

THE GUIDING IDEOLOGY OF CHINESE EDUCATIONAL ADMINISTRATION EFFICIENCY (KUNMING MEDIA COLLEGE, YUNNAN PROVINCE)

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ABSTRACT

This article elaborates on the conceptual theory and research methods of the guiding thought for the efficiency of educational administration in China, to analyse the definition and subsequent theories of higher education quality management. It discusses current research on the guiding thought for the efficiency of educational administration and outlines the framework of the guiding thought for the efficiency of educational administration in China, with the intention of providing literature reference and case studies for a wide range of scholars.

Keyword: Guiding Ideology, Chinese Educational, Kunming Media College, Yunnan Province

INTRODUCTION

1.The Definition of Education Administration in China

Educational administrative management refers to the operation of the national higher education administrative system based on specific principles and organized in a certain way. This includes the setup of mechanisms, the affiliation relationships between different levels of educational administrative institutions, and the division of powers and responsibilities among them, forming a set of operational systems for the administrative structure. The study of the operational model of higher education administrative management systems is significant for the development of China's higher education and its role in society. China's educational administrative management operates under the guidance of the Communist Party of China and implements a centralized system. However, according to the constant changes in China's national conditions, higher education administrative management has evolved dynamically. Before the 1980s, China's higher education administrative model was a centralized management system. At that historical moment, this system promoted the consistency of educational development with national economic construction and served as a positive factor for the management and development of China's universities. However, with the acceleration of market economy development, China's centralized higher education administrative management system has not kept pace with the pace of the market economy, increasingly displaying obvious drawbacks. The centralized higher education administrative management system did not clearly treat colleges and universities as independent entities, overly emphasized the service of education to politics, and made education overly dependent on politics. In addition, the autonomy of colleges and universities in facing society and

independently running schools has not been realized. These issues necessitate the reform of the centralized higher education administrative management system model and the establishment of a new model of higher education administrative management operational system. The initial formation of the new model of higher education administrative management operational system dates back to the period of China's reform and opening up. With the establishment of China's socialist market economic system, universities have been granted further autonomy in running schools, and higher education administrative management has adopted a system that combines centralization with decentralization, unity with diversity, and comprehensive planning with adaptation to local conditions. This new model of higher education administrative management operational system is compatible with the development of China's characteristic socialist economy. However, due to the influence of the historical legacy of the traditional centralized higher education administrative management system, the new model is only preliminarily formed. The establishment and stabilization of this new system require the joint efforts of the government, society, and universities, starting from China's basic national conditions, and working together to improve the new model of higher education administrative management operational system. Only in this way can a comprehensive, stable, and characteristic Chinese higher education administrative management operational system be gradually established to improve the efficiency of educational administration in Chinese universities.

1. Concepts And Theories Related To Education Administration In China

The political system reform in China has been ongoing for 20 years, and the market economy has increasingly influenced all aspects of society. Although the pace is slow, there has been a tremendous leap in progress compared to 20 years ago. The practice of recruiting civil servants through public channels has improved the overall quality of civil servants. In the field of education administration, more personnel who understand the education system have been appointed, providing a backup of talents and strong conditions for the innovation of education administrative management in China. In the current era of the internet, information sources have become more extensive, and college students are at the forefront of the internet era, with rich learning resources and access to the latest information. Information services have also become a signal for the market. Administrators, teachers, and college students can learn about various colleges and universities through their websites, forums, bulletin boards, and social media sites, learning about the teaching staff, educational level, human environment, campus environment, and learning atmosphere. The transparency of information will also become the "eyes" of educational administrative management in higher education, promoting development through supervision.

From a social perspective, the overall improvement of the general public's level has led to a situation where the broad mass of the public outside the education system is no longer ignorant of education. More and more parents are cultivating their children's abilities in various fields from a young age, and education is no longer solely the responsibility of schools. Many well-educated parents provide advice and strategies for their college-aged children. The direction of the masses is the most accurate social direction, which reduces a great burden on administrative personnel in colleges and universities and provides valuable references.

