The Promoting Role of Campus Culture Construction in Educational Leadership and Management

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Abstract: Campus culture is a material and spiritual wealth created jointly by teachers and students in universities, which includes two aspects: the natural environment and the humanistic environment of the campus. The construction of campus culture aims to create a vibrant and positive cultural atmosphere, guiding students to establish correct worldviews, outlooks on life, and values, and to form good moral qualities and healthy and upward personalities. The current reform of higher education in China is deepening, and campus culture construction, as an indispensable and important component of the school's development strategy, plays a pivotal role in the overall work of the school. Therefore, strengthening campus culture construction is an inevitable requirement for achieving comprehensive development of students. This article mainly introduces the construction of campus culture, analyzes the promoting role of campus culture in educational leadership and management, and explores optimization strategies for achieving the integrated development of the two, for reference.

Introduction

Campus culture is an organic combination of school philosophy culture, material culture, behavioral culture, institutional culture, etc. Campus culture is the cultural and historical accumulation of a school, with rich connotations, extensive extensions, and diverse forms. Educator Tao Xingzhi has a brilliant explanation: "If education can create culture, then it can create people; if it can create people, then it can create a country." In Tao Xingzhi's view, people are the result of cultural influence, and this culture requires education to create. It can be seen that education itself must be a type of culture, and education should also develop and innovate culture; The creation of culture through education is the foundation of educational power.

1. Overview of Campus Culture Construction

Campus culture refers to the unique cultural ecological environment formed by various cultural phenomena with the school as the main body, including the sum of material culture, spiritual culture, institutional culture, and behavioral culture. Broadly speaking, campus culture is a complex system composed of many elements, including campus material culture, campus spiritual culture, campus institutional culture, campus behavioral culture, and many other aspects. Narrowly speaking, campus culture is a special cultural form that mainly refers to various ideological concepts, values, behavioral norms, rules and regulations, living habits, customs, organizational structures, and interpersonal relationships formed in school education and teaching activities.

From a specific connotation perspective: firstly, the combination of traditional culture and modern civilization in universities; Secondly, the integration of university spirit and humanistic care; The third is the harmony between individual and group development of students; The fourth is the unity of quality cultivation and personality promotion; The fifth is the mutual promotion between a learning oriented campus and the cultivation of innovative talents. These basic characteristics reflect the essential attributes and functions of campus culture. Therefore, it is necessary to grasp the construction of campus culture in the overall reform and development of higher education, actively construct a "people-oriented" education model, build a campus culture with distinctive characteristics, strive to improve students' comprehensive quality, and fully play the important role of universities as talent cradles.

Campus culture plays an irreplaceable role in educating and nurturing college students, and strengthening the construction of campus culture in universities must follow certain principles.

Firstly, we must adhere to the principle of putting people first, respect the subject status of students, and stimulate their enthusiasm, initiative, and creativity; Secondly, we must adhere to the guiding role of advanced culture, enriching the spiritual and cultural life on campus while enabling students to grasp correct ideological concepts and value orientations; The third is to adhere to the principle of integrating the construction of campus spiritual culture and material culture, arming people with scientific cultural theories, educating people with lively practical activities, and organically combining spiritual culture with material culture to promote each other; The fourth is to adhere to the principle of combining inheriting excellent traditions with drawing on foreign experience, based on the actual situation of our school, while also looking to the world, learning from others' strengths, and constantly innovating; The fifth is to adhere to the principle of system construction and key construction, pay attention to the coordinated development of various aspects of school construction, and achieve overall promotion; Sixth, we must adhere to curriculum construction as the carrier, with classroom teaching as the main battlefield, to achieve comprehensive and all-round education for all; Seventh, we must adhere to the correct handling of the relationship between the leading role of teachers and the main role of students, and give full play to the important role of teachers in campus culture construction.

2. The Importance of Campus Culture Construction for Educational Leadership and Management

（1）Optimize the educational environment and atmosphere

Campus culture construction is a long-term comprehensive work that involves various aspects of the school and requires careful planning, meticulous design, and reasonable layout. When carrying out campus culture construction, it is necessary to construct the overall environment of the school, from material culture to spiritual culture, and make reasonable plans, so that students can learn and grow in a good environment. For teachers, in the daily teaching process, they should make full use of various resources in the school, enrich educational and teaching content, strengthen campus humanistic construction, build harmonious teacher-student relationships, improve students' comprehensive quality, and promote the scientific development of the school.

（2）Enhance the level of educational management

The development of schools cannot be separated from scientific and democratic management models. Therefore, in order to improve the management level of schools, it is necessary to fundamentally transform traditional management concepts and ways of thinking, and constantly innovate and improve the education management system. In the construction of campus culture, its educational function should be fully utilized, students' subject consciousness should be strengthened, and they should be able to actively participate in the construction of campus culture to enrich the cultural connotation of the campus. In addition, a variety of cultural activities can be carried out to enhance students' overall quality, create a healthy and positive campus atmosphere, and thus achieve the cultivation of good qualities in students.

