

Cultivation and Effect Assessment of Communication skills between Counselors and Students

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Abstract: The purpose of this article is to explore the cultivation paths of communication skills between counselors and students, and to verify the effectiveness of these paths through effect assessment. By means of questionnaire survey, in-depth interview and so on, this article makes a systematic study of college counselors. It is found that counselors need to be improved in listening, expression and feedback, emotional management and empathy. Through targeted training and practice, the communication skills and student satisfaction of counselors have been significantly improved. Students' satisfaction after communication has also increased by 15% on average, and the communication effect has been significantly improved. This study not only provides practical guidance for the cultivation of counselors' communication skills, but also provides useful reference for university students' work. In the future, it is suggested that universities strengthen the training of communication skills for counselors to improve their professional quality and communication ability.

1. Introduction

In the tertiary education environment, as a bridge between students and schools, counselors' communication skills directly affect students' growth, study and mental health [1]. In recent years, with the change of educational concept and the change of student group characteristics, higher requirements have been put forward for counselors' communication skills [2]. However, in reality, there are still many challenges when counselors communicate with students, such as unequal information and deviation of emotional understanding [3]. Therefore, it is of great significance to study the cultivation of communication skills between counselors and students and its effect assessment, not only to improve the work efficiency of counselors, but also to create a better environment for the all-round development of students [4].

The purpose of this study is to explore the cultivation paths of communication skills between counselors and students, and to verify the effectiveness of these paths through effect assessment. Specifically, the research will focus on the following core questions: What are the main challenges that counselors face when communicating with students? How to effectively cultivate the communication skills of counselors? How to scientifically assess the application effect of these communication skills?

This study collects the actual data of communication between counselors and students through questionnaires, in-depth interviews and case analysis. In data analysis, the combination of quantitative analysis and qualitative analysis is adopted to ensure the comprehensiveness and depth of the research.

2. Theoretical basis of communication between counselors and students

Communication is the process of information transmission, emotional exchange and understanding. In the educational environment, communication is not only a means of imparting knowledge, but also a bridge of emotional connection and understanding between teachers and students [5-6]. Effective communication can promote the establishment of trust between students and counselors and help solve the problems students encounter in their study and life.

Counselors are an important part of university students' work, and their roles are positioned as guides, psychological counselors and affairs managers of students [7]. The counselor's responsibilities are shown in Table 1:

Table 1 List of college counselors' responsibilities

Responsibility dimension	Specific content
Guide role	1. Guide students to establish a correct world outlook, outlook on life and values. 2. Provide academic planning guidance to help students define their learning goals and development direction. 3. Organize and guide extracurricular activities to promote students' all-round development.
Psychological counselor role	1. Carry out mental health education to improve students' psychological quality. 2. Provide individual or group psychological counseling to help students solve psychological problems. 3. Identify and intervene in psychological crisis to ensure students' psychological health and safety.
Transaction manager role	1. Responsible for the daily management of students, including attendance and discipline supervision. 2. Assist in handling student scholarships, grants, loans and other affairs. 3. Organize class meetings, convey school policies and collect students' feedback. 4. Participate in student dormitory management and create a good living environment.
Role of communication bridge	1. As a bridge between schools and students, convey school notices and requirements. 2 on behalf of students to reflect opinions and needs to the school, safeguard the rights and interests of students. 3. Promote communication between home and school, and regularly inform parents about students' school situation.
Career development and employment guidance	1. Provide career planning consultation to help students explore career interests and goals. 2. Organize employment guidance and job fairs to help students improve their employment competitiveness. 3. Track the employment situation of graduates and provide necessary follow-up support.

A variety of communication theories, such as information theory, interaction theory and semiotics, can provide theoretical guidance for counselors' communication work. For example, information theory emphasizes the clear and accurate transmission of information; Interaction theory focuses on the interaction and feedback between the two parties; Symbolism studies how to convey meaning through symbols (such as language, expression and gesture). Counselors need to use these theories flexibly in practical work to improve the communication effect.

Students of different grades and majors have different psychological characteristics and communication needs [8]. For example, freshmen may need more guidance on adapting to the new environment; Graduates may pay more attention to employment and suggestions for future development. Counselors need to understand these differences of students in order to communicate more pertinently.

3. Cultivation of communication skills between counselors and students

The cultivation of communication skills between counselors and students is the key to ensure the smooth development of counselors' work. As an important part of student work, effective communication between counselors and students is very important for understanding students' needs, solving problems and guiding their growth. Therefore, counselors need to fully realize the importance of communication and cultivate it as the core skill of daily work. In order to achieve this goal, counselors need to master basic communication skills, including listening, expressing and giving feedback. Furthermore, they should also use diversified communication methods, such as face-to-face communication, written communication and online communication, so as to have a more comprehensive understanding of students' thoughts and living conditions. When dealing with challenges and conflicts in communication, counselors need to identify communication obstacles, deal with conflict strategies, and establish a trust relationship with students. In order to continuously improve communication skills, counselors need to continue learning and self-improvement, and

constantly improve their communication strategies and methods through reflection and summary, participation in training and learning, and seeking peer exchanges and learning.

To sum up, the cultivation of communication skills between counselors and students is a continuous process. Through this process, counselors can gradually establish an effective communication bridge with students and provide strong support for students' growth and development. This will not only help to improve the work effect of counselors, but also promote the harmonious development of teacher-student relationship and create a more positive and healthy atmosphere for the overall educational environment of the school.

