To Enhance the Level of Students Affairs Management by Target Navigation

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Abstract

University has entered into a new era, in terms of educators, how to improve their abilities at students affairs management has become an important of university student affairs management. University students are in a critical period of ideological maturity, they will not only be imparted knowledge in university, but also they should be provided with excellent services and scientific management from school. With Target Navigation, diversified and multiple demands of students can be meet.

Keywords: University Students, Affairs Management, Target Navigation

1. INTRODUCTION

From the history of university home and abroad, we can easily find that an excellent university cannot exist without a preeminent faculty and teaching and scientific research achievements and what's more advanced and scientific students affair management. The latter exerts a direct impact school education levels.

2. The basic connotation of Students Affairs Administration

Scholars believe that the university education exert influence through non-academic affairs and extracurricular activities for students, regulate, guide and serve students thus to enrich their campus life, student activities to promote tissue growth and success, which is the basic meaning of Students Affairs Administration. However, under the rapid development of science, technology and the market economy, the basic concept of Student Affairs has a new definition: the Students Affairs Administration in new age refers to: with the adhering to the "people-oriented" and "student-oriented" education philosophy, the new administration break the traditional management, reflect the main role of students and launch flexible manners which keep pace with times.

Students Affairs management is not academic affairs, most of the relevant scholars believe that ideological education, system management, life services is the basic content of university Students Affairs Management. However, in the United States, for students, learning is the top priority; university student affairs should focus on how to promote students’ learning and personal development. Faced with the new reality, the university students affairs manager are also confront with great challenges, therefore, develop a scientific University Students Affairs Management is particularly urgent.

3. The relationship between Target Navigation and University Student Affairs Management

(I) Target Navigation innovative the manner of Students Affairs Management

During the course of conducting target navigation, especially in determining the Students' personal goals, the target navigation emphasize on arousing the self-awareness, self-participation of

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students and increase the excitement of college students to autonomously set goals for their own and achieve their goals. Under the new conditions, College Students' Affairs Management aims at guiding students in self-management, self-learning and self-improvement as well as innovative thinking, social practice, overall development and personality development. University Students Target Navigation is a new management model focusing on students while exerting as the main scientific management of student affairs. It is an important way to achieve the new requirements of student affairs management. The goal navigation is a crucial way to improve the self-learning and self-developing ability of students, which also indicates the innovative way the university adopts to manage students’ affairs.

(II) Target Navigation and Students' Affairs Management form an interactive link

Target Navigation is a concrete way to achieve students’ affairs management. Without target navigation, the students’ affairs cannot be realized. Both of them are indispensable. Student target navigation is a new content injected into students affairs management, it promote the enrichment of Students Affairs Management, guide students to conduct self-management, and it focus on giving full play to the main role of students. The main task of College Students Affairs Management is to develop the college students' self-learning ability, but most students are accustomed to the traditional teaching mode primarily guided by teachers. Once not guided, they cannot set learning goals and may lose their life direction. Therefore, even though we promote independent learning, we also attach importance to guide the students to master the method to independent learning. Based on the demands of students, Target Navigation follows steps to direct the students to set their precise targets and encourage them to make efforts to realize their targets, primarily by five areas, including planning, directing, recording, evaluation and utilization, thus to guide students to set targets and finally achieve them, thereby improving university student affairs management.

4. Utilize Target Navigation to improve the content and method of Students Affairs Management

(I) Utilize Target Navigation to promote the humanization of Students Affairs Management.

The ultimate goal of College Students' Affairs is to promote the comprehensive development of college students. The promotion of the comprehensive development of students would fail once confined to restrict and people, it must be integrated into human care, adhere to the people-oriented. The idea of people-oriented advocates that people is the fundamental objective and driving force of development. A series of educational reform measures conducted by Harvard, the emphasis of which is to foster students’ independent thinking manner, also orient on people themselves. Those measures base on foster students’ thinking manner, stimulate the maximum potential of students and try to make students to display and develop their innovative thinking manner sustainable as best as they can. The idea of "People-oriented" can manifests itself in “Students-oriented” in university. University students affairs management must pay attention to the overall development of students to provide students with comprehensive services and help them to achieve their goals, which is based on meeting the multi-level developing demands of students. The university teachers can construct a considerate services or plans oriented on students’ study, development and demands by Target Navigation, thus to promote self-awareness and independence-ability of students as well as students' character, capacity and quality. Through online communication, Target Navigation guides students to fulfill self-education and overall development. In this process, the Student Affairs Administration can achieve its educational function and development function over students in the form of management
and implementation of the service which will help to enhance the humanization of management of student affairs.