3. The main obstacles faced in the process of campus culture construction

（1）Lack of awareness and understanding

The obstacles and constraints that campus culture faces in its development ultimately stem from the backwardness of people's ideological concepts. Currently, there are widespread issues in Chinese universities such as unclear understanding and insufficient emphasis on campus culture construction. The main manifestation of this is that many university leaders lack accurate grasp of the connotation and value of university spirit and culture, and do not regard cultivating university spirit as the core content of campus culture construction. This has led to misunderstandings in campus culture construction and is not conducive to the comprehensive improvement of college students' quality.

In recent years, with the rapid expansion of China's higher education scale and the continuous improvement of its educational level, the campuses of many universities have undergone earth shaking changes. At the same time,

facing the impact of the market economy trend, some schools have become restless and eager for quick success and instant benefits, pursuing fame and fortune. These negative factors have seriously affected the healthy development of campus culture and caused many confusion among teachers and students.

（2）Insufficient resource investment

Shortage of resources is a common problem in Chinese universities. As a populous country with the largest number of universities and students in the world, there is a significant gap in funding and hardware infrastructure construction compared to developed countries, which has become an important factor restricting campus cultural construction.

On the one hand, the school has always implemented a policy of "neglecting humanities" in its development process, focusing limited resources mainly on teaching and research work in science majors, while neglecting support and construction for humanities majors. Due to a severe lack of funding for discipline construction, liberal arts departments are unable to carry out large-scale academic exchange activities, let alone undertake various training tasks; On the other hand, the school also lacks sufficient investment in material and cultural construction, and the collection of books in the school library is far below the per capita standard set by the Ministry of Education. All of these factors make it difficult to meet the requirements for books, materials, equipment, and facilities needed for campus cultural activities.

（3）Poor management and execution

The construction of campus culture is a systematic project, and its effectiveness cannot be achieved overnight. At present, some schools lack sufficient management and execution in this work. For example, in terms of institutional construction, there is no systematic and comprehensive set of rules and regulations for campus culture construction, and there is no clear requirement for the behavioral norms of all teachers and students in the school; In terms of activity development, there is a lack of activity content and forms tailored to the characteristics of different student groups, and many activities remain superficial without delving into the inner world of students. In addition, some systems are shelved after being introduced, lacking inspection and supervision, resulting in some systems not being effectively implemented, and some even being virtually non-existent. Due to the lack of necessary coordination and communication mechanisms among school management departments, as well as a lack of interaction between departments, many tasks are difficult to carry out. At the same time, departments often only focus on results and neglect the process when it comes to the work they are responsible for, and sometimes there may be a phenomenon of shirking responsibility.

（4）External environmental impact

To carry out rich and diverse cultural activities, schools must have a relatively stable and comfortable learning and working environment. With the rapid development of the social economy and the continuous acceleration of the pace of life, people's pressure is increasing and competition is becoming increasingly fierce. In this situation, many people experience psychological imbalance, lose their peaceful mindset, find it difficult to control their emotions, and often exhibit unhealthy words and actions. In addition, due to the influence of traditional concepts, some students believe that college students should study seriously, "ignore things outside the window", be indifferent to what happens outside the school, and turn a blind eye to some uncivilized social phenomena. Some students still regard surfing the internet as a form of leisure, often staying up all night without rest, seriously affecting their normal learning and life. These unhealthy practices pose significant challenges to the construction of campus culture, putting the school's campus culture construction under great test.

4. Optimization strategies for the integration and development of campus culture construction and educational leadership management

4.1 Strengthen the awareness of campus culture construction

(1) Enhance students' sense of belonging

Firstly, carry out mental health education activities. Organizing mental health education activities such as "psychological lectures" and "psychological counseling" can help students better understand their emotional state, learn how to control and regulate their emotions, enhance their self-awareness, and promote communication and exchange between teachers and students, creating a good educational atmosphere.

Secondly, provide personalized teaching services. Provide targeted teaching services based on the actual situation of each student, ensuring that each student can receive suitable development opportunities. At the same time, specialized tutoring courses can be set up to provide support and assistance to students with learning difficulties, enabling them to better adapt to the learning environment and improve learning efficiency.

(2) Building a harmonious campus atmosphere

In the process of campus culture construction, attention should be paid to optimizing the living environment for students, so that they can have a good learning atmosphere. Schools should attach great importance to the education of students' mental health, pay timely attention to their psychological state and changes, strengthen communication and exchange with parents, understand their actual needs, so as to carry out targeted work and avoid students' psychological problems. At the same time, schools should also establish psychological counseling groups to regularly provide psychological counseling to students, and combine current hot events in society to help students establish correct values and outlook on life, so that students can form good personality qualities. This not only helps promote students' growth and development, but also creates a harmonious and democratic teaching atmosphere for the school, thereby promoting the overall development of the school.

