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On the Integration of the Concept of Aesthetic Education in the Management of College Education in the New Era

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Abstract: In the context of the new era, as the main position of cultivating high-quality talents, the education management of colleges and universities is particularly important. Confucius once said: "Flourish in poetry, stand in ceremony, and become happy", which not only reveals the important role of aesthetic education in personal growth, but also provides valuable inspiration for modern education management. This paper integrates the concept of aesthetic education into the education management of colleges and universities, aiming to explore its significance for changing the traditional management model, improving the comprehensive quality of students, and promoting the improvement of education management. Through multi-dimensional strategies such as strengthening the awareness of aesthetic education, promoting aesthetic education, strengthening the construction of teaching staff, and building campus culture, this paper tries to construct a college education management model based on the concept of aesthetic education, so as to promote the all-round development of students and improve the scientificity and effectiveness of college education management.

Keywords: New Era; Higher Education Management; Aesthetic education concept; Into

Aesthetic education is an important part of quality education, with the characteristics of image, art and non-utilitarian, and its integration into the education management of colleges and universities can change the traditional authoritative and leading management mode of colleges and universities, and form a flexible management model. Early aesthetic education can be traced back to Confucius's aesthetic education concept in the pre-Qin period, and at the same time, the main function of aesthetic education is to cultivate students' sentiments, improve students' humanistic qualities, and cultivate students' aesthetic concepts. Therefore, administrators should pay attention to the role of aesthetic education in the development of students, integrate it into the daily education management work, and ensure the development of students' cognition, thinking, values and emotions.

1. The background and challenges of the current education management in colleges and universities

The general secretary pointed out: "It is necessary to comprehensively strengthen and improve aesthetic education in schools, complete and match aesthetic education teachers, insist on educating people with aesthetics and culture, and improve students' aesthetic and humanistic qualities." "As an important carrier of aesthetic education, school art classes are conducive to cultivating young people's artistic hobbies, improving artistic accomplishment, and promoting all-round development. As early as 2002, the Ministry of Education issued the "National School Art Education Development Plan", which pointed out that colleges and universities attach importance to aesthetic education, promote quality education through this means, and promote the comprehensive, coordinated and healthy development of students. At present, colleges and universities across the country have generally opened public art courses with different characteristics. How to start a good art course requires continuous exploration and continuous improvement. However, in the wave of quality education in the new era, the education management of colleges and universities still faces many challenges. The shackles of traditional education management ideas and models lead to colleges and universities tending to special management, collective education and extensive management, and the management process is one-way and ineffective, making it difficult to achieve the expected goals, which in turn affects the quality of talent training. The specific problems are as follows: due to the influence of the traditional school-running mode and educational philosophy, the education management of colleges and universities focuses too much on moral and intellectual education, and ignores the importance of aesthetic education and labor education; At the same time, colleges and universities have insufficient systematic understanding of education management, lack of multi-departmental and multi-level coordination, as well as effective investment of funds, technology and resources, resulting in an unsound organizational system and untimely supervision and assessment, which seriously affects the implementation effect of education management. In addition, the

teaching ability of teachers of various subjects is insufficient, especially the lack of responsibility of class teachers and counselors, and the management ability is low. At the same time, the existing education management work of colleges and universities has the characteristics of authority and leadership, which leads to students' disobedience to management, and the rigidity of teacher-student relationship, which cannot reflect the interest and experience of education management

2. The integration of the concept of aesthetic education in the management of college education in the new era

With the progress of society and the continuous expansion of the subject knowledge system, the traditional concept of aesthetic education can no longer fully meet the diverse needs of contemporary students. Therefore, counselors need to update the concept of aesthetic education to better meet the requirements of the times, motivate students to actively participate in the practice of aesthetic education, and then cultivate their aesthetic sentiment and innovation ability. First of all, it is necessary to go beyond the limitations of traditional categories such as art and music, and integrate aesthetic education into the comprehensive quality education system, as a key way to promote all-round development. Counselors should change the previous concept of focusing on knowledge transfer, regard aesthetic education as an effective way to cultivate students' aesthetic taste and creativity, pay attention to individual differences, and pay attention to the exploration of students' potential in multiple fields, so that aesthetic education can effectively become a platform to promote students' all-round growth.

