Grid Management Application and Exploration Regarding Minority Students Affairs in Colleges and Universities

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Abstract

Since the Third Plenary Session of the 18th CPC Central Committee, Xi Jinping, also known as General Secretary in China, has proposed that guided by grid management and socialized service, we should coordinate and give feedback on interests of all groups timely through accurate service mode, qualify and efficient service. Also in the National Conference of College Ideological and Political Work, General Secretary Xi Jinping emphasized that in the face of different students, the education mode must be innovative at different times. At present, the arrival of "Internet+" and "Micro Time" brings along with various new challenges in managing minority students affairs. In order to keep pace with the time, many colleges and universities began to explore a new model of minority student affairs management to better serve students from different ethnic groups. As a member of the Minority Student Development Center of Southwest Petroleum University, the author has considered the growth and management of ethnic students from the angle of a manager and service provider, trying to explore and construct the grid management system by taking every grade as the horizontal axis and the whole college as the vertical axis. Meanwhile, Minority Student Development Studio functions as a link so as to effectively enhance the pertinence and effectiveness of providing the ideological and political education to minority students in colleges and universities.

Keywords

Colleges and Universities; Minority Students; Grid Management; Path Exploration.

1. Introduction

In 2013, the Third Plenary Session of the 18th CPC Central Committee proposed that centering on grid management and socialized service, we should make innovations in social governance system and optimize the social governance pattern. A well-contained management platform which can provides fundamental and comprehensive services should be improved in order to give feedback and coordinate interests of people from all levels and aspects in a timely manner. [1]As important institution serving the society, colleges and universities bear the responsibility of cultivating quality talents. As the minority student affairs management concepts and models change in colleges and universities, new opportunities and challenges emerge at the same time. At present, the management on minority student affairs in many colleges and universities seems to be scattering and non-systematic. There is no joint-action mechanism in this field. However, the grid management is widely used in all kinds of industries and relevant people have yielded fruitful practice results. This paper attempts to introduce the grid management in dealing with the minority student affairs in colleges and universities so as to provide effective reference for managing and cultivating minority students.

2. Dilemma Faced in Managing Minority Student Affairs in Colleges and Universities

Viewing from the current management of minority college student affairs, we encounter various problems and dilemmas, such as cultural recognition and customs differentiation, complicated online publication and public opinion supervision, academic foundation and employment selection difficulty, and the limitation of psychological perception and interpersonal interaction.

2.1 Cultural Recognition and Customs Differentiation

As a country with many nationalities, China has always attached great importance to the integrated development of ethnic groups. Although the education level received by minorities goes up, the minority student group gradually reflect the feature of diversity, which means in details that their ideological recognition, life habits, interpersonal interaction and even ways of communication vary a lot because of different cultural backgrounds and customs. Professor Huntington, a famous American scholar, once put it that cultural conflict is one of the core issues of this century. [2] Multicultural harmony represents the trend of modern civilization development and also it is the fundamental way to deal with the relationship between various races, ethnic groups and religions. The proportion of minority students in ordinary colleges is relatively small, not to mention in the same department, the population from the same ethnic group is even smaller. In addition, due to lifestyle habits, religious beliefs and other differences, the fact that minority students rarely communicate with Han students results in the "small circle" culture, instead of developing in-depth friendship with each other. This is not conducive to colleges and universities to serve and manage minority students.

2.2 Complicated Online Communication and Public Opinion Supervision

The era of big data has not only revolutionized people's lifestyles and daily habits, but also brought hitherto unknown difficulties and challenges to online public opinion supervision and control. Therefore, strengthening the online public opinion supervision on college students, which constitute the most active group on the internet, becomes a paramount factor in building a harmonious campus. At present, China has to deal with complexity, sensitivity and diversity of ethnic issues while it is difficult for minority students with immature thinking to make a distinction between right and wrong. So, the college student management centers on how to better serve and manage minority students. On the one hand, young students are good at using online resources to obtain information through the Internet; on the other hand, without receiving appropriate guidance and education, young students who often publish information through the Internet are vulnerable to those overseas hostiles and religious terrorists. They can be easily goaded to participate in some illegal activities or assemblies as spreaders and propagandists for outlaws. Therefore, it is of great significance for colleges and universities to strengthen the supervision on the public opinion about minority students so that they can effectively carry out ideological and political education among minority students, grasp their ideological and political conditions and ideological dynamics in a timely, objective and accurate manner, as well as interests and demands.

2.3 Academic Foundation and Employment Selection Difficulty

With the rapid development of China's economy and society and the gradual expansion of the university scale, the university education can be received by most normal students, instead of just the elite group. More and more minority graduates from senior high school can enter different colleges and universities in China with their efforts. However, as most minority students come from the remote and underdeveloped areas in China, the backward economy and unqualified education keep them from make progress in developing comprehensive competence and learning as students in economically prosperous areas. It is difficult for minority students to integrate into the class and gain self-identity, sense of acquisition and sense of belonging. In college life, minority students feel difficult in mastering English listening, speaking, and advanced mathematics. Due to the weak academic foundation, they hardly gain the same good grades as those from developed areas even they learn heart and soul, which will give them a sense of imbalance and loss. Meanwhile, the family

conditions and education limitation make minority students unable to spend too much money and efforts in developing specialties, so they inevitably feel self-abased and anxious while participating in various cultural activities and sports in the campus. In the end, minority students with weak academic foundations and limited personal specialty may face employment difficulties when they graduate.

