

## Construction of Counselor Team in Independent Colleges

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**Keywords:** College counselors; Team construction; Independent colleges.

**Abstract.** University counselor is a very special occupation which labeled with Chinese characteristics. With the dual status of being university teachers and management cadres. Therefore, the counselor is not only responsible for the ideological and political education of college students, but also responsible for the management of daily affairs of college students. Counselors are closely associated with college students day and night, which has a great impact on the growth of college students. It can be said that counselors are more like a mainstay in the team of college talent training. This paper with 25 independent institute of Jiangsu province as a starting point, and through to the independent college in counselor selection, career orientation, professional development, functional responsibilities and assessment of treatment conducted in-depth research to clear orientation and construction idea of counselors, professional standards, organization guarantee and puts forward the path of promoting the sustainable development of independent college counselors team, build a counselor professional development system, promote the counselor career to the "professional, expert" direction, to provide theoretical reference for the construction of college counselor team and decision-making basis."

### Introduction

At present, domestic scholars' research on the construction of independent college counselor team points out the development dilemma and causes of the current construction of independent college counselor team from different aspects, and provides some countermeasures and methods. For example, Zeng Yuanyuan (2009) believes that, restricted by the status quo and development process of independent colleges, the construction of counselors in independent colleges needs to improve the external environment, and the government and education departments should pay more attention to counselors in independent colleges. Zhang Huaqing (2010) thinks that the admission threshold of counselors in independent colleges is relatively low, and the educational level and age structure are unreasonable. [1] Therefore, a scientific recruitment system and training system should be introduced. Lou Xue (2012) believes that the existing incentive mechanism of independent colleges is insufficient and should be improved from the following four aspects: development mechanism, salary and welfare system, performance appraisal mechanism and training mechanism to build a new type of counselor incentive mechanism structure of independent colleges. Hu Ji (2013) argues that the current management and appraisal mechanism is unreasonable, the role of the deviation problem, independent college counselor team construction should specify the management main body, straighten out the management system, perfecting examination system and formation test hires, appraisal and exit system, establish and improve the development of independent college counselors team safeguard mechanism. Gao Xiaorong (2015) believes that the current professional burnout of counselors in independent colleges is serious, and it is necessary to

accelerate the construction of a career promotion and development system for counselors in independent colleges, so as to promote the development of independent colleges and student work. [2] British universities implement the tutorial system in student affairs management. Scholar Wang Zhanren (2010) introduced in detail the "one-stop" service concept of student affairs in British universities. Counselors in British universities should not only pay attention to students' learning status, but also take charge of psychological counseling and employment counseling. Zheng Jinge (2011) believes that the management of student affairs in British universities takes respect for students as the core work philosophy, and the student service system is characterized by integration, specialization and personalization.

On March 31, 2017, a total of 6,059 documents were searched on CNKI with "university counselor team construction" as the key word. There are 2720 academic papers on the subject of "the construction of counselor team in private universities". There are 767 academic papers on the topic of "independent college counselor team construction". [3] The research on the construction of the faculty of independent colleges is still relatively few. At present, this topic has not attracted extensive attention from scholars, and there is a large space for exploration.

This topic has bigger innovation place. From the perspective of research, after more than ten years of development, independent colleges are now in a critical transition period under the background of "emigration". At this time, the research on the construction of the counselor team of independent colleges in Jiangsu is carried out, which has obvious regional characteristics and a strong practical guiding significance. [4] In terms of research content, the main body of the research object is locked in the construction of the counselor team of Jiangsu independent college, and the current situation and existing problems are analyzed. On the basis of full investigation and research, countermeasures and Suggestions in line with the actual situation are proposed to fill the current academic gap. In terms of the research results, combined with the actual investigation and study, countermeasures and Suggestions will be put forward from the aspects of selection, management, training, incentive, assessment and exit, which are highly targeted and feasible.

### **Present Situation of Counselors in Independent Colleges**

According to the requirements in the regulations on the construction of counselor team in ordinary institutions of higher learning, "college counselors shall be equipped according to the ratio of teachers to students not less than 1:200", independent colleges in Jiangsu province shall be equipped with counselors according to this ratio. The average age of full-time counselors in independent colleges is low, young and innovative. [5] Compared with the situation that the counselors of independent colleges in other provinces are more mobile, the counselors of independent colleges in Jiangsu province are stable and experienced, and inherit the old with the new, which provides a strong foundation for the ideological and political education of college students.

