

Analysis on Construction of College Counselors' Professional Ability in New Period

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Abstract: Improving the professional ability of counselors is an important guarantee for building a high-level counselor team, which is conducive to improving the ideological and political work of college students, and is conducive to building a high-level team of counselors, which is conducive to the harmonious and stable development of colleges and universities. In view of the problems existing in the current counselor's professional ability building, it is necessary to strengthen the study from the counselors, accumulate work experience, improve the overall quality; scientifically plan a career, clarify the direction of career development; strengthen the mechanism of the university's sound and improve the professional capacity building of counselors, etc. Counselor's professional ability building.

1. Introduction

College counselors are the backbone of college students' ideological and political education, and they are the instructors and guides for the healthy growth of college students. In order to build a high-level professional and professional counselor team, it is urgent for counselors to combine their own characteristics and advantages to focus on cultivating and improving their professional abilities. The professional ability of the counselor is necessary for the work of college counselors. Based on the knowledge and skills possessed by them, according to their own characteristics and advantages, they will continue to innovate in continuous learning, integrate various resources in continuous innovation, and cultivate and Accumulate comprehensive capabilities in line with its own characteristics. Under the new situation, strengthening the professional ability building of college counselors and improving the scientific level of college counselors' work has important practical significance for continuously strengthening and improving the ideological and political education team construction of college students.

2. The Importance of Strengthening the Professional Ability Construction of College Counselors

2.1 Strengthening the construction of college counselors' professional ability is conducive to improving the ideological and political work of college students

Hu Jintao pointed out at the National Conference on Strengthening and Improving College Students' Ideological and Political Education: "College students are the precious talent resources of the country, the hope of the nation, and the future of the motherland. They are the backbone of building socialism with Chinese characteristics in the future. It is entrusted with the historical responsibility of building a well-off society in an all-round way and realizing the great rejuvenation of the Chinese nation. The ideological and political conditions, moral quality, scientific and cultural quality and health quality of college students are not only directly related to the quality of the Chinese nation at this stage, but also directly related to the future Chinese nation. Quality, especially the ideological and political quality of college students, is directly related to the future of the party and the country." The majority of counselors work in the front line of college students' ideological and political education. They play the role of Chunyu Runfu and Lideshu people in the

growth of college students. They are the grassroots commanders of daily ideological and political education and management of college students. The level of professional ability of counselors directly affects the effectiveness of work development and affects the process of university development. Counselors should care for and help students in their study and life, and use the advanced scientific ideology, political concepts, and moral requirements to occupy the students' minds, help students establish a correct world outlook, outlook on life and values, and guide students to the right. Direction development.

2.2 Strengthening the professional ability building of college counselors is conducive to building a high-level team of counselors

Strengthening and improving the ideological and political education of college students, team building is the key. The history of more than half a century tells us that the team of counselors is a valuable asset of the party and the country and an important source of reserve cadres. We must carefully cultivate and cherish them. In order to adapt to the needs of work under the new situation, building a high-level and qualified team of counselors and promoting the professional capacity building of counselors is the only way. First, it is conducive to improving the overall quality of counselors. Through a variety of ways to educate and train counselors, and through assessment, incentives and other systems to achieve the optimization of staffing. Second, it is conducive to enhancing the job identification of the counselor. By improving the professional ability of the counselors and building the “overpass” developed by the counselors, the counselors can be encouraged to participate in their work for a long time and wholeheartedly, and enhance their sense of work identity.

2.3 Strengthening the professional ability construction of college counselors is conducive to ensuring the harmonious and stable development of colleges and universities

In recent years, China's higher education has achieved further development, the scale of running schools has expanded rapidly, the quality of education has continuously improved, and the higher education industry has entered the stage of mass development. However, problems such as student safety, life issues, and psychological problems in university management have occurred from time to time. Maintaining the stability of colleges and universities, promoting the reform and development of colleges and universities, requires counselors to have strong working abilities. By strengthening the professional ability of the counselor, the counselor can grasp the first-hand information in time, grasp the students' emotions, understand the students' requirements, be close to the students' emotions, and timely report the students' strong demands to the school, and communicate with the students. The role of bridges and ties, thus effectively reducing campus emergencies and effectively maintaining the stability of colleges and universities.

3. Countermeasures for the Improvement of College Counselors' Professional Ability in the New Period

Adherence to problem orientation is a distinctive feature of Marxism. The problem is the starting point for work improvement and the source of motivation for innovation. In the face of the problems in the construction of vocational ability of college counselors in the new era, we must be “new, change from time to time, and change from situation to situation”, actively adapt to the new changes in the times and practice, and take various measures to crack counseling. The bottleneck of the development of professional ability of the staff promotes the improvement of the professional ability of college counselors in the new era.

