

# Reform and Innovation of Higher Education Management Models in the New Era

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**Abstract.** In the context of the new era, the rapid development of technology and profound changes in social structures have rendered traditional higher education models inadequate for contemporary societal needs. Traditional education models, constrained by inherent thinking patterns, are relatively rigid, which not only limits further development of universities but also affects students' personal growth and employment competitiveness. Therefore, university administrators and related staff must keep pace with the times, aligning with market demands for talent by focusing on cultivating students' innovation capabilities and comprehensive skills. Simultaneously, improving educational quality should be a key aspect of innovating education management models, upholding the principle of fair education to achieve sustainable development, and providing strong support for future educational reforms. This paper first analyzes the importance of reforming and innovating higher education management models, identifies problems with previous management models, and proposes targeted innovation strategies to meet the needs of continuous development in the current era.

**Keywords:** New Era Background, Education Management, Innovation Strategies.

## 1. Introduction

With the continuous development of the times, the cultural literacy of the public has significantly improved, and various sectors of society have placed higher demands on higher education. As China continues to promote its innovation-driven strategy, the economic growth model has become more connotative, and the optimization and transformation of the economic structure have pointed the way for talent cultivation. However, influenced by objective factors, the management systems implemented by some universities at this stage can no longer meet the needs of socio-economic development, leading to certain conflicts. Although China is making every effort to promote higher education towards connotation, it brings new opportunities and challenges to education management. Therefore, in the context of the new era, university administrators should first clarify the intrinsic characteristics of higher education, identify current problems, make scientific plans, and propose feasible countermeasures to achieve continuous innovation in higher education models and further improve the management level of higher education in China<sup>[1-3]</sup>.

## 2. The Necessity of Reform and Innovation in Higher Education Management Models

### 2.1. Adapting to the Needs of the Times

The development of social conditions both domestically and internationally has brought new requirements for higher education management and posed numerous challenges. On an international level, the trend of economic globalization has provided new opportunities for the development of higher education, gradually aligning educational concepts with advanced international views. However, this external environmental change has also intensified educational competition. Universities must closely follow the demands of the times in their education management work. Fundamentally, strong education leads to a strong nation; universities are vital bases for talent cultivation for social development. Only by continuously innovating education management models and injecting new vitality into education development can we lay a foundation for the sustainable development of the educational cause.

## **2.2. Meeting the Needs of Educational Reform**

With the continuous deepening of educational reform in universities, the drawbacks of outdated management models have gradually become apparent, no longer meeting the needs of current educational reform and efficient development. In today's societal context, the number of university enrollments and the range of disciplines continue to rise, presenting new challenges for higher education work. Therefore, to meet the needs of educational reform, it is necessary to actively innovate management models, helping universities explore and perfect development models and make the most correct autonomous development choices.

## **2.3. Addressing Traditional Management Shortcomings**

In previous higher education management work, many deficiencies existed, primarily in two major categories. On one hand, traditional management models lack comprehensive management systems; their scientific and reasonable aspects need improvement and have not kept pace with social development for updates. Most universities lack uniform rules and regulations in their management work. On the other hand, the professional capabilities and qualities of education managers are limited; some universities do not highly value management work. The lack of professionalism among management personnel, combined with limited personal qualities and even a lack of accurate understanding of higher education, directly affects the implementation of higher education management work. Innovating education management models is an inevitable trend for future development.

# **3. Problems with Traditional Higher Education Management Models**

## **3.1. Outdated Teaching Concepts**

In the rapidly changing modern social context, outdated teaching concepts are a major reason affecting the smooth progress of education management work. For a long time, education managers have habitually continued traditional educational concepts, positioning themselves as authoritative knowledge transmitters and students as passive knowledge receivers<sup>[4-5]</sup>. This one-way knowledge transmission mode dominated university classrooms for a long time. However, this traditional educational concept is gradually unable to meet the needs of social development. Modern society emphasizes students' subjectivity and creativity, requiring them to have independent thinking and innovative spirit. Yet, traditional educational concepts overlook this, overly emphasizing the authority of education managers and the instillation of knowledge, leading to a lack of initiative and creativity in students' learning processes. At the same time, with technological progress and social development, modern educational concepts such as lifelong learning and personalized learning have gradually gained ground. These concepts emphasize students' active participation and personalized development, encouraging them to learn according to their interests and needs. However, traditional higher education management models have not kept up, lacking understanding and application of these modern educational concepts. This makes it difficult for higher education to adapt to the talent needs of modern society, unable to cultivate high-quality talents required by society.

