, correctly recognize the problems, and propose an effective quality improvement path to meet the needs of the rapid development of colleges and universities. The central work of the university is teaching, and the department is strong and the school is strong. The administrative secretary is not only the staff and assistant of the administrative department of the department, but also the bridge and link between the administrative management of the department and the staff and students. The information literacy is an urgent requirement for the administrative secretary of the university to adapt to the modernization of education. This research studies and analyzes the current situation of the administrative secretaries of colleges and universities. Starting from their professional quality, this paper analyzes the current characteristics of the administrative secretaries of colleges and universities, and explores the quality path of the administrative secretaries of colleges and universities. The development of this group provides some practical suggestions.

### 1. Introduction

The concept of information literacy stems from the evolution of American book retrieval skills. It first appeared in the 1970s. Paul Zakowski, president of the American Information Industry Association, proposed: Using a large number of information tools and key information resources to make answers to questions when using information skills. Once the concept of information literacy is proposed, it is widely disseminated and used. At the same time, research institutions around the world have launched extensive research and research on how to improve information literacy, and put forward a series of new insights on the definition, connotation and evaluation criteria of information literacy concept. Chinese research on information literacy has started late. However, in recent years, education, science and technology, and culture have been catching up and have achieved gratifying results. Relevant experts believe that information literacy is “a kind of cultivation and ability that can be cultivated through education, access to information in the information society, use of information, and development of information.” This insight enriches the research on information literacy. To a certain extent, it reflects Chinese mainstream thinking in this field of research. The concept of information literacy has made people's understanding of the knowledge economy deeper, and it has also triggered our rethinking of the work of the administrative secretaries of colleges and universities. It is well known that the rapid development of science and technology and the wide application in the work of secretaries have made the scientific and technological content of secret work more and more high. The secretarial work of the 21st century will be a highly knowledge-intensive and intensive field of information. The degree of informatization of secretarial work is getting higher and higher. In line with this, the information literacy requirements for secretarial workers are getting higher and higher.[1] The traditional

college administrative secretarial work is characterized by the handling of written information as the main content, with written operations as the main method. With the rise of the informatization wave, the process of informationization in colleges and universities is accelerating, and the original work, life, way of thinking, and education, management, and decision-making activities of university staff have undergone major changes, especially for the work of the administrative secretaries of colleges and universities.

## **2. Main contents of information literacy of administrative secretaries in colleges and universities**

The information literacy of the administrative secretaries of colleges and universities refers to the self-cultivation and ability of information services that can be gradually formed according to the development requirements of the information environment inside and outside the organization in the actual work of the university. It is a comprehensive concept covering a wide range of issues.

### **2.1 Information concept**

The concept of information is at the forefront of information literacy. It is related to the acceptance and understanding of secretarial staff on the work of the secretary. The information concept of the administrative secretary of a university refers to the initial understanding of the information by the secretary and the overall impression of the value of the information formed in the work practice. [2]For example, the concept of information technology and information tools, how the secretary views information technology, and how to recognize the function of the information network is a specific standard for measuring the advanced or not of information concepts. If the secretarial staff has advanced information concepts, actively understands the network, and is familiar with and uses the network, it may take the initiative to use it, thus reducing unnecessary unnecessary duplication of labor; on the contrary, it will be unable to do a good job because of staying away from the network. A good concept of information is essentially based on respecting knowledge, advocating science, lifelong learning, and innovation. The “information is resources”, “information is wealth”, and “information is the basis and basis for leadership decision-making”.

### **2.2 Information Awareness**

The information consciousness of the administrative secretary of a university refers to the psychological quality of feeling, perception, emotion, and will of work information. It is specifically expressed as having a special, sensitive sensibility and lasting attention to the information.[3] In short, it is the sensitivity of the administrative secretary to job information. Information awareness is an important driving force for information literacy. The strong sense of information of the administrative secretaries of colleges and universities is manifested in being able to perceive the positive and negative impacts of changes in social information on the administrative work of colleges and universities, and thus actively explore, collect and utilize various information that is conducive to leadership decision-making and secretarial work. Be keen to find information that others have not noticed, quickly and accurately find the essence of things, the crux of the problem; be good at seeing the differences from the common information, and can quickly select and capture, to achieve early detection, deep excavation, high efficiency realm.

### **2.3 Information capabilities**

The information ability of the administrative secretaries of colleges and universities refers to the ability of them to collect, understand, analyze and deal with various kinds of information in the process of doing their work. [4]It mainly includes five capabilities: information acquisition ability, selection ability, prediction ability, processing ability and application ability. The ability to use information is a comprehensive manifestation of various specific information capabilities. It means that the secretary integrates personal thoughts and opinions on the basis of acquiring and processing various information, and transmits the information to others through appropriate channels to

communicate with others, the ability to share, it is concentrated in the timeliness, accuracy, completeness, pertinence and effectiveness of information for leadership decision-making.

