

Exploration of the Path for High Quality Development of College Counselor Work in the New Era

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Abstract:

In 2023, General Secretary Xi Jinping emphasized at the collective learning conference on building a strong education country that the prosperity of education leads to the prosperity of the country, and the strength of education leads to the strength of the country. Take high-quality development as the lifeline of education at all levels and types, and accelerate the construction of a high-quality education system. With the rapid development of the construction of the college counselor team, there have been significant improvements in work remuneration, personal development, development space, and social recognition. However, in practical work, there are still issues such as work mechanisms, personnel turnover, personal staffing, a calm mindset, and professional abilities. The high-quality development of counselor work needs to be further improved and innovated one by one. We should draw on the thinking and methods of educational science and management science from the objective, scientific, and systematic complexity of new and old problems in the work of counselors, and actively explore new paths for the high-quality development of counselor work in universities in the new era.

Keywords:

New Era, Counselor's Work, High Quality Development

1. The Necessity of High Quality Development of College Counselor Work in the New Era

The high-quality development of higher education is a new development concept of higher education proposed by the Party and the state after the development of China's education industry entered a new era, characterized by high requirements, excellent quality, and strong ability to meet demand.[2] Counselors are the backbone of ideological and political education for college students, responsible for implementing the fundamental task of cultivating morality and talents in universities. They should the original intention and mission of educating students for the Party and the country, and are also an inevitable factor in continuously promoting the high-quality development of teaching and educating students in universities. They have a crucial

impact on the high-quality development of education. With the complexity and closeness of the development of counselor work, many problems and difficulties will be encountered, which have caused difficulties and obstacles to the high-quality development of counselor work. How to scientifically and effectively solve the difficulties and problems of high-quality development of counselor work requires us to firmly believe in our work, dare to uphold integrity and innovation in our work, use policy incentives, ability improvement, mechanism guarantee, diligence in practice, etc. to improve the quality of work, gradually achieve professionalization and specialization based on the actual work of counselors, and further deepen and implement counselor work. To actively explore the high-quality development path of college counselors' work in the new era and seek new breakthroughs. [1]

2. The Connotation of High-quality Development of College Counselors' Work in the New Era

The saying goes that if the foundation is not solid, the earth will move and the mountains will shake. Moreover, we are now standing on the path of striving towards the second centenary goal of building a socialist modernized strong country. From the perspective of counselors themselves, the high-quality development of college counselors' work is essential for strengthening the body and consolidating the foundation, achieving professionalization and specialization, and meeting the fundamental task of cultivating morality and talent. From the professionalization and specialization of counselors to the cultivation of experts, there are always more challenges and goals for their own growth path. Whether the quality of counselor work can be further improved is fundamentally dependent on the level of counselor's professional ability. Therefore, counselors are required to speak and act with integrity, set a good example, enhance their own abilities, and consolidate their work capabilities in order to promote the high-quality development of counselor work in universities in the new era.

The high-quality development of college counselors' work is an inevitable trend to further enhance and optimize teaching and education. As far as the work of counselors is concerned, they shoulder the original intention and mission of education, uphold the responsibility of cultivating talents for the Party and the country, and strive to cultivate qualified socialist builders and reliable successors. In terms of the value of moral education for counselors, the high-quality development of counselor work is to better solve students' doubts and doubts, serve as their life mentors, become good teachers and friends, and cultivate their growth and success. Colleges and universities not only carry the function of spreading knowledge, ideas and truth, but also the important task of shaping the soul, life and new people. They should adhere to the fundamental task of establishing morality and cultivating people, and cultivate generation after generation of useful talents who support the leadership of the CPC and our socialist system, and aspire to fight for socialism with Chinese characteristics for life. [3] Therefore, the high-quality development of college counselors is the fundamental task of cultivating morality and nurturing people for the needs of national development. It is to implement teaching and educating in the work of counselors, demonstrate personal value, and be good teachers and friends on the path of student growth. The original intention and mission of teaching and educating people in the new era have pointed out the path for the high-quality development of counselor work, which is to meet the needs of students, to implement the fundamental

task of cultivating morality and talents in universities, and to cultivate qualified builders and successors of socialism.

3. The Problems Faced by the High-quality Development of College Counselors' Work in the New Era

From the perspective of counselor work, high-quality development involves improving work mechanisms and enhancing professional abilities, stimulating the potential for teaching and educating, enhancing one's own and others' ways of educating, continuously exploring the importance and uniqueness of work, and promoting the development of work content. High quality development can be understood as connotative development with stronger characteristics and better quality. [4] How to promote the work of counselors from basic to high-quality, improve and optimize work with a positive and innovative mindset, and stimulate the enthusiasm, creativity, and uniqueness of work. Effectively addressing the bottlenecks and obstacles encountered in the high-quality development of college counselor work in the new era is a fundamental guarantee for further clarifying work ideas, identifying the root causes of problems, and optimizing the quality of counselor work.

