

Research on the Professionalization and Professionalization Construction Path of College Counselor Team

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Abstract: According to the document spirit of the Ministry of Education's "Regulations on the construction of counselors in colleges and universities", college counselors are the organizers, implementors, guides and guides of ideological and political education of college students. College counselors shoulder the responsibility of teaching and educating people, teaching students to deal with people, training students to endure hardships, experience students' perseverance, shape noble moral sentiments, guide them to establish a correct world outlook, outlook on life and values, and promote students' all-round development. Lead students to learn new ideas, new thoughts and new strategies, guide students to practice core socialist values, and help students strengthen their confidence in the path, theory, system and culture of socialism with Chinese characteristics. Counselors should grasp students' ideological dynamics, behavioral conditions, public opinion management and supervision, and guide students to deal with specific problems in ideological understanding, career planning, value orientation, study and life, career selection and friends. This paper takes Guangzhou Huashang Vocational College as an example to explore the effective way to realize the relevant construction.

Keywords: College Counselors; Professionalization; Construction.

1. The Importance of Ideological and Political Education

Higher vocational college is an important place to train technical personnel, and the quality of technical personnel in addition to professional knowledge, but also need to have correct values and outlook on life. Most of the students in higher vocational colleges come from different regions and families, and their cultural backgrounds and ideas are different. Therefore, ideological and political education can help students better integrate into the school culture and social environment, and enhance their national consciousness and social responsibility. Vocational college students need to have the correct professional ethics, professional quality, innovative spirit and practical ability, ideological and political education can help students establish the correct concept of professional ethics, so as to better adapt to the professional environment and play their professional skills, cultivate innovative thinking and practical ability, improve their comprehensive quality and competitiveness. Lay a solid foundation for future career development. Ideological and political education in higher vocational colleges is very important for the improvement of students' comprehensive quality and career development. Higher vocational colleges should pay attention to the development of ideological and political education to provide better guarantee for the future development of students.

2023 marks the 39th anniversary of the establishment of the discipline of ideological and political education. After 39 years of development, ideological and political education has achieved breakthrough development, and it still needs to be continuously improved in terms of theoretical support, academic norms and application guidance of the discipline. The Ministry of Education has also made a lot of practical deployment in the professionalization and professionalization of counselors' work, including promoting the quality

improvement project of college students' ideological and political education, the most beautiful college counselors, and the annual person of college counselors.

2. The Significance of Professional and Professional Counselor Team

College counselors are an important part of college education and teaching, involving students' psychology, thought, emotion and other aspects, and directly related to students' healthy growth and academic development. Therefore, the professionalization and professionalization of college counselors are of great significance.

The specialization and professionalization of college counselors can improve their professional quality and working ability. The team of professional counselors can improve the professional knowledge and skills of counselors through systematic training and learning, so that they can better cope with the psychological and emotional problems of students and provide more professional services. At the same time, it can improve the service quality and satisfaction of students. A team of professional counselors can provide more personalized and professional services, better meet the needs of students, and improve students' service satisfaction and sense of gain. The team of counselors can enhance the overall image and competitiveness of colleges and universities. Attract more students and excellent teachers to join.

At present, there are 240,800 full-time and part-time counselors in colleges and universities across the country, and a team of counselors of "combination of full-time and specialized" has been initially established. According to the provisions of the relevant documents, the counselor team has a dual identity, the implementation of two-way management, two-way promotion. To promote the specialization and professionalization of the team of counselors, we must adhere to the combination of theoretical research and practical application. Enhance the theoretical and practical confidence

of ideological and political educators, and enhance the attractiveness of the counselor position.

3. Analysis of the Professionalization and Professionalism of the Counselor Team

3.1. The Recognition of the Counselor Team.

As an important part of the teaching team and management team of colleges and universities, counselors have the dual identities of teachers and cadres, but the national vocational certification authority has not yet listed "college counselors" as a single occupation in the Occupational Classification of the People's Republic of China, which affects the social evaluation of college counselors. Counselors feel they are not getting enough recognition and respect for their work, and are filled with confusion and frustration. Part of the problem stems from the fact that the work of the counselors is not fully understood across the school. Their work spans everything from students' mental health and emotional issues to career planning, yet many see their 'mentoring' work as a distraction from the wider range of services and support. In addition, the impression labels such as "low pay" and "limited development space" also affect the social recognition of counselors' careers.

3.2. Role Positioning of Counselor Team.

Compared with full-time teachers and administrative cadres in colleges and universities, the duty orientation of counselor team is fuzzy. In individual cognition, "counselors" are not college teachers, but students' daily "waiters" and "babysitters". As everyone knows, the counselor undertook the ideological education of students, the construction of the party and league, the award and loan subsidies, mental health, alumni and peer education, academic development, employment and entrepreneurship guidance, recruitment, western plan, three branches and one support, examination of public institutions, civil servants and other policy advocacy and education guidance responsibilities. It includes routine tasks such as file sorting, award and scholarship evaluation, Youth League Day activities, Party day activities, heart-to-heart talks, and random work such as safety and health inspection, safety and stability, fraud prevention, and drowning prevention. It also includes helping students print transcripts, apply for student ID cards, bank, invigilate and sign in, study early warning, book train tickets, buy medical insurance and other trivial and complicated daily affairs, so that the work functions of counselors become "chaotic" and "comprehensive". At the same time, as the relying force for the administrative work of schools and college organs, many full-time counselors have multiple roles and cannot be specialized.

