

A Study on the Enrollment Education of College Freshmen and the Ideological and Political Education Strategies of Counselors

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Abstract. With the continuous expansion of university enrollment, the entrance education of freshmen has become an important part of education management. This paper focuses on the entrance education of freshmen and the ideological education strategy of counselors, aiming at discussing how to better guide students to adapt to the new learning and living environment and cultivate their positive ideological quality and social responsibility. First of all, through the in-depth analysis of the characteristics and needs of freshmen, we realize that freshmen face many challenges, including academic pressure, interpersonal relationship, career planning and so on. Secondly, this paper discusses in detail the responsibilities and tasks that counselors should undertake in the entrance education of freshmen. Specific ideological education strategies are put forward from organizing thematic lectures and symposiums, guiding students to participate in social practice and volunteer activities, paying attention to students' mental health, and establishing community and communication platforms. Finally, this paper emphasizes that ideological education is a long-term and continuous process, which requires counselors to constantly adjust their strategies to adapt to the development and changes of students. At the same time, interdisciplinary cooperation and the connection with social resources, as well as the comprehensive use of online and offline multi-means are also important ways to improve the effect of ideological education.

Keywords: ideological education, strategy, entrance education, freshmen, counselors.

1. Introduction

With the continuous development of society and the popularization of higher education, universities, as the cradle of cultivating future social elites, have increasingly severe and important educational tasks. In the process of freshmen's growth, entrance education and ideological education of counselors play a vital role. Freshmen, as a group who have just stepped into this knowledge hall, are facing great changes in their personality, values and academic concepts. How to provide effective education for freshmen and guide them to establish a correct outlook on life and world has become one of the urgent problems in university education.

In university education, counselors play an important role. They should not only care about students' academic development, but also pay attention to ideological education and guide students to face the challenges of life and study actively [1]. However, with the diversification of society and the explosive growth of information, counselors are also facing new difficulties and challenges in ideological education. How to better understand the needs of freshmen and formulate practical educational strategies has become a problem that counselors must seriously consider and study.

The purpose of this paper is to discuss the entrance education of freshmen and the ideological education strategy of counselors. Through in-depth analysis of freshmen's characteristics, needs and social background, this paper puts forward innovative education strategies, which will provide beneficial enlightenment for the all-round development of freshmen. By studying the roles, responsibilities and professional qualities of counselors, this paper puts forward more scientific and effective ideological education methods, aiming at promoting the ideological education of college students and making contributions to cultivating socialist builders and successors with all-round development in morality, intelligence, physique, beauty and labor.

2. Analysis on the characteristics and needs of freshmen

Freshmen, as students from high school to university, are facing the role change from "middle school students" to "college students", and their characteristics and needs are diverse and complicated in psychology, academic and career development. Freshmen usually have a desire to explore the future and are eager to gain more independence. This means that they need to face the new academic environment and social circle, actively participate in various activities, and cultivate the ability of independent learning and problem solving. Due to the separation from family and facing unfamiliar environment, freshmen often experience emotional fluctuations [2-3]. They need to establish new social networks to adapt to study and life in different places, which challenges their psychological adjustment ability. From high school to university, students need to adapt to more professional and in-depth subject knowledge and cultivate the ability of independent thinking and problem solving. Freshmen need to change their learning methods, from relying on teachers' instruction to paying more attention to autonomous learning and teamwork, which requires them to improve their ability of information acquisition and processing.

Freshmen are full of expectations for their future career planning and choice, and they need to know all kinds of career fields, cultivate their professional quality and improve their professional adaptability. Students urgently need to get practical opportunities to exercise their practical abilities and improve their competitiveness in the workplace through internship, social practice and other activities. University is a multicultural society, so freshmen need to adapt to students from different cultures and backgrounds and cultivate their ability of cross-cultural communication. In the university, students gradually realize that they have social responsibilities, and need to cultivate civic awareness and social responsibility, and actively participate in social welfare activities.

The characteristics and needs of freshmen are very obvious in personalization and diversification. Therefore, in order to better meet their growth needs, college entrance education and counselors' ideological education strategies should fully consider these factors and formulate targeted and innovative education plans and support measures.

3. Roles and responsibilities of counselors

3.1. The role of counselors in the entrance education of freshmen

Counselors play a vital role in the entrance education of freshmen, and their role is not limited to imparting subject knowledge, but also involves students' psychology, social adaptation, career planning and other aspects. Counselors help freshmen understand the characteristics of various majors and help them make professional choices that meet their interests and abilities. Counselors provide information about curriculum and credit requirements to help freshmen plan their studies and ensure that they can achieve their academic goals during their college years. Counselors pay attention to freshmen's psychological adaptation to the university environment and provide emotional support to help them get through the adaptation period smoothly. When freshmen face problems in their studies or life, counselors act as consultants and problem-solving guides to help them better cope with challenges [4-5].

