

Research on the Performance Improvement of Administrative Management in Applied Universities from the Perspective of Ideological and Political Education

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Abstract: With the continuous deepening of higher education reform, the application of colleges and universities as the cradle of cultivating and cultivating talents is more and more valued by the society. The performance of administrative management of applied universities directly affects the quality of school management, and also determines teaching, research and society. Mutual promotion between services. On the premise of the theory of performance management, this paper puts the administrative performance management work into the perspective of ideological and political education, and analyzes the current situation of administrative performance management in applied universities, aiming at the current evaluation of administrative performance in colleges and universities. Some practical problems have been put forward to establish a scientific performance evaluation system in applied universities, and put forward the strategy of improving the performance of administrative management in the perspective of ideological and political education, drawing on the incentive mechanism often used by enterprises to build science in the administrative management of colleges and universities. Another effective performance management system promotes the optimal allocation of administrative resources in applied universities and realizes the strategic goals of sustainable development of applied universities.

1. Introduction

Performance is the work behavior, methods, results and the objective impact of an organization or individual over a certain period of time. Doing a good job in the performance appraisal of administrative staff will help the construction of the management team in colleges and universities[1]. As an important part of China's colleges and universities, applied universities are the cradle for cultivating applied talents. In addition to the obvious differences between educational resources and educational goals, applied colleges and universities are essentially the same as other types of higher education institutions. They belong to national or local higher education institutions, and their main work is still teaching. The long-term construction and normal operation of applied universities are inseparable from the good human resources support, and the improvement of administrative management performance as a major component of human resources in colleges and universities has an extremely important role and significance for the sustainable development of applied universities[2]. A large number of practices have proved that performance appraisal is better applied in college human resources, and can effectively use talents, manage talents, and retain talents. However, the performance evaluation of administrative management is a brand-new topic for most applied universities[3]. There is not much experience to follow, and it also poses a major challenge to the original management methods and management concepts. This paper analyzes the importance of administrative performance management in colleges and universities and the problems in performance appraisal, and explores the relevant countermeasures for improving the performance evaluation system of administrative management, with the aim of improving the comprehensive quality of applied university administrators with the assistance of the competition system[4]. The goal of improving the quality and efficiency of administrative management performance.

2. An Overview of Applied Universities and Ideological and Political Education and Performance Management Theory

2.1 The basic concepts of applied colleges and ideological and political education

Applied universities aim at cultivating high-quality applied talents, focusing on teaching practice and undertaking a small number of applied research tasks; cultivating undergraduate students, cultivating a small number of engineering and technical graduate students; relying on regional high-tech pillars The industry and the tertiary industry set up disciplines to provide services to the local regional economy[5]. Specific to a certain university, it should also determine its unique attributes according to the characteristics of the individual.

Ideological and political education is a comprehensive applied science in which ideological and political education is the object of study. As a comprehensive discipline, it not only contains the basic theories of studying Marxism, but also absorbs the disciplines of education, ethics, psychology, political science, and sociology. Therefore, ideological and political education can not only guide our political and economic work, but also play a role in the construction of university administrative management.

2.2 Performance management concept

Performance management is a management idea that enhances the performance of employees and the potential of development teams and individuals, and enables organizations to achieve successful management ideas and strategic and integrated management methods[6]. It is a continuous cycle of managers and employees at all levels to participate in performance planning, performance coaching, performance appraisal, performance appraisal, and performance improvement in order to achieve organizational goals[7]. The purpose of performance management is to continuously improve individuals, departments, and organizations. Performance.

2.3 Performance management related theory

The Balanced Scorecard was introduced in 1992 by Robert Kaplan and President of Renaissance Solutions, David Norton, and is an important milestone in corporate performance management. The core idea is to reflect the organization's strategic implementation and strategic revision process through the four aspects of finance, customer, internal process, learning and growth indicators and the causal relationship between the indicators, and achieve and strategic goals through these four aspects of indicators[8]. Closely related performance management.

Key Performance Indicators (KPI) are quantitative or behavioral standards systems used to communicate and manage the performance of an evaluator. The evaluator can be an individual or a group; the requirements must reflect the performance objectives of the organization. Value added part. In terms of key performance indicators, employees and managers can communicate and achieve commitments in terms of job expectations, job performance and future direction. Key performance indicators are the cornerstone of performance communication.

