

Analysis of Information Leadership and Digital Campus Management Strategy

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ABSTRACT

In the information age, the development of schools needs to be integrated with information education, and the principal, as the leader of the school, has a positive significance for the development of the school. Therefore, in the process of school informatization development, principals should continuously improve their informatization leadership, and take digitalization as the guide to build schools, accelerate the construction and improvement of campus management, and then promote the school to continuously optimize the overall management and business processes under the immersion of digital culture. Based on this, this paper is based on information leadership and digital campus, and explores the way to improve the information leadership of principals based on the construction of digital campus.

1. Introduction

The development of the school needs to keep pace with the times, only in this way can the educational effect of the school be effectively improved, and the students' own thinking consciousness can be diverged, and then have a better development. Accordingly, as a leader, the principal should continuously improve his or her understanding of information technology, promote educational innovation and development, and improve the school's digital campus construction by comprehensively conceiving and planning for the future development of the school while improving his or her own information leadership.

2. Overview of information-based leadership and digital campus

2.1 Overview of information-based leadership

Information leadership is developed under the framework of industrial civilization leadership, and due to the deepening and expansion of people's understanding and research, people have more understanding, such as Carl Gary's understanding of principal's information leadership (see Figure 1), American scholars' information leadership structure of schools (see Figure 2), and British scholars' construction of school information leadership models (see Figure 3) ^[1]. At present, China's interpretation of

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information-based leadership is that it is a kind of ability in the category of “leadership”, a new vocabulary based on the expansion of “leadership”, and the ability of leaders to continuously improve their individual, group and organizational goals with the development of interests in the information age. It can be seen that information-based

leadership attaches importance to the effect of leadership behavior in the context of information-based information, and its effect is affected by factors such as leadership situation, leadership style and leadership skills, and the content of leadership is to guide leaders to use modern information technology to guide subordinates to achieve the established goals.