3.1. The problems faced by the development of counselor work

The high-quality development of counselor work is to better educate and nurture students. In terms of its core values, it is to educate the Party, cultivate talents for the country, and train qualified builders and reliable successors for socialism. With the development of higher education industry, influenced by various factors, there are still many problems in the construction and development of the counselor team, such as work mechanism, personnel turnover, disconnection from education, staffing issues, lying flat mentality, professional ability and other hot issues. In order to achieve high-quality development in the work of counselors, the implementation of work mechanisms is not in place, professional development cannot be improved, work staffing issues cannot be substantially resolved, personal development space is small, and work and remuneration are imbalanced. This will inevitably have an impact on the construction and optimization of the counselor team, and it is impossible to talk about the high-quality development of counselors, which is also a real problem in the high-quality development of university counselor work. These issues are all factors that constrain the high-quality development of higher education, and it is necessary to objectively and scientifically face and solve the existing old and new problems from the perspective of the development of counselor work.

3.2. The problems faced by counselors' own abilities

College counselors are the backbone of carrying out ideological and political education for college students, and they are the organizers, implementers, and guides of daily ideological and political education and management work for college students. In practical work, the problems and confusions faced by counselors' own abilities mainly include the following aspects: (1). Unclear self role positioning of counselors. Due to the high workload, being exhausted and often trapped in a passive state, the work cannot be innovated, resulting in a lack of significant improvement in work efficiency. (2). Professional burnout among counselors. Refers to long working hours, no bottom line in work, no passion or pursuit for any job, doubts and negation of one's own work, affecting one's career planning, and the phenomenon of lying flat and perfunctory in work, directly affecting the effectiveness and quality of counselor work.

(3). Weakening of the counselor's ability to withstand pressure. The work of a counselor is not only about providing ideological education and value guidance, but also about how to deal with urgent and difficult problems encountered in the work. In the era of digital informatization, students have a strong sense of self-protection. If they encounter some setbacks in their work, they may be subjected to language attacks and online public opinion at any time, which leads to counselors losing their thinking ability, being afraid of their hands and feet, and not daring to face problems directly. Over time, they form a fixed thinking pattern and cannot withstand work pressure. (4). Counselors have weak research abilities. How to do a good job in teaching and educating students, and how to become good teachers and friends on the path of students' growth and development, is closely related to the theoretical foundation and diligent research of counselors. The complexity of counselor work leads to poor theoretical foundation, weak scientific research ability, and insufficient learning and research time. Therefore, it cannot guarantee the provision of effective force for the high-quality development of counselor work.

3.3. The problems faced by counselors in educating students through their work

The work of college counselors directly faces the student group, and the ideological education and value guidance of students are influenced differently. How to carry out student work well, implement moral education, and become a guide for students' growth and development. In terms of the essence of educating students, in the synchronous promotion of basic education and information technology education, the methods and means of counselor work are still too backward and simplified, which easily neglects the purpose and requirements of educating students. There are routine and rigid work methods in the work, and if students do not have problems, it is a manifestation of doing a good job. Without in-depth thinking, it has an important impact on students' value guidance and personality shaping. If counselors are not careful in their work, it may cause irreparable consequences to their work; There is also a lack of thinking from the perspective of the intrinsic development of counselors themselves, which fails to effectively combine the work of educating people with the original intention and mission of teaching and educating people, resulting in mediocre counselor work, no innovative mechanism for educating people, and a lack of improvement in the quality of their own work, leading to the inability to carry out upright and innovative education work; At the same time, students face low enthusiasm in learning, lack of self-awareness, lack of planning for learning, and the phenomenon of lying flat, which will inevitably hinder the high-quality development of counselor work.

4. Exploration into the Path of High Quality Development of College Counselor Work in the New Era

The 20th National Congress of the Communist Party of China proposed to scientifically coordinate the three major strategies of education, science and technology, and talent as the fundamental and strategic support for the comprehensive construction of a socialist modernized country. [5] In the context of the new era, how to improve and refine the work mechanism of counselors, personnel mobility, staffing issues, disconnection from education, a calm mentality, professional abilities, and other issues, in order to explore and reflect on promoting the high-quality development of university counselor work, and to achieve new breakthroughs in the path of high-quality development of university counselor work.

4.1. Strengthen the implementation of mechanisms and policies to promote high-quality development of work

In 2014, the Ministry of Education formulated and implemented the spirit of the “Training Plan for Counselors in Ordinary Higher Education Institutions”; The Ministry of Education revised and updated the document “Regulations on the Construction of Counselor Teams in Ordinary Higher Education Institutions” in 2017; In 2021, the Central Committee of the Communist Party of China and the State Council issued the “Opinions on Strengthening and Improving Ideological and Political Work in the New Era”, which pointed out the direction for the high-quality development of counselor work in the new era through the improvement of a series of policies and systems. [6] The self-development of counselors cannot be separated from the concern and attention of the country and the education industry. It is necessary to take policies as the basis and systems as guarantees, gradually improve and solve the problems of counselors’ work mechanisms, personnel turnover, disconnection from education, staffing issues, and the need for professional competence. It is the basis for effectively enhancing the professionalization and development of counselor work, improving work systems and policies, optimizing the education system in universities, solving work staffing problems, enhancing work happiness, and enhancing counselor value. The fundamental task of cultivating morality and talents in the new era is to inspire the high-quality development of counselor work, which is an inevitable trend, a requirement for students’ growth and development, a requirement for implementing university education, and a new direction for cultivating qualified socialist builders and reliable successors in the new era.

