Effective integration and innovative practice of ideological and political education and student management in universities under the background of the new era

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Abstract: This paper explores the integration and innovation of ideological and political education and student management in colleges and universities in the new era. It analyzes the background, significance, current situation, problems, and corresponding strategies, aiming to provide valuable references for improving the quality of education and management in colleges and universities.

Key words: effective integration; innovative practice; ideological and political education; new era; student management

1 Introduction

In the new era, colleges and universities encounter new challenges and opportunities. The effective combination of ideological and political education and student management has emerged as an important issue. Ideological and political education directs students' values, and student management guarantees the order and development of campus life. Their integration is vital for cultivating high-quality talents with excellent professional skills and correct ideological perspectives.

2 The background of the integration of ideological and political education and student management in the new era

2.1 Social development demands

With the rapid development of society, the demand for talents with high moral qualities and comprehensive abilities is increasing. The new era requires college students not only to have solid professional knowledge but also to have a firm belief in socialism with Chinese characteristics, a sense of social responsibility, and the ability to adapt to a complex social environment. Therefore, integrating ideological and political education into student management can better meet the needs of social development.

2.2 Educational reform requirements

The current educational reform in China emphasizes the cultivation of all-round developed talents. Colleges and universities need to break the traditional separation of education and management, and combine ideological and political education with student management organically. This can make education more targeted and management more educational, and jointly promote the growth of students [1].

3 Significance of the integration of ideological and political education and student management

3.1 Strengthening the effectiveness of ideological and political education

Ideological and political education can be integrated into student management to make it more practical. For instance, in daily management like dormitory and class management, ideological and political education content can be infused. This helps students better understand and internalize ideological and political concepts in real-life scenarios, rather than just learning them abstractly in the classroom.

3.2 Boosting the quality of student management

Ideological and political education offers value guidance for student management. Guiding students' values enables student management to be conducted more smoothly. For example, students with right values are more inclined to follow school rules and are more active in various campus activities, which can improve the overall efficiency and quality of student management.

3.3 Fostering high-quality talents

The combination of the two can comprehensively cultivate students' ideological, moral, and behavioral qualities. It assists students in establishing correct worldviews, outlooks on life, and values and also enables them to develop good study and living habits, which is beneficial for cultivating high-quality talents needed by the country and society [2].

4 The current situation of integrating ideological and political education and student management in colleges and universities

4.1 Positive aspects

Some colleges and universities have begun to explore the integration path. In terms of management systems, there are attempts to establish joint management mechanisms between ideological and political education departments and student management departments. In education activities, there are more and more forms of combining ideological and political education content with campus cultural activities, such as theme-based speech contests, volunteer service activities with ideological and political themes, etc. In addition, some universities use information technology to build online platforms for the integration of ideological and political education and student management, providing more convenient communication channels for students and educators.

4.2 Existing problems

However, there are also some problems. First, there is a lack of in-depth cooperation between departments. The ideological and political education department and the student management department may sometimes work independently, resulting in inconsistent educational and management goals. Second, the integration methods are relatively single. Many activities are just simple combinations of ideological and political education content and management forms, lacking innovation and in-depth exploration. Third, the evaluation system is not perfect. There is a lack of comprehensive evaluation indicators to measure the effectiveness of the integration of ideological and political education and student management, making it difficult to accurately assess the actual situation [3].

5 Problems caused by the inadequate integration of ideological and political education and student management

5.1 Weakening the effectiveness of ideological and political education

If the integration is not sufficient, ideological and political education may be divorced from students' real-life situations. Students may not be able to effectively apply ideological and political knowledge in daily life, resulting in a

weakening of the educational effectiveness. For example, if ideological and political education only stays in the classroom and lacks connection with student management activities, students may quickly forget what they have learned.

5.2 Complicating student management

Without the guidance of ideological and political education, student management may become more difficult. For example, in dealing with students' violations of discipline, if there is no ideological and political education foundation, only simple punishment can be imposed, which may not solve the fundamental problem of students' behavior, and may even lead to students' negative emotions and resistance [4].

5.3 Hindering the cultivation of talents

The insufficient integration will affect the comprehensive development of students. Therefore, it is difficult to cultivate students with both excellent professional skills and high ideological and moral qualities to meet the requirements of the new era for talent cultivation. This may lead to students' lack of competitiveness in the job market and in future social development.

6 Strategies for the effective integration and innovation of ideological and political education and student management in the new era

6.1 Strengthening departmental coordination and communication

Colleges and universities should establish regular communication and coordination mechanisms between ideological and political education departments and student management departments. For example, joint meetings can be held regularly to discuss educational and management plans, and jointly formulate goals and strategies. At the same time, joint projects can be carried out to promote in-depth cooperation between the two departments. For example, a joint research project on the psychological and behavioral characteristics of students can be launched to provide a basis for more targeted education and management.

6.2 Innovating integration methods

New forms of integration should be explored. For example, immersive education methods can be used to create real-life scenarios related to ideological and political education in student management activities or a virtual social environment can be set up in campus management to allow students to experience different social roles and moral choices in this environment, and ideological and political education content can be integrated in the process. In addition, the power of big data and artificial intelligence can be used to analyze students' ideological trends and behavior patterns to provide personalized education and management plans.

6.3 Improving the evaluation system

A comprehensive evaluation system should be established. In addition to traditional examination results and disciplinary records, students' ideological and moral performance in daily life, participation in ideological and political activities, and the application of ideological and political knowledge in practice should be included in the evaluation scope. At the same time, the effectiveness evaluation of integrating ideological and political education and student management should also be carried out from multiple perspectives, such as the satisfaction of students, educators, and parents. Based on the evaluation results, timely adjustments and improvements can be made to the integration work.

6.4 Strengthening the construction of the teaching staff

Teachers and management personnel play a key role in the integration process. Colleges and universities should strengthen the training of the teaching staff. For example, providing ideological and political education training for student management personnel to improve their ideological and political quality and the ability to integrate education and management. At the same time, for ideological and political teachers, training in student management knowledge and skills

should be provided to make them better understand the actual situation of students and be able to better combine education content with management work.

6.5 Promoting the in-depth integration of campus culture and ideological and political education

Campus culture is an important carrier of ideological and political education. Colleges and universities should create a campus culture environment rich in ideological and political connotations. For example, in campus architecture design, it can incorporate elements of socialist core values; in campus cultural activities, it can highlight the theme of patriotism, collectivism, and socialism. Through various forms of campus culture, it can continuously infiltrate ideological and political education content, and at the same time, make campus culture play a better role in student management, guiding students to form good behavior habits and values.

7 Conclusion

In the new era, the effective integration and innovation of ideological and political education and student management in colleges and universities are of great significance. Although there are some problems in the current situation, through strengthening departmental cooperation, innovating integration methods, improving the evaluation system, strengthening the construction of the teaching staff, and promoting the in-depth integration of campus culture and ideological and political education, the two can be better integrated. This will enhance the effectiveness of ideological and political education, improve the quality of student management, and contribute to the cultivation of high-quality talents who meet the needs of the country and society in the new era. Colleges and universities should continue to explore and practice in this regard to adapt to the development trend of the times.

Conflicts of interest

The author declares no conflicts of interest regarding the publication of this paper.

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