

# The Study on the Strategy for Education Management Innovation in Primary and Middle Schools under the Background of Informatization

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**Abstract:** Since entering the 21st century, the rapid development and wide application of information technology have changed people's habits of life and cognitive habits, and China's "2010-2020 Education Informatization Planning Outline" has made it clear that "information technology has a revolutionary impact on the development of education", which means that informatization also puts forward new requirements for the innovation of education management in primary and secondary schools. This means that information technology also puts forward new requirements for the innovation of education management. As an important stage of compulsory education, primary and secondary schools are developing towards informatization, technologization and diversification.

**Keywords:** Informatization; Education Management; Innovation Strategy.

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## 1. Introduction

Educational management refers to a process in which school administrators, through organization and coordination, bring into play the school's human, financial and material resources and other information, [1] [2] while making use of the school's existing educational conditions, to achieve management goals. The in-depth application of information technology in education management is the process of comprehensively using modern information technology to promote education reform and development [3]. The informatization of education management will bring a great impact on the traditional management and evaluation methods, and has an important value guidance and direction for the innovative strategies of education management. Educational managers must follow the development trend of informatization, change their management thinking and prepare for the realization of educational development.

## 2. The Current Situation of Primary and Secondary Education Management

At present, primary and secondary education management faces many opportunities and challenges. Firstly, the education policies successively introduced by the state have put forward new requirements for education management, which are in line with the contemporary requirements of the education concept and put forward new issues on all aspects of education management. Secondly, the information technology revolution has had a far-reaching impact on education management. The traditional education management involving teaching organization, teacher-student relationship, assessment and evaluation can no longer meet the needs of education management in the information age, and information technology has brought convenience to education management and at the same time brought changes in the management mode and way. Thirdly, the concept of education management and human education under the background of information technology has yet to be upgraded.

The educational management of the school because it has a special target group and specific field environment, must follow the laws of education. At present, China's education management lacks professional, information management strategy, information technology of modern education concepts in education management should be the value and role of the management has not been really played, the need for education managers to education management methods for innovation and upgrading, so as to better adapt to the new era of talent training needs and the development of education.

## 3. Problems in Primary and Secondary Education Management

Due to the long history of instrumental rationalism, there are still many problems in the use of information technology in education management.

Low utilization of information technology in the management of primary and secondary schools. There is a lack of informatization platform in the management process of primary and secondary schools that meets the characteristics of school management. School education management has educational, evaluation, dissemination and other requirements, but in the actual management process, most managers still rely on a single information platform for one-way management, without realizing the efficient and interactive features of information technology.

The development of information technology level in primary and secondary schools is inconsistent. Primary and secondary schools in different areas of the school manager's level and information technology resources on the differences in the progress and effectiveness of information technology management innovation is not quite the same. For schools in remote areas with insufficient investment in education resources, education management still stays at the basic teaching management and student management, even with policy and financial support, more costs of such schools are invested in the physical conditions of the school, the introduction of teachers, the purchase of books and teaching resources. As a result, the level of informationisation in schools the level of informationised teaching is insufficient,

and the reform of primary education cannot be carried out smoothly.

It is difficult to integrate and share information between school districts. Education management in the context of informatisation also requires overall integration between schools. Cooperation between school districts to build information platforms for sharing, encouraging teachers to put forward their opinions and ideas on education management, and innovating the evaluation mechanism of teachers with the help of multimedia information technology have all played a positive role in promoting the innovation of school education management. School administrators do not have the ability to promote school district information cooperation because they still lack experience in managing localities, and because cooperation between schools still remains at the level of simple teaching activities. If we want to realise the integration and sharing of information in the school area, we need the education authorities to take the lead in building the platform, and we need to equip specialists to manage the platform. At the same time, the managers also need to enrich the content of the information technology teaching reform, carry out real-time updating and screening, so as to keep abreast of the times, and reflect the current times and effectiveness of the information technology teaching. The time and effectiveness of information technology teaching.

