

Research on the Role Change and Career Development of University Counselors

Xiaoqiang Jia¹, Wenjing Chu²

¹ College of Physical Education, Taishan University, Tai'an 271000, China

² Tai'an Special Education Center, Tai'an 271000, China

Abstract: With the continuous evolution of higher education environment, the role and career development path of university counselors have also undergone profound changes. The purpose of this study is to explore the role evolution of college counselors in contemporary higher education and the impact of this evolution on their career development. Through in-depth literature review, investigation and case analysis, we systematically analyze the new role characteristics of university counselors and the challenges and opportunities they face in the process of career development. It is found that the role of college counselors is no longer limited to traditional academic guidance, but gradually extends to many fields such as mental health support, career planning, cross-cultural adaptation and so on. This change reflects the diversity of students' needs, and counselors are increasingly becoming the key force for all-round support in this diversified environment. In order to adapt to this change, counselors need to constantly develop and have diversified skills such as interdisciplinary, innovative and cross-cultural adaptation. On the level of career development, the research emphasizes the necessity of lifelong learning for college counselors. With the rapid change of higher education environment, counselors need to keep sensitive to new technologies, educational concepts and subject development. Finally, this study puts forward practical suggestions for the reform of training and higher education. Universities and training institutions should pay more attention to providing interdisciplinary and comprehensive literacy training for university counselors to better meet their multi-role needs in modern higher education.

Keywords: University Counselors; Role Change; Career Development.

1. Introduction

As an indispensable part of higher education, college counselors' roles and responsibilities have changed significantly in the past few decades [1]. With the continuous evolution of the education system and students' needs, counselors are no longer just providing course suggestions and course selection counseling, but have gradually evolved into a more comprehensive and diversified profession. This evolution has led to an in-depth study of the career development of college counselors in order to better understand their importance and influence in modern higher education.

In the past, university counselors mainly focused on academic support, such as subject guidance and curriculum planning. However, the rapid changes and globalization of today's society put forward higher requirements for college students, which not only require them to have solid professional knowledge, but also need to cultivate all-round development skills, such as leadership, teamwork and cross-cultural communication skills. This makes the role of counselors more comprehensive and complex [2-3]. With the increasing diversity of student groups, including international students, adult students and students with different backgrounds, university counselors need to be more flexible and adaptable to meet the needs of different students [4]. In addition, mental health problems are increasingly prominent in university campuses, and counselors are also required to provide more comprehensive support, including mental health counseling and the ability to cope with stress.

The purpose of this paper is to explore the evolution of college counselors' roles and deeply study their career development. This paper will pay attention to the challenges and opportunities of counselors in the face of changing higher

education environment, and their role in cultivating students' all-round development. Through in-depth theoretical and empirical research on the career development of college counselors, it is expected to provide beneficial enlightenment for the training, recruitment and career development of college counselors in the future, so as to better meet the needs of contemporary college students and promote the progress and innovation of higher education.

2. Factors of Role Evolution

The role evolution of college counselors is influenced by many factors, which reflect the changes of society, education and students' needs. The demand of contemporary college students for career planning and development is increasing. College counselors are no longer limited to providing course suggestions, but need to help students set career goals, plan practical experience and build vocational skills [5]. When facing academic pressure, interpersonal relationship and mental health problems, students expect university counselors to provide more comprehensive support, including mental health consultation, conflict resolution and crisis intervention.

The rapid development of science and technology has changed the educational environment, and university counselors need to adapt to emerging technologies such as online learning and virtual consultation to better meet the needs of students. The trend of globalization has brought more diverse student groups, and university counselors need to have the ability of cross-cultural communication to better understand and meet the needs of students with different backgrounds. Higher education institutions increasingly emphasize the cultivation of the whole person and the development of students' comprehensive quality [6]. Therefore, university counselors need to participate in all aspects of students' growth, including the cultivation of

morality, leadership and social responsibility. The traditional subject boundaries are gradually blurred, so university counselors need to establish cooperative relations in different subject areas to better guide students' subject selection and development path.

In today's society, the job market is becoming more competitive, so college counselors need to pay more attention to industry trends and skills requirements, and provide relevant career development suggestions to students. The demand for talents in different industries is constantly changing, so university counselors need to constantly update their knowledge to better guide students to choose the direction to adapt to future career development.

