

Original Research Article

Analysis on the Innovation Ways of Student Management in Vocational Colleges in the New Era

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Abstract: With the continuous progress of modernization, for vocational school students, they have more learning means and more ways to obtain information, such as using micro blog, wechat, and other micro communication carriers. And teachers also have more teaching methods, such as online teaching and setting online homework for students. Mankind has entered a new era. In this new era, vocational school student management is facing both opportunities for development, but also facing new problems and challenges. Therefore, on this basis, this paper will analyze the new scheme of student management in vocational schools in the new era, and put forward new cognition and understanding for the management of students

Keywords: New Era; Student Management; Work Innovation

For vocational school managers, students have higher demand for vocational skills, so teachers should apply some modern management methods to make students' vocational skills learning get greater improvement. In the new environment, vocational schools to carry out student management work, through advanced means, can effectively grasp the ideological and emotional development of students, grasp the value orientation of students. But at the same time, in the new era, the information that students are exposed to is more complex, and the value orientation of students is more diversified, which also brings some pressure to the management of students. As the student management workers in vocational schools, they should be able to adapt to the changes of social development, realize the organic combination of student management and micro communication carrier, and with the help of the characteristics of the new era, avoid the problems in student management and improve the quality of student management^[1].

1. New problems in the management of vocational school students in the new era

First, the micro group development of college students increases the pressure of vocational school student management. In the new era, many students have entered the field of information technology, while the content of vocational school students' education is relatively single. Moreover, due to the characteristics of vocational schools, students have less theoretical learning, which leads to their weaker knowledge learning and reserve. This is in conflict with students' diversified information reception. In the new era, the speech is more free and the subject of information dissemination is more complex, which leads to the content of public opinion received by students more complex, which will have a certain impact on students' thinking and cognitive behavior. On the other hand, when school student management workers manage students, they can not keep up with the development of the times, and the education content is relatively single. This kind of education content is difficult to meet the needs of students' personalized and diversified development, leading to the lagging of student management.

Second, the massive application of information media has a huge impact on the single student management channel. In the new era, the way of micro media communication is more extensive and rapid, which brings certain conflicts to the single way of student management and brings new challenges to student management. On the one hand, information media has the characteristics of mass and wide application, which can be widely used in students' learning, work, life and consumption and other different fields, and can have a wide and profound impact on students. However, the traditional way of student management is single, which is greatly affected by the information technology in the new era. From another view, the media communication has a strong interactive characteristics, while the traditional way of student management is relatively passive and lack of interactivity, so the educational effect will be affected.

Third, in order to avoid this disadvantage, college student management workers must realize the real importance of the system of network management. However, due to the limitations of various conditions, it is difficult to realize the real importance of

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system of network management in the media field of the new era. It is difficult for schools to carry out real name management in all fields of students, which is a new challenge to student management. In this case, school management should use more modern means and systems for students management. With these kinds of management, the school carries out unified information management, actively publicizes the management content and the national policies and legal system through the use of information media in the new era, and actively publicizes the contents closely related to the interests of students, such as enrollment and employment information.

Fourth, the complexity of technology in the new era also increases the difficulty of student management. It is more difficult to teach students the technology that can keep up with the development of the times, the introduction of new technology for management. However, because the quality of information technology of student managers is not very high in the new era, there are great difficulties in the successful application of technology in student management. Vocational school student managers have not fully mastered the original function of a new technology, but also need to master the function of new technology, which is a challenge to the quality and level of vocational school student managers^[2].

2. Innovation strategy of college student management in the new era

2.1 In the concept of student management into the new era of factors

In the concept of student management into the new era of factors, actively with the help of new era of information and modern means of student management, such as making good use of the new era of media and intelligent equipment. The innovation of management content is the need of the innovation and development of student management in vocational and technical schools. With the development of media in the new era, information-based media has been deeply applied to students' life, learning, entertainment and other fields. Information in the new era has a great impact on students' values and behavior. As student management workers, they must innovate the concept of student management, make the student management work highlight the characteristics of the times, actively integrate into the new era factors for student management, so as to improve the effectiveness of student management.

In the management of students into the new era factors can be done from the following aspects. First, to seek a breakthrough in the content and approach of student management, to integrate into the new era factors, and to carry out student management smoothly with the help of new era technology. Second, it is necessary to enhance management wisdom and highlight the concept of people-oriented management. Vocational schools should be able to adapt to the changes of the new era. Third, vocational schools should actively change the traditional management channels, actively apply new media means in student management, realize the reform and innovation of management ideas and contents, update management concepts, change traditional understanding, and do a good job in student management^[3].

2.2 The media of the new era should be integrated into the student management

Optimizing the carrier of student management is an important guarantee to improve the efficiency of student management. In the new era, the carrier of student management also needs to be able to achieve innovation. As student managers, they should realize the uniqueness of new media. In this way, it can not only broaden the coverage of student management, but also ensure that the relevant content can be quickly conveyed, and can improve the use of timeliness of student management. There are many ways to integrate new media into student management. First, vocational schools can use micro media to carry out student management work. For example, through micro blog, wechat, micro film and other communication means, vocational schools can actively promote national policies and relevant advanced ideas. Second, vocational schools can use the media to collect students' public opinions, and can use the media to spread information, actively understand the ideological situation of college students, find problems, and actively take measures to prevent the occurrence of group vicious events of college students and enhance their ideological awareness. Third, vocational schools can use the media to communicate effectively with students. Fourth, vocational schools can use the media to establish a sound student information management system. Through microblog, wechat and other means, widely collect students' information, establish a perfect student information network platform, effectively grasp the problems concerned by students through micro media, actively construct information channels related to students' interests, meet students' information needs and development needs, and promote the development of student management. For example, schools can use micro media to establish student information query system, and use non information means in the new era to establish student employment management, student status management, self-management and other platforms to effectively manage students' personality information. Using new technology means to improve the democratic and scientific nature of student management, and provide more convenient services for students' better learning and development^[4].

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