Analysis on SWOT Strategy of College Archiving Information Development in the Era of "Internet +"

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Abstract

The arrival of "Internet +" era make the archives of universities ushered in the opportunity for reform, and the informationization has become the development target. In this paper, the SWOT analysis method is used to analyze the internal and external influence factors for the development of college archiving Information, and to explore the information development strategy in accordance with the actual situation of college.

Keywords

Internet +; Archives information; SWOT strategy.

1. Introduction

"Internet +" is the "Internet plus all traditional industries", and Refers to that we use to integrate deeply the Internet and the traditional industry and create new development ecosystem through information communication technology and the Internet platform [1]. In 2015, Premier Keqiang Li first put forward the "Internet +" action plan in the government work report, which officially kicked off the "Internet +" era. At the same time, the traditional archives industry is also quietly changing. In 2016, State Archives Administration issued the national archives development plan for "13th Five-Year", made file management information identified as "13th Five-Year" development goals. "Internet+" era for the development of college Archives opened the new situation, the informationization development become inevitable. This paper tries to explore the effective development strategy through the comprehensive analysis of the complex situation and influencing factors of the University Archives information. This paper attempts to explore the effective development strategy by analyzing the complex situation and influencing factors of college archiving information.

2. The Archiving Information Is the Inevitable Trend of the Development of the Internet Age

Archival work is the historical record of all work of colleges, which provides the intellectual support for the development of colleges and the leader's decision. And is an important indication and true reflection of the comprehensive ability of modern high level university. Archival work must adapt to the development of the times. The construction of college archiving information is the use of advanced information to process, collect, manage and develop for college archiving information resources and realize the effective use and sharing of archival information resources [2]. Its necessity is embodied in three respects: At first, improve the level of office automation, speed up the process of digital wisdom campus. With the rapid development of the Internet, the level of college office automation is improved, development of all types of information platform such as micro-blog, We-Chat and other emerging network platform, the information campus gradually began to replace the traditional campus management mode, and the development environment of archives information is formed. The second, College management produces a large number of digital archives. The most direct impact of digital campus on Archival work is the formation of a large number of digital files, for example, electronic documents increasingly replace paper documents. Therefore, the archives management must have the facilities, systems and security system for digital and multimedia files. The third, the need to improve the level of file services. The utilization of archives is an important part of archives management, the traditional mode of file access, has no longer adapt to the fast-paced,

efficient modern university management, file information can improve the file high level of service and quality. At present, the upcoming archives query APP is the product of information technology.

3. The Feasibility of SWOT Application Research

The introduction of SWOT analysis. SWOT analysis Method also is known as situation analysis, was put forward by Professor Wei from United States in the early 1980s, mainly used to analyze the internal and external factors of the study. Among them, S refers to the organization internal strengths (Strength), W refers to the organization internal weaknesses (Weakness), O refers to the organization external environment Opportunity (Opportunity), T refers to the organization external environment threat (Threat). It aims to analyze the internal and external environment of the research object, so as to match the advantages and disadvantages, seize the opportunity, avoid weaknesses, face the challenge, and formulate the best feasible implementation strategy in line with the future development of things. WOT Analysis Method is applicable for Analysis on the Influencing Factors and Development Strategy in college Archives informatization. See figure 1.
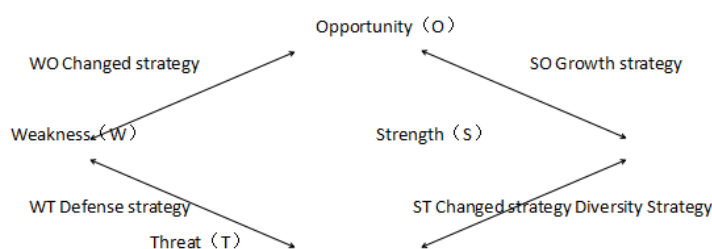

Figure 1. Schematic diagram of SWOT element analysis.

4. SWOT Analysis of College Archives Informatization

4.1 Strength Analysis

Improve the efficiency of file management. after the establishment of Archives information platform, all departments of the school can enter and store the file formed by themselves through the information platform, on the one hand, expand the file collection and coverage, on the other hand, reduce the workload of the staff of the school archives, So that they can have more energy into macro management from the archives work, improve work efficiency.

Enhance the convenience of the use of archives. The traditional use of the file is backward, the user needs to look through the file directory to find the file, time-consuming and laborious and often no gain. It provides an effective platform for all kinds of university archives information query, the people of checking file can retrieve and view the required file information across time and hell restrictions through a computer terminal, which is very saving time and labor.

Conducive to the protection of precious old files. Due to the limitations of the archives storage conditions, many of the old file in old school after repeated inspection has been damaged. At present, most colleges do not yet have the technical level of repairing files, so keeping valuable old files is a prominent problem faced by university archives management. The electronic scanning or copying of the old archives can not only avoid the damage caused by the use of the human, but also regard as the basis for the renovation and repair of the original archives.

4.2 Weakness Analysis

Lack of file information the law regulations and standard specifications. The Internet has brought great wealth of archival resources, for college archives, not limited to the traditional paper documents, electronic information files emerge in large numbers, which puts forward new requirements for the file collection and storage. At present, for the integration of information resources, archives industry standards have not yet unified norms. The standard of the existing electronic archives is relatively backward, and cannot adapt to the new requirements of archives development, especially the lack of the archives information construction depends on laws and regulations is more prominent.