In 2014, the Ministry of Education issued and implemented the relevant standards of vocational ability standards for college counselors (interim), according to which all independent colleges recruit and train counselors. In terms of professional background requirements learned by counselors, they cover ideological and political education, literature, education, management, psychology, law and other majors. [6] Generally speaking, the counselors of independent colleges in Jiangsu province mainly focus on liberal arts, combine liberal arts and science, and have a reasonable professional structure, which is beneficial to the development of daily ideological and political education, as well as to students' academic guidance, personal growth and career path planning.

The so-called core professional competence of college counselors refers to the most basic and important work competence necessary for college counselors to shoulder their professional identity, fulfill their job duties and fulfill their job objectives and tasks, and fulfill their job requirements. Counselor is the organizer, implementer and guide of students' daily ideological and political education and management. Performance and implementation of three professional identity, one is the counselor for bosom friend this identity implementation in place. Students often turn to counselors for help when they find it difficult to talk to parents and friends. [7] Counselors regard caring for students as a window for the school to serve parents and students. 2 it is to do the daily ideological and political education and management work of the organizers, practitioners, the director, especially the student management is in place, more fine, public places, from dormitory to school from life to learn and practice such as daily conduct all-round education management, counselor of students' adaptability education, develop education, as well as the prominent performance on the cultivation of the ability to bear hardships; Third, life mentors. From the perspective of counselors' cognition and work practice, most counselors have core abilities such as ideological education, political guidance, design and implementation guidance of high-level education activities, and deep preaching and interpretation of laws, policies and systems, but there is still a lot of room for improvement.

The important index to measure the degree of professional recognition of counselors mainly depends on whether they regard their own work as a "part-time job" or a "career". [8] Through investigating the stable degree and working effect of counselors in independent colleges in Jiangsu province, especially the recognition of students' parents and employers, a small number of counselors regard their jobs as only a tool to "earn a living" or a "springboard" to find new job opportunities. Most counselors have strong political consciousness, excellent political quality, high professional recognition, sense of belonging and work self-worth, and have the spirit of loving the school and the post, loyalty, gratitude, dedication and dedication, as well as the courage and responsibility to overcome difficulties regardless of personal interests.

## **The Construction Path of College Counselors**

**Optimize the Selection Mechanism and Clarify the Scope of Responsibilities.** Strict selection criteria. The admission conditions of counselors must be clearly defined. In terms of ideological and political aspects, it is required to be a member of the communist party of China with a firm political stance, good moral character, love college students' ideological and political education, and have a strong sense of dedication, responsibility and dedication. In terms of academic degree, master's degree or above is required. [9] The first degree is an ordinary full-time undergraduate degree. Students who have obtained cet-4 certificate or more than 425 points are preferred. In terms of personal ability, it is required to have more than three years of experience as a major student cadre, have published articles in publications above the provincial level or independently undertake research projects above the provincial level, and have strong educational guidance ability, organizational management ability, language expression ability and research ability.

Standardize selection procedures. The recruitment process is divided into three stages: transparent and open, scientific and fair, and merit-based selection. In the first stage, a recruitment notice will be issued. The college will publish a recruitment notice on its official website, announcing job requirements and recruitment details. In the second stage of qualification examination, candidates should submit their graduation certificates and other relevant documents for qualification examination. The third stage of the ability assessment, through the written test and

the second test about the professional ability of the counselor, according to the score of the best admission.

Clear scope of responsibility. [10] The work scope of the counselor is divided into two parts. First, as the head teacher, the class with no less than two levels are generally responsible for the daily management of the class. Second, as a full-time counselor, he/she should also be responsible for the specific student work of the department's student affairs office, including the whole department's party and league construction, daily education management, academic development, employment and entrepreneurship guidance, and student community management.

Specify work requirements. In addition to holding weekly student work meetings and communicating the key tasks assigned by the college, the counselors' routine work has specific work procedures and quantitative assessment standards. Including going to the classroom with the class, checking the attendance of the students, communicating with the teachers about classroom discipline, etc., no less than twice a week; Go to the dormitory at least twice a week, check the hygiene and illegal electrical appliances in the dormitory, and understand the study and living conditions in the dormitory area. Students with special psychological and physical conditions should report the conversation record once a month. If the student is absent from the school for some reason, the counselor should communicate with the parents and record in advance. The student must sign the notice of safety responsibility to eliminate the danger of going out.

