

The Significance of Administrative Management and Campus Culture Construction

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Abstract: Cultural construction has gradually become the focus of the public with the continuous improvement of materials. The construction of university campus culture has become an important symbol of university inheritance and construction. A good school cultural atmosphere has a subtle positive impact on the physical and mental development of students. In order to maximize the role of campus culture construction in college education, the quality and effectiveness of administrative management needs to be improved, which plays an irreplaceable role in the campus culture construction. Campus cultural construction and administrative management complement each other to create a harmonious cultural and educational environment in colleges and universities.

Keywords: Campus culture construction; Administrative management; Educational environment

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1. Introduction

With further promotion of quality education and the requirements of higher education reform, it is critical to strengthen the construction of campus culture in higher education. Excellent campus culture can reflect the management ability, the teaching level, and the students' quality of a university; it can instill good sentiments into the college students, help them form a positive outlook on life and worldview, promote the growth of college students and promote their all-round development ^[1]. However, the construction of campus culture is mainly dominated by college administrators and teachers. Scientific, effective, and up-to-date management methods can promote campus culture construction ^[2]. Therefore, many university administrators began to explore new ways to improve the level of university administration and service quality, and gradually realized the key significance of campus culture construction in university administration. Therefore, administrative management of schools need to be strengthened to promote rapid development of campus culture.

2. The role of administration in campus culture

2.1. Promote a good educational environment

The administrative management of colleges and universities is achieved by the joint efforts of all teachers and students under the leadership of the competent departments of colleges and universities ^[3]. The construction of campus culture is a key part of education in China's colleges and universities. In the activities regarding construction of traditional school culture, teachers must be down-to-earth, persistent, and pay close attention to the implementation of the work, and understand the latest social issues from multiple angles and aspects. For college teachers, it is a good platform for interaction with students, so that

they can update their ideas in time, so as to achieve the goal of sustainable development of the school. A people-oriented management system should be formed and a corresponding comprehensive evaluation system should be established [4]. In addition, in the construction of campus culture, the administrative departments of colleges and universities should cooperate with each other through various ways, the school can be managed efficiently. In this way, the construction campus culture can be promoted, to form a higher level of high-quality campus culture, but also for the majority of students to provide good teaching services.

2.2. Ensure the construction of campus culture

The good and orderly development of campus culture in colleges and universities is an important criterion for an effective administrative management. The administrative management of colleges and universities are not detailed, including daily affairs management, campus culture construction, student management, etc. The effective development of administrative management can better guarantee the development of campus culture. In the development of campus cultural activities, it is necessary to coordinate all departments to provide services together. For example, to carry out a New Year's Gala, it is necessary to contact the auditorium management department for the lighting, audio equipment, site, and power supply; sponsors will also need to be contacted by the relevant department to prepare different types of programs and stage costumes; it is also necessary to contact the publicity department to conduct pre-event promotion and preparing a post-activity report; student volunteers will also be needed to setting up the venue and guide the audience to enter the venue. All of these require administrative management in coordinating various departments, and delegating the work to ensure better development of campus cultural activities and improve the construction of campus culture.

2.3. Encourage teachers and students to work together

The development of campus culture is inseparable from a standardized, efficient, and sufficient support from the school, and also from the joint efforts of teachers and students of all ethnic groups. College administrators should focus on the role of administrative management, create a healthy, positive and lively atmosphere in colleges and universities, and truly serve teachers and students. The enthusiasm and initiative of all students and faculty should be mobilized, teachers and students should be encouraged to actively participate in the development and construction of the school, give the leadership of all teachers and students a full play, and lay a solid foundation for building a harmonious campus culture in colleges and universities.

3. The role of campus culture in administrative management

3.1. Promote the development of administrative work

Taylor, an American management scientist in the 19th century, put forward the famous "scientific management" theory, emphasized the "rigid" principle of management, and used rules and regulations to carry out scientific management. From its original meaning, administration is a part of education and culture. In order to establish a unique and elegant campus culture in a university, it is necessary to promote the school administration work in a planned, step-by-step, and purposeful way. The effective promotion of the administrative work has undeniably become the key to the construction of the humanistic connotation of the university. In reality, the importance of university administration cannot be denied. Especially in the current period of popularization of higher education, and when colleges and universities are increasingly closely linked with the national economic and social development, university administration can actively promote the construction of campus culture.

