

Research on Digital Management Mode of College Students

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Abstract: With the development of the Times, the management requirements of students' work in colleges and universities are also constantly improving, relying on the traditional management mode cannot meet the needs, Tianjin colleges and universities have been building digital campus, in order to improve the management level and efficiency, to achieve differentiated management, digital student management for the continuous optimization of student management has important positive significance. This paper takes the digitized student management of Tianjin colleges and universities as the research object, finds out the existing problems in the digitized student management of Tianjin colleges and universities, and seeks relevant countermeasures, in order to provide reference for improving the student management of Tianjin colleges and universities.

Keywords: Digitization; Institutions of higher learning; Student management; Information management.

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I. INTRODUCTION

The popularization and application of digital technology are expanding. Some scholars have explored the combination of digital concept and education industry, especially the application in student management has become the focus of the research. At present, various colleges and universities are committed to building digital campuses to varying degrees, and have achieved certain results. In 2021, Anhui University of Science and Technology did an experiment, after the data analysis and screening of the consumption of students in the school canteen, to more than 300 students meal card accounts from dozens of yuan to more than 300 yuan, in the whole process did not fill in, submit the form, to maintain the self-esteem of students, but also greatly improve the accuracy of screening. In summary, the in-depth mining of data value is conducive to the optimization of student management, and the combination of digital technology concept and student management in colleges and universities will also be the trend of the development of The Times. Combining with the characteristics of university student management, this paper explores a suitable way for Chinese university student management, which not only has a positive influence on student management, but also will be an important direction for the reform of university student management system [1]. To carry out the research of optimizing the university student management by means of digital technology is a comprehensive thinking of the university student management digitization, which is helpful to find the convergence point between the digital technology and the university student management. The introduction of digital management concept will also trigger the reflection of university student management workers, and can optimize the relationship between school administrators and students, which is of great theoretical significance to perfect our modern university student management system.

II. CURRENT SITUATION OF STUDENT MANAGEMENT DIGITIZATION

With the development and changes of The Times, student groups are also changing. The traditional unchanging management mode can no longer adapt to the student management work in colleges and universities. It is urgent to use scientific management means and digital management mode to carry out the student management work more succinct and efficient. The original student management only rely on manual operation or with a single function of the system to carry out the student management work has not adapted to the modern society, can not keep up with the development of The Times. All colleges and universities have been building digital campuses, gradually exploring in the process of student management, using digital means to carry out student management work, but because of the lack of in-depth exploration of digital schools and other reasons, resulting in the development of digital student management is not optimistic.

Through questionnaire survey and interview of teachers and students in two colleges and universities in Tianjin, this paper collects relevant materials and data for analysis, and then makes an effective analysis of the current situation of digital work of college student management. University A is a comprehensive university, while University B is a financial and economic university. Both universities A and B have a long history of running schools, complete professional Settings, and more than 20,000 students, which are representative of

colleges and universities in Tianjin. 400 questionnaires were distributed and 392 were actually collected. 371 questionnaires were effective, with the recovery rate and the effective rate reaching more than 92%. Moreover, the opinions of more than 371 respondents were involved, which is quite representative. It is not only objective but also timeliness, which can reflect the latest situation of student management, as is shown in Table 1.

TABLE I. Descriptive statistics of the questionnaire (Students).

Category	Project	Number of people	Proportion
Grade	Freshman	70	22.5%
	Sophomore	100	25%
	Junior	150	37.51%
	Senior	80	20%
Gender	Male	215	53.75%
	Female	185	46.25%
Student leader or not	Yes	45	11.25%
	No	355	88.75%

At the same time, 50 teachers and 20 students involved in the construction and operation of digital campus were interviewed. Through questionnaires and interviews, it was obviously found that the current situation of digital student management is not optimistic, the digital level is still not high, and there are prominent problems in the application process. For example, after the introduction and utilization of the digital management system, the system administrator of a module is mostly a teacher in the department involved, and the total system maintenance administrator is mostly a teacher in the academic affairs office, the student office or the current teaching center. The computer level of the maintainer of the system management operation is limited, and the input of manpower and material resources for the maintenance, operation and upgrading of the system is limited after the introduction. Most of them have no special person to take charge of them, and they are not very good at mastering and applying all aspects of system functions.

