

# Research on Strategies for Enhancing the Ideological and Political Education Ability of College Counselors under the New Situation: A Case Study of Wenzhou Polytechnic

Longquan Liu

Wenzhou Polytechnic, Wenzhou, Zhejiang, 325035, China

---

**Abstract:** With the rapid development of higher vocational education, higher vocational colleges play a more and more important role in training high-quality technical talents and serving regional economic development. In this context, as the backbone of ideological and political education of students in higher vocational colleges, counselors bear the heavy responsibility of guiding students to shape a correct world outlook, outlook on life and values. The construction of their team is not only related to the depth and breadth of students' ideological and political education, but also a direct determinant of the effectiveness of ideological and political education. Under the new historical conditions, it has become an urgent task to strengthen the ideological and political education ability of counselors in higher vocational colleges. This paper is committed to analyzing the current situation of ideological and political education of counselors in higher vocational colleges under the new situation, and deeply discussing how to improve the ideological and political education quality of counselors in multiple dimensions.

**Keywords:** College Counselor Team Construction; Ideological and Political Education; Counselor Ideological and Political Education Ability; New Situation.

---

## 1. Introduction

Ideological and political education, as a about "cultivate what kind of people, how to cultivate people and for whom" key practice, in the whole process of ideological and political education work, counselors must fully grasp the needs of college students dynamic, psychological characteristics and cognitive ability, to more accurately promote the ideological and political education work. Counselors also need to use diversified strategies and means to open up a variety of paths to stimulate students 'active participation and active investment, to ensure that under the new situation, counselors' professional ability in the field of ideological and political education can be significantly improved.

## 2. The Current Situation of Ideological and Political Education in Higher Vocational College Students under the New Situation

By 2023, there are 33 vocational schools at the undergraduate level and 1,547 higher vocational colleges (junior college) schools in China. In 2023, 89,900 vocational undergraduate students were enrolled, an increase of 17.82 percent over the previous year. The enrollment of higher vocational colleges (junior college) was 5.5507 million, an increase of 2.99% over the previous year. However, there is still a lot of room for the improvement of ideological education of students in higher vocational colleges, and the counselor team also needs to increase their strength and make great efforts to promote the innovation and development of ideological and political education. The growth environment and personality characteristics of universities in the new era are significantly different, which puts forward higher requirements for the working methods and content of

counselors. Ideological and political education is not only a key link to cultivate students' correct world outlook, outlook on life and values, but also an important means to maintain national security and social stability. Counselors should regard them as one of the core tasks of their own work, and constantly strengthen their learning and practice.

## 3. Problems Existing in the Ideological and Political Education of Higher Vocational College Counselors under the New Situation

(1) There is a Deviation in Higher Vocational College Counselors 'Cognition of Students' Ideological and Political Education

The Regulations on the Construction of Counselors in Ordinary Institutions of Higher Learning clearly points out that the primary responsibility of counselors is to carry out ideological and theoretical education and value guidance.[1] Higher vocational colleges aim to cultivate high-quality skilled talents, and ideological and political education is an indispensable part of talent training. With the increase of the number of students in higher vocational colleges, counselors will put more energy into the daily management and transactional work of students, which will be squeezed in the ideological and political education work. In addition, higher vocational college students come from different regions and family backgrounds, and have uneven moral quality. When conducting ideological and political education, counselors may lack full understanding and respect for students' individual differences, and it is difficult to achieve good educational results by adopting the "one size fits all" education method. At the same time, some counselors do not have a solid grasp of the relevant theoretical knowledge of ideological and political education, and lack of systematic study and research. This makes it impossible for counselors

to accurately and deeply convey the core content when carrying out ideological and political education.

(2)Weak Awareness of Cooperation among Counselors in Higher Vocational Colleges

The responsibilities of counselors in higher vocational colleges are often clearly divided, each responsible for different fields, such as academic guidance, mental health, employment guidance, etc. This clear division of labor, while contributing to specialization, may also lead to the lack of necessary collaboration and communication between counselors. Counselors in different fields may have their own independent information, and this "isolated island" working mode limits information sharing and resource integration, making it difficult for counselors to form synergy when facing complex problems. When building counselor teams, higher vocational colleges often lack systematic coordination planning, and do not establish a clear cooperation process, communication channels and feedback mechanism. This makes the counselors feel confused and helpless when seeking for cooperation, and it is difficult to effectively coordinate the resources and share the results. Not only that, the difference in counselors' personal concept and style is also an important factor affecting collaboration. Different counselors have different working concepts and methods. If they lack mutual understanding and respect, differences and conflicts are easy to arise, thus affecting the atmosphere and effect of teamwork.