Counselors promote social interaction among freshmen, organize social activities and help them establish good interpersonal relationships. In a multicultural university environment, counselors guide freshmen to understand and respect different cultures and promote cultural exchanges. Counselors help freshmen understand their interests and advantages, provide career counseling, and guide them in career planning. Provide internship and employment information, help freshmen prepare resumes and interviews, and promote them to enter their careers smoothly. By organizing ideological education activities, counselors guide freshmen to establish a correct outlook on life, world outlook and values. Counselors encourage freshmen to pay attention to social issues and cultivate their sense of social responsibility and civic awareness. When freshmen are found to have psychological problems or crises, counselors should intervene and guide them in time and help them

seek professional psychological help. Provide information about campus safety and educate freshmen to guard against all kinds of security risks [6].

The role of counselors in the entrance education of freshmen is far more than imparting knowledge, but also related to the all-round development of students. By providing personalized support and guidance, counselors lay a solid academic and life foundation for freshmen, and promote them to better adapt to college life and grow into responsible and adaptable members of society.

3.2. Responsibilities and tasks that counselors should undertake in ideological education

Counselors should undertake various responsibilities and tasks in ideological education, which is to guide students to establish a correct outlook on life, world outlook and values, cultivate positive ideological quality, and stimulate social responsibility. Counselors should guide students to establish correct moral concepts and urge them to understand and follow the moral norms of society and schools. While cultivating correct values, counselors should also educate students to respect multiculturalism, understand and tolerate people with different backgrounds and concepts [7]. It is necessary to help students establish a positive and optimistic attitude and maintain perseverance in the face of difficulties. Guide students to develop critical thinking and cultivate the ability of independent thinking and rational analysis.

Counselors encourage students to actively participate in social practice and public welfare activities, and cultivate their sense of social responsibility. Guide students to pay attention to social hot issues and inspire them to care and think about social issues. Counselors can organize thematic lectures, invite professionals or scholars to share knowledge in related fields, and broaden students' horizons. Through seminars and other forms, the interaction between students and counselors can be promoted, so that students can feel the actual effect of ideological education more directly. Pay attention to students' mental health problems, provide professional psychological counseling services, and find and intervene students' possible psychological troubles in time. Through publicity and education activities, improve students' understanding of the importance of mental health and encourage them to take the initiative to pay attention to and maintain their mental health [8]. Assist students in personality development planning, help them recognize their strengths and weaknesses, and set personal growth goals. By organizing students' activities and training, we can stimulate students' leadership potential and improve their ability of organization and coordination.

By undertaking these responsibilities and tasks, counselors can play a more active role in ideological education, help students grow better in college life, not only make progress in their studies, but also make all-round development in their outlook on life and sense of social responsibility.

4. Design of ideological education strategy

Counselors help freshmen understand the characteristics of various majors and help them make professional choices that meet their interests and abilities. Counselors provide information about curriculum and credit requirements to help freshmen plan their studies and ensure that they can achieve their academic goals during their college years. Ideological education strategy design as shown in Figure 1:

