



Education Management of Chinese College Students in the New Normal Era of Covid-19

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ABSTRACT

The outbreak and spread of COVID-19 have brought new difficulties to the educational management of college students. The study of college students at home during the serious epidemic period exposes some problems in the process of long-distance education management of students in the face of major public emergencies. First elaborated the COVID - 19 positive factors of the education management of university students during the epidemic prevention and control, then analyzes the COVID - 19 negative factors of the education management of university students during the epidemic prevention and control, finally proposed the COVID - 19 paths of the education management of university students during the epidemic prevention and control, including strengthen organizational leadership, implement the accurate response, guarantee teaching scientific and effective.

Keywords: COVID-19; New Normal Era; Chinese College Students; Education Management.

I. INTRODUCTION

In late 2019, an outbreak of COVID-19 broke out in Wuhan and later spread across the country. On 28 February 2020, the NHC pointed out that COVID-19 is a major public health emergency that has spread fastest, infected the most widely and is the most difficult to contain since the founding of the People's Republic of China. Baidu's real-time Big Data report on COVID-19 shows that by November 11, 2021, the epidemic in China had been basically under control, but a small number of confirmed cases were still increasing. However, the spread of COVID-19 abroad continues unabated, with more than 196 million confirmed cases worldwide. Michael Osterholm, an epidemiologist at the University of Minnesota, and his colleagues concluded that "no end will be in sight in October 2021." "By then, human vaccine reinforcements may have arrived; But if it had never been developed, at least half the world's population would have been infected (with or without symptoms)." Under such circumstances, epidemic prevention and control is bound to accompany people's work, study and life for a long time.

Universities across the country are using online classes to help students study online from home in an effort to stay on campus during the COVID-19 outbreak. During the period of epidemic prevention and control, how to implement distance education management for students scattered all over the country and achieve good results is a new major test for college students' education management. Especially after the resumption of classes in colleges and universities, how to do a good job of regular epidemic prevention, how to ease the psychological panic caused by the epidemic among students, and how to make teachers and students adapt to the new teaching order, a series of problems in student education management urgently need to be solved.

II. RESEARCH METHODS

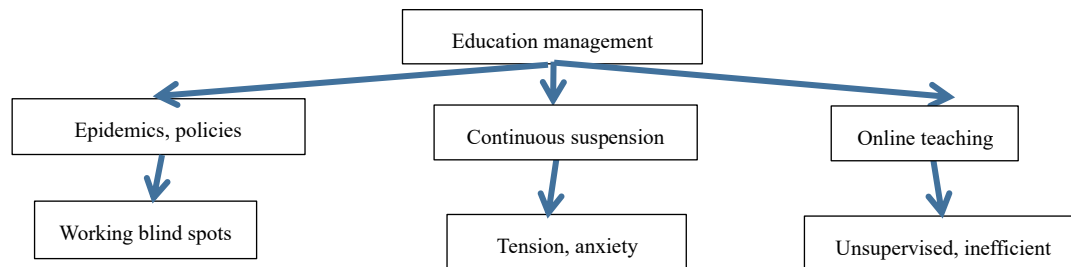
This is a qualitative study, this paper applies the research methods of inductive education of university students under the new norm management problems are analyzed, first elaborated the COVID - 19 positive factors of the education management of university students during the epidemic prevention and control, and then discusses the COVID - 19 negative factors of the education management of university students during the epidemic prevention and control, through the analysis of multidimensional and give reasonable Suggestions. It is heuristic because it allows researchers as presenters and webinar viewers to discover and learn something as they rise to the challenges of the new normal era, and to learn lessons from COVID-19 management for professionals. This is to manage and education of college students and learn from the past COVID-19 response experience. This is an exploratory discussion aimed at

researching, testing, analyzing and investigating the creativity and innovation needs of college student education administration in coping with the requirements of developing interpersonal skills in the new normal era.