2.4 Psychological Perception and Interpersonal Interaction Limitation

Owing to different living habits and family conditions, most minority students grow up in a relatively small cultural "circle" in which they are deeply influenced by their own culture. The cultural tradition, lifestyle and custom differences from those of Han students may eventually lead to backward ideology, difficulty in speaking and interpersonal communicating, anxiety, inferiority and other psychological problems. Therefore, they cannot quickly integrate into university life after entering college. In particular, they would be inactive during the interpersonal interaction and rarely express their points of view, lacking of communication with other students at the same age. They have the need to make friends and communicate with others, but it is hard for them to break the psychological chain because of the differences in language culture, ideology, lifestyle and customs. They can be easily trapped in a feeling of inferiority and autism, and less friends mean that it is difficult to find the right person to talk to. So, they may choose other ways to release pressure and alleviate bad emotions, which makes them a difficult problem for the minority students management in colleges and universities.

3. Necessity of Promoting Grid Management in Minority Student Affairs Management in Colleges and Universities

With the continuous expansion of colleges and universities, minority students in remote and backward areas can enter the campus through their own efforts. However, considering the special diet, customs and cultural atmosphere of minority students, it is particularly important for colleges and universities to strengthen the efforts in managing and serving minority students. As an innovation of social management mode, grid management application is of great significance to the management of minority student affairs in colleges and universities.

3.1 Constructing the Grid Management Mode is the Practical Need for Promoting the Scientific Management of Minority Student Affairs and Realizing Harmony and Stability in the Campus.

According to the principles of territorial management, geographic layout, and current status management, grid social management borrows the idea of computer grid management and divides the territory into several grid-like units, and through the integration of various resources, a logical whole is thus formed to provide information integration and service application, maximize information sharing, and implement dynamic and all-round management for each grid. [3]The whole process features with the advantages of openness, efficiency, sharing, and collaboration. As Weber expounds, tool rationality itself centers on rigorous logical thinking and sophisticated scientific calculations in order to maximize efficiency or utility. To this end, it means that "the action is decided according to the expectation of surroundings and others' behaviors and this kind of expectation is regarded as the 'condition' or 'strategy' for

The action taker in order to achieve goal after rational calculation." Based on the required duties and tasks, grid management is applied to manage minority student affairs in colleges and universities so as to achieve accurate management. During the whole process, the management is guided by tasks and standards and aims at allocating different working forces in order to achieve scientific allocation of working forces in each grid. This will not only helps to improve the quality and efficiency of the minority student management services, but also helps to strengthen the safe, stable and harmonious management in the campus.

3.2 Constructing the Grid Management Mode is the Practical Need for Promoting the Humanistic Management of Minority Student Affairs and Realizing the Goal of Talent Cultivating

With the rapid development of the economy and society, people have gradually improved their sense of self-worth. When we manage minority student affairs, we are required to realize the expected goal and pursuit by making minority students give full play to their subjectivity, autonomy, initiative and innovation. Grid management is a good fit to this feature because it considers the needs of minority students as the first priority and the fundamental starting point. By establishing an online and dynamic grid management file for the minority students, we can actually master and better understand the demand structure and level of minority students, upgrading and providing customized service in accordance with minority students' needs. At the same time, the grid manager will timely transmit the latest situation and progress to the corresponding minority students in the grid to realize the two-way information flow. Guidance and education can bring about self-management and service so that the goal of humanistic management can be realized. It can truly integrate the growth of minority students with the goal of campus development and construction, and form a characteristic minority student management mode with suitable management and humanistic care.

3.3 Constructing the Grid Management Mode is the Practical Need for Promoting the Precise Management and Overall Development of Minority Student

Grid management is based on big data. Through the three basic platforms regarding student basic information, dormitory management information and mental health information, colleges and universities give certain guidance and help in the daily management, study assistance, activity participation, communication and other aspects of minority students so that managers can better grasp the ideological change, learning condition, daily habits, and communication skills of students from different ethnic groups. On the foundation of three major data platforms, colleges and universities can build an integrated platform collecting the work data about minority students, and even utilize the grade management platform to grasp the difficulties that students may encounter during the learning so that timely and effective guidance can be provided for the minority students when they need to retake a course, conduct scientific research and participate in the academic competition.Based on data analysis, grid management continuously explores and utilizes big data for research, creating data models about study level, hobbies and personality characteristics from different dimensions and angles so as to describe minority students from the perspectives of knowledge level, learning competence, personal characteristics, psychological features and daily life. Thus, a "five-in-one" big data "student portrait" will take shape. Applying big data information in the talent management and cultivation process can make us not only grasp the student growth comprehensively and objectively, but also clearly understand the problem and difference between various minority students. As long as we can complete this, we can provide suitable management services for the target minority students, effectively improve the pertinence and effectiveness of minority management services, and also offer practical data and scientific decision support for the accurate management service.