The late-developing theory of innovative directions in Chinese higher education administrative management is established on the advantage of the large number of universities in China and the basis of political reform. There are numerous universities in China, but only a few are well-known and hold a place internationally. In the 2013 up-to-date World University Rankings released by the Times Higher Education Supplement of The Times and IDP Education Group, only Peking University (ranked 46) and Tsinghua University (ranked 54) made it into the top 100, with most of the spots still dominated by universities in Europe and America. As China moves fully towards international integration, there is still a long road ahead and a

persistent need for effort to meet the challenges of the world in higher education. In terms of the education system, it is necessary to transform the higher education administrative system into an entity that combines authority, from the future development direction to the adaptation of the education structure to market demand, and from the management and supervision of teaching quality to the concretization and empowerment of functions. Guided by international benchmarks, it is also possible to take a path away from party-government dominance. Within the distribution pattern of international universities, this can win more share for Chinese education.

Internally within universities, the staff congress serves as a platform for the majority of teachers to express their opinions and suggestions, providing a broad channel for feedback on teaching. Active participation in the management and operation of universities is an effective measure to eliminate the official-centric approach in administrative management. The decentralization of government power is a concept advocated by China's new administrative management, with the autonomous right being granted to the basic units. In the context of university administrative management, this is reflected by an increasing number of self-improvements being formulated and executed by universities, not directly controlled by government policies. The government plays a supportive and supervisory role. The expansion of autonomous power of universities will contribute to China's higher education administrative management reform bring new opportunities.

2. Research Methods For Improving The Efficiency Of Education administrative management in China

Improving the efficiency of administrative management in colleges and universities is an important factor in their construction and growth, as well as a practical requirement for assisting social stability and development. In particular, the administrative management work within college education covers a wide range of content. Macroscopically, it requires support from professional academic theories, while microscopically, it includes the distribution of staff salaries and welfare. All of this demands that administrative personnel possess good professional ability and execution capacity to ensure the smooth implementation of various tasks. In this regard, it is necessary for college administrators to recognize the importance of administrative management in their work and to propose corresponding strategies for problems in management, in order to better promote the sustainable development of college work under the satisfaction of the development needs of teachers and students.

To study the methods for improving the efficiency of educational administrative management in Chinese colleges and universities, one can use case studies to draw larger insights and provide references for enhancing the efficiency of such management in Chinese institutions of higher education. This paper takes Yunnan Kunming Media College as an example for research. Firstly, it is necessary to understand the educational administrative management models of over ten media colleges or art colleges in China and compare them with the model of Kunming Media College. The educational administrative management model of Kunming Media College is an open and diversified administrative management system. Under this situation, to propose specific and feasible strategies for improving the efficiency of educational administrative management, it is essential to conduct in-depth research on the current administrative management status of Kunming Media College, including institutional setup, functional division, workflow, and personnel allocation. Current issues and challenges in administrative management, such as low efficiency, unreasonable resource allocation, and insufficient level of informatization, need to be analyzed.

Following this, empirical research is conducted, including questionnaire investigation and interviews at Kunming Media College to gather faculty and student satisfaction, needs, and expectations regarding administrative management. The collected data is then analyzed using SPSS data analysis methods to identify key indicators affecting the efficiency of administrative

management. Based on the analysis of the current situation and the results of empirical research, the critical processes and elements in the educational administrative management of Kunming Media College are identified. By applying principles of process optimization and reengineering, improvements are made to the identified key processes to enhance efficiency and quality.

Finally, this paper will organize all the research processes and findings and share them with the academic and professional communities, providing references for other domestic and international colleges and universities seeking to improve the efficiency of educational administrative management.