III. DISCUSSION

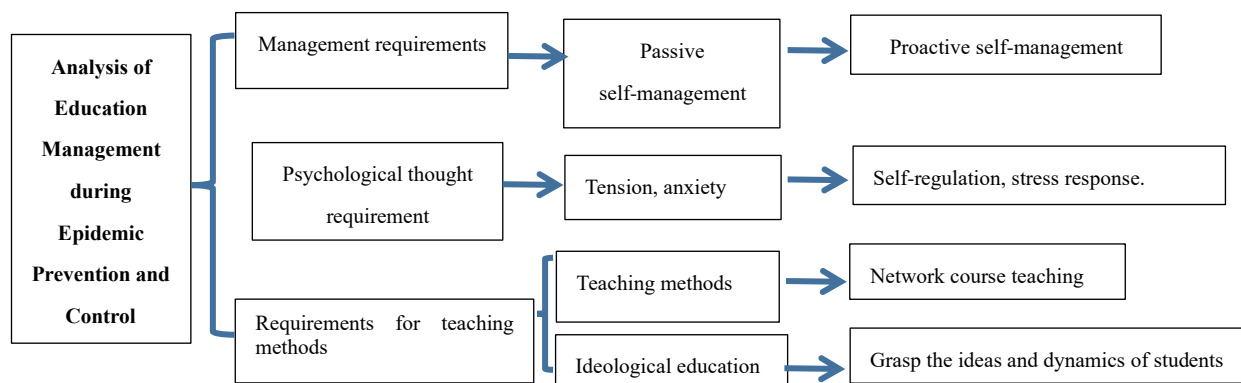
With the outbreak of COVID-19, the whole country has entered the tension of epidemic prevention and control, and universities around the country have postponed the opening time. Fighting the epidemic at home has become the normal life for teachers and students. How to carry out online student education and management, to guide students to take good online classes, to enrich students' home life, and to meet students' employment needs, has become a hot topic in the current colleges and universities.

3.1 Problems facing college student education and management during the epidemic prevention and control period:



In response to the epidemic, universities across the country have launched emergency plans and taken measures such as data investigation and epidemic prevention and education. This stage of college students education management probably faces the following three problems: first, after the outbreak, because the emergency requirements, education management personnel to the understanding of epidemic knowledge, policy differences, the level of information technology is uneven, and the counselor each responsible for more students, the new situation, some student management intervention is not timely enough, sometimes work blind spots and negligence, student management effect did not meet the expected requirements. Second, in the early days of the epidemic, with the winter vacation and the delayed opening, many college students were at home". After more than a month, the tension and anxiety caused by the COVID-19 epidemic, the confusion in the early stage of the "continuous school suspension", and the parent-child conflict caused by the long-term closed environment are all the problems encountered by young college students. At this special stage, the negative emotions of college students have increased significantly. Third, many students are not adapted to the way of learning online at home. Some students because of the family tube bundle are looser, completely "loose themselves", think teachers' teaching online is equivalent to being unsupervised. Self-learning constraints are poor, low learning efficiency, network homework perfunctory, do not pay attention to online examination, resulting in failed results. In life, some students do not cooperate with the counselors to fill in the daily epidemic information, and there are no reports or false reports, it takes repeated supervision from the counselor to complete it. Some students ignored the disciplinary requirements of the school during the epidemic prevention and control period, and could not study at home. Instead, they concealed their trips and went out to work, visit relatives and travel privately.

3.2 Analysis of Education Management during Epidemic Prevention and Control:



1. Key changes have occurred in the education management objectives and requirements of colleges and universities during the epidemic prevention and control period. During the period of epidemic prevention and control, when the time and space of education management were inconsistent, some schools failed to unify the goals and requirements of college students' psychological counseling, ideological and political education and online teaching in a timely manner. After the outbreak, the school is still like routine in accordance with the code of conduct of college students to focus on and restrain students in all aspects of learning and life, and failed to focus on the

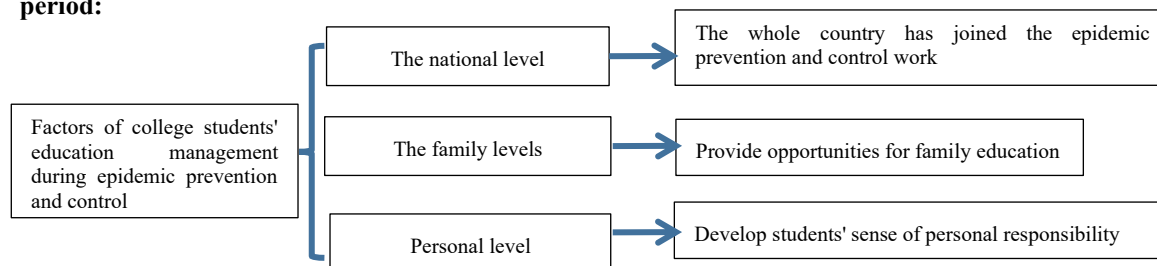
students caused by the emergency psychological situation, safety protection, health, etc., failed to pay attention to urge students to improve the ability and level of self-control and self-management, even students fail to realize as early as possible the transition and transformation from "passive self-management" while at school to "active self-management" while at home.