2.4 The Importance of Implementing Administrative Performance Management in Applied Universities

In the perspective of ideological and political education, the implementation of performance management into the administrative work of applied universities, we need to break through the old management model, more clearly define their own tasks and responsibilities, combine administrative performance assessment with daily work, and improve administration[9]. While managing the quality of office workers, the school's own competitiveness has also been improved, which can ultimately promote and guide the personal development of schools and faculty and staff to achieve a win-win situation[9]. Performance management is a complete system. We can use Figure 1 to represent the relationship between different links in this system. It will help the development and implementation of all aspects of the application of colleges and universities, and it will also help the administrative department to coordinate the relationship between personnel and departments, improve the cohesiveness of the organization, and make its work plan and run according to the

process, laying a foundation for the smooth operation of the daily work of the university[10]. The foundation makes the formulation of relevant mechanisms, the application of policies, the allocation and control of various resources of colleges and universities, and so on. With the help of administrative management performance evaluation results, the leaders will collect more practical information, and inject interest into the sustainable development of the overall career of the applied universities, which has certain guiding significance for the decision-making of university leaders.

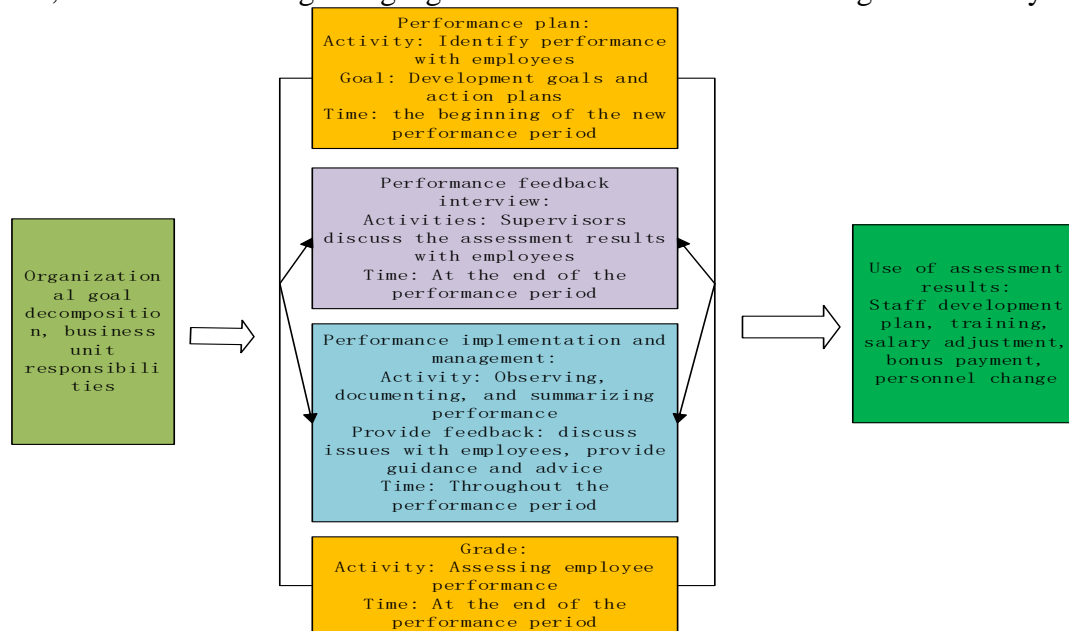


Figure 1 Performance management flow chart

3. Analysis of the Current Situation of Administrative Management Performance Improvement in Applied Universities and the Existing Problems from the Perspective of Ideological and Political Education

3.1 Status quo of the performance of administrative management in applied universities

As an important part of China's colleges and universities, applied universities are the cradle of training applied talents. In the perspective of ideological and political education, administrative performance management is an important guarantee for teaching and research activities in colleges and universities. Therefore, improving the efficiency of administrative performance management can further promote the training of higher-level talents, technological innovation and academic development. China's higher education has entered the era of massification and requires a professional performance management system. However, some colleges and universities still inherit the past experience management methods, complete the tasks of the superiors, give the leaders a good impression, and do not know the concept of work performance planning, performance communication, performance indicators, etc. The lack of cognitive understanding has affected the improvement of administrative work performance. Because the job responsibilities are qualitative descriptions and lack of scientific basis, the general feeling of the performance appraisal of administrative personnel is difficult to operate. The content of the assessment is general, the standard is vague, the quantitative criteria are few, and the accuracy is seriously targeted. The subjective feeling of the examiner can only be used to conduct subjective judgment. The performance result lacks objectivity, accuracy and scientificity, which seriously affects the administrative staff of colleges and universities. Work efficiency. Leaders usually have little contact with administrative staff, and the comprehensiveness of evaluation may not be enough. The main service targets of administrative staff are students, teachers and other related personnel. These service objects are generally aphasia in the evaluation process of administrative personnel. The angle is too narrow, which leads to the failure of the administrative staff's service attitude and work performance, which makes the effectiveness of the performance management function seriously

insufficient.