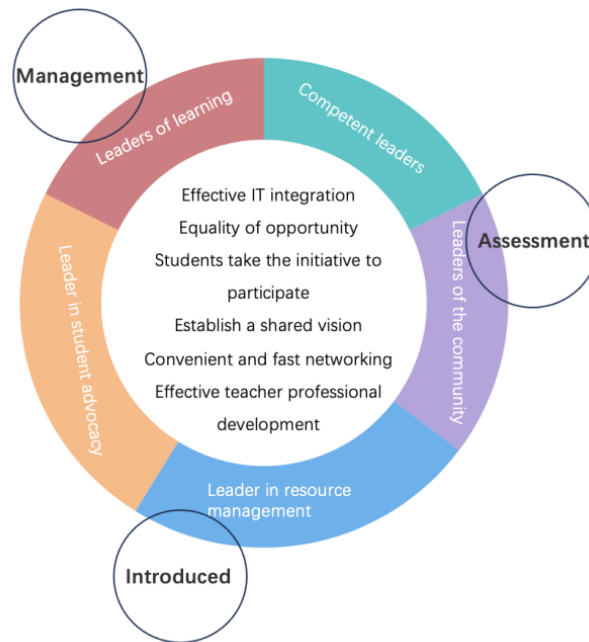


Figure 1. Carl Gary’s understanding of the principal’s informational leadership

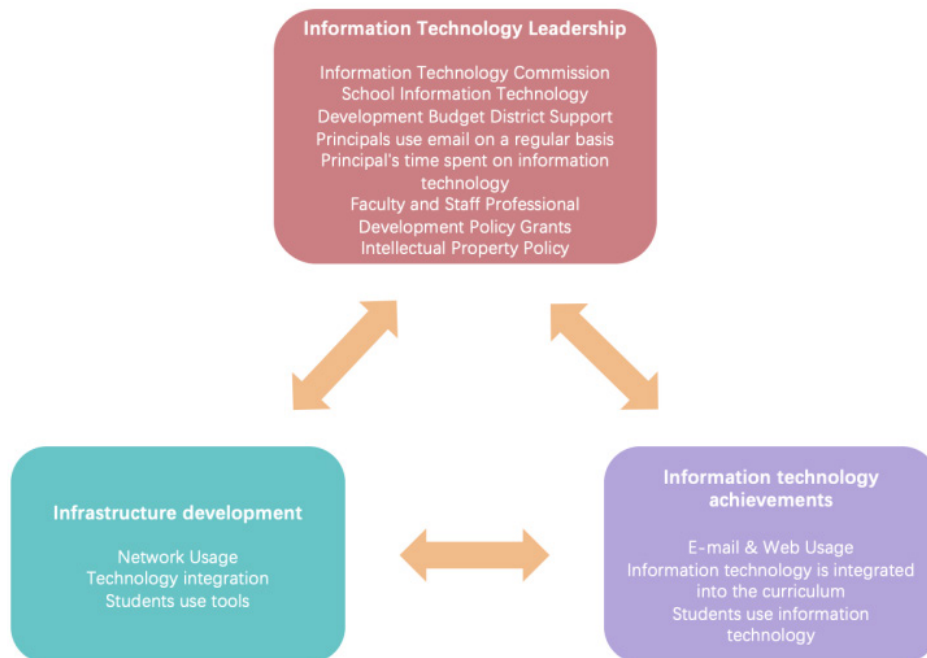


Figure 2. The structure of American scholars’ information leadership in schools

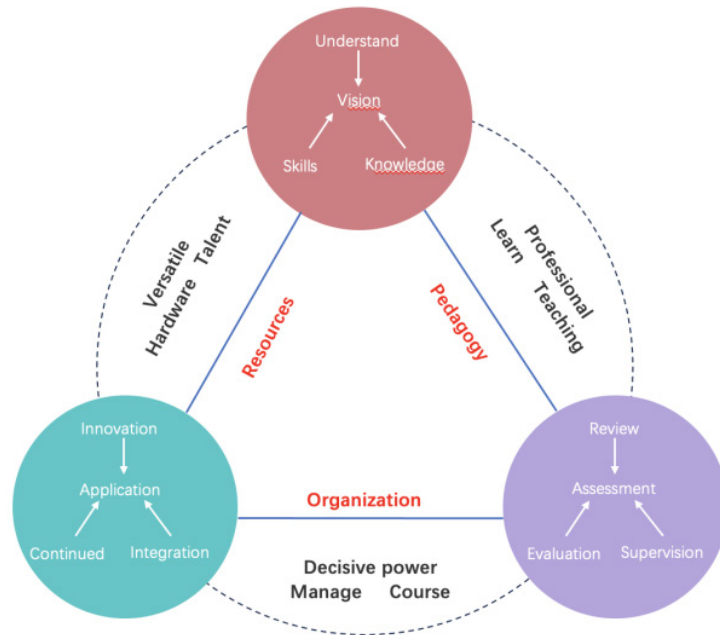


Figure 3. The construction of school information leadership model by British scholars

2.2 Overview of the digital campus

The construction of digital campus is produced in the context of informatization, which is a kind of synchronous development with contemporary information technology. The digital campus is based on the Internet, using modern information technology and technology, from the environment, resources to activities (including teaching, learning and management), services, office and other aspects of the campus digital development form, relying on the real campus, to establish a digital campus, expand the time and space scale of the real school, and effectively improve the teaching quality, scientific research and management level [2].

3. Analysis of the components of the principal’s information-based leadership

Regarding the cognition and understanding of various factors in the dynamic process of “education informatization”, there are differences in research methods and ideas among scholars at home and abroad. However, no matter which one it is, the views of Chinese and foreign scholars are worthy of our learning, so when systematically studying them, we should refer to the standards, compositional views, and structural models of foreign experts, and extract the constituent elements of the principal’s information-based leadership proposed in this study [3].

Through the coding and analysis of 28 first-level evaluation indicators covered in 6 professional specifications, 81 main dimensions mentioned in 14 main components,

36 important elements given by 7 structural models, and a total of 145 keywords, the main components of a principal’s information leadership ability are extracted through the coding and analysis of these keywords.

Table 1 The main components of principals’ information-based leadership

serial number	Free nodes	reference point
1	Informatization vision planning	21
2	Information management	18
3	Construction of information resources	16
4	Informatization awareness	11
5	Information literacy	11
6	Informatization knowledge and skills	10
7	Informatization evaluation promotion	10

The frequency of “reference points” from high to small is as follows: informatization vision, informatization management, informatization resource construction, informatization awareness, informatization literacy, informatization knowledge and technology, and informatization evaluation are important factors to promote the development of informatization. After that, we can adopt the Delphi method, and invite three domestic experts in teaching technology and three principals of grassroots schools to put forward their own views on the research results.

4. The way to improve the information leadership of principals based on the construction of digital campus

4.1 Optimize informatization, build and improve informatization platforms

4.1.1 Carry out the construction of the management platform

Through systematic management, the overall planning of the whole campus is more complete and scientific. The management platform realizes the comprehensiveness, transparency and standardization of daily management. The management platform promotes the focus of teachers to be clearer and more reasonable, so the construction of the management platform is scientific^[4].

4.1.2 Carry out the construction of the service platform

The principal of the school has the role of both administrator and service personnel, and to give full play to the leadership role of the principal, it is necessary to strengthen humane management to a greater extent. In the context of the digital campus, principals should transform their own awareness, continuously improve their information leadership, and give full play to their service functions to provide guarantees for the growth of teachers and students and the healthy growth of life.