2. The ideological and psychological needs of college students have changed during the epidemic prevention and control period most college students are not deeply involved in the world, have limited knowledge, for the changing epidemic information, a variety of network information and the so-called information.

It is difficult to distinguish between the "truth of the epidemic". Some schools improperly reported public opinion during the epidemic prevention and control period, and they were related to the epidemic the interpretation and guidance of protective measures are relatively backward, which causes college students to be easily affected by bad thoughts and fall into a crisis of wavering ideals and beliefs and the reversal of values. Moreover, college students have sensitive emotional experience, and their self-regulation ability is relatively weak. Because they are not in school, instructors and counselors cannot provide timely and personalized face-to-face psychological counseling, which causes college students' tension, anxiety and panic in the face of the epidemic, as well as stress reactions in the face of improper behavior.

3. The education and teaching methods of colleges and universities have changed during the epidemic prevention and control period. First, classroom teaching is replaced by online teaching. In the context of the epidemic, colleges and universities have delayed school opening, and face-to-face classroom teaching methods are temporarily abandoned. However, many teachers are not prepared for online teaching, with limited effect, their attraction to students is also uneven, and the teaching effect is greatly reduced. Due to the changes in the learning environment and learning atmosphere, some students have poor self-restraint and do not pay attention to learning. There are bad phenomena such as hanging videos while busy with their own things, and even early leaving and absent classes. Second, the way of ideological and political education of students has changed. During the period of epidemic prevention and control, the counselors could not go deep into the student collective as usual to learn about the students' ideological situation in time. They could only pay attention to the students' public opinion through the Internet to understand the students' ideological dynamics, and there were problems such as untimely and incomplete understanding of the students' ideological conditions. Due to the particularity and urgency of some work requirements during the epidemic prevention and control period, in the relevant ideological and political education for students, there was a formal, simple, and even rough phenomenon, resulting in students' resistance and did not actively cooperate with some instructions.

3.3 Positive factors in college student education and management during the COVID-19 prevention and control period:



1. Since the outbreak of COVID-19, the CPC Central Committee attaches great importance to it and regards epidemic prevention and control as the most important work at present. The advantages of the national system and governance system, featuring national mobilization, full participation and a national chess game, provide vivid cases and fresh materials to carry out patriotism education and ideal and faith education in colleges and universities. Through the typical examples of epidemic prevention and control, student work cadres can call for students to establish a correct value orientation, based on their own duties, work hard, start from the small things, start from the things around them, adhere to the down-to-earth, firm practice, long-term practice, and strive to achieve a career.
2. Help to carry out family education and family education College students have been studying from childhood to adulthood. They only participate in various winter and summer vacation activities. The time at home is short, and the time does not get along with their parents or elders, so they are gradually estranged from their families. The lack of family education and family education may lead to some psychological problems for individual students. Since the outbreak of the epidemic, colleges and universities have delayed school opening, enterprises have stopped production, and the whole country has been quarantined at home, which provides a favorable opportunity for family education and family education.
3. Helps to cultivate students' sense of responsibility

Social training is an effective way to cultivate college students' sense of responsibility and improve the comprehensive quality of college students. At present, college students have participated in the fight against the epidemic in their own unique way, devoted their love with their meager savings, joined the local fight against the

"epidemic" work as a "college student volunteer", and actively participated in various anti-epidemic theme activities, contributing their youth strength to the fight against the epidemic.

3.4 Negative factors of college student education management during the COVID-19 prevention and control period:

1. The effectiveness of student education and management needs to be improved

During the epidemic prevention and control period, the education management of college students has changed from "face to face" to "screen to screen". However, online education has limited with educational unobvious effect, narrow participation, and educational activities limited by time and space. In addition, contemporary college students have a public personality, maverick, active thinking, open vision, open mentality, and many opportunities to contact new things, which affects the effectiveness of students' education and management.

2. "Information epidemic" has increased the difficulty of students' education and management

Since the outbreak of COVID-19, the Internet has been filled with a lot of false information. Some netizens have spread rumors purely to attract traffic and sensationalism. The spread of these rumors and false information has brought a great negative impact on the education of students during the epidemic prevention and control period.

