

Innovative Research on the Construction of College Counselors' Team in the New Era

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Abstract: In the context of the new era, the construction of the college counselors' team is imbued with a novel and profound mission of expediting the modernization drive of education in China. Functioning as a linchpin in the ideological indoctrination and comprehensive quality cultivation of college students, as well as in spearheading the ideological vanguard, the significance of constructing a robust and proficient counselors' team is self-evident and of paramount importance. Albeit remarkable strides have been achieved in recent times with respect to both the magnitude and caliber of the counselors' team, a multitude of practical conundrums and developmental impasses remain extant. These are epitomized by equivocal role demarcations, insufficient cultural profundity, misapprehended social standing, and tenuous professional self-acknowledgment. This treatise centers on the cardinal dimensions of the counselors' team construction. It undertakes a meticulous and incisive dissection of the prevailing quandaries and proffers an array of innovative and efficacious resolutions. Specifically, by precisely circumscribing the counselors' duty frontiers, fortifying the cultural-educational impetus, elevating social recognition and status, and buttressing professional self-identification, the overarching aim is to optimize the team's structural configuration, ensure that each team member discharges their designated functions with alacrity and precision, harness the full potential of the team's collaborative synergy, and actualize a judicious apportionment of resources. Concomitantly, this research actively delves into nascent pathways for counselors in the ideological domain. By augmenting work competence and proficiency, it comprehensively augments the holistic quality and professional acumen of the counselors' team, thereby synchronizing with the exigencies and imperatives of the burgeoning development of higher education in the new epoch.

Keywords: New Era, College Counselors, Team Structure, Innovative Research

1. Introduction

In 2019, "China's Education Modernization 2035" was promulgated[1], accentuating the unwavering dedication to propelling the lifelong learning process and the trajectory of professional autonomous growth within the teacher cohort. As an essential constituent of the higher education teaching faculty, college counselors are obligated to more astutely perceive and actively respond to the requisites of the era of education modernization. They should fortify the strategic orientation of their professional development, ensure the incessant optimization of the team's caliber, assume a guiding role in the

ideological and political work among college students, and deeply cultivate and firmly establish the bedrock of ideological and political education in institutions of higher learning. Nevertheless, in the face of the novel demands of the new era, notwithstanding the remarkable accomplishments achieved in the construction of the counselor team, a series of quandaries have also emerged. These encompass ambiguous duty definitions, insufficient professional proficiencies, high turnover rates, and feeble professional identity, which have severely circumscribed the development of the counselor team and the full manifestation of its efficacy. Consequently, exploring innovative avenues for the construction of the college counselor team in the new era has emerged as a pivotal issue that demands urgent resolution.

2. Significance of the Construction of the College Counselor Team in the New Era

The counselor system in colleges and universities in China was initially instituted in the 1950s. In 1965, the promulgation of the "Regulations on the Work of Political Counselors" not only formally established the legal status of the profession of college counselors but also lucidly defined its duties and missions through an institutionalized framework, heralding the entry of the college counselor team into a novel epoch of standardized and professional progression. Over an extended period, counselors have been engaged in the momentous cause of socialist construction, meticulously nurturing successive generations of resolute socialist builders and successors and making indelible contributions to the vibrant expansion of higher education.

Article 5 of the newly revised "Education Law of the People's Republic of China" unequivocally delineates the core objective of education: to serve socialist modernization and the populace, with an emphasis on the integration with productive labor and social practice and the cultivation of comprehensively developed socialist builders and successors. Higher education is mandated to actively respond and foster qualified talents. College counselors play a substantial role in ideological guidance and determine "what kind of individuals to cultivate" and "for whom to cultivate them." In the era of information explosion, the Internet and self-media exert a profound influence on students. Managing network information, guiding students to internalize the core socialist values and formulate correct worldviews, outlooks on life, and value systems has become a crucial task for counselors. Confronted with novel challenges, the counselor team is compelled to keep abreast of the times, enhance its professional capabilities and political acumen, and metamorphose into an elite team characterized by refined expertise and superlative quality[2].

