Problems and Countermeasures of University Management of Personage Archives in the Horizon of Campus Culture

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Abstract

The management of personage archives is one of the important work of university archives departments serving for campus culture construction. By defining the concept of the management of personage archives and its difference from personnel archives and working archives in the universities, this article analyzes the problems in the management of personage archives and proposes appropriate countermeasures in view of campus culture.

Key words: Campus culture; The management of personage archives in the universities; Archives management

INTRODUCTION

As the real record of various works of the country and conditions of people's life, archives is an important basis for the promotion of the state's scientific development as well as safeguard national and people's fundamental interests, which is an indispensable basic work. (*"Opinions on strengthening and improving the archives work under the new situation"*) Since the beginning of the 21st century, the Nation's Archives has entered a rapid development period, and the university archives cause has also ushered in Leaping Development. In the continuous development process, the university archives work is no longer confined to carry out archives using service passively, but initiatively moves from behind the scenes to foreground. The university archives work began with the function of cultural convey and innovation, and carry out the construction of the university history culture with the continuous expansion of archival resources to work for Construction of Campus Culture in the university. The management of personage archives in universities with great research value of the university history gets more and more concern and attention in this situation.

1. CONNOTATION OF THE MANAGEMENT OF PERSONAGE ARCHIVES IN UNIVERSITES

1.1 Concept of the Management of Personage Archives in Universities

The management of personage archives is also known as management of celebrity archives, which can be traced back to the year of 1984, when Nanjing University Archives collected and set up "General Celebrity Archives". After review of relevant literature, it is found that descriptions of concepts related to the management of personage archives are not much, and the definition is vague. Therefore, according to the existing interrelated thesis and actual work, the author believes that the management of personage archives is to work better for university campus culture construction, relying on the platform of archive administration to make collections, settlement and development of files and materials in the form of various vectors, which come from university management staff, teaching or research staff, students or alumni and logistic personnel in their activities

like teaching, research, Party and Administration, the university life, logistics management and social activities.

1.2 The Difference of Management of Personage Archives Between Personnel Archives Management and Working Archives Management

1.2.1 Different Requirements for Archives Management

The management of personage archives is to be managed with the requirements in accordance with the Central Ministry of Organization and the National Archives Bureau, therefore, its confidentiality is relatively high and the management is very strict. Moreover, as the management of personage archives and working archives do not belong to one of the 11 categories in Measures for archives of colleges and universities issued by Ministry of Education and State Archives Bureau in 2008, therefore, the management of personage archives and working archives can be carried out according to the university regulations. Due to the fact that their confidentiality is relatively low, their management is relatively flexible.

1.2.2 Collection Objects and Collection Range Are Different

Personnel archives aims at the university faculty or all students in the university, ranging from Curriculum Vitae, Performance Management Form, education background, Post Employment and party and club materials, etc., while working archives mainly covers all teachers and professional and technical personnel, ranging from levels of individual knowledge, scientific research, etc.. The management of personage archives aims at the university and students in the university who are selected according to certain standard, so its range is relatively wide. As long as various types of materials related to the object are valuable and could reflect people 's life, working spirit and details, they can be used as personage archives.

1.2.3 The Roles Are Different

College Personnel Archives is mainly used for evaluation, appraisal and engagement work of the university staff as well as rewards and punishment record for students, while working archives mainly reflects professional technical personnel and work performance of teachers and professionals, providing academic information and making a rational use of personnel and so on. Management of personage archives pays more attention to demonstration and encouragement for the university staff and students and ultimately enhances the soft power of campus culture construction (Ding, 2009).

2. PROBLEMS IN THE MANAGEMENT OF PERSONAGE ARCHIVES IN THE HORIZON OF CAMPUS CULTURE

2.1 The Management Department of Personage Archives Pays Not Enough Attention to the Cultural Values of the Management of Personage Archives

As a teaching aid unit of the university, management department of personage archives has long been to follow the requirements of the higher authorities to carry out more than 10 categories of archives management. Traditional archives management is more for the reference and utilize of teaching, research, etc.. However, the management of personage archives is different, which mainly serves for university campus culture, but many college archives management do not fully understand this point and do not want to carry out this work. According to the incomplete statistics of college website information, in 148 "985" and "211" key universities, there are 42 universities carrying out the management of personage archives and publishing relevant information, only 22 universities can occupy in the construction of campus culture. In the author's opinion, the main cause is that the management department ignores its own cultural functions, not putting enough emphasis on the management of personage archives. They do not fully combine management of personage archives and campus culture to play its real value, which takes challenges to the management of personage archives in ideology (Xu, 2008).

