

An Analysis of Professional Ability Building as the Core to Promote the Professional Development of the University Counselors

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Abstract: The good professional ability is the fundamental guarantee for the university counselors to do their job well. It is the basic embodiment of their management quality of ideological & political education and daily education, and also the professional knowledge & skills that they must possess, which has a positive role for the effective development of student guidance work. So it is of special significance to discuss how to develop the university counselors' professional ability building to promote their quality and specialization. Judging from the comprehensive situation of the university counselors, this paper discovers some problems which have seriously affected the professional ability development and promotion of them. Therefore, it concludes the "three lines" for the purpose of creating good environment and conditions to promote the high-quality and professional development of them.

1. Introduction

In 2017, the Ministry of Education of China issued the Regulations on the Construction of University Counselors, in which it further clarified the responsibilities of University Counselors. Fundamentally speaking, promoting the professional development of University Counselors is the fundamental requirement and meeting spirit put forward by the National Conference on ideological and political work of Universities. It is also an important measure to implement the "opinions of the CPC Central Committee and the State Council on strengthening and improving ideological and political work of Universities under the New situation." As the backbone of university education and administration, the University Counselors are not only the organizers and guides of the activities, but also the important implementers, which are fundamentally related to the growth and healthy life of university students. The construction of University Counselors' professional ability is related to the ideological and political education work, the party group and class construction, the daily affairs management of students, the mental health education, the campus crisis response, the students' career planning, and the guidance of employment and entrepreneurship, etc. To ensure the professional development of University Counselors, we must set up a platform, build a mechanism, strengthen training, and create conditions for the capacity-building of University Counselors. However, as far as the present situation is concerned, there are still many problems in the quality structure, institutional mechanism, training and learning of University Counselors. In the new era, the professional ability construction of University Counselors has become an important part of professional development. In order to become the university students' life mentors and intimate friends, the University Counselors must own specialized ability and professional ability, and must be provided the suitable environment and conditions protection, the training and learning, the promotion career, and the personal benefits and development opportunities.

2. The Main Problems in the Professional Ability Building of University Counselors

2.1 The Uneven Quality Structure

According to the regulations of the Ministry of Education, the ratio between the counselors and

students should be more than 1: 200. However, from the point of view of reality, the counselors have various problems in terms of quantity, quality and educational background[1]. Firstly, according to the relevant data, there is an obvious gap between the allocation ratio of University Counselors and the standard of the Ministry of Education, and it is difficult for the counselors to deal with the student guidance work in detail in the face of a large group of students. Secondly, from the perspective of age structure, the University Counselors are gradually showing a trend of rejuvenation. Under the new situation, most of the counselors who have just graduated and entered the position need to be upgraded in work experience, working ability and so on. Thirdly, from the point of view of political quality, the counselors are not only the guides of ideological and political education of university students, but also the important workers responsible for the daily administration of university students. Accordingly, the counselors in universities must have a high degree of ideological and political literacy. Although the counselors are all Party Members of the Communist Party of China, due to the trivial daily work, ideological and political knowledge can not be updated in time, and there are still many problems in carrying out ideological and political education for university students. Finally, from the point of view of academic background and their majors, the counselors mainly have undergraduate and graduate degrees, so it is difficult to engage in related research work. And the major background is more complex, which does not accord with the university environment and the content of education work.

2.2 The Weak Specialization Ability

The work of University Counselors is highly comprehensive and requires good basic knowledge of psychology, management, ideological and political education, etc. It is also necessary to have the corresponding methods and styles to internalize the professional knowledge into university students' education, which is also the fundamental to distinguish counselors from other teaching teachers and teachers with management responsibilities. However, from the point of view of reality, the specialization ability of the counselors is not optimistic. Firstly, the counselors are not professionals when they were selected and hired. They lacked the corresponding knowledge of psychology and management, and most of them are not born in the field of education. The lack of professional knowledge makes it difficult for them to effectively participate in the student guidance work, which to some extent weakens the professional construction effect of the counselors[2]. Secondly, the overall ranks of the counselors are getting younger. A large number of freshly graduated university students who lack social experience come to the counselors' ranks and lack work experience in the process of ideological and political education for university students. In addition, the counselors have great mobility, young counselors lack of experience, make the professional development of the counselors and professional capacity building is facing a huge problem. Finally, in view of the lack of clear division of labor and standards for the counselors. The counselors are often in the state of multiple positions, and the professional skills and knowledge can not be promoted, which has a negative impact on the professional development of the counselors.

