

Analysis of Ways to Improve College Counselors' Working Ability from the Perspective of New Professional Standards

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Abstract: With the deepening of China's reform and opening-up, all kinds of social thoughts are growing, and the complicated and changeable social environment makes the ideological and political education of college students increasingly complicated, with prominent contradictions and problems. From the development direction of international higher education student management, the professionalization of college student management team has become a worldwide inevitable trend. In this paper, from the perspective of new professional standards, the ways to improve the work ability of college counselors are studied. Firstly, the topics related to their own jobs are considered; secondly, the existing research on the quality and ability construction of counselors, the role positioning and allocation of counselors, the selection and training, and the research on the professionalization and professional development prospects of counselors are rich and mature. It is an important innovation of China's college counselor system to promote the construction goal of counselor team from the perspective of new professional standards, which has far-reaching significance for the construction and development of college counselor team.

1. Introduction

College counselors are the backbone of college students' ideological and political education, and the organizers, implementers and guides of college students' daily ideological and political education and management. For the school, they are the core of student work, the organizer, educator and leader of the class, and the bridge and link between the school and the college. As the main body of moral education in institution of higher learning, college counselors are the backbone of college students' ideological and political education. With the deepening of China's reform and opening up, various social trends of thought are growing. The complexity and changefulness of the social environment make the ideological and political education work of college students increasingly complex, with prominent contradictions and problems [1-2]. From the perspective of the development direction of international higher education student management, the professionalization of college student management team has become a worldwide inevitable trend. Strengthening the theoretical and practical research on the professionalization of college student counselors in China is also an urgent need to adapt to the international development of higher education. It is of great significance to speed up the internationalization of college student management, improve the quality of running schools in China's institution of higher learning, and promote the long-term development of China's higher education. How to better optimize the construction of college counselors is the focus and focus of college student work in recent years. Building a scientific and feasible evaluation system for the work of college counselors is not only conducive to promoting the construction of college counselors, but also can better sort out and summarize the level and quality of college student work [3].

This paper studies the path to improve the work ability of college counselors from the perspective of the new professional standards. First, it considers the selection of topics related to their own work. Second, it considers the existing research on the quality and capacity building of counselors, the research on the role positioning and allocation, selection and training of counselors, and the research on the development prospects of professionalism and professionalism of

counselors, which is rich and mature [4]. Most of these studies tend to theoretical construction, and the research on practical application is relatively small. The construction of the evaluation system for the work of college counselors can not be accomplished overnight, and the evaluation scope and system can not be determined subjectively on the basis of the investigation and collection of opinions on the actual work of college counselors. Under the new professional standards, we will encourage and support a group of key personnel to study for relevant degrees and professional training, and engage in counselor work for a long time to develop towards professionalism and expertise. "It is an important innovation of our college counselor system to promote the "professionalism" of counselors as the goal of counselor team construction from the perspective of new professional standards, which has far-reaching significance for the construction and development of college counselor team [5-6].

2. Analysis of Factors Affecting the Executive Ability of College Counselors

Counselors are the first guides for students to enter the university gate, intimate friends and life mentors for students to grow into talents, and they have the responsibility to cultivate students to grow into talents. However, due to the differences of contemporary college students' qualities, abilities, thoughts and families, their personalities are diverse and difficult to manage, which makes their work difficult. With the redefinition of roles, the professional ability of college counselors has also changed, but as an indispensable part of college education, the professional ability of counselors directly determines the development direction of students [7]. From this perspective, it is of great significance to study the competency of counselors for the career development of counselors. To discuss the promotion of university counselors' scientific research ability, we must first clarify several basic problems of university counselors' scientific research ability. This part systematically combs the connotation and structural elements of university counselors' scientific research ability, accurately grasps the internal and external mechanism of the formation and development of university counselors' scientific research ability, and clarifies the stage requirements of the development of university counselors' scientific research ability. The influencing factors of college counselors' executive power are mainly divided into four factors, as shown in Figure 1.