3.1 Top-level design of scientific planning for college counselors' professional ability improvement

Strengthening and improving ideological and political work in colleges and universities is a major political task and strategic project. The improvement of the professional ability of college counselors is of great significance for the ideological and political work of colleges and universities

in the new era. Colleges and universities should put the promotion of counselors' professional ability into the overall background of comprehensive reform of higher education and the overall environment of college ideological and political work in the new era to carry out overall consideration, systematic advancement and integrated design. At present, the policy support and institutional system for the improvement of the professional ability of college counselors have been basically established, but the system construction itself is not limited to the formation of textual entries, but a gradual dynamic development process. Faced with the changes in the times of value pluralism, information fission, new generation growth, and the rise of new media, if we do not change the institutional construction of the relatively closed, conservative, and single counselor's professional ability, we will not be able to adapt to the new era. College counselors' professional ability requirements. To this end, we must expand our horizons, adhere to reform and innovation, and promote the dynamic development of the counselor's professional ability improvement system with the concept of integration and the spirit of collaborative innovation.

3.2 Actively construct a training mechanism for the improvement of professional ability of college counselors

Colleges and universities should incorporate the training of counselors into the overall faculty construction and cadre training plan of the school, continuously strengthen the mechanism for the training of counselors, and gradually establish counselors including pre-job training, job training, business training and practical training. Cultivate the model to form a training pattern that is hierarchical, sub-category, multi-channel, multi-form, and effective. To this end, you can start from the following four aspects: First, traditional training methods are combined with modern training techniques. In addition to traditional training methods such as expert lectures, group discussions, case studies, etc., you can also use simulation internships, team quality development, counselor workshops, counselor salons, and theme training camps. Second, adhere to the combination of school training and social training. While running school training, we must also actively expand social training channels. Strengthen the synergy between universities and colleges, universities and governments at all levels, universities and various enterprises and institutions, fully utilize the "outside brain", actively learn from, use and draw resources from all parties to enhance the effectiveness of training. Third, insist on combining off-the-job training with self-study at work. Counselors are encouraged to work on the doctoral degree of Marxist theory, ideological and political education, party history party building, etc., support counselors to carry out scientific research on ideology education, and improve the professional ability of counselors in practice. Fourth, adhere to the combination of domestic training and overseas training. In order to meet the requirements of internationalization of school development, it is necessary not only to train counselors in China, but also to actively encourage and support counselors to participate in important foreign academic conferences, academic forums, and participate in overseas universities to study and cooperate with research projects. Improve the pertinence of the training content, in accordance with the principle of "full training, each expertise" and "what is missing or what to supplement", conduct different content training according to the counselor's own development direction and length of entry, and enhance the counselor's training tasks and self-requirements. The matching degree has prompted the counselors to realize the transition from "I want to train" to "I want to train", thus improving the training effect.

3.3 Actively improve the incentive mechanism for the improvement of counselors' professional ability

Studies by American scholars have shown that people can only exert their ability of 20% to 30% without any incentives. Under good incentives, people can exert their ability of 80% to 90%. It can be seen that the construction of a good incentive mechanism plays a very important role in improving the professional ability of the counselor. The needs of each college counselor are different. Even the same person, in different stages of life or different occasions, the demand is constantly changing. In order to promote the improvement of the professional ability of college counselors, the following incentive methods can be adopted The first is the target incentive. By

setting the short-term and medium-term goals of college counselor's professional ability building, for example, taking vocational qualification certificates, applying for various special topics of ideological and political work at all levels, and obtaining academic qualifications, so as to mobilize the initiative and enthusiasm of counselors to learn work. . After setting specific goals, the superiors should actively help the counselors to develop feasible implementation steps, and also guide the counselors to achieve their goals. The second is policy incentives. All colleges and universities further emancipate their minds, deepen the reform of the evaluation and employment system of college counselors (titles), reform of the assessment mechanism, reform of the compensation system, etc., and form a set of counselor recruitment, evaluation, incentive, and development mechanisms to meet the requirements of the new period. The exit mechanism will make the work of college counselors more dignified, more confident and more smooth. The third is economic incentives. Colleges and universities can set up the performance of counselor posts, issue job performance according to certain standards, and reflect the value of ideological and political work in the treatment, thus improving the initiative and enthusiasm of the counselors to strengthen their professional ability building. The fourth is career planning and motivation. Colleges and universities should guide counselors to determine their professional contribution areas according to their own personality characteristics, personal interests, expertise and career goals, and do their own career planning. In this way, the counselor can feel the concern from the school, and can also strengthen the counselor's own career vision, and help the counselor realize the value sublimation from “professional choice” to “career pursuit”. The fifth is the honor incentive. Counselors who are more prominent in their work can be commended in the form of advanced evaluation, awarding of certificates, and praise of the General Assembly. In the honor incentive, in order to ensure the “gold content” of honor, to ensure that the incentives achieve good results, to control the number of honors, to avoid the emergence of “averageism” in the awards, everyone has a status of awards.

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