

# Research on Performance Evaluation of University Counselors in the Internet + Environment

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**Abstract:** with the Promotion of Enrollment Expansion in Chinese Universities, More and More Counselors Are Employed by Graduate Students. However, the Traditional Performance Appraisal Method is Still Used to Evaluate the Work of These Counselors, Which is Not Only Inconsistent with the Actual Situation of Class Management in Colleges and Universities, But Also Makes the Management of Counselors a Mere Formality. in the Process of China's Economic Transformation and Upgrading, "Internet +" Plays an Important Role. Internet Information Technology Plays an Important Role in Improving Work Efficiency and Service Efficiency. Starting from the Problems Existing in the Traditional Performance Appraisal of University Counselors, This Paper Proposes an Optimization Strategy for University Counselors' Performance Appraisal Combined with "Internet +".

## 1. Introduction

"Internet +" is a comprehensive transformation plan designed by China to promote the transformation and upgrading of traditional industries, combined with the advantages of Internet information technology. Initially, the plan mainly serves the informationization and industrialization of China's manufacturing industry. However, with the gradual improvement of the advantages of Internet information technology in improving efficiency and optimizing service management, "Internet +" has been increasingly applied in the field of optimizing service and management, and has achieved very good results. As a profession serving students, schools and society, college counselors have played an important role in the cultivation of Chinese talents in the past. However, with the expansion of college enrollment in China, and more and more counselors are employed by graduate students who do not have the ability of professional guidance, the traditional performance appraisal scheme of counselors has exposed more and more problems. This research mainly aims at the problems existing in the traditional performance appraisal of university counselors, and puts forward the reform strategy of College Counselors' performance combined with the concept of "Internet +".

## 2. Problems in Traditional Performance Appraisal of College Counselors

### 2.1 There is a Big Lag in Performance Appraisal

There are many problems in the traditional performance appraisal methods of college counselors, the most prominent one is that there is a large lag in the performance appraisal. When colleges and universities have not yet expanded their enrollment, most of them are professional counselors. They often have more than 5 years of work experience in counselor positions, so the problem of lagging performance appraisal is not prominent. However, with the expansion of college enrollment and more and more counselors being employed by graduate students, the results of counselor performance evaluation are often published after one semester or one academic year, which directly leads to the fact that counselors have graduated from the school when the results of performance evaluation are published, and the school cannot not only implement reward and punishment plans for counselors through performance evaluation, but also get more from relevant counselors To adjust the work of counselors. Because of the lag of performance evaluation, most counselors neglect the guidance and education of students in this semester, and put more emphasis on their own learning and promotion.

## **2.2 Imperfect Reward and Punishment Mechanism of Performance Appraisal**

The imperfect mechanism of performance appraisal, reward and punishment is also a very prominent problem in the management of college counselors. Due to the low requirements of College Counselors in class management, they often take no safety accident as the main evaluation index, and there is no very strict requirements for students' academic performance, which leads to counselors becoming a welfare occupation that can be won without much responsibility for graduate students. In addition, there is almost no punishment mechanism in the performance evaluation method of college counselors. As long as the performance of the safety counselors of students is guaranteed, it will not be greatly affected. The imperfection of the punishment mechanism makes counselors pay more attention to the safety management of students rather than providing guidance and help in learning. Although in terms of academic performance, colleges and universities have also formulated assessment indicators linked to the overall performance of class students, due to the low requirements for students in the final assessment, most students can successfully pass the final assessment through short-term surprise learning, and counselors can smoothly get performance assessment awards without too much intervention in the learning process of students.

## **2.3 Lack of Supervision in Performance Appraisal**

Most of the performance appraisal work in Colleges and universities is lack of transparency. Besides knowing that they have management responsibilities for students' safety and academic performance, counselors are not very clear about the actual performance appraisal process. In addition, most colleges and universities do not supervise the work of counselors in essence, which directly leads to many college students are difficult to see counselors in a school year. The separation of counselors from students' daily life and learning not only reduces students' trust in counselors, but also reduces students' sense of belonging to the school. However, such counselors are still because of the overall students. There is no safety accident in the group of students whose performance meets the assessment criteria, so they can get higher performance rewards. Therefore, the performance assessment of college counselors is just a formality, which can not guide the daily work of College Counselors in fact, nor supervise and regulate the behavior of counselors in daily work.

## **2.4 Unclear Performance Evaluation Indicators**

Because the performance evaluation indicators of college counselors often change, but the actual requirements for counselors are less, which directly leads to most counselors do not know their own performance evaluation indicators clearly. In addition to being responsible for students' safety and academic performance, most counselors are not clear about the actual performance evaluation indicators. These assessment indicators include the number of reserve party members, the number of students participating in social services and the number of students participating in discipline competitions at or above the provincial level. These assessment indicators are closely related to the growth of students, but they are not valued by counselors. In fact, most college students always have a certain proportion of students actively participate in the above affairs, which is also the reason why counselors can still get high performance scores without knowing the performance evaluation indicators.