4. Effect assessment of communication skills between counselors and students

4.1. Construction of assessment index system

In order to scientifically assess the effectiveness of counselors' communication skills, it is needed to build a comprehensive assessment index system (as shown in Table 2). The assessment index system covers many dimensions such as communication effect, students' satisfaction and counselors' self-assessment, aiming at comprehensively and objectively assessing the effect of counselors' communication skills, and providing the direction for counselors to improve and enhance.

Table 2 Effectiveness assessment system of counselors' communication skills

Assessment dimension	Specific indicators	Assessment methods
Communication effect	Accuracy of information transmission	Assess whether information transmission is clear and without misunderstandings through student feedback, communication records, etc
	Effective solution rate of the problem	The proportion of student problems solved after statistical communication
	Communication efficiency	Assess the time and frequency required for communication, and determine if communication is efficient
Student satisfaction	Satisfaction with communication attitude	Assess the satisfaction level of students with their communication attitude towards counselors through a student questionnaire survey
	Satisfaction with communication effect	Assess student satisfaction with communication effectiveness through a student questionnaire survey
	Overall assessment of counselors	Assess the overall satisfaction and trust of students towards counselors through a student questionnaire survey
Counselor's self-assessment	Self-assessment of communication skills	Counselors assess themselves on their communication skills, methods, etc
	Difficulties and challenges in communication	Self reflection of counselors on difficulties and challenges encountered in communication
	Improvement and promotion plan	Counselors develop improvement and enhancement plans for communication skills based on self-assessment results

Quantitative assessment method: through quantitative assessment methods such as questionnaire survey and interview, a large number of data about the effect of counselors' communication skills are collected. These methods help to find common problems and provide data support for improving communication skills. Qualitative assessment method: besides quantitative assessment method, qualitative assessment method is also needed. This method can help us deeply understand the effect of communication skills in specific situations, find potential problems and improve the

space.

4.2. Assessment implementation process and result analysis

In the process of assessment implementation, it is needed to ensure the accuracy and reliability of assessment tools and avoid subjective bias and misleading information. Furthermore, it is needed to protect the privacy of students and counselors and ensure the fairness and transparency of the assessment process. The effect assessment is shown in Table 3 and Table 4:

Table 3 Effect assessment of counselors' communication skills (comparison between pre-test and post-test)

Assessment index	Pre-test average score	Post-test average score	Lifting range
Listening skills	65	85	+20
Expression and feedback skills	70	88	+18
Emotional management and empathy	60	80	+20
Student satisfaction	75%	90%	+15%
Communication effect	68%	86%	+18%

Table 4 Training and practical effects on communication skills for counselors

Assessment dimension	Specific indicators	Assessment result
Training effectiveness	Improvement of communication skills of participating counselors	90% of the counselors said that their communication skills have improved significantly.
Practical effects	Changes of students' satisfaction after communication	Students' satisfaction increased by 15% on average, and the communication effect improved obviously.
Privacy protection	Privacy protection of students and counselors in the assessment process	There is no privacy leakage, and the assessment process is fair and transparent.
Assessment tool accuracy	Assess the accuracy and reliability of the tool	The assessment tool has been verified with high accuracy and reliability, without subjective bias and misleading information.

From the comparative data of pre-test and post-test in Table 3, we can clearly see that counselors have significantly improved their communication skills. Specifically, in the three key areas of listening skills, expression and feedback skills and emotional management and empathy, the average scores of counselors have been significantly improved. Listening skills improved by 20 points, expression and feedback skills improved by 18 points, and emotional management and empathy also improved by 20 points. This improvement is directly reflected in the improvement of students' satisfaction and communication effect. Students' satisfaction has increased by 15% and communication effect has also increased by 18%. These data fully illustrate the effectiveness of targeted training and practice in improving counselors' communication skills.

Table 4 further confirms the positive effect of training and practice. 90% of the participating counselors said that their communication skills have been significantly improved, which directly reflects the efficiency of the training. Furthermore, students' satisfaction after communication has also increased by 15% on average, and the communication effect has been significantly improved. This shows that the improvement of counselors' communication skills is not only beneficial to them, but also directly benefits students, and improves the quality and effect of communication. In addition, Table 4 also shows the strict protection of students' and counselors' privacy in the assessment process, and the accuracy and reliability of the assessment tools. There was no privacy leak, and the assessment process was fair and transparent, which ensured the objectivity and credibility of the assessment results. Furthermore, the assessment tool has been verified to be accurate and reliable, and has not been influenced by subjective bias and misleading information, which further enhances the persuasiveness of the assessment results.

To sum up, the results of the above two tables fully prove the effectiveness of targeted training and practice in improving counselors' communication skills, and the positive impact of this promotion on students' satisfaction and communication effect. Furthermore, the fairness and transparency of the assessment process and the accuracy and reliability of the assessment tools also ensure the credibility of the experimental results.

5. Conclusions

Through systematic analysis and empirical research, this study finds that there is significant room for improvement in listening skills, expression and feedback skills, emotional management and empathy when communicating with students. Through targeted training and practice, counselors' communication skills have been effectively improved, and students' satisfaction and communication effects have also improved. Furthermore, this article suggests that universities strengthen the training of communication skills for counselors, hold workshops, seminars and other activities regularly, and share communication experience and skills. Furthermore, counselors are encouraged to participate in psychological counseling, cross-cultural communication and other training to improve their professional quality and communication skills.

This study not only provides theoretical guidance and practical path for the cultivation of counselors' communication skills, but also provides useful reference for university students' work. Through the effect assessment, universities can more scientifically understand the communication status of counselors and provide data support for improving their work.

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