Entering the new era, the report of the 20th National Congress of the Communist Party of China presents a far-reaching vision and explicitly articulates the grandiose objective of "delivering education that satisfies the people and comprehensively implementing the Party's education policy." In the face of the perpetually evolving transformations in higher education and the elevated requirements for talent cultivation in the new era, as the pivotal force bridging the hearts of college students and steering the ideological course, the strategic significance of the construction of the college counselor team is becoming increasingly conspicuous. Therefore, strengthening the construction of the counselor team is not only a cardinal measure to augment the effectiveness of ideological and political education in colleges and universities but also an ineluctable requisite for promoting the connotative development of higher education and nurturing a new generation capable of shouldering the momentous task of national rejuvenation.

3. Analysis of the Current Situation of the Construction of the College Counselor Team in the New Era

3.1. Ambiguous Duty Definitions Resulting in Excessive Workloads and Difficulty in Focusing

The construction of the counselor team, as a crucial nexus in enhancing the quality of higher education, exhibits the predicament of equivocal duty definitions. These issues not only pertain to the professional advancement of counselors but also directly impinge upon the quality and efficacy of student cultivation.

Ambiguous duty definitions constitute a prevalent concern in the current work of counselors. The role positioning of counselors customarily spans diverse aspects, ranging from academic guidance to mental health, from career planning to ideological and political education. Such a broad spectrum of responsibilities renders it arduous for counselors to identify a distinct focus in practical work, culminating in onerous workloads and diminished efficiency. Unclear duties may also engender a lack of specificity and professionalism when counselors address student concerns and render it challenging to furnish precise and efficacious assistance. Hence, precisely demarcating the scope of counselors' duties and rationally apportioning work tasks represents a prerequisite for augmenting the work efficiency and quality of counselors and ensuring that students receive comprehensive guidance and support.

3.2. Inadequate Professional Abilities to Conform to the Educational Demands of the New Era

With the expeditious development of society and the continuous deepening of education reform, higher education has posited more exacting requirements for the professional competencies of counselors. However, the current counselor team generally manifests certain deficiencies in professional abilities, which are primarily manifested in the following respects:

First, the professional knowledge structure of counselors is relatively unitary, rendering it difficult to satiate the diverse and individualized needs of students. The student cohorts in the new era display more heterogeneous characteristics in terms of ideological conceptions, value orientations, interests, and hobbies. This mandates that counselors not only possess a robust foundation in ideological and political education but also command professional knowledge in sundry domains such as psychology, career planning, and employment guidance. In reality, nevertheless, many counselors possess a relatively homogeneous professional background and struggle to fulfill the comprehensive and multi-faceted requirements of students.

Second, the professional skills and practical experiences of counselors are relatively scarce. The work of counselors necessitates not only theoretical knowledge but also the buttress of practical experiences and professional skills. Owing to the fact that some members of the counselor team lack systematic training and practical drills, they prove inept when confronted with complex and mutable student predicaments and find it difficult to dispense effective guidance and assistance. The insufficient degree of specialization not only impinges upon the work outcomes of counselors but also attenuates the trust and satisfaction of students in counselors, thereby affecting the overall image and cohesion of the counselor team.

3.3. Feeble Professional Identity Affecting Work Enthusiasm and Team Cohesion

In the construction of the counselor team, feeble professional identity represents a non-negligible concern. It profoundly influences the work enthusiasm of counselors and the overall cohesion of the team. Professional identity denotes the recognition and affirmation of the value, significance, and role

of a profession by an individual and constitutes an essential wellspring of motivation for galvanizing work enthusiasm and enhancing work efficiency. However, within the counselor team, certain counselors generally exhibit a low professional identity, which primarily emanates from the following rationales:

First, the social misperception of the role of counselors begets a low social identity of the counselor profession. Many individuals perceive counselors as "student caretakers" and overlook the cardinal roles of counselors in ideological and political education, mental health education, career planning guidance, and so forth. This prejudice not only diminishes the social status of counselors but also impinges upon the professional pride of counselors.