2.2 Status of Archivists Is Difficult to Meet the Special Needs of Management of Personage Archives

In the process of the management of personage archives, each phase and each step is inseparable from participation of archivists, and as a Special Subject Archives, which is different from other archives, university personage archives has undergone great changes in management: archivists are no longer passively receive archives but actively collect archives; archivists collected not only the ordinary paper materials, but also archives which require post processing, like photographs, interview recordings, captured video and other types of materials; personage archives after processing is not only satisfied the ordinary need for reference, but also plays its cultural value with editing and studying. The changes propose higher requirements for archivists: they should not only master the basics of archives management, but also need to have more of other skills and knowledge. But the actual situation is not optimistic: On the one hand, it is difficult for management department to retain appropriate people, on the other hand, the unreasonable structure of existing

archives team leads to fewer people capable of this work. This takes challenges to the management of personage archives.

2.3 Insufficient Propaganda of the Management of Personage Archives Serving for Campus Culture Construction

From within, the management of personage archives needs investment of management fund, custody environment improvement as well as research team formation. From the outside, it depends on the implementation of relative system in the university and coordination of work between departments. These above are inseparable from the support of the university leaders as well as the recognition of staff, students and alumni. For a long time, archives management department do not pay attention to propaganda of the work carried out and their achievements, which leads to insufficient recognition of work of management of personage archives from the university staff and alumni, so that it makes the "celebrities" in the collecting range think that these things are my own, and it is not necessary to give to the university archives department; if donated to the archives department, it would just save it and do nothing for the university with these archives...... and so on. These misunderstandings are absolutely inseparable from the omission of archives department, but more out of their insufficient publicity work and the bad public image is not conducive to personage archival work, and more detrimental to its participation in campus culture. Thus these take challenges of service level to the management of personage archives.

2.4 Low-Level Informationized Management of Personage Archives in Universities

In recent years, colleges and universities gradually attach more importance to the management concept of principle-based college, which to some extent puts forward the information construction of college archives. But as for college personage archives management, its informationization level is still a little lower than that of general archives management. This mainly express in the following aspects: Many colleges have not established detailed machine-readable catalogue for personage archives; relevant software for the management of personage archives, and deep-level development and use without taking full advantage of informationization. The author has made researches about archives in 10-odd colleges in Chongqing, Beijing, Shanghai, etc, which own personage archives management and the author found that there are less than 33.3% relevant management softwares used for personage archives management, while over 90% college archives own general archives management softwares; what's more, there are less than 20% college archives that have carried out digital machining of personage archives management, while the number of that for general archives is over 70%. From these data, we can see that the level of informationized college personage archives management is not high.

3. COUNTERMEASURES OF THE MANAGEMENT OF PERSONAGE ARCHIVES IN THE HORIZON OF CAMPUS CULTURE

3.1 Chang the Ideas of Archivists and Universities' Leaders

In order to change the current situation that the personage archives are neglected, it requires to affect two groups of people, one group is archivists, the other is the university leaders. From the perspective of archivists, you can use a variety of ways to change their ideas: First, invite some peer experts at the university to make reports and use abundant case analysis to eliminate some bad ideas of archivists. We can use the psychology of "All his geese are swans" to make them realize that though personage archives are their achievement. It is also the valuable treasure of universities, research and development needs everyone to participate, and so on. Second, take advantage of learning opportunities to send the university archivists to other colleges and universities to exchange experiences, broaden their horizons, then their minds would be changed accordingly by such influences. Third, advertise achievements of archivists have made to let archivists feel the accomplishment of involved in the construction of the campus culture actively, to mobilize their enthusiasm and to eliminate their mentality of "Feeling ashamed of one's inferiority". Change of minds makes archivists passionate and powerful, and will come out a different way to survive and develop in the service activities of campus cultural construction.

