

Thinking and Exploration of Educational Administration based on Data Age

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Abstract: In the era of data, the development of all areas of society cannot be separated from the data support and emerging information technology. Improving the level of educational administration in colleges and universities by using data information technology is the only way to comply with the development of The Times. However, it is both an opportunity and a challenge for the development of educational administration in colleges and universities. It is of great value to explore the status quo and development of university educational administration data and information management under the background of data age to effectively improve the level of educational administration.

Keywords: Data; Digitization; Educational Administration; Effectively.

1. The Current Situation of Digital Information Management of University Educational Affairs

With the development of society, information digitization is the development trend of the times. Data and information technology can effectively solve the difficulties in traditional educational administration, such as chaotic information, difficult integration, repetitive operation machinery and heavy workload, and transform messy and disorderly large amounts of data into orderly information, which improves the efficiency and quality of educational administration, and further optimizes educational administration. To help students become talented. In recent years, most educational administration management in colleges and universities has basically realized the full coverage of the application of data information management technology, but according to relevant investigations, many colleges and universities are still in the primary stage of application. In the construction of data and information technology, many colleges and universities still lack certain cognition and attention, and even lack of effective use of the existing facilities. There are multi-version and multi-platform systems generally exist in the educational administration platform of most colleges and universities, which leads to the confusion of data information and is difficult to extract, which is not conducive to the long-term efficient operation of the educational administration. Colleges and universities should abandon the old practices of inefficient educational administration, pay more attention to the application of data information technology in the educational administration, and take effective measures to ensure that the educational administration can be carried out efficiently and with high quality. Therefore, how to scientifically and reasonably allocate educational resources and measures, combine the actual situation of colleges and universities and advanced data information management technology, and improve the educational management ability has become an urgent reform challenge in colleges and universities.

2. Analysis on the Causes of the Dilemma of Educational Administration Data and Information Management

2.1. The Infrastructure Construction is Poor

At present, there are still many colleges and universities with poor infrastructure construction, which affects the normal operation of educational administration to a certain extent. The version of the educational administration system is too old and has a single function to be optimized and updated regularly. There are many loopholes in the system, the use of web pages often appears crowded, flash back, lag, unable to login and other situations, seriously affect the use experience, resulting in many teachers and students to the use of the educational management system have conflict psychology. Since most colleges and universities outsource the data information platform to a third party for development, colleges and universities do not directly participate in the functional design of the platform, which leads to the failure of the research and development company to develop a system suitable for the characteristics of the university according to the actual needs of the university. In addition, the post-service and maintenance of the system platform cannot be guaranteed in time. In the event of problems with the educational management system, it is difficult to provide timely support. Furthermore, the weak practicability of the educational administration system, single function and complex operation process directly affect the popularization of the educational administration data information technology.

2.2. The Educational Administrators are too Conservative

Many administrators in colleges and universities still have conservative thinking. In the process of carrying out educational administration work, they are lazy to change their previous work habits and highly rely on their personal work experience. However, After the introduction of data information infrastructure in colleges and universities, they turn a deaf ears and are unwilling to try. Because some educational administrators have relatively weak operation

ability of computer and Internet and other data information technologies, they may think that new technologies are difficult to understand and master in the process of use, resulting in resistance and are unwilling to try to use them. Due to the long-term use of traditional working methods, many educational administrators lack the awareness of active learning and updating, and lack of learning interest and motivation for new data information technology and tools. In addition, due to the lack of training and learning opportunities related to data and information technology, educational administrators may not be familiar with the functions and use methods of the information system and cannot give full play to their role, making it difficult to keep up with the pace of data and information reform. This situation not only reduces the work efficiency and quality, but also limits the innovation and development of colleges and universities.

