

# Countermeasures for the Development of Education Management in Higher Vocational Colleges under the Background of “Internet Plus”

Fang Wang, Qing Zhou

*Faculty of Urban Design, Shanghai Art & Design Academy, Shanghai, China*

**Abstract:** The development of Internet technology is driving the changes in various fields, and the “Internet Plus” has become an important direction for the development of various industries. This paper takes the education management of higher vocational colleges as the research object, and points out that the application of Internet in higher vocational colleges education management has an important impact on promoting the innovation of education management mode and the optimization of education resource allocation, and improving the education quality. Based on this, this paper puts forward the development countermeasures of higher vocational colleges’ education management under the background of “Internet Plus”, from the aspects of education management concept and mode, talent team and system, so as to deepen the reform of higher vocational colleges education.

**Keywords:** Internet Plus; Higher Vocational Colleges; Education Management

With the wide application of Internet technology in various fields, the “Internet Plus” has become a new development concept. “Internet Plus” can achieve the deep integration of traditional industries and the Internet by using Internet technology and platforms, and form the new development format through the splits and reorganization. The development of Internet technology in the field of education can promote the deep reform of the traditional education industry and achieve the optimal allocation of educational resources and the improvement of the education and teaching qualities through the application of Internet technology. As the cradle of training high-quality and skilled talents, how to adapt to the requirements of the “Internet Plus” era and

promote the innovation of education management has been the urgent problem to be solved.

## 1. The Impact of “Internet Plus” on the Education Management in Higher Vocational Colleges

### 1.1 Promote the Innovation of Education Management Mode

Under the traditional mode of education management in higher vocational colleges, the curriculum organization method is limited by external conditions such as time and spaces, and teachers' educational ideas, and its form is relatively fixed. Under such educational management mode, students are often in a passive position, and the knowledge they can accept is relatively limited. This kind of education management mode is not conducive to the cultivation of students' learning interest. In the “Internet Plus” era, the speed and scope of information dissemination have been greatly improved, and the channels for obtaining and sharing educational resources have become more diversified, which provides a possibility for the innovation of education management mode in higher vocational colleges. On the one hand, higher vocational colleges can use Internet technology to break the traditional time and space limits, form new education management modes such as the school-enterprise cooperation and the integration of industry and education, realize the information and intelligence of the education management development, and improve the management efficiency. On the other hand, higher vocational colleges can use the Internet platform to reconstruct the educational organization process, and formulate more targeted education management strategies through the collection and analysis of students' online learning behavior data, thus providing

effective support for the improvement of higher vocational colleges education quality [1].

### **1.2 Optimize the Allocation of Educational Resources**

Under the background of “Internet Plus”, higher vocational colleges can realize the sharing and optimal allocation of educational resources by using the Internet platform. The specific methods are showed below. Firstly, the resource allocation can be specified. Under the traditional education management mode, the distribution of learning resources in higher vocational colleges is relatively equal. However, reforming education management mode by using Internet technology can enable teachers to comprehensively evaluate the learning status of students through big data and other technologies in the teaching process, thus providing different teaching methods and contents for students at different levels and realizing the efficient utilization of teaching resources. Secondly, higher vocational colleges should promote resource sharing. “Internet Plus” breaks the geographical and industrial restrictions, which makes higher vocational colleges can integrate and share high-quality educational resources through the Internet platform, so that more people can enjoy high-quality educational resources and the educational equity can be achieved. At the same time, this method can also broaden the academic vision of research workers in higher vocational colleges, promote interdisciplinary, cross-industry and cross-field collaborative innovation, and promote the quality of research works in higher vocational colleges. Thirdly, higher vocational colleges should promote the transformation of achievements. They can take the advantages of the information dissemination and resource sharing of Internet platform to broaden the docking channels between scientific research achievements and the market, and gradually form the transformation mode of Internet achievements.

### **1.3 Promote the Quality of Education and Teaching**

Under the background of “Internet Plus”, higher vocational colleges can make use of Internet technology and platform to innovate teaching methods and improve the quality of education and teaching. On the one hand, higher vocational colleges can use online

education, distance education and other ways to break the traditional time and space limits, so that students can study anytime and anywhere, and improve the flexibility and convenience of students learning. On the other hand, higher vocational colleges can use big data, artificial intelligence and other technologies to monitor and analyze students' learning status in real time, find out students' learning shortcomings and needs, and provide personalized teaching services for them, so as to improve the teaching effect and quality. In addition, the Internet platform can increase the convenience and interaction of teacher-student communication, help teachers find the problems in the learning process of students in the process of teacher-student interaction, and put forward targeted suggestions, which can not only improve the teaching quality, but also ensure the full implementation of various educational management measures.

## **2. Countermeasures for the Development of Education Management in Higher Vocational Colleges under the Background of “Internet Plus”**

### **2.1 Strengthen the Concept of “Internet Plus” Education Management**

The idea of education management directly influences the mode and effectiveness of educational management. Under the background of “Internet Plus”, the reform and development of education management in higher vocational colleges must adapt to the requirements of the Internet era, update educational concepts, and strengthen the guiding role of “Internet Plus” thinking in education management [2]. The specific methods are as follows. Firstly, higher vocational colleges should clarify the importance of “Internet Plus” in education management, fully integrate Internet technology into the construction process of education management system, establish a data-driven concept, use big data, cloud computing and other technologies to conduct real-time monitoring and analysis of education management data, and promote the optimization of education management decisions. Secondly, it is necessary to adhere to the student-centered, pay attention to the learning needs and growth of students, and adjust and improve the education management

plan flexibly according to the actual situation, so as to maximize the positive role of education management in the development of students and the operation of management work. Finally, the application of “Internet Plus” thinking in education management is necessary to cover both practical and theoretical levels, and establishes an open and shared management concept, so as to make full use of Internet technology and platform to carry out education management practice, and improve the efficiency and effect of education management.