(II) Utilize Target Navigation to improve the scientific level of Students Affairs Management

University teachers should respect the dominant position of university students, they can use Target Navigation to evaluate and reward the students who involved in affairs management and thereby stimulate the enthusiasm of college students' democracy. Yale University is a representative example, in order to improve students' ability at innovating and democratic participation of society in terms of intelligence, aesthetics, religion, etc. Yale University sets up a large number of student association organizations and launches a wide variety of activities. Abundant and vibrant democracy activities have fostered countless talents. University students should be allowed to participate in management and services of university. Also, School should guide students to participate in various forms of activities and projects set by school. School should set a stage for student to self-education and self-management. In addition, student affairs administration departments can organize, coordinate and manage all kinds of activities by Target Navigation, such as qualification activities sports activities, social activities, volunteer activities, cultural activities and so on. And it may even relate to an assisted living activities, teaching aids and other aspects. With the growing social focus on psychological development of students, universities should establish a sound system of university student counseling services. Currently, compared to other aspects of student affairs management issues, student counseling services still lack highly emphasis and efforts put onto students' psychological guidance and employment guidance were not enough, school should absorb the advanced experience of Western countries, combined with the specific circumstances in China, thereby localizing the relative system. Using Target Navigation system to understand and guide students’ psychology, school can ensure the students' mental health, which will contribute to enhance the scientific level of student affairs management.

(III) Utilize Target Navigation to improve the specialization of Students Affairs Management.

Specialization refers to the specialized management team and training system. The crucial reason why students from Harvard University have a high level of management is they have well organized management team structure and high level of specialization. The specialized management team can provide long-lasting services and high quality management effect for undergraduates through coaching, courses, scientific researches and reform and training of talent. There is no doubt that administrators control the level of specialization in student affairs administration. First, the specialization of management team, in order to improve students’ management level, the education and cultivation of students should be improved. Student affairs administrators must have educational administration, educational sociology and educational psychology knowledge background. Even administrators should be experts graduated from students' administration major who have the master or doctor degrees. In the departments which require a stronger specialization, like student consultation center, administrators should have certificates. Besides, schools are supposed to establish associations to help students to do management. The next is the specialization of training system. Schools should have a strict qualifications admittance system, training system before and after employment when they employ the student to do affairs administration. Objective Navigation is a good way to strengthen student affairs administrators and improve the level of student affairs administration.
(IV) Enhance the level of diversification of the management of students’ affairs by the target navigation

The world’s multicultural background requires that people who carry out the management of students’ affairs should treat the growth needs of students who are different from each other in growth backgrounds, ages, genders, aptitude and races and the development of their personalities equally. Princeton University is a typical example. In a campus which is full of rich culture, sports, education and social activities, each student should be encouraged to show their talent while the managers must respect the diversified development of students. In college, college student affairs management workers should help each student find their own world by the target navigation, thus helping them to establish and adjust personal goals and ideas of life timely while strengthen students’ individual professional capacity and overall quality, thus achieving diversification of college students affairs. The content of college students affairs is rich, including the management of registration, admissions, financial aid, orientation education (enrollment guidance), vocational guidance, alumni affairs, life services, code of conduct and discipline, etc., which are different from each other in many aspects. Student affairs management needs to analyze the diverse needs of the current society and to carry out the target navigation during the process of the management of specific education and daily services. With a wide range of angles, we need to strengthen the goals of students through core competencies—academic literacy, implementation of the road-related information—thus guiding students to plan their life goals, which will help to enhance the level of diversification of student affairs administration.

(V) To enhance the level of institutionalization of the management of Students affairs by Target Navigation

The work of college students’ affairs must follow due process and practice them in subtle work. Harvard University established a series of well-established system in the management of student organizations, including the annual audit system, activity reporting system and the management system of activities, which involved in all aspects of campus life. Currently, the university students are fond of showing themselves. Since different students have different personality, universities should develop different guidance modes and management system based on individual differences of students so as to provide them with specialized guidance and services, strengthening student's personality development and overall growth. Target Navigation is the specific management of the standardization of College Students' Affairs.

5. CONCLUSIONS

We have set a variety of professional consulting services windows in the target navigation system, including study guide, work-study guidance, career counseling, life coaching, capacity and strategic consulting and so on. Open to professional and inter-professional development, general development, expertise and professionalism expertise and professionalism, expertise and ability to multi-level guidance attitude towards life, administrators will carry out the guidance by combining the online guide, face to face guidance and spot guidance, thus meeting the students' personality development and long-term development needs. College should improve the relevant working mechanism and assessment of incentive system so as to enhance the level of institutionalization of student affairs administration.
References: