Strategy Exploration of Educational Administration in Colleges and Universities from the Perspective of Information Construction

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Abstract. Since the 21st century, the application of information technology in various industries has gradually deepened, and the importance of information technology in the administration of colleges and universities has gradually become prominent. As an important symbol of modern education reform, informatization has become a booster to improve teaching quality. Schools rely on information technology to realize the information construction of administrative work. From the perspective of information construction, this paper speeds up the process of administrative education reform in colleges and universities by renewing ideas, increasing financial support and building information platform.

Keywords: University education · Administration · Information construction

1 Introduction

In fact, information management is the application of scientific theory and management concept, combined with advanced information technology to deal with information resources, so that the management work towards the direction of institutionalization. Give full play to the technical advantages of information technology, establish information exchange and transmission platform for university administration, construct university administration platform, integrate financial management, scientific research management, personnel management and other data, establish database, and realize the information construction of administrative education management.

2 Analysis on the Necessity of Information Construction of University Administration

2.1 Modern Education Can not Be Separated from Information Technology Support

In fact, educational informatization is to use information technology in the field of education, to realize the effective integration of technology and educational work, and to

promote the innovation of educational concept and the transformation of teaching mode. Online education and wisdom education are the common achievements of information teaching reform and play a vital role in teaching practice. In this field, the state put forward the integration of information construction into school administration, which is the only way to realize the modernization of education.

2.2 Informatization is the Driving Force to Realize Educational Mission

The goal of school education is to train advanced talents who meet the needs of social development and make them better serve the society. Under the background of information age, in order to complete the mission of human education, it is necessary to speed up the pace of information construction, apply information technology to carry out modern management work, and innovate the administrative management mode. At present, the competitiveness of colleges and universities is mainly reflected in the work of information management, and information has gradually become an important embodiment of the modernization of school administration.

2.3 Information Management is a Necessary Means to Realize Modern Management in Colleges and Universities

When the school administration work enters the modernization, the school only then formally has the modernization management pattern. In the past, schools did not improve the intelligent level of administration in the process of information construction, and school administrators and staff generally lack understanding of information management. The establishment of school website is regarded as the standard of information construction, but the evaluation of its application effect is ignored. Therefore, many people say that the cost of information construction is too high but not much, even administrators regard these contents as a kind of work burden and do not want to participate in it.

In the face of this situation, schools must realize that information management is a necessary means to realize modern administration, which is the key to improve the competitive strength of schools. First of all, to realize the modernization of management, the application of information management system for information collection, collation, analysis and transmission, to achieve the automation of administrative office, so that administrators can obtain information in time. Secondly, it realizes the intelligence of information processing, uses the information technology means to collect the school management information by using the campus network, and realizes the school financial management, teaching management and so on by establishing the database. Thirdly, to realize the standardization of documents and materials, the informatization of university administration has changed the working mode of manual records in the past and reduced the probability of mistakes. Finally, the real-time sharing of teaching management resources is realized. Under the influence of the network environment, the information resources are used efficiently, and people can communicate more conveniently. For example, in the aspect of subject setting or administrative function division, the resources are transmitted by the network. To realize resource sharing and improve administrative efficiency [1].

3 Strategy Analysis of Educational Administration in Colleges and Universities from the Perspective of Information Construction

3.1 Renewal of the Concept of Administration and Progressive Realization of Information Management

According to the above information, some school leaders and teachers have prejudice to the information construction at present, and think that there is little connection between the administrative management work and the information construction, so it is good to follow the previous work mode and need not be improved. In the school organization, the administrative department undertakes the important management and the service function, this is the school carries out the teaching and the scientific research work safeguard, relates to the talented person training effect in order to satisfy the school administration mechanism reform request, the university administration department innovates the management service pattern, introduces the information management idea, creates the green, the wisdom management service idea, creates the administration management new situation. In order to promote the development of information management in colleges and universities, we should first set up the concept of modern management and guide teachers to establish the concept of information administration. The school administration system is not a single technical system, but needs to make comprehensive consideration to the personnel, the management system and the teaching resources. The information construction should be managed by the school leaders as a whole, pay attention to the development process of the school informatization, plan and design the system as a whole. The school should set up the information management group, establish the coordination mechanism of the information construction, unify the planning content, clarify the responsibility of each department, and carry out the post responsibility.

3.2 Increased Financial Support to Create Software and Hardware Conditions for Modern Management

The construction of administrative information system needs to invest funds, do budget work in advance, and use special funds. In general, the purchase of school hardware equipment is a one-time investment, in the budget should be added to the cost of software and other auxiliary equipment, schools can combine their own economic conditions to promote the development of hardware and software equipment information, Overall planning for information projects, gradually improve school infrastructure construction. Moreover, with the development of information technology, government functional departments and educational units should give school support in policy, especially in terms of financial funds, and distribute funds to schools for campus network infrastructure and network maintenance. Table 1 shows the cost of the construction of an administrative information center in a school in recent years. Through the value of the data, the school has increased its investment in the information media in the administrative reform according to the needs of social development. Popularize new media equipment and play the role of information technology in school administration [2].

Table 1. Details of the construction cost of a university information center

	2018	2019	2020
Information centre fund building	$650,000	$0.7 million	$0.8 million
Information centre technical staff training funds	$70,000	$87,000	$92,000
Network maintenance funds	$150,000	$170,000	$210,000

3.3 Establish a Complete Database System and Optimize the Administrative Information Platform

In the construction of information administration platform in colleges and universities, we should make reasonable management plan according to the actual situation, and follow the principles of "overall planning" and "hierarchical implementation" to promote all kinds of work. Schools should effectively develop existing resources, improve the efficiency of resource utilization, maintain the existing management system in time, establish a complete database system, and realize the sharing of resources among departments and disciplines in the system. In order to ensure the true, accurate and rapid transmission of information, the construction of public database breaks the time and space limit of information transmission, establishes the information database in the whole school, and emphasizes the effectiveness of information transmission.

At the same time, we should consider the influencing factors of administrative work, introduce advanced information technology in combination with the direction and goal of school administration, and scientifically construct an integrated administrative management platform. Improve the level of school administration information. Information construction is a systematic and complex work, involving more content, schools should stand on the basis of overall planning to formulate information platform construction process, with the help of big data and cloud computing to establish information administration system, Develop a teaching administration system that integrates teaching and research, personnel and financial management. The system is divided into three parts: supervision and management module, risk evaluation module and data analysis module. By setting up module index system, resource sharing database and administrative database are established, each database is coordinated and unified in the platform. And under the interaction of hardware and software facilities to improve the integration of school administration. In order to avoid the phenomenon of isolated information island, it is necessary to link administration with other daily work and apply information data reasonably based on multi-level business cooperation so that school managers can understand the current situation of administration. In order to better play the role of university administration, we should optimize the means of information management. In order to protect the safe operation of the administrative information platform, we should use firewall technology and identity authentication technology in time, increase the security control of the platform, upgrade the platform regularly, and improve the comprehensive ability of school administration with the help of all people in data mining and analysis [3].

Summary: to sum up, the school wants to deepen the administrative work from the theory and practice, and on the basis of innovating the administrative thinking, it should start from three aspects: management idea, equipment and facilities, system platform, and integrate information into it. By using big data and Internet technology, we can update the concept of administration in time, realize information management step by step, create software and hardware conditions for modern management by increasing financial support, and establish complete database system by relying on information technology. Optimize the administrative information platform, improve the efficiency of school administration, education and talent training.

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