## 2.4 Information knowledge

Information knowledge refers to the theory, common sense and methods of information. The information knowledge of the administrative secretary of a university refers to the understanding of the basic common sense of information, the knowledge of the work information source of the administrative secretarial of the university, the information retrieval tools, and the retrieval methods. Information knowledge is an important part of information literacy. The degree of mastery of information knowledge is related to the information consciousness and information ability of the administrative secretary. [5] Generally speaking, the information knowledge of the administrative secretary of a university should include three parts: information culture knowledge, computer and information network technology common sense, and certain foreign language and regulatory knowledge.

## 3. How to improve the information literacy of the administrative secretaries of colleges and universities

In the information age, the education of information literacy has received universal attention from all countries in the world. China's colleges and universities are also constantly introducing new measures in the development of information literacy education. The administrative secretary of colleges and universities not only lacks the inherent insufficiency of “college” training, but also faces the test of education modernization. Therefore, how to improve their information literacy becomes more and more important and urgent. The process of fostering the information quality of the administrative secretary is shown in Figure 1.

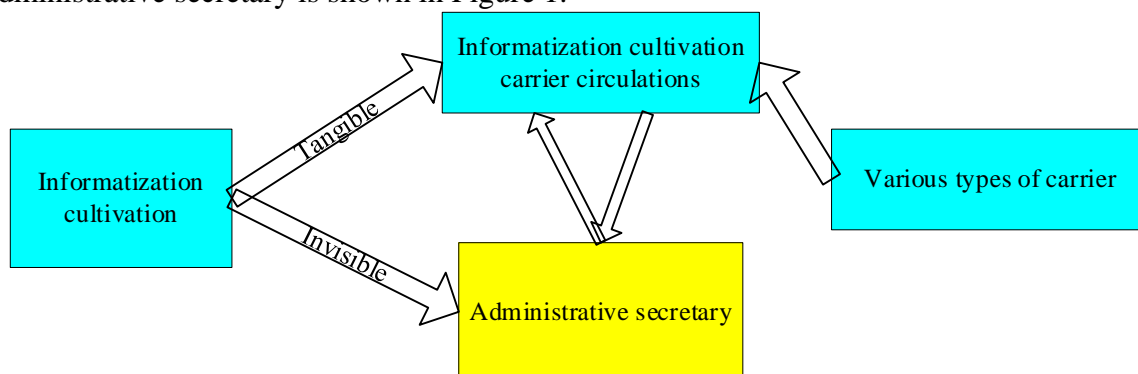


Figure 1. The process of cultivating the information quality of the administrative secretary

### 3.1 Universities should develop clear information literacy training objectives

A clear training goal is not only the starting point for cultivating secretarial information literacy, but also the evaluation standard for information literacy of university information secretaries.[5] It can not only regulate the content and methods of training, but also guide the training participants to consciously strive and pursue according to this goal. It mainly includes the following aspects: First, it can obtain a large amount of information in a wide range of ways and efficiently; Second, it can distinguish the obtained information according to the actual needs of the work, eliminate redundant information and bad information, and benefit from it. Information, effective integration; Third, the ability to use a variety of information creatively; Fourth, to be able to actively learn a variety of new technology, new knowledge; Fifth, to be able to comply with certain information ethics.

### 3.2 Education and training to improve the information literacy of the Executive Secretary

As a university, its administrative secretary should give full play to the information education function of higher education institutions. Colleges and universities are places where higher talents gather, and they are also halls for disseminating new ideas and new technologies. The colleges and

universities have strong faculty, many experts and professors are experts in their research fields; colleges and universities have sufficient information education resources, therefore, universities Based on its various advantages, we can regularly organize computer skills training for the administrative secretary, master the common information knowledge and basic skills, so that they have a basic understanding of computer hardware and modern communication equipment, and correctly understand the source, approach and method of information.[7] If an administrative secretary of a university does not even use the most basic computer, then information literacy will be impossible to talk about, let alone work as a college secretary in the context of educational modernization.

### **3.3 To create a good hardware and software environment**

The cultivation of information literacy is inseparable from the basic construction of software and hardware. Colleges and universities should make overall planning, provide necessary materials, equipment and places for the cultivation of secretarial information literacy, and gradually improve the office automation conditions of the secretarial department. At the same time, the hardware environment construction also includes improving the efficiency of the use of information technology equipment, including software and technical support. In addition, information equipment should be updated in a timely manner, because the updating of information equipment is very fast, and new technologies often start to enter social life with the production of new equipment. If they are not updated in time, they will fall behind the times.[4] The administrative secretary of colleges and universities is an important force in the development and construction of colleges and universities, and is the main body to improve the level of information construction in schools. As an administrative secretary of a university, efforts should be made to improve his literacy in all aspects, especially information literacy, so that he can cope with the challenges of the information society and the various problems that arise in his work, thus better modernizing college education.