Lack of manpower, material resources and financial support. Colleges still "hard soft, light reconstruction with the construction of archives work mode for a long time, the marginalized phenomenon of archives work is more prominent. The direct result of the limited funds invested in the file construction, to a large extent, which restricted the development of archival information. The existing imperfect file management system, the scattered distribution of digital resources, and the lack of all kinds of office system effective convergence platform, which are unable to achieve resource sharing. On the other hand, the lack of complex talents archives information development is very serious. The age structure of archives managers in colleges is irrational, they only are familiar with the traditional archives management mode, are very lack for knowledge of computer networks, the traditional mode of archives management still occupy its main work energy. At the same time, in the process of archival information, the digital conversion of paper archives also needs to invest a lot of people's financial resources. Therefore, for the construction of archives information, most colleges are currently far from enough.

Relying on the limitations of the platform. In the process of archival information, most colleges are built on campus LAN Platform for system security, is an internal access network. For teachers and students in the school, which is easy access to use. However, for those who have graduated from the school or users outside the campus network, it is not the use of the campus file system, which has become the limitations of relying on the platform of College archives.

4.3 Opportunity Analysis

National policy support. In the latest two years, the development of archives and the Internet are subject to national attention and support at the policy level. In 2014, the General Office of the CPC Central Committee and the General Office of the State Council jointly issued the Opinions on Strengthening and Improving the Work of Archives under the New Situation [3]. In July 4, 2015, the State Council issued "on the active promotion of the" Internet + "action guidance" to provide new advantages and energy for the development of various sectors of the country.

Advanced network technology. "Internet + file" do not only simply move the digitization of the paper archives information resource to the Internet, but also the Internet promote activate the information resources and promote to open archival data as a means of information resources[4]. The university archives management is also the same, which must integrate information resources, and build the bridge of the file collection and utilization through the network technology. In the future, the advanced network technology will continue to create space for the development of archives, and bring opportunities.

Broad space for development. The popularity of smart phones, electronic terminals in the Internet era along with the electronic information users, the development of university archives information is a broad space. In the future, you can rely on file searching, file information to develop a variety of file APP, the use of network WeChat, micro-blog platform to achieve the collection, utilization, research and development of university archives, and cultivate the file awareness of teachers and students.

4.4 Threat Analysis

Threats to file security. Although the arrival of the "Internet +" era bring up some opportunities for the archives information development, the existence loopholes in the Internet security technology is likely to cause leakage of archival information, such as hackers illegal invasion, Trojan virus attacks and so on. Especially in recent years, the field of colleges is also the focus of criminals and hostile forces, the national security situation is increasingly serious, and it also puts forward new requirements for the security work in Colleges. The archives of the university have the secret documents related to science and technology development, production technology research and so on issued by the party and the state, Therefore, in the archives information process, it is necessary to pay attention to how to balance the openness and safety of archives

Threats to personal privacy. Colleges store a large number of teachers and students on the personal information files, including the teacher's personal basic information, teaching, research results, as

well as student enrollment information, student information, scores, awards, punishment, etc., these information are related to personal privacy, it is not fully open. In the process of archival information, in order to facilitate the search and use, in the case of the network of archives information, we must protect the privacy of teachers and students, and cannot be screened to open.

5. SWOT Strategy Analysis of College Archives Information

Through the comprehensive analysis of the informationization of university archives in the era of "Internet +", the influencing factors are presented as SWOT matrix, so as to find out the development strategy suitable for the construction of archives information in colleges. See Table 2. From the external factors, the advantages outweigh the disadvantages, the university archives development ushered in a new era of opportunity; from the internal factors, there are many improvements in the archives management of colleges and archives managers need to use the perspective of innovation and development to seek the new break of the archival information. You can consider starting from the following aspects: At first, Improve the quality of service to gain multi-party' support. In order to change the present situation of the university archives service, it can provide a more extensive, accurate and convenient file access methods to improve the service quality and improve service for the school administrators, the functional departments and the teachers and students. Only by maximizing the value of the archives make managers to face up to the value of the file, so as to achieve greater support for archival work. The second, Improve the quality of personnel, improve work efficiency. We will strengthen the training of network technology of existing archives staff, cultivate the awareness of archival informationization, actively introduce archives management and computer young professionals, optimize the professional structure of archives professionals, take off the hat of "endowment department", carry out archives work performance appraisal , clear job responsibilities, division of workload with the annual assessment and evaluation linked to the implementation of incentive measures. The third, accelerate the construction of archives information system and facilities. Set norms and standards of archives industry integration, accelerate the transformation of electronic archives work. The development of archives topic web pages, expansion of archives business services projects; construction and development of campus office automation system, improve the file network application system services, achieve effective convergence of archives information platform and office automation system,, achieve the real sharing of electronic resources. The fourth, Strengthen the network protection system to ensure the security of electronic file information. establish a sound electronic file management system, use high-quality storage media, optimize storage conditions, implement multi-regional preservation; improve the electronic file storage hardware and software facilities, use effective firewalls to intercept Trojans, viruses and other malicious attacks and intrusion; identify and recognize the user personnel information , prevent human leak.

Table 2. The SWOT matrix of college archives information under Internet +

Internal factors External factors	Strength: improve work efficiency Facilitate the use of Archives Protect precious old files	Weakness: Lack of laws and regulations and standards Lack of manpower, material resources and financial resources Relying on the limitations of the platform
Threat: Threats to file security Threats to personal privacy	ST strategy: Improve social recognition Improved service mode	WT strategy Perfect system guarantee system Ensuring information security

6. Conclusion

Although its way is long for college archival information, the upper and lower quest quest spirit is indispensable. University archives workers use the Internet to bring the rich resources, fully play advantages, seize the disadvantages, seize the opportunity, face the threat, adhere to the beliefs, play an effective, and strive to promote the process of archival information.

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