#### **4. Education Management Innovation Strategy**

As a new era of education managers should have a vision of information technology, pay attention to the management process of teachers and students in the training of information technology capabilities, and innovative education strategies to implement the implementation of education management in practice.

Build a school data platform to realise information management in education. In order to realise the innovative and scientific nature of school information management, schools can, according to their own management characteristics and advantages, and at the same time, with the help of the information technology education platform, actively promote the openness of excellent educational resources with the support of information technology, and take advanced education management concepts and management methods as the content of teaching and research, and carry out open research and learning. The higher education management can make a group effort to collect excellent teachers' classroom cases and teaching reports, and share the excellent school management results with reference value through the open information education platform built to realise the sharing of education resources. In addition, schools should pay attention to the role of data and the educational reform of the integration of education and information technology to create a campus environment suitable for the long-term development of students and improvement of school management,[4] encouraging teachers in all schools to conduct teaching research, innovate teaching and management methods, share their personal educational experience, promote the effective combination of educational research and actual teaching, and promote the realization of two-way learning and development of education in different regions.

Enhance managers' awareness of information use and technical level. In order to make information technology fully

meet the management needs, it is necessary for each educator to change the previous thinking mode and establish the consciousness of thinking mainly on the use of information technology. First of all, educators should correctly understand the effective integration of education management and information technology management can bring great help to education, as educators in the work process to strengthen the use of information technology sensitivity, improve data processing capabilities and information integration capabilities. Primary and secondary education management information technology helps schools to give full play to the advantages of teaching management information technology, summed up suitable for the development of their own school teaching methods, so as to enhance the competitiveness of the school itself. The innovation of education management mode can provide more opportunities for education managers to carry out information technology application and improve their information technology application ability. At the same time, in the process of information technology management, through the effective linkage of information technology data in various departments, the data of various departments can achieve truly efficient interoperability, and truly implement efficient and refined management, which conforms to the current national requirements for the development of information technology education. Thus, it adds bricks and mortar to China's teaching reform work.

Actively integrate internal and external information technology resources to achieve the goal of efficient management. At present, there are still various problems in the application of modern information technology in primary and secondary schools, in order to solve this situation, the education authorities should play their own functional role, according to the actual situation, the school management data and social data effectively combined. [5] Firstly, social forces can be introduced to cooperate with schools at the early stage of platform construction, and the professional platform of social enterprises can help the school's information technology management innovation. [6] Secondly, the data analysis results are saved in the database through accurate data analysis, which is used as the data support for the research of school development direction. The data platform between school domains can be built and shared, which can help the education authorities to formulate relevant education policies more scientifically, and then establish so that education policies can be more accurate. Thirdly, the realisation of information technology in the key areas of school management can strengthen the supervision of key areas, weaken the interference of subjective evaluation, and improve the standard of management. [7] For example, the introduction of information technology management in logistics management can effectively prevent corruption or irregularities in the process of logistics management; the introduction of information technology in the field of office can reduce the cost of work and improve the efficiency of information communication, to avoid the waste of resources; the introduction of information technology in the field of student evaluation can be effective in evaluating the effectiveness of teachers' teaching behaviours and tracking of students' learning, so that the evaluation of educational behaviours more scientific and standardized. The introduction of information technology in the field of student evaluation can effectively evaluate the effectiveness of teachers' teaching behaviour and track students' learning, making the evaluation of educational behaviour more scientific and standardized.

## 5. Conclusion

In summary, through the study of primary and secondary education management, but also for the information technology background of education management innovation strategy research, it is not difficult to find that at present most of the primary and secondary schools on information technology management is not enough attention, and the lack of certain realistic conditions for the development of information technology management. The informatisation of education management is the trend of the times, primary and secondary schools should comply with the requirements of the times, seize the opportunity to create professional informatisation management personnel, in the context of the national education informatisation, to achieve a high degree of integration of informatisation, the use of Internet information technology, the effective integration of social and governmental resources, to improve the quality of education management, for the realization of the modernization and development of education. adding bricks and mortar.

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