Second, the indistinct career development pathway and circumscribed promotion opportunities of counselors render some counselors bewildered and disillusioned regarding their career prospects. The uncertainty of career development attenuates the sense of identity and belonging of counselors to their profession, thereby affecting their work enthusiasm and the cohesion of the team.

Finally, the onerous work pressure, complex and mutable work content of counselors, and the imperfect corresponding support and safeguard measures render counselors feeling helpless and dejected when confronted with difficulties and challenges and further attenuate their professional identity and work enthusiasm.

4. Research on Innovative Avenues for the Construction of the College Counselor Team in the New Era

The report of the 20th National Congress of the Communist Party of China further accentuates that education represents the fundamental blueprint of the country and the core mission of the Party. The fundamental quandary of education resides in what kind of individuals to cultivate, how to cultivate them, and for whom to cultivate them. The cornerstone of educating individuals lies in moral cultivation. With the robust expansion of China's economy, the populace's appetite for high-quality higher education is burgeoning daily, thereby engendering a significant disparity with the extant higher education resources in society. In this context, fortifying the professional construction of the counselor team, deepening the cultural profundity of the counselor team, elevating the social status of counselors, and establishing a sound incentive mechanism can not only efficaciously resolve this incongruity but also conspicuously enhance the quality of talent cultivation. This can not only actively respond to society's ardent expectations for higher education but also vigorously impel the continuous progress of society.

4.1. Optimize the Structure of the Counselor Team, Clarify the Duties of Counselors, and Adhere to the Professional Trajectory

Counselors, as the teacher cohort with whom college students maintain the most frequent interactions in their quotidian lives, are not only the central force in executing ideological and political education among college students but also their work is inextricably intertwined with every minutiae of students' daily academic and life pursuits. The words and deeds of counselors exert a profound and imperceptible influence on students. The overall quality of the counselor team is directly correlated with the quality of the students they nurture. Therefore, precisely defining the compass of counselors' duties and promoting the professional development of the counselor team represents an efficacious approach to enhancing the quality of counselors' work.

Entering the new era, with the meteoric development of the information network and the era of self-media where everyone can articulate their viewpoints, in the face of complex and variegated network information and a copious number of students with distinctive personalities and diverse growth backgrounds, how to effectively guide such student cohorts has emerged as one of the cardinal

challenges confronting college counselors. This mandates that counselors actively attend to the growth process of students, achieve comprehensive coverage and management of the student community, and effectively address the practical needs and concerns of students. Concurrently, the overall quality of the counselor team also directly impinges upon the effectiveness of ideological and political education. [3]Counselors' profound comprehension of ideal and belief, accurate apprehension of the growth laws of students, and the degree of interaction with students will profoundly affect students' receptivity to ideological and political education and ideal and belief education and subsequently influence the all-round development of students. Therefore, constructing a counselor team with lucid duties, robust professionalism, and a rational structure represents an ineluctable alternative to meeting the challenges of the times.[4]

The professionalization of the counselor team fundamentally pertains to the professional quality of individual counselors, which represents an objective actuality that cannot be overlooked. The professional technical proficiency of counselors, akin to their "core competence", represents the fundamental aptitude that counselors must possess; and the professional background of counselors themselves, analogous to their "soft advantage", facilitates and establishing resonance with them. The college can meticulously select counselors with diverse professional backgrounds in accordance with its own professional configuration and actualize the organic amalgamation of counselors' own professions and counselor techniques. This can not only abbreviate the psychological distance with students but also effectively pilot the ideological trends of students, actively guide the all-round development of students, foster the harmonious coexistence of the teacher-student relationship, and realize the flourishing of the student community.

4.2. Shape the Cultural Persona of Counselors, Enrich the Culture of the Counselor Team, and Augment the Soft Power of the Team

The crux of the construction of the counselor team resides in sculpting its unique cultural persona. Throughout the entire life cycle of a team, from its inception, development to maturation, the consensus forged among team members assumes a decisive role in the stability and progress of the team. Actively guiding and molding this cultural consensus formed among team members to render it conducive to the salubrious development of the team, maintaining the internal unity of the team, enhancing work efficiency, enriching team achievements, and subsequently augmenting the soft power of the team is of paramount importance.