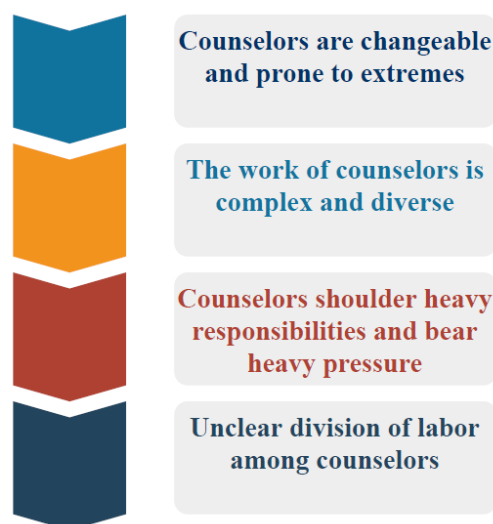


Figure 1 Factors Affecting the Execution of College Counselors

The counselors shoulder the responsibility of cultivating college students to grow up. College students are the hope of the country and the nation in the future. Therefore, the counselors shoulder heavy responsibilities and bear great pressure. Counselors usually need to deal with many emergencies, and students may use their spare time to talk with counselors. Counselors need to find out students' problems in all aspects in time, guide students, and prevent students from going astray [8]. The basic job responsibilities and work contents of counselors are very complicated, because

counselors have the dual identity of teachers and managers, so the work of counselors not only includes educational skills, but also needs to have mature educational concepts and student concepts. To clarify the meaning of college counselors' scientific research ability, it is necessary to first clarify the respective connotation of "college counselors" and "scientific research ability", and then give a more accurate definition based on the characteristics, internal logic and actual work of college counselors' scientific research ability. College counselors work under great pressure, with fierce competition and a lot of work.

Social groups and university leaders do not attach great importance to counselors, do not recognize the profession of counselors, and the salary and welfare of counselors are average. Engaging in this work for a long time makes the counselors lose their enthusiasm and weaken their execution. The work of college counselors is trivial and complicated, which requires a lot of time and energy to deal with all kinds of affairs from students and schools, and requires a lot of emotional input. It is a "delicate work" and "conscience work", and requires counselors to have a strong sense of responsibility [9]. Counselors should love the management of institution of higher learning, effectively complete the tasks assigned, establish good communication relationships with students' parents or relevant personnel, and enhance their understanding of students through communication; They can use information technology to carry out education, share resources and experience, fully explore students' abilities and potentials, tolerate and understand students' behaviors, and understand how to listen. College counselors work at the forefront of college students' ideological and political education, shouldering the important responsibility of educating people. Therefore, the purpose of their scientific research is not to innovate theories, but to find and solve problems in actual work, improve work practice through scientific research, and improve work effectiveness.

3. Research on Improving the Work Ability of College Counselors from the Perspective of New Professional Standards

3.1. Construction principles of evaluation system of college counselors' work

The work of college counselors covers a wide range of areas, and there are many factors that need to be considered. In order to better reflect the effectiveness and credibility of the job evaluation, in the process of constructing the evaluation system of counselors' work, we must follow certain principles, stress scientific evaluation methods, and weigh the work of college counselors from multiple levels and angles. This paper analyzes the working ability of college counselors from the perspective of new professional standards. In fact, the professional ability of college counselors is that they have accumulated enough management experience in daily life, and then learned relevant professional knowledge [10]. The new professional standard is proportional to the length of time. If you work longer, you will have more accumulated experience and stronger professional ability. The main job responsibilities and contents of counselors include: ideological and theoretical education and value guidance, party and group building, study style building, daily affairs management, mental health education, online ideological and political education, campus crisis response, career planning and employment and entrepreneurship guidance, and theoretical and practical research [11]. The delineation of the evaluation scope of college counselors from the perspective of new professional standards should have scientific basis, so that there are rules to follow. The specific scope should be delineated according to the requirements of education authorities for counselors and the actual situation of the university where they are located. The principles and standards for the construction of the evaluation system of college counselors are shown in Figure 2.