## **2.2 Build an “Internet Plus” Smart Management Model**

Under the background of “Internet Plus”, higher vocational colleges should make full use of the advantages of Internet technology to innovate the mode of education management, and realize the intelligent, personalized and efficient development of education management. First of all, Higher vocational colleges can strengthen the application of Internet technology. They should increase investment in Internet technology, strengthen the construction of campus network infrastructure, and actively introduce advanced education management technologies and tools, such as online education platform, student information management system, data analysis tools, etc., in order to provide students with a good network learning environment and resources, and improve the quality and efficiency of education management. Besides, Higher vocational colleges can build an Internet education management platform. They should make full use of Internet technology to build an Internet education management platform, which can collect, analyze and apply the data in all aspects of students' study and life. Based on this data, the colleges can provide students with more accurate education services, such as personalized learning plans, learning progress tracking, academic evaluation, etc., so as to improve students' learning effect and satisfaction. At the same time, through the data analysis, teachers and educational administrators can timely understand the learning situation and needs of students, and provide strong supports for teaching improvement and educational decision-making. Finally, these colleges should strengthen the cultivation of Internet thinking. Higher

vocational colleges should pay attention to cultivating students' Internet thinking, help students master the use of Internet technology and digital tools and improve their information literacy and digital skills by offering relevant courses and activities, so that students can better adapt to the development needs of the Internet era. In addition, the resource sharing system should be improved. Higher vocational colleges can establish resource sharing platforms inside and outside the school. Teaching resources, scientific research results, books and materials and other resources can be integrated and shared in these platforms, which can improve the utilization efficiency of these resources. At the same time, higher vocational colleges should strengthen cooperation with industry enterprises, other universities and other institutions to jointly develop high-quality educational resources and achieve resource sharing and mutual benefit and win-win.

## **2.3 Strengthen the Construction of Education Management Personnel**

Higher vocational colleges must establish a management team with Internet thinking and technical ability to carry out the education management reform under the background of “Internet Plus”. Therefore, it is very important to strengthen the construction of education management personnel. First of all, higher vocational colleges should strengthen the training and introduction of education management personnel. They can hold training courses, seminars and other activities regularly to improve the information technology application ability and Internet thinking of existing managers, so that these people can better satisfy the needs of education management in the context of “Internet Plus”. At the same time, higher vocational colleges should actively introduce outstanding talents with Internet background and professional technology to inject fresh blood into the education management team. Secondly, establish perfect incentive mechanism and evaluation system. Through the establishment of reward system, promotion opportunities and other measures, the enthusiasm and creativity of managers can be stimulated. It also can encourage these people to actively explore and innovate educational management modes. Meanwhile, a scientific evaluation system

should be established, which can objectively and fairly evaluate the work performance of managers and provide strong support for their career development.

#### **2.4 Improve the “Internet Plus” Education Management System**

Under the background of “Internet Plus”, higher vocational colleges should improve the educational management system and mechanism to ensure the standardization and scientific of education management. First of all, higher vocational colleges should establish a sound Internet education management system and norms, clarify their own responsibilities and rights of in “Internet Plus” education management, so as to ensure the standardization and effectiveness of education management. Secondly, these colleges should establish a scientific communication and coordination mechanism. They should establish a cross-departmental and cross-level communication and coordination mechanism to strengthen the communication and cooperation between various departments, so as to form a good atmosphere to jointly promote the innovation of education management. At the same time, higher vocational colleges can strengthen cooperation and exchanges with industry enterprises, other universities and other institutions, and jointly explore new modes and methods of education management. In addition, the supervision and evaluation mechanism should be improved. Higher vocational colleges should establish a sound supervision and evaluation mechanism in order to regularly evaluate and supervise the implementation effect of education management, and ensure the implementation and effect of education management. To this end, third-party evaluation institutions or expert teams can be introduced to conduct objective and comprehensive evaluation of educational management, so as to provide a basis for improving and enhancing the level of educational management<sup>[3]</sup>. Finally, the network security guarantee mechanism should be improved. Higher vocational colleges should strengthen network security protection, establish a sound network security protection system, and take effective technical means and management measures to prevent network attacks and data leaks and other security risks. Meanwhile, higher vocational colleges should

regularly back up education management data to ensure that these data can be quickly recovered in the event of an accident. This method can avoid data loss and damage. In addition, these colleges should strengthen the network security education and training for teachers and students, in order to enhance their network security awareness and prevention capabilities. In addition, the user identity authentication and permission authentication can be set in higher vocational colleges. It can ensure that only authorized users can access education management data and systems, and the security and confidentiality of education management data can be guaranteed.

#### **3. Conclusion**

Under the background of “Internet Plus”, the educational management of higher vocational colleges can only meet the needs of the Internet era and achieve modernization and scientific development by keeping up with the pace of The Times and constantly innovating educational concepts and management modes. Therefore, higher vocational colleges should make full use of the advantages of Internet technology, innovate the mode of education management, improve the efficiency and quality of education management, in order to provide a strong guarantee for training high-quality talents. At the same time, higher vocational colleges should also strengthen the cooperation and exchanges with Internet enterprises, education management departments and other aspects, so as to jointly promote the development and innovation of their own education management.

#### **Acknowledgment**

This paper is supported by 2023-2025 Shanghai Regional Vocational Education Reform and Construction Project. Research on the Construction of "Dual-Teacher" Teaching Team of Art in Higher Vocational Colleges and Universities in the Context of Industry-Teaching Integration (Project No. JDZJJT-2023-012)

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