III. THE PROBLEMS EXISTING IN THE DIGITAL MANAGEMENT OF COLLEGE STUDENTS

3.1 Students' insufficient understanding of the application of digital platforms

According to the survey results, students, especially freshmen, pay less attention to the relevant functions of the university student management platform. In the life and learning process, students generally pay little attention to digital systems and platforms, even the professional internship and employment platform closely related to their future work. Employment is a very important link in student management. Most colleges and universities use the employment column or employment system or small program on the official website to control the relevant employment information, and the employment department staff will upload the relevant recruitment to the corresponding position. Students can log in the relevant platform to get the latest news, which is conducive to students' employment. However, in the actual operation, the problem of not updating employment information in a timely manner is more prominent, and the information update is irregular. Meanwhile, there are generally few ways for students to publicize it, and the frequency of students to log in these platforms is generally low. The same is true for other aspects of digital systems and platforms. Most managers are part-time staff with limited skills, and they cannot do a good job in the integration and application of various resources. The purpose is to promote various channels, but they do not really give play to the linkage between platforms, resulting in difficulty in attracting students, and students' recognition of digital platforms is relatively low. To sum up, the current college students' understanding of the digital platform of college student management is insufficient, resulting in some platform functions have not played a corresponding role.

3.2 Lack of understanding of students' needs

According to the survey results of students, students' needs do not fit well with the functions of the digital platform such as learning, life and service. Especially, after the digital platform has been used for a certain period of time, the school cannot timely update and adjust, and the management work cannot effectively meet the actual needs of students. There is a lack of understanding of the needs of students by administrators in various departments of the school. As for student management, only by focusing on the needs of students can it provide security in teaching, logistics and other student services. Considering the current student management work of the school, some students are not satisfied with the school management due to the lack of understanding of the needs of students. The school administrators fail to go deep into the students in the process of work, and the work stays on the surface without really understanding the needs of students or the main influencing factors.

3.3 The school does not deal with the feedback of students in a timely manner

According to the survey results of college students, the students' comprehensive satisfaction with the university digital platform is low, and the problems reflected by students cannot be timely and effectively fed

back. For student management in colleges and universities, it generally involves multiple aspects of students' study and life. As an important part of school management, it plays a very important role for schools and students. At present, the feedback and solution mechanism for students to reflect problems is not in place. The school has not established a relatively effective information feedback mechanism, and students' opinions on various aspects cannot be effectively dealt with in time, which will also lead to new problems and increase the difficulty of student management [2].

3.4 The integration and utilization efficiency of school resources and platforms is not high

At present, classroom learning and face-to-face teaching are still the main ways for college students in the process of learning activities. Compared with the network learning way, it is only a supplement to classroom teaching. Although the vast majority of classrooms in colleges and universities are equipped with multimedia and other equipment, and the supervision of face-to-face classroom teaching has been integrated into the digital way, from the overall effect, it is not attractive enough for students at present, and students' interest in the use of online learning resources provided by the school is becoming less and less. In the process of student management in colleges and universities, digital means also play a role. Some digital devices have been applied, but the collection and application of relevant data in the process of management are relatively weak. The current development only stays at the level of providing some convenience for students' daily life, and the data analysis formed in the process of digital management is lacking. As a result, schools lack understanding of students' daily life.

Colleges and universities integrate a variety of resources and services. If relevant technologies and means can be effectively used to give full play to the real role of digital management and realize the effective integration and utilization of various resources, it will play an important role in promoting and promoting the comprehensive management ability and level of colleges and universities. However, from the perspective of the current work of university student management, the university is far from enough in the integration of resources and platforms, as well as the utilization efficiency of digitalization, and various information and resources are relatively separated. Even if relevant information is obtained, it fails to effectively play and use, which leads to the lower and lower satisfaction of students on the university student management. The level of student management is also difficult to effectively improve.

IV. IMPROVE STUDENT MANAGEMENT DIGITAL COUNTERMEASURES

With the development of society and the improvement of science and technology level, the student management of Tianjin colleges and universities is also constantly exploring and adjusting. Combined with some problems found in the investigation, the problems are analyzed and mined, and the corresponding improvement measures and countermeasures are put forward.