**Improve the Training Plan and Strengthen Vocational Skills.** Improve the training plan and accelerate the role evolution. New counselors to implement training, assessment, mount the post of the "three-step" program. Before taking up the post, the college arranged special training to help new counselors to accelerate their understanding of the college situation and work area. Organize and participate in pre-service training for new teachers, including contents of "higher education policies and regulations", "higher education", "higher education psychology" and "college teachers' professional ethics". Organize and participate in pre-service training of counselor training base in Jiangsu province, and help new counselor to complete the transition from student to teacher as soon as possible.

Build communication platform and enrich training kernel. Implement the new counselor tutorial system, pay attention to the new old counselor experience inheritance. "Counselor afternoon tea" activity is held once a month. [11] Experts and scholars are invited to hold lectures to broaden their horizons and constantly improve counselor's business ability. Regular special reports exchange meeting, by outstanding performance of the counselor lecturers, study policy documents, typical work case discussion, share the concept of education and advanced work experience, improve the level of policy, get through the education "shortcut". According to the personal growth plan, counselors will be organized to participate in the training of psychological counselors, vocational counselors and other courses, and be encouraged to obtain relevant qualification certificates, which is conducive to "precise guidance" of students' academic development, employment direction and life planning. Actively promote counselors to "go out", select excellent counselors to participate in professional ability competitions of counselors at all levels, go to other colleges and universities in China for exchange and study, attend meetings and training related to ideological and political education and student work, and constantly improve counselors' ability to serve and educate people.

Encourage scientific research innovation and promote role transformation. To set up a demonstration and innovation project for college counselors to promote counselors to engage in scientific research from the perspective of policy guidance; We will hold special tutorial classes for scientific research project declaration, vigorously guide counselors to apply for university philosophy and social sciences research projects, encourage counselors to engage in the study of

college students' ideological and political education and work practice, and build a learning team. Support counselors who have worked for more than 3 years and have outstanding achievements to study for a degree, apply for majors related to ideological and political education in colleges and universities, and improve their academic level. Instructors who have worked for more than one year and have outstanding performance can undertake certain teaching work and serve as teachers of ideological and political subjects. To realize the role transformation of counselor team from "business type" to "research type" and "expert type".

**Standardize the Assessment Mechanism and Improve the Welfare System.** Standardize the evaluation mechanism and enhance the work momentum. Counselors have three basic functions of education, management and service, so the basic content of assessment should cover ideological and political education, daily management and student service. In addition, other contents of the assessment should include counselors' special work, work characteristics and innovation, counselors' self-development and other aspects. Through the combination of qualitative and quantitative, the influence of human factors is eliminated as far as possible, as well as the part that cannot be quantified in the actual work. [12] Through the combination of long-term assessment and short-term assessment, monthly assessment or quarterly assessment is added, and annual assessment is carried out on this basis. Through the combination of self-evaluation and others evaluation, the diversity of evaluation subjects can be realized.

To formulate the employment measures for counselors' management posts and determine the corresponding levels of management posts; Every year, counselors are selected to participate in the investigation and exercise of domestic schools and support counselors to take temporary posts in party and government organs. Guide and support counselors to undertake ideological and political teaching and scientific research. We will establish a pattern of "great ideological and political education", and select comrades with intermediate professional titles and strong theoretical teaching ability to serve as teachers of ideological and political education. Actively encourage counselors to conduct national and provincial related subject application and research, and implement excellent achievement reward policy. Establish and improve the policy system of integrating outstanding network cultural achievements into the statistics of scientific research achievements and the evaluation and employment scope of positions (titles) of full-time counselors. Set post allowance and communication subsidy for counselors. The work assessment method for counselors has been formulated and special rewards have been set for counselors.

## Summary

The construction of independent college counselor team is a systematic project, which needs to undergo a certain period of development and improvement. This paper is not only a theoretical study on the career development of counselors in independent colleges, but also an exploration on the practical level of career development of counselors. Based on the guarantee of the stability and sustainable development of the counselor team, this paper sorts out the difficulties and problems existing in the construction of the counselor team, discusses the development path and guarantee of the counselor team, and defines the path and power guarantee for the counselor career development, so as to better promote the construction of the counselor team toward the direction of "professionalization, specialization and expertization". Based on the situation of the counselor team construction of independent colleges in Jiangsu province, this paper provides experience reference and decision basis for the counselor team construction of independent colleges in China.

## Acknowledgements

This work was supported in part by a grant from the philosophy and Social Sciences Project of Jiangsu Province (No. 2017SJBFDY269).

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