4.2 Increase resource investment and guarantee

Campus culture construction is a systematic project that requires the joint participation of school leaders, teachers, and students. However, in practical work, many schools only focus on the investment of material resources and neglect the construction of human resources, resulting in unclear effects of campus culture construction and affecting the improvement of students' quality. Therefore, in order to fully leverage the educational role of campus culture construction, it is necessary to increase investment in talent resources and build a high-level teaching staff. Firstly, school leaders should attach great importance to the construction of campus culture, regard it as an important means to promote the comprehensive development of students, continuously increase resource investment, improve school conditions, and provide strong guarantees for the construction of campus culture; Secondly, strengthen the construction of the teaching staff by regularly conducting training activities, organizing study tours, and other means to enhance teachers' understanding of the connotation and value of campus culture, and stimulate their enthusiasm and motivation to engage in campus culture construction; Finally, encourage students to actively participate in various cultural and artistic activities, such as cultural performances, calligraphy and painting competitions, etc., so that they can appreciate the charm of campus culture in practice and cultivate good behavioral habits.

Strengthening campus cultural construction is not about increasing the school's hardware facilities or updating the campus environment, but about enhancing students' awareness and recognition of socialist core values through diverse cultural activities. Therefore, when carrying out campus culture construction, we should start from the actual situation of the school, fully consider factors such as the local economic development level and the scale of the school, based on scientific and reasonable planning, organically combine "teaching" and "education", build a campus culture system around ideal beliefs, moral cultivation, moral norms, aesthetic taste, etc., and carry out various forms of campus cultural activities according to students' age characteristics and interests, effectively improving students' cultural literacy and spiritual outlook. In addition, we must adhere to the principle of "everyone participates" and encourage students to actively participate in various campus cultural activities, allowing them to experience the charm of campus culture through participation and truly achieve the effect of integrating education with entertainment.

4.3 Improve management and execution mechanisms

In order for a school to stand firm in fierce competition and achieve sustainable development, it must carry out scientific and effective management. The school's educational philosophy, educational philosophy, educational goals, and quality concept need to be reflected through institutionalized forms and form internal consistency. If there is no institutional guarantee, the daily operation of schools will be greatly affected, and even fall into chaos. Therefore, establishing a scientific management mechanism is one of the important means to improve the level of campus cultural construction.

For example, goal oriented goal management emphasizes the five stages of planning, organizing, implementing, inspecting, and improving, and considers decision-making as a fundamental aspect of goal management; Project oriented project management measures the work performance of project managers based on the success or failure of the project; Responsibility oriented responsibility management focuses more on issues within the scope of responsibilities, namely 'what should I do'; Problem oriented problem management focuses on solving problems, seeking the best solutions or countermeasures, and so on. From this, it can be seen that in order to fully utilize various management models, it is necessary to first understand their inherent logical relationships in order to accurately choose the appropriate management model.

Similarly, from the above three management models, it can be seen that they are all centered around goals, or rather, they are all centered around goals. School management is no exception, but when formulating the overall plan of the school, more emphasis is placed on researching and demonstrating the goals. Therefore, at the beginning of establishing school management, the school's goals should be taken as the starting point for formulating various rules and regulations. At the same time, existing rules and regulations should be revised according to the actual situation of school development, so as to adapt to the needs of school development in the new situation. Of course, having a sound system is not enough, there must also be strict enforcement mechanisms. Otherwise, even the best system cannot guarantee the final implementation.

4.4 Strengthen the synergy between external environment and internal mechanisms

Campus culture is an intangible asset, spiritual wealth, and the soul of a school, playing an important role in guiding direction, uniting people's hearts, cultivating sentiment, shaping image, and so on. At present, Chinese universities are in a transitional period from scale expansion to quality improvement. How to deepen the construction of campus culture, continuously enhance the influence, cohesion, and competitiveness of campus culture, and promote the development of connotation, characteristics, and innovation of schools has become an urgent problem to be solved on the front line of higher education. At present, the construction of campus culture in most universities is mainly reflected in the construction of campus environment, including landscape layout, signage, architectural design, etc., which basically covers the content from the material level to the spiritual level. To solve the above problems, it is necessary to fully consider the synergistic relationship between the external environment and internal mechanisms, and achieve the organic integration of the two by improving external environmental conditions and optimizing internal mechanism construction. From a macro perspective, the government needs to improve relevant policies and regulations, clarify the guiding ideology, target tasks, evaluation standards, and guarantee measures for campus culture construction, and provide necessary institutional support for campus culture construction; At the same time, it is necessary to establish and improve the organizational structure for campus culture construction, and allocate specialized personnel to be responsible for campus culture construction work; In addition, universities should be encouraged to actively explore new models of campus culture construction and timely summarize successful experiences for promotion and application.

5 Epilogue

In summary, campus culture is a concentrated reflection of the school's spiritual culture and an important driving force for promoting the sustainable development of the school. Therefore, as a teacher, we must attach great

importance to the construction of campus culture, based on the reality, guided by the scientific development concept, combined with the actual situation, and based on the characteristics of our school, formulate a campus culture plan that is in line with our own development. Teachers should change their previous mindset of "emphasizing teaching books over nurturing students", fully leverage the role of campus culture in education and teaching, and help teachers and students establish correct values, so as to promote schools to achieve better results.

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