3. The employment situation is grim, and the employment pressure and ideological burden of students increase

In 2020, a total of 8.74 million college graduates, an increase of 400,000 year on year. College graduates in 2020, which had faced multiple pressures, was suddenly adversely affected by the COVID-19 epidemic. In order to protect students' health and life safety and prevent the spread of the epidemic, education administrative departments and universities have taken emergency measures to restrict the flow of people, and all kinds of campus recruitment activities have also been suspended. At the same time, the impact of COVID-19 on the economy has led to the reduction of the demand for employers and the grim and complex employment situation. In addition, whether the postgraduate entrance examination can pass the preliminary test, and enter the second examination can be admitted and other uncertainties also make most of the postgraduate entrance examination students become anxious, worried about missing the favorable employment opportunity after leaving the exam.

3.5 Suggestions on the education and management of college students in the "post-epidemic era"

The post-epidemic era is also under the new normal. On June 16, 2020, President Xi Jinping mentioned the term post-epidemic era in the "post-epidemic era". In the special background of the post-epidemic era, education management is bound to face new challenges. Such a major outbreak in our country, is the national economic development, people's living standards, but if using this opportunity, actively abandon not adapt to the traditional epidemic era education management system, advocate diversified education and teaching mode, encourage flexible way of learning, will greatly improve colleges and universities in response to the effect of major public emergencies student education management. Based on the problems of college students' education and management existing in various universities during the epidemic prevention and control period, the following suggestions are put forward.

3.5.1 Strengthen the construction of the management team of college students

First, strengthen the construction of personnel structure of education management team. Under the sudden epidemic situation, the personnel structure of the education management team must be constantly improved. For a long time, there have been typical problems such as few full-time counselors, insufficient allocation, large mobility of part-time counselors and unstable team of college counselors. Because these problems cannot be completely solved in a short period of time, some universities have introduced the "innovation to fly" mentor management responsibility system, so that professional teachers can also join the management team, so that education management is more accurate and timelier, and strengthened in level and depth.

Second, strengthen the ability training of education and management teams. In the case that the epidemic may continue for a long time, and teachers and students cannot meet for a long time, in order to prevent it In the case of students' out of management, the management and education ability of the management team and the ability to collect, processing and application of big data information must be quickly improved, We must pay attention to the training of the management team, and are committed to building a neat and efficient education management team with rapid response and every order.

3.5.2 Strengthen the Party building work of college students

General Secretary Xi Jinping mentioned in his important speech at the National Conference on Ideological and Political Work in Colleges and Universities that to run China's higher education well, we must uphold the leadership of the Party and make colleges and universities become a strong position to uphold the leadership of the Party. During the epidemic prevention and control period, more attention should be paid to strengthening the construction of grass-roots Party organizations for college students, and to give full play to the role of student Party branches as a battle fortress and as an exemplary role as a vanguard. We should pay attention to giving play to the "head goose effect of students" of Party members and cadres, and strengthen the close contact with other students. Set up a model in the college students' group, and give the ideological guidance to the college students group. Tree righteousness, unify thought, not disturbed by hostile forces and bad information. The party spirit education makes students understand that the epidemic in China can be quickly controlled in a short time is due to the leadership of the CPC Central Committee and the correct decision of the Communist Party of China. At present, the spread of the epidemic in other countries in the world is in sharp contrast to China's effective and controllable situation of the epidemic.

3.5.3 Strengthen the ideological and moral construction of college students

The disease is heartless to people. In the face of the current epidemic situation, we should make the best of the situation and carry out in-depth education of socialist core values for college students to further cultivate their sense of social responsibility. For example, the use of the epidemic for college students for patriotic education, efforts to turn the epidemic, disaster into a vivid and heavy "living materials", through online network class, theme class meeting and other forms of "air classroom", for students to carry out moral education and patriotism education, let the students heart the sun, against the wind, remember the Chinese nation never yield to the "spirit" of the Chinese nation. Urge students to strengthen self-study, and study hard, through continuous self-cultivation, transformation, exercise, deepen their thinking about life, nature, law and morality, and grow into a noble moral youth of the new era. In addition to protect and study at home, students can also take active actions to participate in epidemic prevention and control work through participating in volunteer services and other ways, and contribute their own strength to epidemic prevention and control with practical actions.