4.1.3 Build a communication platform

The work of the principal is divided into multiple levels, such as communicating and liaising with higher-level leaders and experts, communicating with the heads of sister schools, social departments or professional departments at the same level, and communicating with school leaders, teachers, students, parents, etc. At this time, the principal is faced with all kinds of complicated things, and must reasonably arrange his time and energy in order to achieve the harmony and sustainable development of environment and development. The use of digital platforms makes multi-level communication between principals more efficient.

For example, to strengthen communication between schools. Isolation and self-discipline are not the characteristics of modern education, so in the information society, in order to cultivate open talents, it is necessary to have a good educational environment. In the process of building a digital campus, principals should gradually strengthen intra-school exchanges, learn from the good experience of each school, enrich their own school's existing teaching methods and teaching materials, and let the school grow in a green ecology.

4.1.4 Display platform

The digital campus promotes the all-round development of the school's students and shows themselves in an all-round way, and it is also a realistic, open and diversified education, which can better create a positive learning atmosphere, and is also the driving force for all students to forge ahead and climb new heights. The construction of the display platform can better show the achievements of school management, the comprehensive quality of teachers, and the development of students' personalities.

4.1.5 Supervision and evaluation platform

There is a close relationship between the management and evaluation of education, so in the process of digital campus construction, the supervision and evaluation platform should be appreciative to prompt the staff, parents and students to evaluate the deficiencies in education management and school development in a timely manner, and the principal should also actively absorb opinions and diagnose and improve the shortcomings in school development according to the evaluation, so as to improve the efficiency of school construction.

4.2 Empower smart education and implement the requirements of soul-building education

As an emerging form of education, wisdom education has great value and significance in realizing the basic goal of cultivating people with virtue in China. First of all, in the new era, informatization has had a huge impact on teaching, and a new teaching ecology has been continuously formed in the whole teaching activity to promote the transformation and innovation of smart teaching. Therefore, in the process of building a digital campus, principals should be student-oriented, pay attention to the combination of virtual and real, and implement a smart teaching model of collaborative education, openness, diversity, and data drive^[5].

Secondly, in the process of integration of information technology and society, the professional characteristics of education will become more and more obvious, and there are special education services in terms of technical level and teaching guidance, which is the key basis for supporting the ecological operation of smart education with the campus as the basic unit. As an important manager, the principal must break through the constraints of the instrumental rationality of technology, the traditional cognitive framework and the experience habits, and change from a shallow understanding of information technology and passive acceptance of technology to an active subject who actively adapts to information technology and seeks inte-

gration and innovation, so as to truly reflect the subjective value of education.

Finally, in order to truly implement smart education, it is necessary for principals to transform the original external information technology into internal motivation on the basis of abiding by the rules of education and teaching and the subjectivity of students, and improve the information teaching awareness of education employees, so as to provide a boost for the construction of digital campuses. At the same time, we will give full play to the wisdom of information leaders who are guided by smart teaching ideas, use smart technology as tools, and aim at integration and innovation, promote students' independent and personalized development, and provide services for lifelong learning systems.

4.3 Integrate the requirements of education and build high-level online teaching

First of all, a new type of online teaching mode should be constructed. The normalization of online teaching urgently needs to improve the information leadership ability of principals, and giving full play to their own information advantages plays a key role in promoting the construction of high-quality online teaching, so it is necessary to accurately understand the conflict and tension between technology and education. The principal is not only the builder of the online teaching platform, but also the provider of teaching resources, the reinventor of education management, the leader of improving the information quality of students, the innovator of teaching evaluation, and the organizer of providing professional teaching services for students.

Second, online teaching expands the time and space of traditional campuses, promotes the improvement of information literacy for all, develops educational technology tools, deeply integrates information technology and curricula, and provides the possibility of future digital citizens. In order to provide a strong guarantee for online education as a normal education, to achieve the purpose of education, and to innovate and optimize the learning environment, learning equipment, learning platform, learning needs, teaching methods, and teaching resources, enhance the humanized care for digital teaching, and strengthen

the construction of moral standards for the use of science and technology.

5. Conclusion

All in all, the development of education in the new era needs the blessing of information technology, and the principal, as the helmsman of the school's development, should make a comprehensive plan for the development of the school in the collision of traditional thinking and information thinking, look at the development and change of new things with an inclusive attitude and appreciation, and accept the development of things, so as to promote the improvement of their own information management capabilities, and provide a boost for the development of the school's modern characteristics and the construction of a digital campus.

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