Academic Journal of Management and Social Sciences
ISSN: 2958-4396 | Vol. 5, No. 2, 2023

Research on the Strategy of Strengthening the Service Ability of University Administrators in the New Period

Yanzhi Ma

Propaganda department of party Committee, Xi'an Polytechnic University, Xi ' an, Shaanxi, 710048, China

Abstract: In the development stage of educational management in colleges and universities in the new period, in order to continuously improve the level of running schools and export high-quality professionals for the society, we must objectively realize the importance of carrying out administrative work in colleges and universities. As a huge talent training institution, in the process of academic research, talent training and market cooperation, if the service ability of university administrators is limited and the service mechanism is not perfect, it will seriously affect the normal development of all work in colleges and universities. When strengthening the service ability of administrative staff in colleges and universities, the author puts forward the following suggestions, such as strengthening the service consciousness of administrative staff, cultivating their professional ability, perfecting the scientific and effective reward and punishment mechanism, perfecting the scientific internal and external supervision mechanism, digitally empowering administrative staff, standardizing the standards and processes of administrative services, etc. I hope the author's relevant suggestions can provide some reference for the development of administrative work in colleges and universities.

Keywords: University Operation; Administrative Management; Personnel Capacity; Service Consciousness; Work Strategy.

1. Introduction

The service ability of administrative staff in colleges and universities will directly determine the level of administrative service, but there are many factors that affect the ability of administrative staff in colleges and universities. How to effectively eliminate the negative factors that affect the service ability of administrative staff from multiple perspectives and continuously improve the comprehensive service ability of administrative staff has become an urgent problem to be solved in the current administrative management of colleges and universities. This topic is to gather this problem and discuss the relevant strategies to improve the service ability of university administrators from many aspects. See the following for details.

2. An Overview of Administrative Work in Colleges and Universities

When carrying out administrative services in colleges and universities, we should provide professional administrative services according to the different offices, such as the president's office, the guidance office, the general affairs office and the teaching department. The administrative service of the principal's office emphasizes external contact and internal coordination to ensure the orderly development of the principal's related affairs; In the administrative service of the guidance office, it is necessary to carry out teaching file statistics, achievement statistics, student status management, extracurricular activities organization, library management, laboratory management and other work; The administrative work of the General Affairs Office is mainly responsible for the repair and maintenance of school buildings, the maintenance and management of equipment, and providing logistics services for campus teachers and students; The administrative service of the teaching department is mainly to coordinate the organization of scientific research and teaching, and promote the implementation of all the work in the school. It can be seen that there are many contents of administrative work in colleges and universities, and the service ability of administrative personnel must be continuously improved to ensure the quality and effect of administrative service work.

3. The Urgency of Improving the Service Ability of University Administrators

Why is it urgent to improve the service ability of administrative staff in the process of college education in the new era? The author believes that in the process of university discovery, the old and stale administrative service management system has seriously affected the sustainable development of universities. Under the background of deepening education and teaching reform in colleges and universities, colleges and universities should be aware of the urgency and necessity of administrative service management reform and innovation. By taking various measures, the problems existing in the current administrative service management can be solved, and the service ability of administrative staff can be continuously improved, and the cornerstone of administrative service can be built to promote the high-quality sustainable development of colleges and universities, which reflects the practical value and significance of improving the service ability of administrative staff.

4. Research on the Strategy of Strengthening the Service Ability of University Administrators in the New Period

4.1. Strengthen the Service Consciousness of Administrative Personnel

The core of administrative service in colleges and universities is to serve teaching, teachers and students, society

and schools, so as to ensure the efficient and stable operation of various educational and teaching management work in colleges and universities. Due to the complexity of business in colleges and universities, in the actual administrative service management, it is necessary to ensure that administrative staff have a strong sense of service and professional accomplishment, so as to ensure the effectiveness and feasibility of various service work. Therefore, when strengthening the service ability of administrative staff in colleges and universities, we should constantly strengthen the service consciousness of administrative staff, so that administrative staff can have a sense of identity with their jobs and career development, and then devote themselves wholeheartedly to related work and contribute their light and heat to administrative jobs. By promoting the creation of administrative service culture, administrators are aware of striving for perfection and pursuing the ultimate service concept and goal, so as to constantly sublimate their service cognition and change the service mode from the details, so that the level of administrative service in colleges and universities can be continuously improved.

4.2. Cultivate the Professional Ability of Administrative Personnel

In the development stage of administrative service in colleges and universities, in order to ensure the quality and effect of administrative service, special training activities should be carried out to continuously improve the comprehensive business ability of administrative staff. Through the analysis of administrative work in modern colleges and universities, it can be known that administrative staff need to have certain coordination and organization ability, teamwork ability, business innovation ability and management leadership ability. In order to build a high-quality administrative service team, colleges and universities need to promote the professional training of administrative staff, and encourage business staff to take the initiative to learn, improve their professional knowledge, learn from each other and accumulate experience, so as to make up for their shortcomings and pave the way for future work.