4.2. Strengthen one’s own work skills, enhance the development of work connotation

From the perspective of the professional competence requirements of college counselors in the new era, it is necessary to have a clear understanding of their work mission and responsibility, deeply recognize that their high-quality development has rich connotations of multi-level and diversified aspects, and how to improve their professional abilities and qualities is an inevitable requirement for the modernization of the education industry in the new era. They must have the ability to actively respond to various problems in their work, accurately position their work intentions and missions, enhance their work connotation towards the goal of professionalization and specialization of counselors, innovate work concepts, effectively resolve problems and confusions encountered in their work, cultivate their ability to withstand pressure and the spirit of hard work. At the same time, counselors should have clear work goals and work orientation, overcome fatigue and loss in their profession, have professional spirit and work pursuit, influence students through moral education, develop themselves in their work, form a two-way education mechanism, learn to apply the work mechanism of combining theory and practice, deeply understand how to focus on students, pay attention to students, serve students, and adopt a work attitude that follows the laws of students' growth and development. They should have a clear understanding of who to cultivate and how to cultivate people. As a counselor, one should strengthen oneself, be good at real-time learning, enhance connotative development, strengthen professional abilities, have strong self-regulation abilities, cultivate innovative thinking and thinking abilities, in order to contribute to the high-quality development of counselor work.

4.3. Solidly promote precise education and optimize the effectiveness of quality education

The ultimate goal of high-quality development of counselor work is to do good people's work. To care for and love students, and actively bring them closer together, the essence of education in universities lies in cultivating moral character and educating people. To do a good job in teaching and guiding students, we should take the needs of the development of the Party and the country, the call of the times, and the expectations of the Party and the country for college students as the guide for their growth and success. In work, we should dare to seek innovative ways and methods to make the education work clearer and more precise. In practical education work, we will face some very complex and tedious problems, which are determined by the essence of the work. The precise education mechanism is an effective method for us to solve the problem in our work, and it is our job responsibility to do a good job in teaching and educating, and to practice value guidance. College counselors should have a clear understanding of the importance of educating students, be aware of their responsibilities and obligations, practice their original intention and mission of educating students, fulfill their responsibilities of educating students for the Party and the country, and do a good job in educating students. Counselors should view education from the perspective of education, understand the needs and difficulties of students, identify educational strategies for common and hot issues in student work, help students establish learning goals, guide their ideological values, cultivate good values, and take the healthy growth and development of students as the work goal. Therefore, the high-quality development of college counselors' work needs to be guided by the core educational goals, implement the task of cultivating morality and talents, strengthen professional qualities and abilities, improve the quality of precise education, innovate work models, target precise education objects, make good use of education platforms, and explore new methods for the high-quality development of educators. Colleges and universities take moral education as their fundamental task, guided by a precise understanding of the needs of the Party and the country's development, based on the needs of the times, and guided by the expectations of the Party and the country for young people to grow and succeed.

5. Conclusions

In short, the high-quality development of college counselors' work is a requirement for cultivating talents for the Party, the country, and the new generation capable of fulfilling the great task of national rejuvenation. It is an inevitable need for the high-quality development of education to achieve the goal of building a strong education country and the great rejuvenation of the Chinese nation. It is also the expectation and requirement of the high-quality development of education for counselors' work. It is an inevitable choice for teaching and educating people, and cultivating the laws of growth and development in the new era. The high-quality development of college counselors' work cannot be achieved without a sound mechanism guarantee, a sound work system, a good working environment, and a perfect mechanism and policy for the high-quality development of work; Counselors should be clear about their responsibilities and duties, carry forward the spirit of educators, adhere to teaching and educating people, speak and act with integrity, consciously learn and improve themselves, strengthen professional abilities, be good at innovating work ideas, clarify work goals, enhance comprehensive abilities and qualities, and become excellent teachers and mentors needed for the development of higher education in the new era;

Adhere to the comprehensive leadership of the Party over the work of universities, and take the effectiveness of moral education as the fundamental standard for testing all school work. The work of counselors is the work of being a good person. How to cultivate people and for whom to cultivate people requires us to explore the mechanism of educating people, innovate ways of educating people, always take the goal of educating students, caring for students, and serving students, and take it as our responsibility to cultivate qualified builders and reliable successors of socialism. As part of the development of education, we should contribute to the planning, promotion, and realization of high-quality development of higher education in response to the new missions and opportunities bestowed upon us by the new era. This will better promote the education industry to serve the people, govern the country, consolidate and develop the socialist system with Chinese characteristics, and serve the reform, opening up, and socialist modernization construction. It will also further clarify the development path for the high-quality development of the work of university counselors in the new era.

Conflicts of Interest

The authors declare that there is no conflict of interest regarding the publication of this article.

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