Table 1 Performance evaluation of applied universities

First level indicator	Secondary indicators	Three-level indicator	KPI assignment criteria
teaching	quantity	course	100 points for 100% work; 80 points for 80% or more work; 60 points for 60% or more work; 40 points for 30% or more work; 0 points for less than 30% work
		Graduation Project	Guide 100 points for 10 or more people, 80 points for 6-10 people, and 60 points for 1-6 people.
		Student competition	60 points per contest, can be accumulated
	quality	Leadership evaluation, expert evaluation	100 points or more, 100; 80-90, 80; 80-70, 60; 60-70, 40; 60; Scores below 0 points
		Student evaluation	
research	paper	Three major search and authoritative journals	60 points per item, accumulative
		General publications, conference papers	40 points per item, accumulative
	Research project	National project	100 points per item, accumulative
		Provincial and ministerial level projects	80 points per item, accumulative
		Bureau level project	60 points per item, accumulative
		Horizontal problem	40 points per item, accumulative

3.2 Problems in the implementation of administrative performance management in applied universities

Due to the particularity of the application-oriented universities, the human resources management system is imperfect. Most of the applied-type universities have administrative performance management. Only the assessment has no management problems, and the use of the assessment results is also very simple. There is no perfect assessment before the performance assessment. Planning, there is no control and communication of the performance process. Administrative performance management is a cyclical process, which integrates ideological and political education and culture. It emphasizes the strategic goal of the development of applied universities, promotes the performance of colleges and universities while improving the performance of colleges and universities, and pays more attention to administrative performance. Information communication feedback and application of assessment results in the management process. Many schools are unable to give feedback to the faculty or staff in a timely manner or simply a level of excellence, pass, and disqualification. The performance result value is related to the workload and salary, and it does not guide the work improvement and career development of the faculty and staff. The only administrative performance evaluation stage is also a group of enthusiasm, the assessment can not open the grade, the evaluation of the first evaluation is the seniority of the seniority, the improvement of administrative performance management can not be implemented.

4. Research on the Performance Improvement of Administrative Management in Applied Universities from the Perspective of Ideological and Political Education

4.1 Factors Affecting the Performance Improvement of University Administration

1) University administrators' own quality level and work skills

In the perspective of ideological and political education, the quality of college administrators is

the most direct factor affecting the performance of their administrative management. If the leadership's own quality level is low, and the mastery of work knowledge and work skills do not meet the requirements of specific real wages, then its work performance will be difficult to improve or simply cannot be discussed. Only by having sufficient administrative work knowledge, rich work experience, and skilled work skills can college administrators be more comfortable in dealing with problems arising in administrative management, and more helpful in education management and improvement of their work performance. .

2) Applied University Performance Management Work Attitude

The attitude of the application-oriented university management workers is an important factor affecting the performance of education management. If the managerial attitude of college administrators is not correct, and the work is not serious, careless, shirking, arguing, coping, then even if it is high It is also difficult to improve the performance of administrative work. Therefore, improving professionalism and correcting their working attitude is very important to improve the performance of administrative work in colleges and universities.

3) Working environment and working atmosphere of teaching management workers in applied universities

The working environment has an impact on the administrative management of applied universities. Active, rigorous, harmonious, united and good working atmosphere is conducive to fully stimulating the enthusiasm of the faculty and staff in the application-oriented universities, while the negative and intriguing working atmosphere will affect the working attitude and work mood of the faculty and staff in the applied universities. , affecting the improvement of their work performance.