A positive and upward counselor culture can galvanize the endogenous motivation of the counselor team, propel the overall development of the team, engender a harmonious working milieu, and subsequently enhance the work efficiency of counselors. Concurrently, culture will also profoundly affect the relationship between counselors and students. Diverse campus cultures will beget diverse teacher-student relationships. In the process of cultural construction, the principles of dedication, moral education, and virtue precedence should be accentuated. Morality should invariably be accorded top priority, and any behavior that contravenes morality should be subject to a one-vote veto. Simultaneously, attention should be directed to cultivating the dedication spirit of counselors and stimulating their work enthusiasm. Additionally, the professional training of the counselor team should be intensified, the internal motivation of counselors for self-improvement and active development should be fully harnessed, the cultural profundity of professional training should be enhanced, wisdom and strength should be drawn from outstanding traditional Chinese culture, revolutionary culture, and advanced socialist culture, and the cultural persona of counselors should be continuously cultivated to lay a solid foundation for the long-term development of the counselor team.

4.3. Establish a Counselor Supervision and Management System, Improve the Counselor Incentive Mechanism and Stimulate the Work Enthusiasm of Counselors

The more significant the role played by counselors in colleges and universities, the more necessary it is to establish a sound supervision and management mechanism. Constructing an effective management supervision system can effectively promote the improvement of the quality of the counselor team through standardized management. To this end, a set of standardized assessment systems should be formulated and the existing management system and supervision system should be improved with students as the center. However, at present, colleges and universities still lack scientific and reasonable means in the construction of the counselor supervision system. For example, relevant regulations and rules have not been formulated and no special supervision department has been established, resulting in no substantial progress in the establishment of the supervision system. In addition to the end-of-term supervision, supervision should also be carried out throughout the daily work of counselors, implementing process supervision, comprehensively supervising their work process, ensuring that their work performance, achievements and efforts are always centered around students, leading the ideological development of students and not deviating from this core main line.

In addition to the establishment of the supervision system, a corresponding incentive mechanism is also needed. At present, the incentive mechanism of counselors is still imperfect. There is a phenomenon of "the same whether one does more or less and whether one does well or poorly", which to a certain extent weakens the work enthusiasm of counselors and is also related to the unclear division of work duties. This leads to problems such as mutual shirking of responsibilities, unwillingness to take the initiative to undertake tasks among counselors, resulting in a situation of not large workload, low efficiency, busy work but poor results and no progress after repeated efforts. Therefore, it is crucial to establish a corresponding incentive mechanism. Counselors should be given full recognition and encouragement both spiritually and materially, their duties should be clearly defined and their work enthusiasm should be stimulated. [5]For counselors with outstanding performance, incentives should be given and an institutionalized mechanism should be formed to promote the construction of the counselor team and improve its professional level.

5. Conclusion

In the construction of the counselor team, team composition is the cornerstone, the supervision and incentive system is the solid support, cultural construction is the soul, and the construction of specialization and professional ethics is like two wings, together forming a comprehensive and systematic theoretical system. This article elaborates on the construction path of the counselor team from four aspects: optimizing the team structure and duty division, shaping cultural character to enhance cultural soft power, reducing mobility to improve the team's status, and establishing a supervision and management system while improving the incentive mechanism. In short, the construction of the counselor team should focus on professional skills and professional ethics, with cultural construction as the core guidance, continuously exerting a positive influence in the team's growth process and building a complete training system. This system aims to comprehensively improve counselors' comprehensive quality from the perspectives of professional ability and professional ethics. The improvement of professional ability is the "hardware" foundation, and the cultivation of professional ethics is the "software" support, and they complement each other. The supervision, control and incentive mechanism, like a main line, runs through the whole process of cultivating these two skills. It aims to stimulate counselors' work enthusiasm, create a good working environment for them, promote the successful completion of work tasks and the continuous improvement of personal abilities. Meanwhile, improving the reward and punishment mechanism and

making good institutional arrangements can provide a solid institutional guarantee for the long-term development of the counselor team.

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