2.3 The Unclear Position Responsibilities

The counselors are faced with complicated daily affairs, and it is difficult to carry out professional development under the background of unclear position responsibilities. At present, there has been a relatively unified understanding of the position responsibilities of the University Counselors, including their knowledge of ideological and political education, management experience, students' rules and regulations, and the Party building, Team building and daily management which are clearly defined. But there are still some conflicts with the counselors' specialization and professional ability development. On one hand, the counselors are faced with more scattered job responsibilities, such as highlighting time-processing, mental health education, summary reports, information form processing and other trivial tasks. In business, so as that there is a lack of time and effort to conduct professional research. On the other hand, there are many conflicts in the role of the counselors, which weakens the educational function of counselors to some extent. The dispersion of the counselors' responsibilities is the fundamental reason for the multiplicity of the counselors' roles. The Counselors have to face the management departments,

teaching teachers and all students, and when they work, they are in a passive role. Management and coordination work weakens the professional education function of counselors[3].

2.4 The Lack of Training and Study

Facing trivial work, the counselors are always in lack of platform and time to carry on corresponding training and study. The work of counselors is not a professional field, but related to the study of university students, their employment, mental health, ideological and emotional aspects, etc. which involves a wide range of areas of content. Consequently, they lack the time to study and classify students' actual needs, personality characteristics and so on. In the process of work, they rely more on experience and mentality to carry out the work. Under the new situation, the university students have more and more confusion in life and work, which puts forward higher requirements for the counselors. However, the lack of training and learning makes their knowledge structure and quality structure unoptimized[4]. It is difficult to carry out the student guidance work effectively. This is one of the important reasons that the professional development level of the University Counselors is not high and the professional ability construction is limited. In the future, we must strengthen the professional training and study of the counselors and update their knowledge and thoughts in time.

2.5 The Imperfect Mechanism

Sound and reasonable system mechanism is related to the quality of professional ability construction and specialization construction of the University Counselors, and it is also an important guarantee for the professional development of the University Counselors. However, due to the influence of school input and management, the mechanism policy of the counselors is not perfect, which seriously affects the professional development of the counselors to a certain extent. Firstly, the introduction mechanism of the counselors is not perfect, which resulted in the problems in the knowledge structure, ideological and political literacy, professional level and so on. There is still a clear gap with the needs of college students' education, which seriously affected the professional development of the counselors. Secondly, the incentive mechanism of the counselors is not perfect. The counselors undertake the complicated tasks of ideological and political education, employment planning and guidance, mental health education, college management and class collective construction, etc. But the imperfect incentive mechanism policy can not guarantee the counselors in the aspects of salary income welfare benefits and so on. The gap between the counselors and other teachers is easy to cause psychological imbalance and job slackness which greatly reduces the work effectiveness of the counselors. Finally, the promotion mechanism of the University Counselors is not perfect. The promotion of the counselors is mainly inclined to professional teachers, which ignores the professional development of the counselors and weakens the passion and confidence of the counselors' work in the universities.

3. Thinking on Promoting the Professional Development of University Counselors Through Grasping the "Three Lines"

3.1 Optimizing the Mechanism to Establish the "Sky Line"

Improve the incentive mechanism of counselors. It is necessary to improve the work incentive mechanism according to the work duties and requirements of the counselors, and rely on material rewards, promotion incentives, welfare incentives and so on to stimulate the counselors' work motivation and enthusiasm. It is necessary to comprehensively evaluate the counselors' work process, work performance, and reward by means of students' evaluation, teachers' mutual evaluation, achievement evaluation, etc. According to the work of counselors, they should carry out different job performance rewards and progress rewards, etc. The counselors should be given the corresponding holiday overtime allowance to improve the counselors' job satisfaction and the stability of the team. At the same time, according to the actual situation of counselors set up the excellent counselors Medal of Honor, and through the titles, certificates and so on to enhance their

sense of honor and job satisfaction.

Perfecting the introduction Mechanism of the counselors' selection and recruitment. The universities should, according to its own situation and specialty, scientifically design the post responsibilities of the counselors and introduce standards to support the development of professional counselors with high quality in terms of policies and standards. In accordance with the needs of management, teaching and scientific research, we should formulate a special plan for the selection and recruitment of the counselors, so as to strengthen the criteria for the selection and appointment of counselors in universities from many aspects, such as professional background, knowledge base, political accomplishment, psychological quality, etc. Strive to select and hire a group of professional counselors with high comprehensive quality.

Improve the promotion mechanism of counselors. It is necessary to strengthen the investigation of the nature of the counselors' work and distinguish the promotion mechanism standards of counselors from those of other professional teachers. The promotion mechanisms and standards should be appropriately skewed towards the counselors. For example, through the nomination of Excellent counselors in each academic year, we can provide the corresponding opportunities and space for their promotion. Thus, further stimulate the enthusiasm of the counselors, and provide a motive force for the high-quality professional development of the counselors[5].