From the perspective of the university leaders, the archives administration department can seize the opportunity to find highlights of work for the management of personage archives in campus cultural construction in the university, leading archivists to make some influential achievements approved by university leaders, then university leaders realize the importance and value of archives, so that in the construction of the campus culture, the university would firstly think of archives administration department as well as the precious objects in collections and the work done by archives department, promoting the status of archives work in the university and thus lay a solid foundation for further smooth development of mass collection and utilization of personage archives.

3.2 To Improve the Overall Quality of Archivists With the Variety of Ways

Archivists are one of the key figures in management of personage archives. The author thinks there are two

ways to solve the problems encountered in management of personage archives. First, to attract the talents they need to join in the archives management by a variety of ways: Firstly, management department of personage archives can apply to universities for some policy supports to improve the economic benefits of archivists to attract talent to join; secondly, in order to retain talents, management department can create some opportunities for people to display their talents so that there would be further to promote. Second, to improve the overall quality of the archivists by a variety of incentives. Firstly, the archives management department can assign archivists to universities which carry out better work in archives management to communicate, so that the archivists can be aware of the gap and actively improve their overall quality. Secondly, archives management department can provide archivists some specific training to improve finally be qualified for management of personage archives. Thirdly, the archives management department can develop some of the incentive system, such as by economic incentives to adopt project contracting to arouse the enthusiasm of archivists and to promote the improvement of their overall quality.

3.3 Strengthening Public Relations, Promote Better and Faster Development of Management of Personage Archives

The so-called public relations is a series of scientific policy and actions taken by an organization in order to achieve its mutual understanding between the public, establish a good image among the public and get the common interest as well as analyzing and processing a variety of internal and external relations of their own. (Xu, 2008)

Management of personage archives is also the same. In order to better carry out this work, the archives administration department could strengthen public relations from three aspects, gradually changing its image in the public and thus achieve win-win situation. First, the archives management department can take the initiative to go out, learn the construction of campus culture content from the relevant functional departments, rationally use personage archives to make some "bright spots", so that the university leaders and functional departments would be willing to advertise the work of archives management in public as well as the achievements, gradually transfer the opinions of people on management of personage archives. Second, archivists can get to know the condition of well-known alumni of the university and famous professors, actively visit to communicate with them, try the best to help them complete some unrealized wishes, so that they could feel the sincerity of archivists. This not only makes them willing to donate their treasures, but also help propaganda and expand influence with the aid of their power to, which promotes the integration of the "Archivist" and "manager" to a great extent. Third, archives management department can also take advantage

of the university's bulletin boards, newspaper, radio, campus network and other publicity media to rationally advertise the developments and achievements to make archivists approached the ordinary staff and the students, so that people are willing to contribute their efforts to the management of the personage archives, so as to promote the construction of campus culture.

3.4 Step by Step Acceleration of the Construction of Informationized College Personage Archives Management

Informationized college personage archives management can increase the development and utilization efficiency of personage archives, efficiently serving the construction of collegiate culture. Therefore, the author puts forward the following steps to gradually accelerate the construction of informationized college personage archives management. Firstly, due to the particularity of personage archives management, the archives management department, based on fully research and study, can invite companies to develop university historical figures archives management and utility system suitable for actual management and collection, arrangement of personage archives, in order to acquire relevant clues of personage archives collection timely using campus network and Internet and to issue the research achievements of personage archives. Secondly, with the help of management system, the archives workers can carry out the full-text OCR recognition of catalog data entry, material object scan, picture processing and literal information of figures archives, which will, on the one hand, increase the work efficiency and service quality and on the other hand, store these archives in a better way. Besides, the archives workers can make some further development and utilization based on collected archives information through the mentioned basic work, for example, working out some valuable relationship graphs, tendency chart with the help of some statistical functions in management system, and forming some thematic achievements with the help of scanning and summarized function. This new information generated from using the informationization methods are urgently needed in the construction of collegiate culture.

CONCLUSION

Management of personage archives in universities is one of the important cultural resources to highlight the fourth function of universities— "Cultural Inheritance and Innovation", with the passage of time it will become more and more precious, good management and give play to its cultural value is imminent. From the perspective of Campus Culture, the author sorts out the problems in management of personage archives and promotes the corresponding countermeasures, hoping to provide

reference and help for archivists in management of personage archives.

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