By deeply understanding these factors, we can better grasp the evolution trend of college counselors' roles and provide them with more targeted training and support to better meet the needs of contemporary higher education. This role evolution not only enables university counselors to serve students more comprehensively, but also promotes the development and innovation of higher education system [7].

3. Role Characteristics of Modern University Counselors

The role characteristics of modern university counselors are diverse, comprehensive and adaptable, so as to better meet the complex needs of contemporary higher education [8]. They need to pay attention to the all-round development of students, including mental health, interpersonal relationship, career planning and other aspects. This kind of all-round support is helpful to cultivate students' comprehensive quality and make them better cope with various challenges in college life.

With the trend of internationalization and multi-culture, college counselors need to have the ability of cross-cultural adaptation. They should understand and respect the differences of students from different cultural backgrounds, so as to better provide personalized counseling and support. This cross-cultural adaptability helps to establish a closer student-counselor relationship and promote cross-cultural communication. Modern university counselors pay attention to personalized service and provide personalized advice and guidance through in-depth understanding of each student's needs, interests and goals. The concept of teaching students in accordance with their aptitude enables counselors to help students plan their studies and career development more accurately and enhance their autonomy and motivation. Not only need to have traditional subject knowledge, but also modern university counselors need to have interdisciplinary knowledge and be able to understand the development trends in many fields. In addition, they also need to master emerging technologies to adapt to the impact of scientific and technological development on education and integrate them into counseling and consultation.

Modern university counselors are required to participate in all aspects of students' growth, paying attention not only to academic development, but also to the cultivation of morality, leadership and social responsibility [9]. By providing the support of whole-person training, counselors help to train graduates with comprehensive literacy, who can better adapt to the needs of the future society and workplace. With the development of science and technology, modern university counselors need the ability of real-time communication and online support. Through e-mail, online chat and video

conference, they can respond to students' needs more quickly and flexibly and provide timely help and guidance.

On the whole, the role characteristics of modern university counselors show high adaptability and diversity. They are not only academic tutors, but also life counselors, and they are also partners and supporters of students' growth. This all-round role feature is helpful to better guide students to realize their own potential and promote the innovation and development of higher education system.

4. Challenges and Opportunities of Career Development

Career development is not only a challenging field for modern university counselors, but also a moment full of opportunities. In the modern educational environment, college counselors are faced with great work pressure, and their roles are no longer limited to academic counseling, but also include psychological health support, career planning and many other aspects. The society's expectation for the role of university counselors is increasing day by day, which makes them need to undertake more and wider responsibilities. College counselors need to constantly update their professional knowledge and skills to adapt to the ever-changing higher education environment. The development of science and technology, the reform of education system and other factors lead to the need for college counselors to keep learning to ensure that they can effectively meet the needs of students. The career development path is relatively vague, and there is no clear career promotion path. The diverse nature and requirements of university counselors' work lead to the lack of general standards for career development, and counselors need to plan their career development more actively [10]. The student groups are increasingly diversified, and students with different backgrounds and needs need different types of support. The trend of globalization and multiculturalism makes university counselors need to adapt to students of different cultures, ages and experiences, which increases their work complexity.

The increase of international students and the trend of globalization provide university counselors with opportunities to cooperate with international counterparts and participate in global projects. Internationalization enables university counselors to get in touch with a wider range of cultural and academic backgrounds and broaden their professional horizons. Although the need for continuous learning brings challenges, it also provides opportunities for college counselors to develop continuously, including participating in seminars and training courses. Learning new knowledge and skills will not only help to meet challenges, but also improve the professional level of counselors and make them more competitive in the job market.

Facing the diversity of students' needs, university counselors can improve their service quality through personalized counseling and innovative support. Personalized counseling helps to establish a closer relationship between students and counselors, and innovative support methods can better meet the expectations of modern students. With the increasing attention of society to mental health problems, university counselors have the opportunity to support students' mental health needs more comprehensively. Counselors can participate in mental health promotion activities and provide professional mental health consulting services to help students better cope with pressures and

challenges.

By fully recognizing the challenges in career development and actively grasping the opportunities, university counselors can better play their roles, provide students with more comprehensive and personalized support, and promote the progress in the field of higher education.