In order to carry out the training of administrative personnel for a long time, when organizing the training of administrative personnel in colleges and universities, the corresponding training work plan should be compiled to promote the implementation of the training plan scientifically and orderly. For example, some colleges and universities organize administrative personnel to study in other colleges and universities, so that administrative service personnel can break the inherent thinking and learn advanced administrative service management concepts and experiences, thus reforming and innovating the actual administrative management mode.

The author thinks that when training administrative personnel, in order to stimulate the professional creativity of relevant personnel, a business innovation competition of administrative service management should be organized, so that administrative personnel can actively participate in it, and the training work can be promoted in the form of competition activities, so that administrative personnel can objectively and comprehensively find the direct shortcomings in the business competition process, and then learn deeply in the training activities, effectively improve their own business ability, and provide strong support for the future development of administrative service work.

4.3. Improve the Scientific and Effective Reward and Punishment Mechanism

As an important link in the operation of colleges and universities, administrative service should constantly improve and optimize the reward and punishment system of administrative service management when improving the service ability of administrative staff in colleges and universities. Through scientific and rigorous reward and punishment system, not only the administrative staff are effectively restrained, but also the enthusiasm and enthusiasm of relevant personnel are well stimulated. The author believes that in the process of administrative service management in colleges and universities, in order to ensure the reliability of the operation of the reward and punishment mechanism, it is necessary to ensure that the reward and punishment mechanism has certain authority in the hearts of administrative personnel, and the relevant administrative personnel recognize the reward and punishment standards.

Therefore, when perfecting and optimizing the reward and punishment system of administrative personnel's service management, colleges and universities should highlight the administrative personnel's work subjectivity, so that administrative personnel can actively participate in the improvement and optimization of the mechanism, give play to their ideological subjectivity and creative thinking, optimize and improve the details of the reward and punishment mechanism, and ensure the rationality, scientificity, standardization and rigor of the reward and punishment evaluation content, so as to convince all administrative personnel of the results of the reward and punishment evaluation .

The original intention of the construction of reward and punishment mechanism is mainly to stimulate the enthusiasm of administrative personnel. Therefore, in the actual process of reward and punishment management, we should uphold the humanistic management idea and scientifically control the intensity of rewards and punishments, so that relevant personnel can be aware of their own problems and actively seek ways to correct them, so as to improve their professional quality and comprehensive ability. When rewarding relevant personnel, in order to set a good learning example, we should start from two aspects: material reward and spiritual reward, so as to produce a certain demonstration effect, form a good working atmosphere in the administrative service management team of colleges and universities, and help the administrative staff in colleges and universities to continuously improve their service ability.

4.4. Improve the Scientific Internal and External Supervision Mechanism

In order to provide professional administrative services for the operation of various businesses in colleges and universities and reflect the value and efficiency of administrative services, administrative personnel should improve and optimize the internal and external supervision mechanisms, and then objectively supervise and fairly evaluate the service effects of administrative personnel. Because the administrative service work is complicated and consumes people's energy, under the influence of professional fatigue, negative mentality and inaction, individual personnel will be lazy and irresponsible in their work. Once there are specific problems, they will shirk and wrangle with each other,

which seriously affects the quality of administrative service in colleges and universities and is not conducive to the effective cooperation and coordination of various departments in colleges and universities.

In order to effectively solve the above problems, we should construct a scientific and rigorous supervision mechanism. Such as the construction of internal supervision mechanism, and in the operation of this mechanism, we should highlight the supervision subjectivity of administrative personnel, that is, let administrative personnel supervise and evaluate each other, and ensure that every administrative personnel can exercise their right to know and supervise. Through open and democratic internal supervision and management, the administrative service management is more transparent. At the same time, when supervising the administrative service work in colleges and universities, we should implement the peer evaluation mechanism and leadership evaluation requirements. Among them, the peer evaluation mechanism is mainly aimed at personal professional ability, professional accomplishment, moral cultivation, work performance, life style and other aspects, while the leadership evaluation focuses on the supervision and evaluation of leaders' political thinking and business innovation ability. Through multi-dimensional and all-round supervision and management, the administrative service management scheme designed by the top of colleges and universities can be effectively implemented, so that administrative service personnel can find their own shortcomings in time and learn from each other to make up for their shortcomings.