2.1 Strengthen awareness of aesthetic education

As a key element of all-round development, the concept of aesthetic education provides a new perspective and ideas for the management of college education. Through the edification of aesthetic education, students can cultivate artistic sentiments, noble morality, correct three views and aesthetic ability, and then enlighten wisdom and stimulate creativity. Therefore, education managers should deeply understand the value and connotation of aesthetic education, and establish an all-round development education concept based on the concept of aesthetic education. Specifically, it is necessary to improve the status and proportion of aesthetic education in quality education, effectively integrate it into the education of various disciplines, and give full play to the role of aesthetic education in improving students' aesthetic creativity, shaping personality and cultivating temperament. At the same time, teachers should actively learn new knowledge and improve their own artistic literacy, especially class teachers and counselors should play an exemplary role, influence students through subtle influence, and actively carry out practical activities, such as class meetings, collective activities, etc., to infiltrate the elements of aesthetic education and strengthen the awareness of aesthetic education for all employees.

2.2 Promote aesthetic education

If colleges and universities want to truly integrate the concept of aesthetic education into education management, they need to build a multi-level and dynamic aesthetic education management system. Overall planning, scientific deployment, determine the overall goal and strategy, scientifically divide each responsible body, clarify responsibilities and scope, and do a good job in the connection of various links and nodes. And integrate resources, form a joint force, realize the combination of financial, human and material resources, and promote aesthetic education as a whole. In this process, colleges and universities should deeply interpret the national education guidelines, policies, and relevant documents on aesthetic education, and formulate aesthetic education programs and plans in line with their actual conditions on the basis of the fundamental task of establishing morality and cultivating people according to the requirements. And scientifically arrange various tasks, ensure that all departments and personnel coordinate and promote, implement from multiple angles, strengthen the supervision and management of the whole process, multi-dimensional evaluation, find out the problems in a timely manner, optimize and improve the work of aesthetic education, and improve the efficiency of education management.

In addition, colleges and universities can start from many aspects such as education and teaching, student life, faculty, logistics support, interdisciplinarity, mental health and other aspects in daily education management, highlight the humanistic, image and long-term characteristics of education management, scientifically lead the value orientation of education management, and form a humanized and refined management model. In the process of management, we pay attention to cultivating students' good life and student habits, strengthen students' ideological identity and value identity, shape students' good personality quality, highlight the humanistic spirit of education management, and improve the quality of education management

2.3 Faculty construction

If colleges and universities want to promote the integration of education management and aesthetic education, they also need to play the role of teachers, strengthen the construction of teachers, and cultivate a group of excellent managers, which can be carried out from the following aspects: educators should conduct in-depth research on aesthetic education courses, improve the curriculum system, innovate education methods, and conduct practical ability and skill training based on students' career planning and future development to ensure that students

meet the requirements of career development. Educators should actively develop aesthetic education courses, update the knowledge system, strengthen cooperation with subject teachers, deepen the practice of aesthetic education through various appreciation courses, new media courses, etc., and improve the level of education management.

3. Concluding remarks

To sum up, as an important position for educating people in the new era, colleges and universities should shoulder the responsibility and mission of educating people, do a good job in education management based on the requirements of education, give full play to the role and value of education management, and promote the comprehensive implementation of talent training. In the daily education management, colleges and universities should deeply analyze the existing problems, actively integrate advanced aesthetic education concepts, increase the proportion of aesthetic education and other auxiliary education, implement the basic requirements of quality education, and improve the artistry and interest of education management. Through aesthetic education, we will create a good spiritual environment for the growth of students, the development of teachers and the education work, improve the education management level of the school, and contribute to the cultivation of socialist builders and successors with all-round development of morality, intelligence, physical fitness, aesthetics and labor.

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