(3)The Counselors of Higher Vocational Colleges Do Not Clearly Define Their Own Roles in Ideological and Political Education

In the context of the new era of high-quality development of higher vocational education, the role play of counselors has been endowed with unprecedented depth and breadth, and the expectations of society, schools, students and parents for counselors show the remarkable characteristics of diversification and specialization. If this multi-dimensional role expectation is not properly balanced, it can easily lead to the problem of fuzzy role positioning and deviation of the focus of work. In particular, the ideological and political education and value guidance, as the core responsibilities of counselors, are often easy to fall into the dilemma of formalization due to the interweaving of heavy daily management tasks and multiple roles, and the educational effect is greatly reduced, and it is difficult to give full play to their due educational effect and influence. In addition, under the background of the new era, students' ideas and behaviors have changed greatly, which has brought new challenges to the ideological and political education of counselors. Counselors need to constantly adjust their roles and working methods in the complex and changeable external environment. The most important content of college students' ideological and political education work is to guide students to gradually establish the correct "three views" and train "ideal, capable and responsible" modernization construction talents.[2] Therefore, the role positioning of higher vocational counselors must be accurate and clear, which is the key to improve the effectiveness of education. Ignoring or deviates from the core role orientation will not only lead to a shift in focus, but also may weaken the key role of counselors in the growth of students.

#### **4. The Practical Path of Improving the Ideological and Political Education Ability of Higher Vocational College Counselors under the New Situation**

(1)Strengthen the Construction of the Counselor Team

Under the new situation, strengthening the construction of counselors in higher vocational colleges is not only an important cornerstone for improving the quality of education and promoting the overall growth of students, but also a key link for building a harmonious campus culture and promoting the sustainable development of the school. To this end, schools need to accurately position the role of counselors to ensure that they play a core role in students' ideological and political education, mental health guidance, career planning guidance and daily management. Through the implementation of a more scientific and fair selection mechanism, we will attract and retain those professionals who love student work and have a high sense of responsibility and mission. At the same time, the professional training and development of counselors should be strengthened, covering not only the learning of theoretical knowledge, but also the improvement of practical ability, to ensure that counselors can keep up with the pace of The Times and effectively respond to the new challenges in students' work.

In addition, schools should build a comprehensive and multi-dimensional assessment and evaluation system, which not only pays attention to the work achievements of the counselors, but also pays attention to their efforts and efforts in the work process, so as to encourage the counselors to constantly pursue excellence. At the same time, it provides clear career development planning and promotion opportunities for counselors, and encourages them to work hard in the field of student work to become expert and academic counselors.

The school should also be committed to creating a warm, inclusive and positive working atmosphere, strengthen the communication and cooperation between the counselor team, and jointly solve the problems encountered in students' work. At the same time, we should pay attention to the mental health and professional happiness of counselors, provide necessary psychological support and help, ensure that they can devote themselves to the student work in the best state, and contribute wisdom and strength to the all-round development of students and the long-term progress of the school.

(2) Innovate Ideological and Political Education Methods

In the higher education system, the ideological and political education in colleges and universities mainly depends on the theoretical teaching, while the practice link serves as an auxiliary means to promote the internalization of knowledge. However, the preaching or cramming teaching in the traditional education mode often leads to students can only passively accept it, and its ideological and political teaching effect is not ideal. In view of this, the counselors should combine the new situation, innovate the methods of ideological and political education, pay attention to the combination of online and offline, make full use of modern media means, and improve the effect of ideological and political education.

Under the background of new era, higher vocational colleges counselors in the innovative ideological and political education methods need to show a high sense of responsibility and prospective, not only to actively integrate the new era of socialism with Chinese characteristics, socialist core values,

such as era elements, also follow the social hot spots, through new media platforms such as online, class, online BBS, and offline theme class meeting, social practice, volunteer service activities, form online complementary, combining theory with practice of education mode.

The ideological and political education of college students is a long-term and the whole process, and the difficulties in the process of education are objective, which requires colleges and universities to establish a long-term mechanism of ideological and political education, plan the goals, methods and measures of ideological and political education of college students, and put the ideological and political education into practice.[3]In today's era, college students show significant characteristics of self-consciousness, and their access to and obtain information are increasingly diversified. In this context, if the ideological and political teaching in higher education fails to pay attention to the needs of students' individual self-improvement and still adheres to the traditional teaching mode, its effect will be difficult to achieve the expectation. Therefore, higher vocational counselors should pay attention to personalized education, through individual talk, psychological evaluation, insight into each student's personality, interests and thoughts, for each student tailored ideological and political education plan, and encourage students to participate in campus cultural activities, social practice and volunteer service, through practice to improve students' comprehensive quality and social responsibility. In addition, counselors also continue to improve their professional quality, and work closely with ideological and political teachers, professional teachers and student organizations to form a good mechanism for collaborative education. Through innovative ways and methods, ideological and political education can not only meet the internal needs of students, but also effectively improve their educational effectiveness.

