

Analysis of the Role Positioning and Effectiveness Improvement Strategies of University Counselors in Supporting Education Work

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Abstract: This article delves into the important role of university Counselors in supporting educational work, as well as the challenges and countermeasures they face. Firstly, the article clarifies the multiple responsibilities of counselors in promoting funding policies, investigating student situations, integrating and coordinating resources, and highlights their crucial role in ensuring the accuracy of funding and promoting the comprehensive development of students. Furthermore, the article reveals the problems that counselors encounter in their actual work, such as a disconnect between philosophy and practice, difficulty in identifying funding targets, single educational activities, and poor communication between departments, which directly affect the effectiveness of funding education. Finally, the article proposes a series of strategies to enhance the effectiveness of counselor funding in education, including strengthening the concept of funding education, improving evaluation mechanisms, innovating education methods, and strengthening departmental collaboration and social resource expansion. These measures aim to ensure the accuracy and effectiveness of funding work, promote the comprehensive development of students, and enhance the overall level and social influence of university funding and education work.

Keywords: Counselor; Funding education; Role orientation

1. Introduction

With the increasing popularity and diversification of tertiary education, the composition of student groups has become more complicated, especially those students from economically disadvantaged families, and the protection of their educational rights and interests has attracted more and more attention from the society [1]. As the backbone of college students' work, counselors are not only responsible for students' daily ideological and political education and management, but also the guide and spiritual mentor on the road of students' growth [2]. In the special field of subsidizing education, the role of counselors is particularly critical. They are not only the interpreters and implementers of financial aid policies, but also the guardians and shapers of students' spiritual growth. Through in-depth understanding of students' ideological trends, academic progress and living conditions, counselors can accurately identify funding needs and effectively allocate funding resources, thus ensuring that every student in need can get timely and appropriate help [3-4].

In the specific role orientation, university Counselors need to be clear that they are not only the executors of financial aid policies, but also the companions and guides of students' growth. They need to fully and deeply understand the actual situation and needs of students, and accurately identify and help those students who really need financial aid [5]. Furthermore, counselors also need daily ideological and political education, psychological counseling and other ways to help students establish correct values and life concepts, and cultivate their self-confidence and self-improvement spirit.

In real work, the role orientation and work effect of university Counselors in the field of subsidizing education are not the same. Some counselors can skillfully combine financial aid with educating people to help students develop in an all-round way; While others may stay more on the surface of funding affairs, ignoring the deep connotation of educating people [6]. This difference not only affects the overall effect of subsidizing education, but also restricts the full play of counselors' personal functions. Therefore, this article aims to deeply explore the role orientation of university Counselors in funding education, analyze the challenges and dilemmas they face, and put forward practical countermeasures to improve the effect [7]. By clarifying the core responsibilities and mission of counselors in subsidizing and educating people, this article hopes to promote university Counselors to give full play

to their own advantages, closely combine subsidizing and educating people, and help students grow into talents in an all-round way. Furthermore, by putting forward a series of innovative and systematic countermeasures to improve the effect, this article also hopes to provide useful reference for the deepening development of subsidized education in universities.

2. The role orientation of university Counselors in subsidizing educational work

In the tertiary education system, funding education is a crucial task, which aims to ensure that students with financial difficulties can successfully complete their studies and promote their all-round development through the funding process. In this work, university Counselors play multiple roles, and their work plays a decisive role in funding the effectiveness of educational work.

As propagandists and interpreters of financial aid policies, university Counselors play the role of bridges and ties. They not only need to know the detailed contents, application conditions and evaluation procedures of various funding policies, but also convey these information to students accurately. Counselors ensure that every student can understand the funding policy in a timely and comprehensive way by organizing policy presentations and writing policy interpretation manuals [8]. In addition, they also provide personalized advice and guidance for students' specific conditions, help students understand the policy terms and clarify the application process, so as to ensure the smooth implementation of the funding policy.