3.3. Professional Competence of the Counselor Team.

Counselor group is a group with relatively low educational level and low entry threshold in universities. Professional teachers in colleges and universities generally have a master's degree or above, and counselors are mostly college or master's degrees, and the starting point of professional ability is not high. The professional sources of the counselors are diversified, 70% of the counselors are under 30 years old, and they need to "start from scratch" in the accumulation of professional quality and professional research, and they lack

confidence in professional growth. At the same time, the direct and transactional work characteristics of counselors make it difficult for counselors to invest the necessary time and energy to accumulate professional knowledge and improve professional ability. In addition, the "strong mobility" characteristic of the counselor position is also an important reason for affecting the professional growth of the counselor.

Therefore, emphasizing the professional and professional development of college counselors is a key measure to enhance the sense of identity, belonging and sense of accomplishment of college counselors, which is directly related to the career stability of college counselors, whether the counselors can work hard in this career as a career that can be engaged for life and feel honored, and the quality and level of ideological and political education in colleges and universities. This is an urgent need to solve the difficulties and problems, only pay attention to the development of the counselor team, can guarantee the stable, healthy and sustainable development of the counselor team, can make the school ideological and political education work system more perfect.

4. Measures to Improve the Professionalization and Professionalization of the Counselor Team

4.1. Improve the Training Mechanism for Counselors.

Establish a counselor training system, and regularly carry out counselor training, counselor workshops, counselor quality and ability competitions, counselor salons and other activities to improve the professional quality and vocational skills of counselors, so that they can better meet the growth and development needs of college students. Strengthen the construction of counselor team, strengthen the selection, employment and assessment of counselors, establish a sound incentive mechanism, and improve the overall quality and professional level of counselor team. Strengthen the career development of counselors: Establish a career development system for counselors, provide them with a good career development environment and opportunities, and improve their career satisfaction and professionalism. Strengthen the communication and exchange between counselors and students, establish a good relationship between teachers and students, and improve the level of education and teaching and psychological counseling ability of counselors. To strengthen the self-management and self-improvement of counselors, counselors should constantly improve their professional quality and vocational skills, strengthen self-management and self-improvement, and constantly improve their comprehensive quality and ability.

4.2. Use Research Data to Carry out Targeted Management Work.

College counselors, especially graduate counselors, should be good at career development and employment guidance and guidance. Secondary colleges can cooperate with the Student Affairs Office and the Enrollment and Employment Office to conduct questionnaire analysis. For example, the graduation destination of 2024 graduates is investigated: the data shows that 1,092 people, accounting for 23.72%; 607 people started

their own businesses, accounting for 13.19%; 191 were enlisted, accounting for 4.15%; Three branches and one support, the west plan 55 people, accounting for 1.19%; 75 people participated in the civil service and public institution examination, accounting for 1.63%; 2583 people were directly employed, accounting for 56.12%; the number of surveyed graduates: 4,603 people. Make full use of data to carry out classified work, counselors can carry out targeted counseling according to their own professional characteristics, and publicize relevant policies, which can achieve twice the result with half the effort.

5. The Effect of Professional and Professional Construction of Counselor Team

In recent years, the Ministry of Education has issued relevant policy documents to establish and improve the system and mechanism of counselor team construction. All localities and colleges and universities actively implement the document requirements, constantly optimize the system of selection, training and development, and vigorously promote the professional and professional construction of counselor team, and have made positive progress. Strengthen the training and management of the counselor team, improve their professional quality and work ability, and vigorously publicize the results and performance of the counselor's work, display the results of the counselor's work, such as the Challenge Cup entrepreneurship competition, extracurricular research, three rural social practice, etc., can see the counselor's figure, but also encourage students and teachers to know more about and support the counselor's work. The age structure, education structure, knowledge structure and professional skills of the counselor team are increasingly reasonable, and the professional level and professional quality of the team are constantly improved. They play a prominent role in major matters of the school, and become the backbone of education and guiding the healthy growth of students and maintaining the harmony and stability of colleges and universities.

5.1. Strengthen the Team of Counselors

The number of full-time counselors from the educational level, college counselors mainly master's degree, and the proportion of master's degree or above is increasing year by year. The proportion of administrative posts at deputy section level and above reached 12.6%, the proportion of professional and technical posts at intermediate level and above reached 28%, and counselors under the age of 30 accounted for 70%. The attractiveness of counselor positions is increasing, the sources are more diverse, the gender ratio, age structure, and development echelon are more reasonable, and the professional and technical positions, the educational level of the team and the political quality are constantly improving. Colleges and universities actively build a platform for counselors to play a role and display their abilities, take the counselor workshop as an opportunity to achieve one-to-one mutual help with the "old and new", so that the counselor team has achieved "conditions for work, a platform for cadres, space for development, guaranteed treatment, and special titles", and mobilize the enthusiasm of the counselors.