4.1 Strengthen the publicity of functions in the school digital platform

For the student management work in colleges and universities, the publicity of digital management is very important. If the digital management of colleges and universities is to go deep into the minds of students, it is necessary to adopt the way of multi-channel information publicity, so that students can fully grasp the relevant services provided by the university to build a digital campus. For students, only when they understand it can they accept it. Only when they transmit effective and relatively high value information to students can they really attract their attention, arouse their interest, and pass the information to their classmates. Therefore, in the process of student management, colleges and universities should not only optimize the digital management platform, so that the information closely related to students is released in a timely manner, but also do a good job in the publicity of the digital platform function, so that students will increasingly trust the digital platform of the school, and then improve the role of the digital platform in school management, improve the level and efficiency of student management.

4.2 Master students' dynamics through multiple channels and pay attention to students' needs

In the process of student management in colleges and universities, it is necessary to master student dynamics through multiple channels, especially the application of digital platforms, improve the digital management level of managers, conduct quantitative processing of reaction data, output it in the form of data, establish different types of databases, and update it in time. By mastering student dynamics and understanding student needs, we can provide more personalized guidance programs for students. For example, the background data can be used to obtain the frequency of students' participation in activities, reading interests, consumption differences, etc., and the data processing results combined with the needs of students can not only help the school to carry out various work of student management, but also reflect the individuation, difference and humanization of student management. In particular, if managers can timely, accurately and effectively grasp the latest trends of students, they can intervene and manage in advance, especially to comprehensively and

specifically control the special students whose lives fluctuate greatly. At the same time, the huge amount of effective data provides data support for decision-making, which greatly improves the reliability of decision-making.

4.3 Establish a relatively effective information feedback mechanism

In the process of student management in colleges and universities, it is necessary to establish a relatively effective information feedback mechanism, timely grasp the dynamics of students, and always pay attention to the needs of students. Colleges and universities can analyze the data provided by the platform, constantly explore the relevant information of data response through data mining and analysis, timely understand the overall situation of students, and timely make corresponding responses and adjustments, so that the management is more in line with the needs of students, and make the management more student-centered. The application of digital platform provides data support for the personalized needs of student management. Under the influence of the digital concept, the problems of low management efficiency in student management can be effectively solved. After analyzing and summarizing the data, targeted services can be brought to students, thus helping the student management in colleges and universities gradually become humanized, standardized, informationized and automated [3].

In the student management of colleges and universities, it is very important to deal with the feedback information, such as students' evaluation of teaching management and teaching activities, teachers' evaluation of logistics support services, students' comprehensive evaluation of all kinds of work carried out by the school, and teachers' evaluation of students and feedback of various work carried out by the school. By adopting a variety of evaluation methods, the school can achieve a comprehensive understanding of student management, master the overall operating state of the school, and improve the management ability.

4.4 Implement personalized student service and management mechanism

The application of digitization in the process of student management makes it possible to provide personalized services to students and greatly improves the efficiency and effect of student management. The school processes students' study and life data, pays attention to the differences among students, and provides targeted services for students. In the process of promoting student management, colleges and universities establish cloud management databases by digital means to collect and summarize relevant data of students. For example, by collecting contents related to students' majors, grades, library borrowing and Internet browsing records, students' characteristics, professional skills, interests and hobbies are analyzed according to the database records. And then provide students with targeted guidance on study, employment, life, etc. For example, on employment issues, information push with high matching degree can be retrieved according to data analysis and finally combined with students' job-hunting needs, so as to realize "special" recommendation for different students. Colleges and universities carry out student management related work, through in-depth data mining to improve the overall situation of school student management, so as to improve the matching degree between students' own needs and school resources and external information. At present, student management advocates treating each student as a completely independent individual, promoting their all-round development, stimulating their inner motivation and potential, and changing management concepts to respect differences.

For college student management, because the basic situation of each student is not the same, there are certain differences between different departments and different majors, so targeted personalized management has become the key to solve the problem. In the process of student management in colleges and universities, digital means are added to collect information efficiently, analyze and screen the information, and then combine the specific characteristics of students to provide a "personalized" service mechanism to effectively meet the targeted needs of different students, which can greatly improve the management effect and scientific rationality of student management in colleges and universities [4].

V. CONCLUSION

The digitization of student management in colleges and universities is changing the traditional management mode, which will have extensive and far-reaching influence on student management and the process of training students. For colleges and universities, although there are some problems in the application and development of digitalization in the process of student management, it is undeniable that the digitalization reform will be more and more mature and play a more and more important role in promoting the development of higher education.

CONFLICT OF INTEREST

There is no conflict to disclose.

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