Analysis of the Countermeasures for University Student Management in the New Era

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Abstract: With the continuous progress of the times and the rapid development of science and technology, great changes have taken place in people's lives today, and scientific and technological achievements are emerging day by day, which brings great convenience to people's life, study and work. Great changes have taken place in people's lifestyle, and people are constantly making corresponding adjustments in order to adapt to the specific situation of society. Facing the new situation, university student managers must change their work ideas, systems, methods and means, change management students to serve students, persist in educating people scientifically and establish a student-oriented concept. Under the new situation, the management of university students should establish the management idea of people-oriented, actively explore the management mode of university students that meets the requirements of the times, and reform and innovate the management of university students. This paper analyzes the management of university students from the aspects of analyzing students, student managers and management system, and puts forward some existing problems and challenges, and puts forward some countermeasures for the management of university students in the new era.

1. Introduction

With the continuous development of the times, people gradually realize that the previous traditional university student work management model can no longer meet the specific needs of people's life. In order to make the university develop better and provide students with a good educational environment, it must be reformed [1]. Economic globalization, cultural diversity, information networking and diversification of organizational forms and lifestyles have had a great impact on university student management [2]. The transformation of higher education from elite education to mass education, the transformation of single school running mode to diversified school running mode, the transformation of teaching management from academic year system to flexible credit system, and the transformation of logistics management from closed operation to socialized service make the management of university students face unprecedented new challenges [3]. Higher education should shoulder the mission of constantly cultivating high-quality social talents. Counselors and teachers working on the first front of the University shoulder the important mission of education, management and service [4]. A most qualified college counselor is generally required to reflect the characteristics of the times, regularity and creativity in the Counselor's work. Only by correctly recognizing the advantages, disadvantages and deficiencies of university student management, conducting in-depth thinking and research, learning advanced management experience, innovating management methods and forming an effective mechanism can we ensure the management quality [5].

Nowadays, the backward concept of university student management, the lack of flexibility of the system and the imperfect relevant rules and regulations have become the main restrictive factors affecting the adaptation of university student management to the development of the times. In university management, student management, as an important part, provides the most direct guarantee for teaching work and has important value and significance for the further improvement of teaching management [6]. Facing the new situation, university student management workers must change their working ideas, systems, methods and means, change managing students to serving students, adhere to scientific education and establish the concept of student-oriented. In the

current era of big data, universities should scientifically and reasonably adjust their management mode, education mode, service mode, students' learning methods, teachers' and students' learning concepts in combination with their own characteristics [7]. Therefore, it is of great significance to conduct in-depth discussion and Analysis on the specific situation and difficulties faced by Chinese universities in the context of social big data in recent years [8]. This paper analyzes the university student management from the aspects of students, student management workers and management system, puts forward some existing problems and challenges, and puts forward the Countermeasures of university student management in the new era.

2. Problems in college student management

2.1. Backward concept

The fundamental task of a university is to educate people and become talents, and the management of university students is an important guarantee to achieve this goal. To put people first in student management, that is to say, it should be student-oriented and serve students to become talents. However, there is a widespread phenomenon in college student work, that is, students are often dealt with in the form of orders, which is not student-centered, and even ignores the cultivation of students' personality and creative ability, and pays attention to traditional experience in their work. For a long time, Chinese universities have adopted a rigid system for the management of students, emphasizing the uniformity of students, thus ignoring the needs of college students themselves, and neglecting the cultivation of personality and innovative consciousness [9]. The influence of information development In today's increasingly developed information, the Internet is changing the way college students live and study. Many college students are no longer the elite talents needed by employers, nor are they the favored ones in people's minds. This has caused a great psychological burden to the graduates, especially at present, many college students are only children, and there are many deficiencies in interpersonal, self-care and fighting setbacks. They often choose to escape or even commit suicide when faced with great pressure.

China's university students' management style is relatively simple, basically following the counselor system, resulting in unclear management responsibilities, so long as students don't have major accidents, they have no responsibilities. In addition, this mode of counselor's management of students makes it difficult to carry out class activities and students' enthusiasm is not high. The negative impact of information makes the management of college students face new challenges. The information network itself has the characteristics of openness and richness, and it is also full of a lot of negative information, which will seriously affect students' thoughts. This leads to many college students' spiritual emptiness, depression and even dependence on the Internet. During this period, college students also showed their poor self-control ability and lack of self-supervision and self-restraint. When faced with the temptation of new things, they often couldn't resist the temptation, went against common sense in behavior and easily went astray.