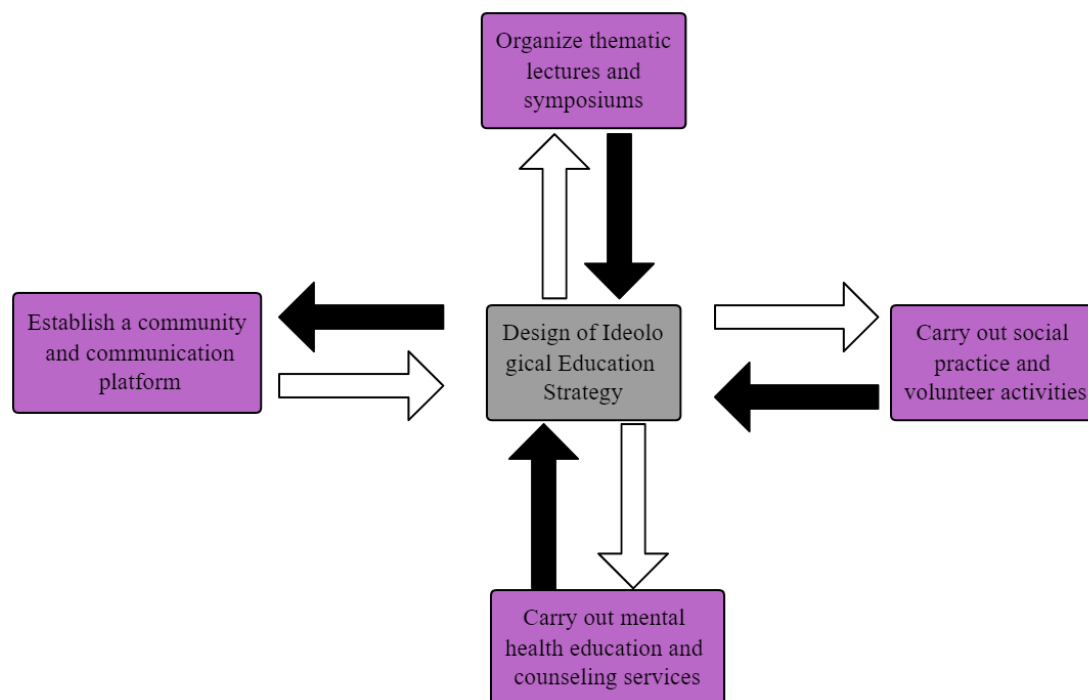


Figure 1 Ideological education strategy design

4.1. Organize thematic lectures and symposiums

Organizing thematic lectures and symposiums is one of the effective means for counselors in ideological education for freshmen. Through these forms, important ideological education contents can be conveyed and students can be guided to think deeply about social and life issues. According to students' needs and current social hotspots, choose attractive and practical topics, such as life planning, social responsibility, career development, etc. Invite professionals, scholars or social celebrities in related fields as keynote speakers to ensure that the lectures are professional and in-depth. Conduct lecture publicity in advance, and publicize lecture information to students through campus radio, posters, social media and other channels to arouse their interest. Highlight the significance and expected effect of the lecture in publicity, and stimulate students' desire to participate. Set up questioning sessions for students to participate in, encourage them to ask questions actively, and promote interaction and speculation. Organize a group discussion or sharing session, so that students can exchange ideas in the group and enhance the interactive effect [9]. Through the questionnaire survey after the lecture, collect students' feedback on the lecture and understand their gains and opinions. After the lecture, provide relevant reading materials and resource links to help students understand the topics involved in the lecture.

According to the current problems and needs of students, choose topics that can lead to in-depth discussions, such as academic pressure, interpersonal relationships, social hotspots, etc. Give full consideration to students' interests and ensure that the topics of discussion are attractive to them. Inviting a neutral and impartial moderator can promote the equal and harmonious atmosphere of the discussion. The moderator should have a deep understanding of the topic of the discussion, be able to guide the discussion and promote the discussion to achieve good results. Divide the discussion time reasonably to ensure that each agenda link has enough time for in-depth discussion. Arrange the rest time appropriately in the forum, so that students can better maintain their energy and attention. Give students enough free space and encourage them to express their opinions and suggestions freely. At the end of the discussion, the moderator summed up the main points of discussion and emphasized the participation and contribution of students. Looking forward to the work plan after the discussion, encourage students to continue to pay attention to related issues and form long-term concern and reflection. By skillfully organizing thematic lectures and symposiums, counselors can better guide

freshmen to think deeply, broaden their horizons and promote their all-round development in outlook on life and ideas.

4.2. Carry out social practice and volunteer activities

Carrying out social practice and volunteer activities is an important part of counselors' ideological education for freshmen. Through these activities, students can better understand society, enhance their sense of social responsibility, and cultivate teamwork and leadership skills. Choose topics related to social hotspots and public welfare undertakings to stimulate students' concern and thinking about social issues. Combining with the characteristics of the subject, we can design practical topics that can expand professional knowledge and improve students' application ability in the subject. Organize students to form groups, work together, and cultivate teamwork spirit from activity planning, organization to implementation. Make a detailed practice plan, including activity objectives, planning process, resource preparation, etc., to ensure the orderly conduct of activities. Arrange students to conduct field research in communities and enterprises, observe social phenomena and understand the laws of social operation. Students are required to write an activity report after the activity, summarizing their experiences, insights and discoveries in the practice process. Organize students to share their experiences, promote interaction and exchange, and deepen their understanding of social practice.