### (3) Establish a Long-term Mechanism to Improve the Ideological and Political Ability of Counselors

The new era requires higher vocational colleges to train high-quality technical and technical talents with innovative spirit, practical ability and social responsibility. As the main implementer of students' ideological and political education, the ideological and political ability is directly related to the quality of talent training. Ideological and political education is the soul and "key line" of students' work. It is really necessary to make ideological and political education in all teachers and students to learn, teach, spread, do, and practice, to re-understand and re-digest the theory of ideological and political education for students, to construct the education system, and ultimately to achieve true learning, true faith, true understanding, and true use, is the focus of ideological and political education in schools, and is also the ballast stone and vane for testing the effectiveness of students' work.[4]The establishment of a long-term mechanism to improve the ideological and political ability of the counselors is helpful to improve the overall quality of the counselors and meet the needs of talent training in the new era.

In terms of training system construction, higher vocational colleges pay attention to the systematic and forward-looking training. They not only follow the pace of theoretical innovation of the Party, timely incorporate the latest achievements into the training content, but also enrich the training course content based on the actual work of students, covering psychology, pedagogy, career planning and other fields. At the same time, innovative training methods, using

modern information technology means, such as online live broadcast, micro-class, virtual simulation, etc., to break the restrictions of time and space, and provide more flexible and convenient learning channels for counselors. In addition, regular symposiums, workshops and other activities are organized to promote the exchange of experience and the collision of ideas among counselors and form a strong learning atmosphere.

In the construction of incentive mechanism, higher vocational colleges adhere to the principle of combining positive incentive and reverse constraint, and build a scientific and reasonable evaluation system. Through student evaluation, colleague mutual evaluation, self-reflection and other ways, the counselors' work performance and ideological and political ability are comprehensively evaluated. Praise and reward the outstanding counselors, set up examples, and stimulate the enthusiasm and creativity of all counselors; give timely feedback and guidance to the counselors with poor work or problems to help them improve their deficiencies and improve their ability. This incentive mechanism with both pressure and motivation helps to form a good situation of continuous progress of the counselors.

Higher vocational colleges also pay attention to strengthening practice and platform construction. By organizing counselors to participate in social practice, volunteer service, student work projects and other activities, counselors can have a deep understanding of students' needs and social reality in practice, and exercise their ability to solve practical problems. Build a platform for counselors to work, encourage them to share experience, exchange experiences and discuss problems, so as to form a good atmosphere for mutual learning and common progress. The construction of these platforms not only provides a stage for counselors to show themselves and improve their abilities, but also promotes the improvement of the overall level of student work in schools.

## 5. Conclusion

President Xi Jinping stressed: to do a good job in ideological and political work in colleges and universities, we must change things, advance with the times and make new progress according to the situation. We should follow the laws of ideological and political work, the laws of teaching and educating people, and the laws of students' growth, and constantly improve our working ability and level. We should make good use of classroom teaching as the main channel, and ideological and political theory courses should be strengthened in the improvement, enhance the affinity and pertinences of ideological and political education, and meet the needs and expectations of students' growth and development. President Xi Jinping has always placed the ideological and political education in colleges and universities in a prominent position, pointing out the direction and providing guidance for us to do a good job in the ideological and political education of college students in the new era. The improvement of counselors' ideological and political education ability can ensure the pertinacity and effectiveness of ideological and political education, integrate ideological and political education into all aspects of students' daily study and life, and form a full-staff, whole-process and all-round education pattern, so as to improve the overall quality of education and teaching.

## References

- [1] Zhou Huifen: Research on Strategies for Improving Ideological and Political Education Level of graduate Counselors in Universities under the New Situation ,Public Relations World,2021,NO.12,p52-53.
- [2] Wang Haibo: An Analysis on the Working path of College Students' Ideological and Political Education under the New Situation, Journal of Qilu Normal University, 2022, NO. 37,p58-63.
- [3] Wang Wenkui: Analysis of the Effective Form and Long-term Mechanism of Improving the Quality of Ideological and Political Education of College Students under the New Situation, Rural Education in China, 2019 ,NO.35,p8-10.
- [4] Shi Lin: Research on ideological and political education in colleges and universities under the new situation, International public relations,2020,NO.9,p164-165.