The construction of external supervision mechanism is also very necessary, and the most effective supervision efficiency can be exerted based on the joint operation of internal and external supervision mechanisms. In view of the particularity of the service work of administrative staff in colleges and universities, when the external supervision work is carried out, the ability and quality of relevant administrative staff can be evaluated from the perspective of professional ethics, so as to avoid some people in the administrative service team from filling in the blanks. The author thinks that the direct object of administrative service is teachers and students, so a platform for communication between administrators and teachers and students in colleges and universities should be built, so that teachers and students can feedback their ideas in time and put forward relevant suggestions for administrative service. Through effective external supervision, the administrative service management is continuously optimized and improved to ensure the feasibility of the administrative management system and the effectiveness of related administrative services, and realize the expected purpose of external supervision and evaluation.

4.5. Digital Empowerment of Administrative Staff Work

The author believes that when colleges and universities strengthen the service ability of administrative staff, they should find another way and find a new way to carry out their work, so as to complete the overall improvement of administrative staff's service ability in the shortest time. The development and application of modern digital information technology provides an excellent opportunity to improve the service ability of administrative staff in colleges and universities. Through the digital empowerment of administrative staff's service work, the service ability and level of administrative staff will be qualitatively improved.

In order to achieve the digital empowerment of administrative staff service, we should start from two aspects. First, it is to promote the architecture of digital information-based administrative service management system in colleges and universities, closely follow the requirements of related work in colleges and universities for administrative services, so as to ensure that every detail of the digital information-based administrative service management system can correspond to the real administrative work, so that the system can be effectively embedded in administrative services and help the service level of administrative staff in colleges and universities to continuously improve. In view of the particularity of this work, it is necessary to set up a professional technical team to ensure the safety and reliability of the digital information administrative service management system designed by the architecture. For example, some colleges and universities will contract their business to professional technical service providers to provide professional technical services for colleges and universities, and provide permanent system maintenance and upgrade services to solve the practical problems in the construction of digital information administrative service management system in colleges and universities. Due to the particularity of administrative services in colleges and universities, in order to prevent the leakage of secrets and private data, the state-owned units should be given priority when choosing cooperative technical service providers, and the core technical strength of cooperative enterprises should be comprehensively evaluated, so as to prevent the system operation risks from the source.

Secondly, it is necessary to organize university administrators to carry out special study and master how to use the digital information administrative service management system to give full play to the value and role of related systems. In order to prevent individual administrative personnel from fishing in troubled waters, they do not actively learn the relevant system operation and operation and maintenance points, which will adversely affect the follow-up work. Therefore, in the process of special training activities, it is necessary not only to strengthen the explanation of training content, but also to evaluate all participants. If the administrative personnel fail to meet the expected evaluation requirements of training, they need to continue learning until the assessment is up to standard, so as to ensure the overall strength of the administrative management team.

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4.6. Standardize the Standards and Processes of Administrative Services

In the development stage of administrative work in modern

colleges and universities, we must actively promote the standardization of administrative management and service standard processes, refine the responsibilities of administrative services to people, and enhance the sense of responsibility and mission of relevant administrative personnel. Because, when the traditional administrative service in colleges and universities is carried out, the efficiency of administrative service is greatly reduced because of the outdated standards and imperfect service processes, which can not meet the requirements of related work in colleges and universities.

Colleges and universities are a complex organization, involving a wide range of work fields, such as school-enterprise cooperation, government supervision, scientific research cooperation, exchanges between colleges and universities, student training, teacher management, project research, etc. In modern colleges and universities, the organization and handover of various tasks are very strict, and in order to ensure the rapid and effective implementation of the work plan, it is necessary to get strong service support from administrative personnel. By optimizing and reorganizing the service process of administrative personnel, unnecessary processes of prosperity are removed, and the accuracy and efficiency of administrative services are improved.

In order to ensure that the service of administrative staff can meet the requirements of related work, we should promote the standardization of administrative staff's service standards, such as timeliness, affinity, refinement, satisfaction and professionalism of administrative services, so that every administrative staff can keep up with the standards and actively learn to improve their professional quality and comprehensive strength. It can be seen that in the process of improving the service ability of administrative staff in colleges and universities, the standards and processes of administrative services should be standardized, so as to restrain the subjective behavior of administrative staff and comprehensively improve the overall service level of administrative staff.

5. Conclusion

To sum up, taking the service work of administrative staff in colleges and universities as an example, this paper focuses on how to improve the service ability of administrative staff, aiming at explaining the urgency and necessity of the construction of administrative team in colleges and universities. In the process of high-level university daily work, an efficient administrative service team is inevitable. Looking at the present situation of administrative services in Chinese universities, we can find many problems. In the process of high-quality development of colleges and universities in the future, we should not only focus on personnel training and academic research, but also divide some energy to build a solid foundation for administrative services. By taking various measures simultaneously, the comprehensive service ability of administrative staff in colleges and universities can be effectively improved, the cost of various work in colleges and universities can be reduced, and the cornerstone of the implementation of strategic plans in colleges and universities can be built.

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