5. Empirical Research

This study adopts mixed research methods, combining quantitative and qualitative data to comprehensively and deeply understand the role evolution and career development of university counselors. First, conduct an extensive investigation and study, and then select several cases for in-depth interviews to obtain more detailed information. The survey is a group of counselors in many universities. Through online questionnaire, a large number of quantitative data of counselors are obtained, including their job responsibilities, training, views on career development, etc. The contents of the survey include, but are not limited to, the job content, the demand for subject knowledge, the experience of cross-cultural adaptation, and the use of new technologies.

This paper chooses counselors with different backgrounds and sizes in several universities as cases. Conduct semi-structured in-depth interviews to understand the career development process, specific work experience, challenges and achievements of counselors. To investigate the practical experience of individual counselors in adapting to multicultural environment and coping with mental health problems. Select 500 university counselors from different universities to ensure coverage of different disciplines and academic experience levels. Likert scale and open questions were used to cover job responsibilities, training needs and perceptions of emerging challenges. Select 5-8 experienced university counselors as case study objects. Through in-depth interviews, we collect detailed information about individual counselors' work experience, professional achievements and career development. The survey results are shown in Figure 1~3:

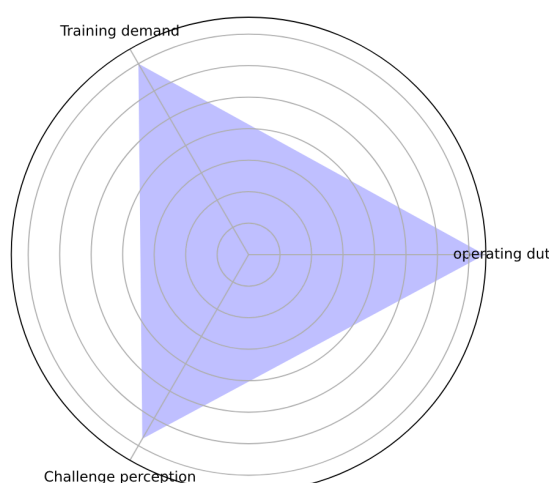


Figure 1. Radar chart of college counselors' responsibilities and challenges

The career development path of college counselors is a complex and diversified process, which is influenced by many factors, such as individual interests, academic needs, educational background and career goals. At different stages of career development, counselors need to face various challenges and opportunities, gradually improve their abilities

and provide more comprehensive support for students.

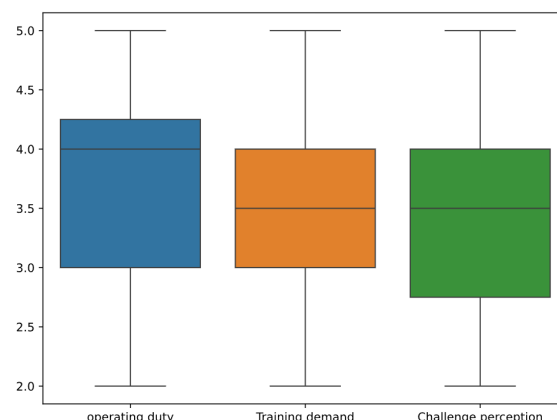


Figure 2. Box diagram of college counselors' responsibilities and challenges

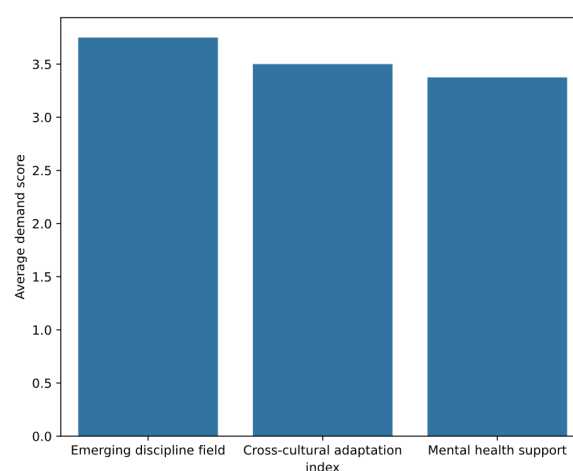


Figure 3. Counselors' needs for emerging disciplines, cross-cultural adaptation and mental health support

The career development of college counselors usually begins with their love for academic fields or educational work. First-time counselors may take up some basic consulting and guidance work and accumulate practical experience. At this stage, counselors need to establish a deep understanding of the subject field and education system, and understand the academic requirements and students' needs. With the accumulation of professional experience, counselors usually seek further professional training and education, including attending relevant seminars and obtaining relevant certificates or degrees. Professional training can help counselors better understand students' mental health, cross-cultural communication, career planning and other aspects of knowledge, and improve their comprehensive quality.