3.5.4 Strengthen the psychological counseling mechanism for college students

In view of college students academic and employment pressure, emotional confusion, complex interpersonal relations, fuzzy value orientation, wrong trend influence, should combine psychological counseling and ideological and political education, make full use of the network and other new media technology, establish and improve the college student's psychological crisis warning mechanism, psychological support mechanism and psychological crisis resolution mechanism. Under the special background of the current epidemic, especially the content of survival education and life education for college students should be given the first priority to help students recognize the value of human life, improve their survival wisdom and skills, and enhance their confidence in life,

No panic in the face of similar outbreaks. For example, during the student's study at home, can teach students to learn the epidemic prevention and control protection knowledge, improve the awareness and ability, do personal and family health, develop civilization, health, scientific healthy lifestyle, efforts to make the students' psychological condition by the initial panic, instability, slowly return to normal, can shift the attention to the normal study and life.

3.5.5 Improve the quality of online courses and enhance students' learning enthusiasm

After outbreak era, "online teaching" may become an indispensable part of college teachers and students teaching and learning, teachers should change ideas and teaching attitude, fully understand the difference in network teaching and classroom teaching, understand the interests of students, the use of network high-quality course resources to enrich the teaching content, innovative online teaching student participation, enhance students learning initiative and the attraction of the curriculum. Teachers should also continue to learn online teaching skills, and strive to create their own quality courses. At the same time, reasonable quantitative measures and restraint mechanisms should be formulated to effectively manage and regulate the learning of home students' online classes, improve the teaching quality of online courses, and ensure the learning effect of students' "not suspending classes" at home.

3.5.6 Home-school combination, seamless docking, to establish an effective multi-dimensional management mechanism

In the normal daily education management of college students, the school has less contact with their families, and the parents of college students often think that their children no longer need family participation in their study after entering college. But during the long period of epidemic prevention and control, the school must establish close contact with college students' family, cooperate with each other, fast, accurate screening and master each student's basic information, health, travel and the location of living, and the necessary supervision of students' study, life, build to time, people, place, events of the multi-dimensional management mechanism. After the outbreak of the epidemic,

During the students study at home, can use a variety of communication, and students family cooperate closely, education guide students to strictly obey the local party organization and government management, fully understand "home is fighting", actively cooperate with the school for epidemic prevention and control work, daily information collection and three daily temperature, not return to school without approval, fully understand "swim must have party, must follow rules", strictly abide by the relevant safety protection regulations, make all students' dynamic situation in the school.

3.6 Pathway of college student education and management during the COVID-19 prevention and control period

1. We will strengthen organization and leadership and be a vanguard in epidemic prevention and control

First, we will set up a working group on epidemic prevention and control of epidemic diseases for students. For epidemic severity, complexity, uncertainty, the relevant departments should be according to the superior deployment and arrangement, completes the epidemic prevention and control mobilization deployment, constantly improve the student work cadre political stance, strengthen the epidemic prevention and control responsibility, the epidemic prevention and control work, fine, grasp, and formulate and release the epidemic prevention and control situation of student management related notice, provide specific guidance for student education management work.

Second, to strengthen home-school communication and exchanges. The school can issue the Epidemic Prevention and Control Proposal to all students and their parents to convey the deployment of the epidemic prevention and control work, guide them to correctly understand the epidemic prevention and control work, obey the requirements of the epidemic prevention and control work of all localities and departments, and take the initiative to participate in the epidemic prevention and control work. The school can also guide student Party members and

Communist Youth League members to actively participate in community duty, online publicity, radio broadcast, data statistics and other epidemic prevention work, to contribute their own strength to the epidemic prevention and control.

Third, to find out the truth of the students. All the student work cadres to actively put in epidemic prevention battle, real-time grasp of student physical condition, find out the key epidemic area student base, for special, key situation students by counselor direct telephone call, tracking, strictly implement the epidemic day scheduling, daily report, zero report system, do epidemic prevention and control data daily update, key special situation dynamic tracking, to ensure that the epidemic information is clear, accurate and transparent.

2. Implement precise response measures to ensure the "full coverage" of epidemic prevention and control

First, we will steadily carry out themed education activities during the epidemic prevention and control period. Schools can actively explore new ways, new methods and new methods of ideological and political education during the epidemic period, and carry out detailed theme education activities on special topics, such as novel coronavirus prevention learning "Daily News" class card, "we do this" essay contest, war "epidemic" poster selection, "bath fragrance" reading month "collection," I help for Wuhan "slogan, video material collection of" heart about Wuhan fight the epidemic ", online knowledge competition, indoor sports exercise and other activities.