2.3. The Ability of Departments to Cooperate is Weak

The content educational administration in colleges and universities is complicated, the collaboration of multiple departments is essential for effective operations. Due to the absence of standardized protocols and comprehensive coordination in the initial phase, the data information management platforms of many colleges and universities have the problems of scattered data and relatively isolated systems. Each department in the university uses different systems, and even one department uses multiple systems. Each management platform stores a large amount of data, which cannot be integrated and utilized to share and exchange data. The collaboration ability between departments is weak, resulting in many work cannot be executed effectively. How to use the extraction and analysis of data information to help students' education and teaching has become a difficult problem. In addition, the flood and lack of planning of data information management platform will bring a huge burden of construction funds and information security leakage problems to colleges and universities, thus hindering the healthy development of educational administration in colleges and universities.

3. The University Data Information Management Strategy

3.1. Formulate a Scientific and Feasible Management System

Colleges and universities should formulate scientific and feasible management system, combine the actual situation of colleges and universities and advanced data information management technology, and build a comprehensive platform of educational administration management information suitable for the development of the university. In view of the independent existence of multiple educational administration systems, which leads to the work pattern of information blocking, The processing and integration should be carried out in the same system to form a big data database with resources and information sharing, and each department should carry out regular data maintenance for the corresponding system module, so as to make the information of all departments of colleges and universities open and transparent, and provide convenience for information exchange, To facilitate the exchange, sorting and construction of information between various departments in colleges and universities, and give full play to the value of all kinds of data

in educational administration through collective cooperation and wisdom.

Before building the integrated system database, colleges and universities should solicit opinions and suggestions from various departments to implement various needs. It should also clarify the responsibility ownership and management norms to achieve sustainable development. Make the data information management platform more effective use of all levels of department resources, to realize data sharing and exchange to the greatest extent.

3.2. Strengthen the Awareness of Data and Information Educational Administration Management

Enhancing the awareness of data information management is the basis of effective data information management work. For the educational administrators in colleges and universities, in addition to the traditional educational administration work ability, they also need to have the attitude of lifelong learning, follow the trend of The Times, enhance the awareness of data information management, use data information skills to carry out work, and improve work efficiency. In this regard, colleges and universities can regularly conduct data information technology project training, for the educational administrators to create learning advanced, efficient data information management technology, make it can master and use the mainstream of digital era management technology, so as to improve work efficiency and reduce workload. Colleges and universities can also implement the data information technology assessment and incentive mechanism related to the educational administration work, in order to achieve the role of supervision and encouragement. In addition, a support mechanism can also be set up, with the skilled academic administrators who use data information technology to help the older academic administrators who are not good at using data information technology. Through training and assistance means, the mainstream information management technology in the era of big data will be skilled and widely used in the educational administrators of colleges and universities, and the educational administration work of colleges and universities will become increasingly efficient, convenient and accurate.

3.3. Optimize the Data and Information Platform

Colleges and universities should continue to optimize and update the educational administration management platform, including the operation interface, module partition, function Settings in the system, and match the data information platform with the actual application needs of teachers and students, so as to improve the participation degree of data information technology in university education and teaching. So before the development system should be fully completes the research work, actively adopt the acceptance administration administrators and teachers and students needs and Suggestions, combined with the actual situation of the educational administration management for colleges and universities tailored to the characteristics of the data information platform, the development of colleges and universities combined with data information platform construction, to speed up the pace of data information reform in colleges and universities. After the platform is put into use, colleges and universities should continue to invest in the maintenance and construction funds of the platform, hire

platform research and development technicians, regularly optimize and improve the system according to the needs of teachers and students, provide technical support in operation, and timely deal with the system loopholes, so as to ensure the smooth operation of the educational administration management platform for a long time.

4. Conclusion

Although there are still some colleges and universities who are still faced with the problems such as poor infrastructure construction, conservative thinking of educational administrators, weak department cooperation ability and so on. However, as long as colleges and universities follow the trend of the development of The Times, combine data information technology, actively carry out reform and innovation, improve the participation of data information in educational management, so as to meet the actual needs of colleges and universities in the new era. Scientific use of data information integration and refining means can quickly analyze the teaching management system conducive to the

students of the colleges and universities, integrate the personalized education concept into practice, teach students in accordance with their aptitude, formulate the teaching management system suitable for the students of the college, and help the students' comprehensive and sustainable development.

References

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