University counselors play a key role in arranging students' situation and accurate funding. Through daily contact and communication with students, they have a deep understanding of students' family economic situation, study situation, comprehensive quality and personal development needs [9]. This information is an important basis for counselors to provide accurate funding. According to the actual situation of students, they evaluate the students' financial aid needs and ensure that the financial aid resources can be accurately allocated to the students who need help the most. Furthermore, counselors also provide customized funding programs according to students' personal characteristics and development needs, such as providing study counseling, skills training and psychological support, so as to help students solve practical difficulties in their study and life and promote their all-round development.

University counselors are also the guides and guardians of students' growth. In the process of subsidizing education, counselors not only pay attention to the material needs of students, but also pay more attention to their spiritual growth and mental health [10]. Through ideological and political education and psychological counseling, they guide students to establish a correct world outlook, outlook on life and values, and cultivate students' sense of social responsibility and gratitude. Furthermore, counselors also pay attention to students' mental health, find and solve students' psychological problems in study and life in time, and help students to establish a positive attitude and a sound personality.

University counselors also play an important role in resource integration and coordination. Funding education involves many departments and resources, which requires the cooperation of all parties. As a link between the school and the students, counselors actively coordinate the relationship between various departments within the school, integrate educational resources inside and outside the school, and build a broader development platform for students. They work closely with the financial department of the school to ensure the timely distribution and rational use of the funded funds; Communicate and cooperate with teaching departments to provide more learning opportunities and practical platforms for students; Furthermore, they also actively strive for the support of enterprises and social groups, expand funding channels, and provide more practical opportunities and employment resources for students.

3. Challenges and problems faced by university Counselors in subsidizing education

With the popularization of tertiary education, the complexity and challenge of subsidizing education in universities have become increasingly prominent. Counselors, as the important executors of educational aid, face many challenges and problems in practical work, which directly affect the effectiveness of educational aid (Table 1).

It is a great challenge for university Counselors to break away from the concept and practice of subsidizing education. Although the concept of subsidizing education has been widely accepted, in

practice, it often pays more attention to the provision of financial assistance and ignores the all-round training of students. Counselors may be too busy to take care of students' spiritual needs and development potential when dealing with daily financial aid affairs, which leads to the superficial financial aid work and fails to give full play to its important role in promoting students' all-round development.

Table 1: Challenges and problems faced by subsidizing education work

Challenges and problems	Incorporate
Idea is divorced from practice	Focus on financial aid and ignore students' all-round development
Object recognition and resource allocation are difficult	Students' diversity and limited information make it difficult to ensure fairness and efficiency
Educational activities lack pertinence	The activities are diverse but ineffective, and it is difficult to meet the individual needs of students
Insufficient communication between departments	Unclear responsibilities and poor information affect work efficiency

The identification of funding objects and the allocation of funding resources are also a major problem faced by counselors. Because of the diversity and complexity of student groups, it is not easy to accurately identify students who really need financial aid. Counselors need to make a comprehensive evaluation of students' family economic situation and learning situation under the condition of limited information and resources, which requires counselors to have keen insight and rich work experience and professional knowledge. Furthermore, how to ensure the balance between fairness and efficiency in the allocation of funding resources is also a big test.

The singleness and lack of pertinence of educational activities are also problems in the current educational work funded by counselors. Although various educational activities are widely carried out in universities, these activities are often lack of pertinence and effectiveness, and it is difficult to meet the individual needs of students. Counselors need to deeply understand students' interests and specialties, design more attractive educational activities, stimulate students' enthusiasm for participation, and improve the educational effect. However, due to the limited time and energy, it is often difficult for counselors to have a thorough understanding of each student, which leads to the lack of pertinence and effectiveness of educational activities.

The lack of communication and cooperation mechanism between departments also restricts the effective development of counselors' funding and education work. Funding education involves multiple departments and resources, which requires close cooperation and effective communication between departments. However, in practical work, due to the unclear responsibilities and poor information between departments, counselors encounter many difficulties in coordinating resources and winning support. This not only affects the efficiency and quality of funding work, but also dampens the enthusiasm and sense of accomplishment of counselors.