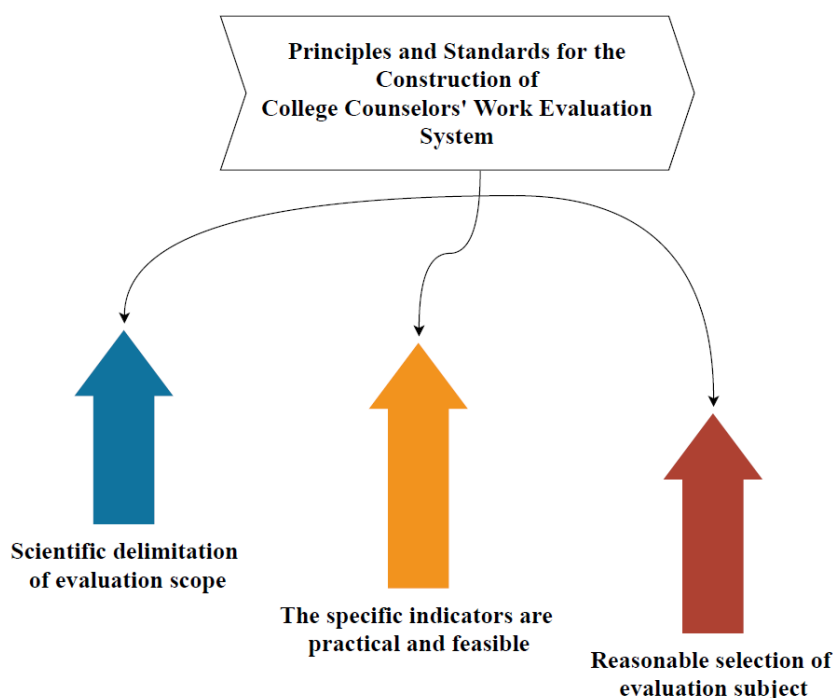


Figure 2 Principles and Standards for the Construction of College Counselors' Work Evaluation System

The specific indicators of college counselors' work evaluation should focus on applicability and feasibility. The main way of counselors' professionalization is to develop their abilities. In institution of higher learning, under the new professional standards, counselors are the main force guiding college students to advance. They lead college students to grow healthily, which has a great impact on the development direction of college students' thoughts. Therefore, they are an indispensable force, which is applicable to the actual situation of the institution of higher learning where they are located. At the same time, attention should be paid to simplifying the evaluation process, and avoid complicated and difficult implementation.

3.2. Ways to Improve the Work Ability of College Counselors

The training of counselors in institution of higher learning is basically limited to pre-job training and some sporadic special training, most of which are spontaneous and temporary, lacking scientific and rational systematic design. Moreover, the training contents are scattered and not targeted enough. Some training contents are taken from other public institution of higher learning, but not designed by themselves according to the work characteristics of counselors in private institution of higher learning, which leads to "acclimatization" and can't meet the actual work needs. Therefore, in the perspective of new professional standards, the quality of counselors is the premise of cultivating students. Schools should regularly conduct professional training for counselors to increase their professional knowledge, improve their professional ability to manage students, cultivate their sense of responsibility, and be responsible for their own work. In the perspective of new professional standards, we should actively understand students' situation, do a good job in ideological and political education, and be prepared to deal with emergencies and handle all students' work.

As the leader of college students' work, college counselors should have a high degree of political sensitivity and insight, learn and master all kinds of new media technologies in time, receive information more comprehensively and quickly through new media in the perspective of new professional standards, conduct more and better interactive communication, diversify communication channels, regularly assess the work performance of counselors, reward counselors who work hard and achieve excellent results, and give them certain job promotion or salary reward, and train counselors who do not work well enough to improve their working ability. From the

perspective of new professional standards, the assessment methods should be fair, scientific and reasonable. When assessing, we should not only look at one aspect, but also comprehensively assess all aspects, and combine qualitative analysis with quantitative analysis to form a professional assessment team. Using campus digital network supervision system to guide students' thoughts and supervise their behaviors.

4. Conclusions

The combination model of institution of higher learning and economic zones, which is currently emerging in China, has been well verified in Guantian Economic Zone. This is a successful model. With the development of social economy, the cooperation between colleges and economic zones is bound to play a greater role. The intellectual potential of institution of higher learning and the economic strength of enterprises will have greater room for improvement. Under the perspective of the new professional standard, this paper studies the path to improve the work ability of college counselors. In the process of promoting the professionalization of counselors, the curriculum structure of ideological and political education can not fully meet the requirements of this specification. The construction of professional theory, method and technology system of counselors' professionalization requires new majors to rely on college counselors' majors. It can be seen that in the construction and operation of the evaluation system for college counselors, both the evaluation cost and the evaluation needs should be considered, so as to determine the appropriate evaluation cycle. Institution of higher learning should establish a fair incentive mechanism and create convenient conditions in terms of job promotion according to the different characteristics of each instructor. For those who love the work of counselors and have potential in this field, we should encourage them to become talents based on their posts, and help them to become experts in ideological education, employment guidance, psychological counseling, etc. through further study, investigation, promotion and other ways according to their respective strengths.

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