4. Path Exploration to Implement Grid Management in Dealing Minority Student Affairs in Colleges and Universities

For a long time, Chinese government, followed by many colleges and universities, shows great importance to minority affairs and has gained a lot of experience and fruits. However, because of the arrival of the knowledge economy, the management model on college minority students need to be changed and innovated. Grid management, as the innovative management mode under the new context, brings opportunities for the management of minority student affairs in colleges and universities. Based on the application of grid management in urban communities, food safety, government governance, social management, judicial administration and other areas, this paper draws on the experience and methods of grid management to explore minority student affairs management and thus provide a new grid management service mode for minority student.

4.1 Innovative Management Mode Placing Minority Student Management at the Core of Gridding

By constructing the basic platform, colleges and universities create and set up a platform serving minority students, which combines and integrates the information of minority students so that the information resources of minority students can be utilized and given full play to the maximum extent. [4]As effective connection between different blocks is established, a minority student management and service mode, which is efficient and highly responsive, can be successfully set up.

According to relevant principles, such as "School and Class-Based", "Suitable Scale","Seamless Coverage" and "Dynamic Adjustment", while taking Southwest Petroleum University as an example, there are 269 minority students in different schools by the time of April 2017. Meanwhile, 16 colleges and 4 grades are divided into 64 grids, each of which covers 4 to 5 minority students, ensuring that all of them are positioned in the grid. And thus no matter viewing from the horizontal axis or the vertical axis, the minority student management system is well organized in the university. Eventually, a management system with the university (Minority Students Development Studio) as the first-level unit, each college as the second-level unit, each grade as the third-level unit, and the minority student as the fourth-level unit can be formed. The minority student grid management system is in the charge of Minority Students Development Studio, which means in details that members of the studio(grid manager) can manage the basic unit and give advice to the head teacher of the class in which the minority students study. This kind of grid division can clarify the specified responsibility of each block and each grid so that we can decompose the minority student management responsibility at each level and take practical actions.

4.2 Breaking down the Barriers of the College and Forming a Multi-subject Jointnomy Pattern

Previously, minority student information was usually managed by the person in charge of daily student affairs management in different colleges, and compared with those from Minority Students Development Studio, its information was relatively closed and asymmetrical. By constructing a grid-based management model for minority students, colleges and universities aim to break the boundaries between different colleges and different grades, and integrate minority students as a whole into the standard daily management. Under the leadership of the university (Minority Students Development Studio), an integrated management platform for minority students is established, as well an interactive mechanism between the university and the college, among colleges, between college and grade, between grade and the student, which is vertically and horizontally connected. This kind of new management mode, integrating the university guidance, college collaboration with grade allocation and class management, breaks the barriers among different units at all levels and strengthens communication and exchanges between students from different ethnic groups. Therefore, as this multi-subject jointnomy pattern is formed, we can truly realize the upward feedback and two-way interaction. Therefore, it is the ultimate goal of the social management system to achieve a cooperation mechanism in the interaction of diversified subjects and achieve a win-win situation for all parties.

4.3 Relying on the Management Platform to Provide Intelligent Information Service

Based on the extant student work information management platform and dormitory information service platform, colleges and universities should grasp the basic data of the minority students, build an "integrated" minority student information system so as to realize the information source haring of all minority students. [5]Units at all levels should strengthen horizontal information communication, improve management and service mechanisms, and deal with existing problems in a timely manner. The content of the minority student information system platform should include: firstly, establish a basic database for minority students, including information of their family members, performance records, etc., record and complete the information change in order to make sure that each minority student's information is real and effective. Secondly, establish a public opinion information platform for minority students, such as minority backbones group based on QQ, head teacher in charge, minority teachers, minority student development studio or others, so that we can comprehensively

understand the demands and provide suitable assistance. Thirdly, establish a minority student service information platform. The intelligent service system for minority student is built with the support of a large database, which can not only manage and maintain the basic information of minority students dynamically, but also help us understand the needs in multiple ways and find out problems as soon as possible so that we can give feedback and provide solutions in a timely manner.

Grid management is of great significance for strengthening the pertinence and effectiveness of minority student management services in colleges and universities. It is characterized with innovative scientific management methods, humanistic management concepts and precise management module revolution. The application of grid-based mode in managing minority student affairs in colleges and universities will enable the dissemination and sharing of information between classes, grades, colleges, and all levels, and thus enable rapid access to information and timely handling of student difficulties. Therefore, with this mode, we can truly make a more scientific, humanistic, dynamic and precise management mode for minority students into reality.

Acknowledgements

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