4. Countermeasures to improve the effect of university Counselors' funding education

Faced with many challenges and problems in the work of subsidizing education, university Counselors must take active and effective countermeasures to improve the effect of subsidizing education. These countermeasures not only involve the renewal of ideas and the innovation of methods, but also include the integration of resources and the improvement of mechanisms. Counselors should deeply understand the connotation of subsidizing education and make it clear that subsidizing work is not only economic support, but also an important means to promote students' all-round development. On this basis, counselors should run through the concept of subsidizing education in their daily work. Whether it is policy propaganda, student arrangement, resource coordination or activity organization, they should be student-centered and aim at promoting students' all-round development. Furthermore, universities should also strengthen the training and guidance of counselors, help them establish a correct concept of subsidizing and educating people, and improve their professional quality and work ability.

Perfecting the evaluation mechanism of funding targets is the key to ensure the accuracy of funding. Counselors should establish a scientific and comprehensive evaluation system, and comprehensively consider students' family economic status, study situation, comprehensive quality and other factors to ensure the accuracy of the identification of funded objects. In practice, quantitative and qualitative methods can be used, such as understanding students' economic situation through family economic

situation questionnaire, and understanding students' learning ability and development potential through academic performance and comprehensive quality evaluation. Furthermore, a dynamic adjustment mechanism should be established to adjust the funding strategy in time according to the actual situation of students to ensure the timeliness and effectiveness of funding. For example, regular home visits or heart-to-heart talks can be conducted to learn about the latest situation of students, so as to adjust the funding measures in time.

Counselors should break the shackles of traditional education mode and design more attractive and effective education activities according to students' actual needs and interests. For example, we can carry out various forms of social practice activities, so that students can experience society and grow their talents in practice; Can organize a variety of campus cultural activities, so that students can improve their quality and cultivate their sentiments in participation; You can also use modern information technology, such as online education platform and social media, to expand educational channels and space. Furthermore, counselors should also focus on cultivating students' innovative ability and practical ability, encourage them to actively participate in scientific and technological innovation, entrepreneurial practice and other activities, and enhance their comprehensive quality and competitiveness. In terms of innovative educational means, Table 2 shows the diversified educational activities designed by a university Counselor and their expected effects.

Table 2: Diversified educational activities and their expected effects

Activity name	Activity form	Activity purpose	Anticipated effect
Social practice	Volunteer service and research	Cultivate students' sense of social responsibility and practical ability	Improve students' social participation and practical ability.
Campus cultural activities	Literary and art competitions and knowledge competitions	Enrich students' campus cultural life and improve their comprehensive quality.	Cultivate students' teamwork and innovative spirit
Scientific and technological innovation activities	Scientific research projects and innovation competitions	Stimulate students' innovative thinking and cultivate their scientific research ability	Improve students' scientific research literacy and innovation ability

Through diversified educational activities, counselors can better meet students' individual needs and development potential, thus enhancing students' comprehensive quality and competitiveness. Counselors should actively strengthen communication and cooperation with the financial department, teaching department and student affairs department of the school to jointly promote the work of subsidizing and educating people. For example, we can coordinate with the financial department to ensure the timely distribution and rational use of the funded funds; Cooperate with teaching departments to provide students with more learning opportunities and practical platforms; Cooperate with the student affairs department to jointly carry out mental health education and career planning guidance. Through the cooperation between departments, we can form a joint effort and improve the overall effect of funding education.

5. Conclusions

University counselors play an important role in funding education. Through the in-depth discussion of subsidizing education, it is not difficult to find that counselors are not only the executors of subsidizing policies, but also the guides for students' growth, and they are also the key forces for resource integration and cooperation. Their work is directly related to the effectiveness of funding education and the all-round development of students.

In the face of the challenges and problems of subsidizing education, counselors must take active and effective countermeasures. Strengthening the concept of subsidizing education is the premise. Only by deeply understanding the connotation of subsidizing education can we ensure the correct direction of work. It is the key to improve the evaluation mechanism of financial aid recipients. Only by ensuring the accuracy of financial aid can students who really need help benefit. Innovative means of educating people is the way. Only by breaking the traditional model can students' potential and creativity be stimulated. Strengthening departmental coordination and expanding social resources are the guarantee. Only by forming joint efforts can the overall effect and social influence of funding education be

enhanced.

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