Select representative social groups as service targets, such as orphanages, nursing homes, disabled people, etc., and guide students to care about vulnerable groups [10]. Participate in environmental protection projects to cultivate students' environmental awareness and sense of responsibility. Arrange students to participate in volunteer activities on weekends to avoid affecting the normal academic process. Organize relevant training before the activity to improve students' professional level in the service process. Ensure that the required materials are prepared in advance, so that volunteer activities can be carried out in an orderly manner. After the volunteer activities, organize students to give feedback and summary, and share the feelings and gains in the service. Establish student volunteer service files to record their participation and provide reference for future development. Establish close ties with the community, strive for social recognition and support, and provide more opportunities for students' volunteer experience. Through social practice and volunteer activities, counselors can stimulate the sense of social responsibility among freshmen, cultivate teamwork and leadership skills, and at the same time enable them to better understand society, expand interpersonal relationships and lay a solid foundation for their all-round development.

4.3. Carry out mental health education and counseling services

In the ideological education of freshmen, it is very important to carry out mental health education and consulting services. Set up special mental health courses, covering the basic knowledge of psychology, methods to deal with stress, emotional management and other aspects. Arrange practical activities, such as group discussion and case analysis, in combination with the curriculum, so that students can learn the skills to deal with problems in practice. Invite professional psychologists or experts to hold lectures on mental health, covering topics such as anxiety, depression and interpersonal relationships. Through interactive question and answer, group discussion and other forms, increase students' participation and promote them to understand mental health problems more deeply. Organize mental health weeks regularly, including lectures, exhibitions, experience activities, etc., to enhance students' attention to mental health.

Set up a special psychological counseling service center to provide a safe and private place for students to consult. Organize professional psychologists and counselors to provide diversified services such as individual counseling and group counseling. Set up an anonymous consultation platform to facilitate students to ask questions anonymously and reduce psychological pressure. Establish a follow-up mechanism of psychological counseling to ensure that students receive continuous attention and support in the process of solving problems. For students in need, provide long-term psychological counseling to ensure that the problem can be solved more comprehensively.

Organize psychological literacy training classes to teach students some basic mental health knowledge and ways to cope with stress. Encourage students to organize mental health associations spontaneously and jointly promote mental health through mutual assistance. Regular mental health exchange forums are held to encourage professionals from different disciplines to share their research and practical experience in mental health.

4.4. Establish a community and communication platform

Establishing community and communication platform is an important means for counselors to promote teacher-student interaction and share experiences in ideological education for freshmen. Use common social media platforms (such as WeChat, QQ, Weibo, etc.) to create a dedicated exchange group for counselors and freshmen. Construct an online forum on campus, and provide a special area or section for counselors and students to share. Regularly publish information about ideological education, mental health, academic planning, etc., to keep the community content fresh and valuable. Regularly set up thematic discussion days to guide students to conduct in-depth exchanges on specific topics. Organize online activities in the community, such as thematic lectures and online sharing sessions, to enrich the interactive forms.

Choose topics that are of high concern to students, such as academic pressure, mental health, social hotspots, etc. Create a relaxed discussion atmosphere and encourage students to speak enthusiastically and share their views and experiences. Set up special groups according to disciplines, so that students of the same major have more opportunities to communicate and share their experiences in disciplines. Create interest groups covering literature, art, science and technology to increase the breadth of students' communication. Organize offline activities on a regular basis, such as reading sharing meetings and recruiting new members of the community, so that members of the online community can have the opportunity to communicate in person. Set up anonymous consultation channels, so that students can ask questions through email and increase communication channels. Counselors respond to the contents of the mailbox in time to ensure that students feel care and support. Through the community and communication platform, counselors can interact with students more directly, establish a closer relationship between teachers and students, effectively promote information transmission and experience sharing, and improve students' enthusiasm for participating in school life.

5. Conclusions

The entrance education of freshmen and the ideological education strategy of counselors have been deeply discussed in this paper. Through the analysis of the characteristics and needs of freshmen, we realize that freshmen often face many challenges when facing the new learning and living environment. Therefore, the work of counselors in ideological education is particularly critical. In the specific ideological education strategy, this paper puts forward many measures, such as organizing thematic lectures and symposiums, guiding students to participate in social practice and volunteer activities, paying attention to students' mental health, and establishing a community and communication platform. These strategies not only help to enhance students' understanding of society and cultivate their sense of social responsibility, but also promote the interaction and communication between teachers and students. At the same time, by guiding students to participate in various activities, counselors can care and support students' mental health more comprehensively and improve their interpersonal communication and teamwork ability. However, it should be noted that ideological education is not a short-term behavior, but a long-term process. In practice, counselors need to continuously pay attention to the development and changes of students and flexibly adjust ideological education strategies to ensure their effectiveness.

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