Some counselors may choose to deepen their professional knowledge in a specific discipline and become experts in this field. This kind of professional deepening is helpful to improve the understanding of students' academic needs. At the same time, more and more university counselors realize the interaction between disciplines, actively participate in interdisciplinary cooperation, and broaden their knowledge fields. With the career development, some counselors may choose to hold leadership positions, such as supervisor of counselors and a member of the college leadership team. This requires them to have stronger leadership and management experience. In leadership positions, counselors need to coordinate team work, formulate student support plans, and

promote the development of higher education institutions.

Some counselors may choose to go deep into academic research, publish articles, participate in academic conferences, and make contributions to the development of university counseling. By actively participating in the research, counselors can better understand the frontier trends of the industry and introduce the latest knowledge and methods into practice. Due to the constant changes in the field of education and subject knowledge, lifelong learning is a key part of the career development path of university counselors. Counselors need to be sensitive to new technologies, subject development and educational policies, and constantly update their knowledge and skills to adapt to the ever-changing higher education environment.

Through this study, we hope to provide comprehensive data about the role evolution and career development of university counselors, and provide better policy and training direction for decision makers. Deepen the understanding of the career development of university counselors and provide better development guidance and support for university counselors. Promote the reform of higher education, better meet the diverse needs of students, and promote the integration of academic and professional development.

6. Conclusion

Through in-depth research on the role change and career development of university counselors, we not only better understand the key role of counselors in contemporary higher education, but also reveal the challenges and opportunities they face in the process of career development. Research shows that the role of college counselors is undergoing profound changes. Traditionally, counselors mainly focus on academic counseling. Now, their responsibilities have expanded to mental health support, career planning, cross-cultural adaptation and many other aspects. This change reflects the diversity of students' needs, and counselors are increasingly becoming the key force for all-round support in this diversified environment. The role change and career development of college counselors is a process of advancing with the times, which requires counselors to be flexible and adaptable. This study provides us with important insight into the current situation and future development trend of college counselors, and also provides practical guidance and suggestions for training and higher education reform. With

the constant change of educational environment, university counselors will continue to play a vital role in shaping future higher education.

References

- [1] Nice, M. L., Joseph, M. , Kolbert, J. B. , Hilts, D. N. , Crothers, L. M. , & Kratsa, K. (2021). Development of the school counselor efficacy for college knowledge questionnaire. *Journal of Psychoeducational Assessment*, 39(7), 874-890.
- [2] Liu Wei, & Xiao Meng. (2019). Research on the Incentive Mechanism of Counselors' Professionalization and Professional Development in Higher Vocational Colleges. *Fujian Tea*, 41(10), 2.
- [3] Ding Xiwang. (2018). Role Construction and Development Countermeasures of Counselors in Applied Colleges Based on freire's Dialogue Theory. *Education and Occupation*, 2018(12), 4.
- [4] Zhong Min. (2017). On the transformation of university counselors from "experience-oriented" to "expert-oriented". *School Party Building and Ideological Education*, 2017(2), 2.
- [5] Feng Gang, Zhong Yibiao. (2022). Relaxation of college counselors' role tension and construction of career ideals. *School Party Building and Ideological Education*, 2022(1), 1-5.
- [6] Kong Xiameng. (2019). The role orientation of counselors in the cultural game of university groups-from role embarrassment to identity. *Jiangsu Higher Education*, 2019(1), 5.
- [7] Hua Lei, Jiang Ni, & zhangyan. (2020). Thoughts on improving the professional ability of counselors in application-oriented universities. *Education and occupation*, 2020(6), 5.
- [8] Chen Xia,&Sun Tianmei. (2017). Quantitative analysis of the research on the professionalism of university counselors based on HowNet database. *Educational Theory and Practice*, 37(36), 3.
- [9] Ma Jiahui, &and Hongyan. (2019). Professionalization of university graduate counselors based on scet theory. *China Adult Education*, 2019(9), 5.
- [10] Zhao Yupeng, Yang Liansheng. (2022). Professional socialization: a new perspective of college counselors' career development. *Hubei Social Sciences*, 2022(6), 148-154.
- [11] Chai Ying, Yong Wang. (2022). Analysis of the Teacher's Role of University Graduate Counselors. *Heilongjiang Higher Education Research*, 40(5), 115-120.