

A Study on the Management of College Students' Ideological and Political Education

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Keywords: College students; Ideological and political management; Education innovation; Strategy research

Abstract: With the deepening of educational reform, quality education and ideological and political education has received extensive attention. The socialist market economy constantly impacts the ideological education of college students, so it is necessary to study the innovative management of college students' ideological education. Strengthening the ideological and political education of college students and attaching importance to the value guidance of college students also provide basic guarantee for the implementation of education. This paper mainly discusses the problems existing in the practice of college students' ideological education management, and puts forward some concrete measures of educational management innovation based on the problems, in order to improve the effectiveness of college students' ideological education management.

1. Introduction

The rapid development of the socialist market economy has made the collision of various thoughts and cultures more intense, and the ideological education and management work of college students in our country is also facing more problems and challenges, which requires the ideological education management to innovate new thoughts and the patterns[1]. As an ideological and political education worker, we should actively participate in various training related to students' ideological and political education, learn from others' good management mode and excellent student affairs management methods. So that their thoughts education management can work on a new level, physically guide college students to form a correct scientific world view, values and outlook on life. Only in this way can we promote the innovation of college students' ideological education management, solve practical problems and help students to grow healthily and comprehensively.

2. A Basic Outline of Ideological Education Management for College Students

The management of ideological education is also called thought education management, which is clearly defined in the "Administration of Ideological Education". Ideological education management refers to the process activities of educators in order to achieve the predetermined goal of ideological and political education and systematically supervise the corresponding ideological and political education of college students according to the set management system, so as to improve the ideological consciousness and cultivation of college students. Ideological education management has certain particularity. It plays the role of education with students as the main body, and it is also the management reference system for managers with schools as the main body. The management of college students' ideological education is a special practice of management, which has the dual attributes of school education and social management.

The management of ideological education has established characteristics. The objective of ideological education management is to cultivate college students with sound personality and make them become useful talents in society, which is essentially different from the short-term management effect advocated by the traditional management objective[2]. The goal of ideological education management will not change due to the change of educational environment and the different understanding of ideological education by college students themselves, which determines the particularity of the goal of ideological education management. The methods of applying science

to the development of college students are combined with the requirements of political culture education in our country and the most advanced management methods are used to achieve the students' healthy thought and good personality through practice.

3. Problems in the Management of College Students' Ideological Education

3.1 Lack of necessary humanistic care

The most important thing for the ideological education management in colleges and universities is to clarify the nature of the work, recognize the main body of ideological and political management and the service purpose of ideological education management. At present, from the perspective of students' ideological education management staff in colleges and universities, management staff often consider themselves as the main person in charge of management work, and gradually form a single management mode in the long-term management work. In many colleges and universities, ideological education and management staff prefer to hold some activities of ideological and political reporting, emphasizing form over purpose, and do not recognize the feelings and suggestions of the administrators. Moreover, in the implementation of ideological education management, the service consciousness of "people-oriented" has not been adhered to. In addition, ideological and political management staff in many colleges and universities often use some large chapters of theoretical knowledge and truth to transmit to the governed, rather than from the actual needs of the governed.

3.2 Imperfect management system construction

The management system of college students' political education is the sum of the implementation system and the leadership system. The managers of the ideological education have the right to decide on this system, which solves the problem of the selecting the persons in charge and the managers of the institutions of higher learning. However, with the social progress and the reform of education system, the ideological and political system of college students should also follow the social progress and improve. There is a gap between the content and requirements of education system and the needs of modern society. The new education system requires the administrators of the system to be responsible for the ideological education of the students, but the actual educational environment is that the system managers are served by the principal and the secretary, which leads to the deviation of the educational thinking. The students accepted the two different concepts of ideological and political education will inevitably lead to the split of students' moral, intellectual, physical, physical and labor. The latest education system fully grants the right of decision to the President. However, only some presidents of colleges and universities are responsible for the ideological education of students, and most of them fail to think from the perspective of students and do not invest appropriate human, material and financial resources to support the ideological and political education of college students[3].

3.3 The content management method is relatively simple

The management method of college students' ideological and political education is relatively simple. It can not only achieve the goal of students' ideological management but also improve the efficiency of management. However, the current university students education management content method is relatively simple, mainly in two aspects: the lack of comprehensive application of management method and the lack of application of modern technology. Management methods include psychology, economy, law, administration and education, etc. These five methods should be comprehensively applied to give full play to their functions. However, our country attaches more importance to administrative methods, it fails to lead to the backward management concept and the active organizational atmosphere in different situations, which hinders the management of the system manager. If the management method is not good at the application of the objective management method and puts aside the modern technology, it will cause the deviation to the goal and indifference to the quality of the students' ideological and political education, which will

inevitably lead to the failure of the effective implementation of the management system.