Second, we will actively deal with students' mental health problems during the epidemic prevention and control period. Schools should actively guide students to all kinds of bad emotions due to the epidemic. Student work cadres through WeChat, QQ and other platforms, to carry out psychological adjustment in terms of arranging personal study and life, reduce the psychological burden of information, establish anti-epidemic confidence; open online psychological counseling and assistance services, smooth professional psychological counseling channels, provide professional psychological support, help students who need psychological counseling smoothly through the "epidemic period". Student organizations at all levels should accurately release prevention and epidemic control news through WeChat public accounts, confession walls and other channels, and guide students to look at the epidemic objectively, calmly and rationally.

Third, we will improve the employment of graduates during the epidemic prevention and control period. Schools should pay great importance to employment and entrepreneurship during the epidemic prevention and control period, accurately grasp all kinds of recruitment information, relying on the "graduates online double selection platform", regularly release enterprise recruitment information, employment procedures guide, superior personnel department notice, actively carry out online recruitment; open employment guidance WeChat public account, organize graduates to attend online recruitment fairs, and timely release enterprise recruitment information, employment procedures guide and other related content, and provide online employment guidance services and employment materials "express delivery" services for graduates. Student work cadres should carefully investigate the situation of graduates, employment intention, according to different Graduation needs and employment objectives should provide classified guidance, providing one-to-one assistance and point-to-point support to help graduates achieve high-quality employment.

3. Ensure the scientific and effective teaching, and do a good job of "guiding people" for students' online courses

First, we will make every effort to ensure the smooth and orderly operation of teaching. The administrative departments of college students should strengthen the communication with the teaching administrative departments and the general teachers, Actively play the role of a bridge and a link, Ensure the smooth development of online classes; To vigorously promote among the students, "although the school term is delayed, Progress cannot stop, "Concept, Guide students to make a scientific and reasonable holiday learning plan, Strive to create a "holiday charging, learning continuous line" learning atmosphere; Students should be organized to actively carry out English punching in online learning activities, And to assist the course teachers to set up a course group, Tell students to prepare for online classes, At the same time, formulate the online class screenshots of a daily report system, Strengthen online classroom management, Urge the students to attend classes on time; Students should be encouraged to learn independently and self-improve on the online resource platform, Lay the foundation for professional learning and second classroom activities in the new semester.

Second, we will take the first ideological and political lesson of epidemic prevention and control. Schools can combine the current new media characteristics and student needs and learning habits, with network education platform as the gripper, efforts to realize the collective network teaching, theory teaching line, the epidemic prevention and control as ideological and political course teaching content new growth point, around the epidemic protection knowledge education, patriotism education, life and ecological moral education, social responsibility education, rules education, integrity education and gratitude education theme to carry out network education. The school can convey the official information about COVID-19 to students through online classes, and guide students to correctly face the epidemic and understand their mission as a contemporary youth.

IV. CONCLUSION

1. Epidemic prevention and control is not only a challenge, but also an opportunity for student education and management. Colleges and universities should focus on detailed work measures, strictly implement the epidemic work plan, refine and decompose tasks according to actual conditions, implement students' ideological education, graduate employment, financial assistance for poor students, and mental health education, and strive to coordinate epidemic prevention and control with students' work.

2. The education and management of college students itself is characterized by personalized, diversity and difficulty, which is a work that requires managers to devote themselves to and make unremitting efforts. In this current special new normal period, how to efficiently and reasonably operate student education and management poses a great challenge to managers. Under the background of global information, network, university students education management should make full use of big data information technology, construct multi-dimensional education system, perfect collaborative management path, to build up and down, collaborative linkage, accurate specification of university education management pattern goal, effectively improve the effect of college students education management work.
3. Contemporary college students are the future builders of the motherland, the scientific management of them is a very important link in college education management, we should make full use of the epidemic opportunity, make full use of the new normal era of student management change opportunity, the patriotic love party love collective faith education, fear of life and nature education, responsibility and mission education, love and gratitude education, rules and self-discipline education throughout our student education management work, efforts to cultivate students into the talent that the society really needs.
4. The COVID-19 outbreak raid broke the original calm and jubilation, and brought college students into a state of anxious and worried distress. College students are the source of strength in China's new era, and actively promoting the further improvement of college student management during the epidemic period is an important choice under the educational background of "strong talent power" in China. Therefore, promoting the management of students during the epidemic period through ideological education, normal construction and psychological consolidation, and improving the management strategy in a specific period will help to provide impetus for the innovative development of China's university education management mechanism in China.

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