## **3.2. Disconnect in Curriculum Setting**

With rapid technological advancement and industrial development, market demands for talent constantly change. However, many universities' curriculum settings lag behind, failing to keep pace with the times. These curriculums are often outdated, lacking foresight and practicality, unable to provide students with knowledge and skills matching market demands. When students enter society after graduation, they find a significant gap between what they learned and actual job requirements, increasing their job-seeking difficulties and limiting their career development. Moreover, insufficient interdisciplinary integration in traditional higher education management models is an urgent issue. In modern society, many problems require interdisciplinary knowledge and skills to solve. Due to a lack

of communication and cooperation between disciplines, students' knowledge bases are relatively narrow, lacking the ability to solve problems across disciplines. This hinders personal development and society's demand for diversified talents. Therefore, universities need to closely monitor market demands and industry changes, adjusting curriculums timely to ensure students' learning content matches societal needs.

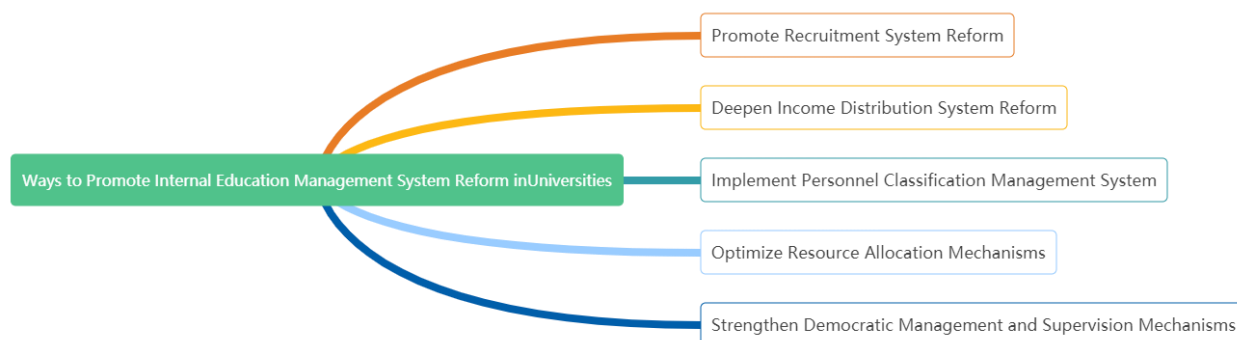
### 3.3. Monotonous Teaching Methods

Influenced by rapid information technology development, higher education concepts have been affected to varying degrees. Modern education concepts emphasize cultivating students' learning interests and practical abilities. However, traditional education management models pay limited attention to students' subjectivity and lack emphasis on the combination of theory and practice, leading students to remain at the theoretical level without sufficient operational experience and application ability. In today's era, the important standards for measuring talent are innovation ability and practical level, but traditional teaching methods can no longer meet these needs. Therefore, education managers should use traditional education management models as a basis for reform and innovation, introducing diverse teaching methods such as case studies, group discussions, and project practices to stimulate students' interest and initiative. Simultaneously, strengthening practical teaching links and providing more practical opportunities for students, allowing them to learn and grow through practice, cultivating high-quality talents that meet modern society's needs.

## 4. Innovation Strategies for Higher Education Management Models in the New Era

### 4.1. Reforming Education Management Models

To further enhance the level of higher education management, related staff must actively promote internal management system reforms in the context of the new era. By reforming internal education management systems<sup>[6]</sup>, universities can improve management quality and thus drive educational efficiency. Specifically, the following measures can be undertaken, as shown in Figure 1. First, universities should establish positions based on actual needs and introduce supervision mechanisms in the recruitment process, adhering to the principles of open recruitment and merit-based selection, implementing a limited term assessment system for faculty and staff. Second, linking faculty and staff salaries, bonuses, and performance with contributions, improving internal management distribution systems, thus motivating faculty and staff to enhance their professional levels and promote educational quality improvement.



**Figure 1.** Ways to Promote Internal Education Management System Reform in Universities

## 4.2. Leveraging Information Technology Advantages

In the new era, the rapid development of the internet has brought significant opportunities for higher education management. Universities can utilize internet technology to build comprehensive online education resource systems and improve management levels, as shown in Table 1. By leveraging internet platforms, universities can strengthen the development and construction of educational resources, supplement and improve online education resources, create online libraries, and interactive learning platforms, providing students with diverse learning avenues, thereby enhancing the theoretical foundation of talent cultivation. Additionally, in educational management models, the application and development of internet technology should be actively promoted. Through creating unique MOOCs, mind map teaching, micro-courses, and other teaching modes, personalized teaching activities can be conducted, stimulating students' learning interests and further improving educational levels.

**Table 1.** Applications of the Internet in Higher Education Management

Application	Specific measures	Expected effect
Development of educational management resources	Introduce professional educational software	Provide more abundant network education resources
	Build online library, online interactive learning platform	Provide more learning options and open sharing of the online classroom
	Combined with discipline construction and market trends, timely supplement and improve network education resources	Expand students' vision and improve the level of theoretical basis
Innovation of teaching management mode	Create characteristic MOOC, mind map teaching, micro class and other teaching models	Improve the quality of teaching and stimulate students' interest in learning
	Carry out personalized teaching activities	Meet the personalized learning needs of students
	Create a simulation practice classroom	Provide simulation practice training opportunities to improve students' professional practice ability

## 4.3. Reforming Education Management Models

The outdated education management models of the past are clearly inadequate for meeting the needs of contemporary development. Universities should uphold the principle of student-centeredness, fully respecting the central role of students in educational management. Guided by this concept, innovative education management models should be implemented, gradually improving students' practical abilities in response to the demands of the new era's vocational needs. Teachers should explore students' intrinsic potential, encourage active participation in learning, and enhance students' initiative to improve their learning conditions. Teachers should also engage in interactive communication with students, using a question-and-answer approach to help students apply their knowledge to solve problems, thereby improving their overall competencies. Under the guidance of a student-centered approach, continuously innovating higher education management models can provide high-quality educational services while respecting individual differences among students. Education activities should align with societal standards for talent needs, gradually enhancing students' vocational abilities and practical levels, cultivating them into the talents needed for social development.

## 4.4. Strengthening Student Cadre Training

In class management, student cadres play an important role, representing the class's image and organizing and managing class activities. Therefore, counselors should emphasize the training of class cadres, providing ideological and political education to make them aware of their

responsibilities. After thorough preparation, class cadres should understand their exemplary role within the class, enhancing communication and coordination between teachers and students to support the implementation of education management<sup>[7-8]</sup>. By adopting various measures, the capabilities and qualities of student cadres can be improved, uncovering their intrinsic potential and providing positive ideological guidance. In the process of advancing higher education management work, reinforcing positive guidance for students ensures that talent cultivation work aligns with the needs of contemporary development. Teachers can analyze students' psychological characteristics to respect their individual development while participating in diverse practices to enhance their comprehensive abilities.

#### 4.5. Emphasizing Talent Introduction

With the advent of the new media era, higher education management faces more stringent requirements. Staff must not only possess relevant professional skills but also understand and grasp the characteristics related to new media, proficiently utilizing modern information technology to effectively address challenges in higher education management. Universities can implement regular training, requiring education management staff to participate actively while recruiting and identifying suitable educational professionals to build a professional education management team. This exploration of the intersection between education management and information technology will enhance work efficiency<sup>[9-10]</sup>. For example, during recruitment, universities can introduce professional education management talents to enrich the internal management team and inject fresh vitality. Universities should also provide more conveniences for managers, organizing regular learning and training activities to continuously innovate and upgrade management models, keeping pace with changes and ensuring effective talent management, thereby cultivating more excellent talents for societal development<sup>[11-13]</sup>.

### 5. Conclusion

In summary, actively innovating higher education management models in the new era to cultivate more innovative talents for societal development has significant practical implications. Due to the rapid development of society and the fast-paced advancements in technology, the drawbacks of traditional management models have become apparent, unable to meet current societal development needs. There is a need to adjust and innovate based on actual development situations. To some extent, the level of higher education management work directly impacts the lifeline of university development and is a crucial guarantee for improving teaching quality. Therefore, innovative education concepts should be the premise, adhering to a student-centered educational philosophy that focuses on students' individualized needs, and specifically cultivating students' innovation and practical abilities. Additionally, the internal management system should be improved, leveraging the advantages of modern information technology, and introducing diverse teaching methods to stimulate students' learning interest and ensure teaching effectiveness. This provides strong support for the reform and innovation of higher education management work.

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