3. The Definition and Latecomer Theory of Administrative

Management in Chinese Higher Education

As Chinese education continues to develop and progress, and with the successive issuance of a series of higher education development plans, the improvement of administrative management efficiency in colleges and universities has become a key topic in current Chinese educational research, simultaneously propelling the substantial advancement of higher education. The administrative work of educational institutions primarily revolves around the faculty and staff currently enrolled, which not only concerns their welfare and work enthusiasm but also directly affects the implementation of university development plans and reform policies. The efficiency of administrative management is thus crucial to the overall effectiveness of

Management.

The fundamental concepts of educational administrative management in China focus on the state's management, supervision, and coordination of educational activities. This includes but is not limited to educational planning, school construction, teacher training, student management, curriculum development, educational funding, and educational quality assessment. The ultimate goal is to promote educational equity, enhance educational quality, and realize the modernization of education. Specific tasks include implementing the national educational development strategy, driving educational reform, ensuring the investment in educational funds, optimizing the allocation of educational resources, and improving the functionality of educational services. While managing, educational administration also assumes the responsibility of providing services for schools, teachers, and students, as well as supervising educational activities to ensure their smooth progress and the continuous improvement of educational quality.

As a form of administrative activity, educational administration theory continues to develop and refine itself to meet the needs of national educational reform and development. Within the socialist education system with Chinese characteristics, educational administration plays a crucial role. The fundamental theory of educational administration in China refers to a system of principles, concepts, methods, and laws formed on the basis of practice, which guide the behavior and decision-making in educational administration, helping to enhance its efficiency and effectiveness.

The key points of the fundamental theory of educational administration in China are based on the principle of administration by law. On one hand, educational administration should provide services for educators and learners, support the reform and development of the education industry, and cultivate qualified talents for the construction of a socialist modernized society. On the other hand, educational administration should have a strategic perspective, engage in long-term planning for educational development, rationally allocate educational resources, optimize the structure of education, and promote balanced development of education. In this process, educational administration should employ scientific methods and means for decision-making and management, enhance the rationality and effectiveness of administrative actions, and improve the quality and level of educational services by establishing and perfecting the educational quality

assurance system. It should continuously advance educational reform, actively explore new educational management models and operational mechanisms, and adapt to the needs of social development.

4. Research on Educational Administration Management Using

Kunming cedia College in yunnan province as an example

To improve the efficiency of educational administrative management in colleges and universities under the guidance of Chinese thought, it is necessary to implement the educational policy of the Communist Party of China, adhere to the scientific development view of people-oriented, comprehensive coordination, and sustainable development, as well as the Thought on Socialism with Chinese Characteristics for a New Era. Firstly, it is essential to strengthen the construction of the Communist Party in colleges and universities to ensure that educational administrative management always adheres to the leadership of the Party, implements the Party's educational policy, and provides a strong guarantee for cultivating builders and successors of socialism. Secondly, according to the actual situation of the development of colleges and universities, it is necessary to optimize the structure and functional division of educational administrative organizations to ensure the efficient operation of management departments, reduce redundancy and duplicated work, and improve administrative efficiency. Clarify the rights and responsibilities of each management position and establish a management mechanism of equal rights and responsibilities, division of labor, and cooperation to ensure smooth management and reduce management loopholes and conflicts. While internal reforms are strengthened, external supervision should also be enhanced, accepting the supervision of the government, society, and faculty and students to improve the transparency of management and promote the improvement of management efficiency through external supervision.

The guiding thought in China encourages colleges and universities to innovate and reform in the management of educational administration, actively exploring management models and operational mechanisms that adaptation the requirements of the new era and continuously improving management efficiency. At the same time, service quality is considered an important standard for measuring the efficiency of educational administrative management. By enhancing service quality to meet the needs of faculty and students, improving their satisfaction with management services, and overall improving the efficiency of educational administrative management in colleges and universities, it provides strong support for the development of colleges and universities and the cultivation of talent.

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