Efficient school administration can also promote the establishment of campus culture, and the establishment of campus culture can also in turn promote the improvement of school administration, which

cannot be ignored to help achieve administrative objectives. The administrative management objectives of each university are mostly similar. They are all aimed at improving the quality of running a school and its own competitiveness. As the main body of a university, the joint efforts of all teachers and students are related to the administrative means to achieve the university's objectives. The quality of university administration mainly depends on the quality and competitiveness of the administrators [5]. It is also important whether the rules and regulations of the university and the work plan can be accepted by all the teachers and students. Therefore, a good campus culture shapes the values of all teachers and students in the school, and forms a common culture. The efforts of all teachers and students also reflect the self-improvement and quality of school affairs administrators, and also improve the quality and efficiency of school affairs management more effectively.

3.2. Innovate the concept of administrative management

Keeping pace with the development of the times is the driving force for colleges and universities to work hard all the time. Administrative management that is not innovative cannot adapt to new situations in continuous development. The work atmosphere of university administration is slightly grim, and the administrative process is fixed, which makes administrators lack flexibility. Colleges and universities are places for teaching and educating people. Therefore, a relaxed academic atmosphere should be the characteristic of each college. This idea is conducive to the spread and development of an innovative spirit. With the construction and development of campus culture, nurturing innovative spirit will gradually become part of campus culture. This kind of campus culture will also promote the change of university administrators, making them change their working mindset, methods of working, and other aspects [6]. In this way, not only can the limitations of traditional administration be overcome, but also the administrative work of colleges and universities can become more dynamic, more responsive to the changes and development of the times, and ultimately improve efficiency and quality.

3.3. Mutual promotion

The administrative management of colleges and universities includes the management of all school affairs, providing guarantee for achieving the goals set by colleges and universities, and playing an important role in the reform while development of colleges and universities is about coordination and incentive [7]. Campus culture is a group culture with students as the main body, campus as the main space, including college leaders and faculty, and campus spirit as the main feature. Campus culture is the “soft power” of colleges and universities, while administration is the “hard power” of colleges and universities. Managers should organize and carry out campus cultural activities that students will like, build stronger relationships with the students, enhance the sense of culture, and allow students to understand the school running strategy and philosophy imperceptibly. The excellent campus culture can promote the smooth progress of colleges and universities carrying out administrative work, and enhance the affinity between administrative work and college students. Campus culture and administrative management are interdependent in creating a good university environment that students can learn excellent culture and carry forward social virtues, and finally contribute to the society.

3.4. Strengthening administration and promoting campus culture

In the construction of campus culture, many university administrators still lack enough knowledge and ability, which greatly restricts the construction of campus culture. Because, in order to effectively promote the development of campus culture, we should give full play to the role of administrative functions. First of all, it is necessary to strengthen the training of administrative personnel, carry out corresponding training courses for different management levels, mainly learn advanced management concepts, scientific

management methods, excellent campus culture cases and other contents, enhance the importance of managers on campus culture construction, and build a management team that can speak and do. Secondly, only by focusing on serving teachers and students, strengthening the ideological and political education of managers, enhancing the awareness of managers to serve teachers and students, making managers clear, and doing a good job in the service of teachers and students, can we win the support of all teachers and students and effectively promote the orderly development of work. Finally, we should actively carry out various forms of cultural activities, so that managers, teachers and students can all participate in, and provide them with a platform for communication. Managers can listen to the needs and difficulties of teachers and students, so that the administrative work is more friendly and more grounded, so as to promote the healthy and orderly development of campus culture.

4. Conclusion

In conclusion, the administrative work and campus culture management of colleges and universities interrelated and play a key role in the development of colleges and universities. The thoughts of administrative personnel directly affect whether the construction of campus culture conforms to the characteristics of contemporary college students and the new requirements of educational reform. Colleges and universities should constantly improve the ability and quality of administrative personnel, establish the fundamental mentality of serving teachers and students, people-centered, respecting the subject of management, and coordinating with various departments to ensure the success of campus cultural activities. At the same time, advanced management concepts also need to be understood, new management methods need to be created, and new development concepts need to be integrated into the development of colleges and universities. Besides, the building of the culture of colleges and universities needs to head towards a healthy and steady direction, and create a superior cultural atmosphere for the healthy growth of students. More importantly, the excellent campus culture should be utilized, innovation should be encouraged among the administrators, so as to promote the redevelopment of colleges and universities.

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Disclosure statement

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