4) Evaluation methods and reward mechanisms for administrative performance management in applied universities

The assessment methods and reward mechanisms adopted by applied universities for the performance of faculty and staff administrative work affect the performance of faculty and staff. If the evaluation of the work of faculty and staff in colleges and universities simply pays attention to a certain link, it will lead to the faculty and staff simply paying attention to a certain link and not paying attention to other links in the management work. If the reward mechanism adopted by the university for the work of faculty and staff is scientific and reasonable, it can effectively mobilize their work enthusiasm and encourage them to work with great work enthusiasm; if the reward mechanism adopted by universities is not scientific, it is not conducive to improving faculty and staff. The enthusiasm of work affects the improvement of their work enthusiasm, which in turn affects the improvement of administrative management performance.

4.2 Strategies for Improving the Performance of Administrative Management in Applied Universities from the Perspective of Ideological and Political Education

(1) Strengthen the quality of the administrative performance management workers in colleges and universities

The application-oriented university administrative performance management workers must have good quality. They should use their work gaps to enrich their own cultural knowledge and do a good job of knowledge reserve for administrative management. They should pay attention to training their own work skills and enhance their own work skills. Proficiency; pay attention to the accumulation of administrative work experience in work, pay attention to learning from other administrative managers, discover the strengths of others, make up for their own shortcomings, keep up with the times, constantly improve their business theory knowledge, enhance themselves Management ability.

(2) College administrators should correct their work attitude and increase their enthusiasm for work

College administrators should establish a correct world outlook, outlook on life, values, correct their own work attitudes, correctly understand the significance of education management, enhance their commitment to work, and actively and qualityally jobs.

(3) Pay attention to the concept of administrative management and the mode of teaching management

The application-oriented university administrative management personnel should establish the correct teaching management concept and make people-oriented. It is necessary to establish a scientific and reasonable teaching management mode based on the specific teaching practice and teaching environment of the school, so that the administrative management method conforms to the teaching practice of the school. At the same time, we must pay attention to the teaching management model to keep pace with the times, give full play to our own thinking ability, actively explore, develop and innovate, and make the administrative performance management work meet the development requirements of the times and society.

(4) Applied universities should design a scientific and reasonable performance evaluation mechanism and reward mechanism

When applying colleges and universities to evaluate the work of administrative management workers, we must fully grasp all aspects of the work and avoid focusing on only one aspect; we must make a reasonable division of labor for administrative management personnel, so that the administrative management of colleges and universities can be done with personnel. The positions are matched to ensure that each administrative staff can fully utilize their own skills; a scientific and reasonable reward mechanism should be established to link the performance of administrative work with the promotion of employee titles, and improve the enthusiasm of the administrative staff and improve their work. work performance.

(5) Applied universities should establish a good atmosphere for administrative management

The working atmosphere has an impact on all aspects of the work of the employees. The applied universities should pay attention to the creation of the school working environment and working atmosphere, create a harmonious and united working atmosphere, and enable the administrative staff to correctly handle the relationship between cooperation and competition. It is necessary to pay attention to the understanding of the administrative staff's work mood and work mentality, and solve the problems in the administrative management work; the school should create favorable conditions for the development of each administrative staff and enhance the staff's sense of belonging to the administrative management work.

(6) Do a good job in the income security of administrative staff in colleges and universities

Increasing salary income is one of the purposes of the administrative management of applied universities. The level and stability of salary income is an important factor affecting the performance of teachers. Applied colleges should do a good job in administrative management of salary guarantees, ensure the level and stability of salary and various bonuses, and appropriately reward rewards according to teachers' work performance, and increase teachers' work enthusiasm.

5. Conclusions

In the perspective of ideological and political education, the performance of administrative management in applied universities directly affects the quality of colleges and universities and the final talent training. Administrative performance management is a new management method. There is no ready-made model and fixed methods. We constantly explore and summarize in our application. Therefore, applied universities should improve the performance of administrative management, take daily work as the entry point, and have different assessment points for different tasks in different periods. It requires strict standards and standardized operating procedures. It is necessary to cooperate with all faculty and staff, find the root of the problem, take effective solutions, improve the working environment, make full use of the incentive mechanism, improve the performance of all faculty and staff, enhance the school's strength in running schools, and promote the steady and healthy development of colleges and universities. Although there are some shortcomings in the current administrative performance management of colleges and universities, as long as the leaders of the university and the administrative departments face up to the problem, actively explore the strategy of optimizing the administrative performance management system in practice, the performance management objectives are not clear, and many other problems will be

solved. While realizing its own professional value, it will provide better services for the efficient development of the overall career of the university, and then promote the development of the cause of the university.

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