2.2. The system lacks flexibility

With the continuous progress of Chinese society and the influence of external environment, college students' thoughts are multi-polarized, which is manifested in their strong self-awareness, rapid acceptance of new things, and active thinking, which turns to material benefits in their ideological values. Large-scale enrollment expansion and the improvement of charging standards have brought psychological pressure to students from families with financial difficulties who urgently need to work, which has affected students' psychological health, and brought another unfavorable factor to the management of university students. How to improve the employment rate of students majoring in this university has become an urgent problem to be solved in the management of university students, and it is the top priority in the management of students [10]. Looking at the student management regulations of some universities, combined with the current management situation of major universities, the student management work is not as efficient as imagined, and the student management regulations have not fully played its due role. With the

continuous expansion of university enrollment, the workload of administrators is also increasing, and it is inevitable that there will be some flaws in student work. There are also students who are too subjective when formulating rules and regulations, and do not make decisions from the perspective of people-oriented. For the sake of convenience, they use simple means of administrative orders, that is, they treat students by preaching, instilling and ordering, and seldom consider their feelings.

3. Responses

3.1. Establish a sound student management system

At present, China's university campus is relatively open, and there are interest relations between students and between students and schools, which makes it necessary for students' management to coordinate all aspects through laws and regulations, and make their respective responsibilities and obligations clear. Respecting people's personality development and paying attention to students' choices is not only the principle of educating people, but also the idea of university management. In student management, starting from practice and students' needs, we should change the opposition between school management system and students, eliminate students' rebellious psychology of being managed, and fully mobilize students for self-management. Student managers should go deep into students, through investigation, analysis and research, so as to solve the problems existing in students and problems to be solved urgently.

3.2. Pay attention to management methods and promote management effectiveness

The campus is a big classroom, and the education for students is not only limited to the classroom, but also can make use of campus culture, various lectures, forums and various community activities, so as to enrich students' life and study and enable students to establish correct moral values. College students can choose to participate in activities according to their own interests and needs, and cultivate their sense of cooperation, practical ability and innovation in community activities and social practice activities. In the main role of student management in university student management, there are a large number of managers, but there are a few managers. To organize and unify many people, it is necessary to have effective helpers, and student managers should cultivate their own management ability, while student cadres are the main force of student management in Chinese universities. Schools should make use of information management to broaden management channels. With the continuous development of information technology, they should establish electronic files for college students, improve management systems, and master students' status in all aspects. Only in this way can we fully grasp the students' situation, thus effectively avoiding some problems and preventing them from happening.

3.3. Strengthen the construction of student management team

Facing the current expansion of school enrollment, we are faced with new problems. To realize the sustainable development of the school, we must establish a high-level student management team, so as to enhance the effectiveness of student management. Therefore, this requires the management team of university students to have high quality. Some students' management teams in Chinese universities have uneven qualities, lack of work experience and professional skills, and the number of students in management is large, which makes things complicated. This requires managers to establish a good image, but also have the ability of management, which can be timely and efficient in dealing with students' problems. Therefore, to strengthen the professional training of management workers, we can learn advanced management experience in the form of self-study, or go to other schools, and practice and research in combination with the situation of our own schools, so as to effectively professionalize the management team.

4. Conclusions

Under the big data environment, with the continuous development of all aspects of Chinese

society and the deepening of reform and opening-up, various industries and education began to have more or less relations, which had different influences on the development of education. Under the latest educational situation, some counselors are still in the traditional personal role consciousness and in the traditional educational work methods, and seriously ignoring students is the main position of educational work. After China's educational reform, the original educational system has been replaced by the new one, and educational informationization has become the main body of the new era. It is of great value to effectively introduce the concept of information computing and realize the connection between technology and education. Counselors should insist on people-oriented, take students as the foundation, and constantly establish the working thought of serving university students wholeheartedly. In practical work and study, we should really take students as the main body, teach students in accordance with their aptitude, formulate different educational methods for different students, and treat students as their own friends, so as to really help students solve doubts and problems.

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