## **2.5 The Application of Assessment Results is Not Obvious**

In the application of assessment results, colleges and universities do not do well enough, because most counselors can still get high performance scores without too much participation in the daily management of the class, making the performance assessment results can not truly reflect the work of counselors, and it is difficult to use these performance assessment results when making the performance assessment plan. In fact, colleges and universities do not pay attention to the performance evaluation of counselors, which leads to the annual end of the year summary, although the problems exposed in the performance evaluation will be recorded in the form of meetings, but in fact, these problems will not be solved by adjusting the performance indicators, such as some students' lack of self-discipline, high rate of suspended subjects, out of group problems until students

graduate. Assessment results are the main basis for optimizing performance indicators. Schools and counselors do not pay attention to the use of assessment results, which further makes the performance assessment of counselors become a mere formality.

### **3. Optimization Strategies for Performance Evaluation of University Counselors under Internet + Environment**

#### **3.1 Performance Scoring by Week in Combination with Big Data Platform**

In most colleges and universities, the performance appraisal of counselors is based on semester, which directly leads to the fact that the performance appraisal of counselors can not substantially affect the current income of counselors, and this lag also makes counselors not actively manage class level in their daily work. Therefore, it is very important to integrate performance appraisal into the daily work and life of counselors. Under the background of “Internet +”, colleges and universities can regulate their daily work behavior by combining mobile phone punching card and big data analysis, requiring instructors to have enough communication and interaction with students every week, and take short videos to punch cards. Schools can mark the work of instructors through the big data platform, and summarize performance appraisal according to their monthly work. Results: by shortening the period of performance appraisal, we can reduce the lag of performance appraisal results, so that schools and counselors can find their own problems in class management and make corresponding adjustments.

#### **3.2 Release Performance Results to the Public in Combination with New Media**

Because colleges and universities do not provide too much money reward in the performance reward for counselors, which leads to the limited effectiveness of the punishment method of reducing counselors' performance income. Therefore, it is necessary to introduce other punishment mechanisms. It is a relatively new way of performance evaluation rewards and punishments to announce the performance results of counselors in each class to the society in combination with the new media. This way is to implement rewards and punishments for counselors by making students' actual evaluation of counselors public. Conscientious and responsible counselors can naturally get the unanimous praise of students on the Internet, while irresponsible counselors will be criticized by students for their dissatisfaction with the irresponsible behavior of counselors even if they get high performance scores, which will bring public opinion pressure to the irresponsible work of counselors. This kind of rewards and punishments is closer to the reality, but it may also affect the daily life of counselors due to violating their privacy, which needs to be implemented efficiently and carefully.

#### **3.3 Supervise the Daily Work of Counselors with Skynet**

There is a common problem that students can not meet and communicate with counselors in a semester, which is also a key problem in performance appraisal. However, with the popularity of face recognition technology, it is possible to make statistics on the interaction between Counselors and students by combining campus Skynet and face recognition technology. Colleges and universities can use face recognition technology to count the frequency of counselors' activities in the school office area and public area, and the weekly face-to-face communication between Counselors and students. Some counselors may be accustomed to using communication software to communicate with counselors, which can also be counted through corresponding software. The school should collect and sort out these data, so as to grasp the actual payment of counselors in participating in the daily management of the class, as a serious and responsible evaluation standard for counselors' daily work. However, because the counselor may be a graduate student, the school should pay attention to the balance between the research work of the counselor and the work of the counselor in the process of performance evaluation, so as to avoid the influence of too much work of the counselor on the progress of the research work, and allow other class counselors to manage the class level if necessary to ensure the smooth progress of the daily management of students.

### **3.4 Combining with Online Questionnaire Survey to Investigate the Familiarity of Counselors with Performance Indicators**

In order to improve the mastery of the performance evaluation indicators, it is necessary to conduct a special investigation on the counselors in combination with the online questionnaire survey. Questionnaire survey can not only help counselors to better understand the performance evaluation indicators, but also provide basis for the formulation of performance evaluation, and provide some guidance for the implementation of some indicators, so that counselors have a clearer direction when working according to the performance indicators. At the same time, the relevant questionnaires should also be distributed to the students. On the one hand, the students can better understand the work content of the counselors, and the students can supervise the behavior of the counselors. On the other hand, the counselors of many colleges and universities are mostly the graduate students who are escorted by our school, so that these students can know the work content of the counselors in advance, which is helpful for the stable training of the counselors in line with the actual situation of our school Team members. It should be noted that the questionnaire survey can not replace the actual work situation of the counselors. Perhaps some counselors have a thorough grasp of the performance assessment indicators and can answer the questions in the questionnaire survey well, but this does not mean that the counselors do the same excellent work in daily management, and the relevant supervisors need to pay attention to this phenomenon.

### **3.5 Combined with Big Data Analysis to Find and Solve the Common Problems in Counselor Work**

Big data analysis is a common tool in "Internet +". Through big data analysis, we can dig out problems that seem to be irrelevant but have great influence on daily work behavior of counselors. The analysis data mainly includes the student achievement, the communication between students and counselors, the frequency of counselors in the laboratory and office and other observable data. Analyze and summarize these data and find out the problems in the daily work of counselors according to the actual situation. Then, we should communicate with other colleges and universities on how to solve these practical problems. Through big data analysis, we find that counselors with scientific research tasks often participate in class management with low frequency, less office time and more laboratory time. In this case, the school should consider canceling the class management responsibility of the counselor or transferring other counselors to take charge of the corresponding class, so as to enable the counselor to manage the class responsibility in Japan Implementation in the ordinary course.

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