3.2 Strengthen Training to Link with the "Ground Line"

Make clear the training direction for the counselors. In order to define the training direction for the counselors, the professional standards must be established according to the nature of counselors' work[6]. The professional capacity-building and the professional development of the counselors must be based on the different majors. For different majors, different training standards should be formulated. The counselors' work areas involved should be clearly divided, the training norms of counselors should be clarified, and the training levels should be defined. In view of the current work content of the counselors, it is necessary to reasonably arrange the contents of mental health education, career selection&employment guidance, ideological&political education, ability training&promotion, and the class management&study style building, etc. Truly focusing on the five aspects such as political life, study life, social life, daily life, spiritual life, to help the counselors improve the emergency risk and emergency response work in the management of university students on campus. More importantly, it is necessary to strengthen the construction of the counselors' network information ability and to create conditions for doing a good job in guiding the students' network ideological education.

Perfecting the training system of counselors. In order to perfect the training system of the counselors, we should grasp the characteristics, nature and content of the counselors' work, so as to form a set of training system with a sense of hierarchy, different types and contents. Firstly, in the training level of the counselors, we should establish a three-level training mechanism of counselors with provincial, school physical education and faculties as the core, and cultivate counselors who can meet the needs of university and schools. Secondly, in the training category of the counselors, we should set up professional ability building, mental health education, life management guidance, and so on. Thirdly, in the training content of the counselors, we should focus on basic quality, comprehensive ability, working methods, behavior education, career planning, and the Party work, to carry out educational activities. Finally, in the training form of the counselors, we should provide pre-job training, on-the-job training and off-job training. In the training methods for the counselors, we should use such methods as guidance training, knowledge lecture, job rotation, seminar, case analysis and network training methods to carry out professional and comprehensive training, so that counselors will better combine theoretical knowledge with their work practice.

3.3 Promoting Education to Well Set Up the "Outside Line"

Strengthening the work education and raising the work consciousness. Firstly, we should grant regular job education to the counselors to improve the counselors' feeling on the importance of student guidance and also their job confidence, so as to encourage the counselors to invest more enthusiasm in students work. Secondly, we should strengthen the work responsibility education of

the counselors. We will guide the counselors to change their working ideas and ways under the circumstances of multiple duties, to focus on the ideological and political education, mental health guidance, career and employment guidance, style of study and class collective construction. The counselors shall strengthen the management education of university students in practical life, to help them improve their ideological consciousness, cultural literacy, and form noble thinking, so as to indirectly reduce the work stress of the counselors. Furthermore, we should strengthen the cultural literacy education of the counselors, use each platform to strengthen the renewal of the knowledge structure, focus on improving their own cultural accomplishment, and insist on setting an example in their work. Finally, we should strengthen the counselors' keen education, train and improve the counselors' keen observation, select excellent student cadres, let the student cadres participate in the student management, and train a new group of counselors.

Strengthening the quality education and improving the professional level. Firstly, we should strengthen the ideological and political education of the counselors, focus on training and improving the ideological and political theoretical quality of counselors, practice their abilities, and let the counselors internalize ideological and political theories into practical actions and students' learning knowledge[7]. And further let them study the related ideological and political theory content. Secondly, it is necessary to strengthen the counselors' personal education, correct the counselors' working attitude, guide the counselors to master correct management methods, enhance their concern for students' life, study quality and habits, and adopt ideological and political theories. Professional knowledge learning to shape the personal charm of counselors, actively participate in social practice activities, for university students to live and learn as an example. Thirdly, it is necessary to strengthen the counselors' organization and education, guide the counselors to invest in rich and colorful activities, and work with students to prepare school activities, participate in the plan of activities, formulate and implement them, and do a good job in coordinating activities. At the end of the activity, summarize the shortcomings, advantages, experiences and lessons, improve their organizational and innovative skills, students' communication skills. The fourth is to strengthen the counselors' management and coordinate education, to maintain a certain degree of emotional affinity with students, to give criticism and guidance to students' problems, to give more care and love, to understand and trust students, and to help students solve problems. The fifth is to strengthen the mental health education, urge the counselors to master solid mental health education knowledge, improve the counselors' mental health quality, provide guidance and help in the face of students' psychological problems, in helping the students to shape sound personality.

4. Conclusion

Based on the above analysis, we found some problems in the situation of University Counselors, such as the uneven quality structure, the weak specialization ability, the unclear position responsibilities, the lack of training and study, the imperfect mechanism, etc., which have seriously affected the professional ability development and promotion of them. The educational authority and the management level of universities are suggested to take actions such as the "three lines", for the purpose of creating good environment and conditions to promote the high-quality and professional development of University Counselors i.e. Optimizing the mechanism to establish the "sky line", Strengthen training to link with the "ground line," Promoting education to well set up the "outside line".

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