4. Innovative Measures of Ideological Education Management for College Students

4.1 Highlight the main value of students and strengthen humanistic care

Ideological and political education is the basic content of the development of colleges and universities. The traditional education management mode takes college counselors as the main body to carry out management, ignores students' subjective consciousness, makes students accept management passively, easily intensifies students' rebellious psychology, and affects the work efficiency of college ideological education management. Therefore, under the background of the new era, colleges and universities should clarify the main body status of students, attach importance to the reform of the education management mode of ideological education in college, listen to the ideas and suggestions of students, make the management mode of ideological education adapt to the requirements of the students' development, and improve the work effect of college counselors. Through reforming the work content of the management mode of ideological education in colleges and universities, we can make clear the main position of the students from the point of view of the students, actively carry forward the work content of the ideological and political education in colleges and universities, and train the students to set up the value concept of striving for it, so that the students can actively face the test of the society and quickly integrate into the social development environment. To respect the principal position of students ideological education management of people-oriented is the core content of the development in the new period. When the college counselors carry out the ideological education management work, they should respect the students' main position and highlight the humanistic characteristics of the management mode, so that the students can adapt to ideological education management model, improve the management of ideological and political work of university counselors. When implementing the work content of ideological education management model, college counselors should clarify the work content of ideological education management and play their own service functions. By highlighting the humanistic characteristics of ideological education management, they can make ideological education management work close to student life and gradually guide students to form correct values. It is convenient for college counselors to understand the real needs of students, carry out targeted ideological and political education work for students, and further improve the efficiency of ideological education management by carrying out ideological education management with respect to the principal status of students.

4.2 Improve education management mechanism and enhance management effectiveness

College counselors should construct a suitable ideological education management mode for college students, so that students can master the content of ideological and political education through education management, improve the ideological quality of students and promote their learning development. In order to construct the management mode of ideological education suitable for college students, it is necessary to first cultivate the education management ability of counselors according to the requirements of the development of the new period, so that counselors can carry out the education management work reasonably; Secondly, the training of ideological education management should be carried out, with counselors as the main body and teachers as the auxiliary parts to teach students the contents of ideological and political education step by step; Finally, we should increase the funds of ideological education management and education management facilities, so that the ideological education management work in colleges and universities can be carried out rapidly[4]. Strengthening the reform and construction of the management system of ideological education for college students. In order to improve the ideological and political management system of college students, it is necessary to reform the student ideological education system previously implemented by the party committee. Only by changing the old ideas of the president and the party committee and achieving the tacit understanding and active cooperation between them can the new education system be established.

4.3 Improve education management content and innovate management methods

To improve the ideological education management content of college students, college counselors should improve the ideological and political education work content according to the actual situation of social development when developing the ideological education management mode, so that students can master the ideological and political education content through learning. Colleges and universities should organize counselors and teachers to conduct education inquiry, analyze problems existing in ideological and political education work, formulate appropriate measures for students to solve them, and fully implement the content of ideological and political education work; Colleges and universities should actively respond to the call of the state, publicize the policies and guidelines of the state, so that college students can take the development of the state as the guidance, and actively master professional knowledge in order to provide services for the state; Students should be trained to assist in the management of ideological education, so as to narrow the distance between counselors and students and strengthen the implementation of ideological and political education in colleges and universities; Students should be trained to assist in the management of ideological education, so as to narrow the distance between counselors and students and strengthen the implementation of ideological and political education in colleges and universities. Innovate the management methods of college students' ideological education, so that college students can master education contents of ideology and politics through multiple channels. For example, college counselors can establish college ideological and political propaganda websites according to the operation of ideological and political work, so that students can master the latest knowledge trends through the website content, facilitate students to understand the development direction of the country, and enhance the influence of ideological and political work in colleges and universities. At the same time, the content of practical activities of ideological education management can be appropriately increased. For example, carrying out ideological education management guided by student employment can mobilize students' learning motivation, enable students to actively cooperate with counselors to complete ideological and political learning, and lay a foundation for students' future development.

5. Summary

Education management of college students' ideology and politics is not accomplished overnight, which requires us to constantly learn. In the new situation, correct the concept of ideological and political education management, raise our understanding, constantly strengthen and improve college students education, management, service, combined with the actual learning situation of students, develop appropriate education management mode for students, so that students can master the relevant content of ideological and political education, improve the overall quality of students.

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