5.2. Strengthen the Training of Counselors

Relying on the training and research base of college

counselors of the Ministry of Education and relevant colleges and universities, the national college counselor demonstration training class is held every year, the quality and ability competition of counselors is carried out every two years, and special topics for the backbone of counselors are set up to encourage and support counselors to carry out theoretical and practical research; Hold counselor work innovation forum regularly, implement the "counselor work quality project" special, publish university counselor work research related books; Select counselors with strong comprehensive ability to participate in the secondment work, and actively promote the professional and professional construction of the counselor team.

5.3. Enhance the Identity of the Counselor Team

The National college counselor of the Year has been selected for 15 years, and a large number of outstanding counselors have emerged, and special selection activities such as National Counselor of the Year and Guangdong Counselor of the Year have been commended. In recent years, national leaders have met with college counselors of the year, and delivered an important speech at the symposium, which highly affirmed the work of college counselors and greatly encouraged the team of counselors. The Ministry of Education has listed a single index in the selection of national excellent teachers to commend excellent counselors in colleges and universities, and to explore and cultivate excellent models. Organize and carry out the "advanced deeds of college counselors tour activities, give play to the demonstration and leading role of advanced models, and strengthen the professional connotation mining and career ideal shaping of counselors. It has been 11 years since the counselor oath was issued to promote the value pursuit of counselors, expand the influence of positive social opinion through publicity, and enhance the social recognition and professional identity of counselors. It can be seen that the profession of counselors is also getting more and more attention.

6. College Counselor Team Construction Objectives

The professional and professional development of college counselors is the inevitable choice to train qualified socialist builders and reliable successors. In the next stage, we hope to encourage more counselors to realize the transformation from passive specialization to active specialization by strengthening management. The goal is to provide a full range of support and care for each student to help them overcome difficulties on the road to growth and realize their dreams. Through continuous learning and training, to improve their professional quality and work ability, in order to better respond to the various problems and needs of students. For example, to participate in psychological counseling, communication skills, career planning and other aspects of professional training, and constantly improve their professional level. Care for each student, listen to their voice, help them solve psychological problems and emotional problems. Regular mental health lectures and personal counseling are held to provide students with a warm spiritual station. Strengthen team cohesion and sense of cooperation, and jointly provide better services for students. Team building activities are held regularly to enhance trust and cooperation

among team members. By strengthening training and encouraging more counselors to realize the transformation from phased specialization to normal specialization, the professional construction of college counselors is promoted to develop in depth.

6.1. Institutional Guarantee

According to the characteristics of professional and professional development of college counselors, the evaluation system, incentive mechanism and examination are formulated

Verification methods, promotion channels, results display, etc. The professional title evaluation is listed separately, the cadre selects and reserves talents, establishes a perfect normal training system, and achieves full coverage of pre-job training. Effectively open up the counselors to develop a "one-stop" security service system, stimulate the work motivation and passion of the counselors, so that they can really devote themselves to answering questions for students, professional guidance, skill training, care, help and care for students. Let the counselor concentrate on being the student's listener, Truster and navigator.

6.2. Professional Standards

The relevant documents and requirements of the Ministry of Education have guided the level and ability of the counselors, and the counselors at each stage and level can clearly understand their responsibilities and job requirements, and the positions are more clear and specific. Counselors will effectively combine professional ability, their own growth and career planning to achieve their idealized goals and promote the professional and professional development of counselors.

6.3. Build a Brand

College counselors should use professional knowledge and skills, wisdom and enthusiasm to create work highlights and brands, such as difficulties Student management can give full play to the model power of funding education, cultivate gratitude, love the party, love the country, love the school, love themselves, establish self-confidence, encourage students to participate in the selection of self-improvement stars, three rural labor and education activities. Such as the management of retired students returning to school, this group can be built into a national defense education propaganda group, and the management and service role of students can be fully played in military training and anti-fraud propaganda activities. College counselors should be good at thinking, stimulate work passion and vitality, improve work quality,

give play to their own advantages, and polish the brand of student management.

7. Conclusion

At present, it is urgent to strengthen the professionalization of management mechanism in the process of professionalization and professionalization of counselor team. To build a professional management organization, the counselor team has vague functional positioning, weak professional quality, lack of standardization in the selection and employment, and unscientific and unreasonable arrangements for daily affairs, which affects work efficiency. The work arrangement of functional departments should be managed by the student department to avoid complicated work and no rules to follow. Colleges and universities should strengthen the construction of professional management teams, implement professional training, based on the actual work, strengthen the top-level design of management, improve the management mechanism, and form a practical set of management, service, incentive, recruitment, security as one of the mechanisms. Truly promote the professional and professional development of the counselor team.

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