## **4. The main path of the quality improvement of the administrative secretaries of colleges and universities**

### **4.1 provide learning opportunities and good training**

Colleges and universities should pay great attention to the management skills and business knowledge related to the administrative secretary, and continuously strengthen their training. First of all, colleges and universities should organize and formulate a system for the training of administrative secretaries, and regularly carry out training activities in the school. At the same time, they often invite relevant experts or experienced teachers to explain them. They are focused, organized and planned. Implement the learning and training of the administrative secretarial business skills. Secondly, colleges and universities should actively send administrative secretaries to participate in learning and training exchange activities, to open up their own knowledge through exchanges and learning, and effectively strengthen their business literacy and management capabilities.

### **4.2 Strengthening the emphasis on business quality and ideological and moral cultivation**

As the comprehensive department of the school image, the administrative secretary in the school office is an important position. It is necessary to pay attention to improving its ideological and moral cultivation, maintain a positive attitude and enterprising spirit, and establish a correct working attitude and work style. At the same time, the administrative secretary of the university should also pay attention to the strengthening of business capabilities. Most colleges and universities do not have strong professional administrative secretarial ability training. Therefore, the administrative secretaries of colleges and universities should give full play to their enthusiasm and subjective initiative, and use their spare time to strengthen their professional quality. For example, through the study of various types of secretaries and materials, to enhance their professional skills and business knowledge; through more reading, active participation in training, to improve work

methods, improve management, control and coordination capabilities.

### **4.3 Improve the organization's human care**

The staff of the administrative secretarial team in colleges and universities is very frequently mobilized, and it is easy to see the lack of humanistic care. As a result, the college lacks certain cohesiveness and centripetal force, and the work efficiency will also decrease. According to the survey, about 75% of the administrative secretaries of colleges and universities believe that their work has less than half of the role of strengthening the competitiveness of individuals and schools, and even has no effect. [8]It can be seen that the administrative secretaries of colleges and universities have a serious lack of identity. In addition, there is no scientific and reasonable measurement standard to reflect the performance of the administrative secretary of the university, so it is more difficult to get approval. Therefore, colleges and universities should constantly improve the humane care for the administrative secretarial team. First, build a good public opinion atmosphere that is conducive to the development of the administrative secretary. Colleges and universities should be more praised and encouraged, and they should be rewarded appropriately within the scope permitted by the policy, so that they can feel the leadership's sense of identity and thus stimulate their confidence. At the same time, colleges and universities should also strictly select personnel with strong business ability and high comprehensive quality in the recruitment stage, and effectively strengthen the prestige of the administrative secretaries of colleges and universities.

### **4.4 Continuously improve the evaluation and evaluation system**

According to relevant surveys, the general colleges and universities have not yet established a relatively complete administrative secret rating system. [6]First of all, the establishment of a reward and punishment mechanism for the administrative secretaries of colleges and universities, for the staff who have obtained the first-grade or annual evaluation of the secretary's medical certificate, give priority to the employment of the job or a certain reward, and thus effectively stimulate their initiative and enthusiasm. Secondly, it provides more choices and development opportunities for the administrative secretaries of colleges and universities. According to the relevant data, about half of the administrative secretaries are hoping to transfer to the teaching posts of the faculty. This shows that most of the administrative secretaries of colleges and universities are not optimistic about the future development prospects, so they will choose to do the faculty. Full-time teachers. For such college administrative secretaries, colleges and universities should encourage them to strengthen their professional ability and professionalism, and lay a certain ability foundation for the realization of self-care planning in the future. Again, adopt a more complete and mature assessment method. For example, a performance appraisal system that combines the effects of democratic assessment and work completion is formulated, and its work content is formulated as one of the indicators of the appraisal project.

## **5. Conclusion**

In summary, in the daily work of colleges and universities, the administrative secretary of the university plays an extremely important role. At this stage, the administrative secretary of the university faces many problems, lacking certain sense of service and work, lack of attention of college leaders. In the face of these problems, we must seek an effective path for the quality improvement and capacity improvement of the administrative secretaries of colleges and universities. While improving the self-professional quality and ideological and moral qualities of the administrative secretaries of colleges and universities, universities should also establish a sound and mature evaluation system to strengthen the administration. The humanities of the secretarial team are cared for and provide them with good learning opportunities and training activities.

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