

# Exploring the Integration Path of Ideological and Political Education in Student Management by College Counselors

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**Abstract:** Universities serve as crucial platforms for nurturing talent. To further enhance the quality of student development, it is imperative for counselors to excel in various tasks, including daily management and ideological-political education. This paper begins with the integration value of ideological-political education in student management by university counselors, then analyzes related challenges and proposes solutions. It explores topics such as diversifying integration methods, deepening integration efforts, addressing students' practical needs, strengthening counselor team management, and optimizing work relevance, aiming to improve university performance and foster students' holistic growth.

**Keywords:** university counselors; student management; ideological and political education; integration path

## 1. Preface

College students are one of the backbone forces in the future social construction. During their school years, it is necessary to pay attention to the education and guidance of this group, improve their basic qualities, including ideological qualities. In addition to receiving regular classroom education and practical guidance, university counselors are also required to play a greater role in achieving a balance between student management and ideological and political education. From the current situation, some universities have made initial attempts to strengthen the work of counselors, taking into account both student management and ideological and political education, and have achieved certain positive results. However, the problems exposed therein are also worthy of attention[1]. Due to deficiencies in experience, team building, and work methods, some universities find it difficult to ensure the effectiveness of their work. Analyzing their difficulties and coping strategies has practical significance for solving problems in universities.

## 2. The integration value of ideological and political education in the student management work of college counselors

### 2.1 Promoting Student Growth

The direct value of integrating ideological and political education into student management work by university counselors lies in promoting student growth. From the perspective of group characteristics, although most college students are already adults, they still lack social life experience and knowledge, so their ideological maturity is relatively low and may be influenced by various factors, resulting in growth deviations. Incorporating ideological and political education into the daily management process of counselors can help identify and correct relevant problems, and enhance the quality of students' growth[2]. If some students develop a mentality of consumption comparison, counselors can provide guidance and correction, help students establish a correct outlook on life and consumption, enable them to consume rationally, and promote high-quality growth of students.

### 2.2 Comprehensive Service Management

Require counselors to integrate ideological and political education into student management work, which helps to serve the comprehensive management of the school. This role is reflected in two aspects:

first, optimizing the standardization of university management, and second, enhancing the linkage ability of different subjects. At present, the management of most universities has independence, and counselors can adjust their work within the existing management mechanism, organize student management, integrate ideological and political education, accumulate experience, and provide reference for the comprehensive management work within universities[3].At the same time, counselors can communicate with psychological teachers, students themselves, and their families in the process of integrating student management and ideological and political education, so that they can work together in management activities and further enhance the effectiveness of comprehensive management.

### **2.3 Improving Campus Environment**

Under the integration of student management and ideological and political education, the derivative effects of counselor work are also worth paying attention to, which can help improve the campus environment. On the one hand, the implementation of ideological and political education has improved students' ideological quality, enabling them to demand themselves with stricter standards in daily learning and life, reducing various unhealthy practices on campus, including hedonism, materialism, and consumption comparison, and optimizing the overall learning and living environment on campus[4].On the other hand, the counselor team, teacher team, and students themselves can form a positive relationship of mutual trust and respect under relevant models, which also helps optimize campus management and development environment, achieving a balance between school management and student growth.

## **3. The integration dilemma of ideological and political education in the student management work of college counselors**

### **3.1 Single fusion method**

Currently, some college counselors have problems with incomplete and overly single methods in organizing student management and integrating ideological and political education. The problem refers to the inability of counselors to organize student management and integrate ideological and political education in a diverse way, or the use of various methods that are merely formalities and fail to effectively play a role. If some counselors collect ideological and political education materials and provide them to students through paper documents during regular management, they can guide students in learning and play a certain educational value. However, students may lack the willingness to learn or be more enthusiastic about using electronic devices to acquire knowledge. The integration of student management and ideological and political education is single and has limited effectiveness[5].

### **3.2 Low integration depth**

The integration of student management and ideological and political education is a complex task, and some universities and counselors do not attach enough importance to it, resulting in insufficient depth and superficial integration of the two. If universities require counselors to strengthen management and achieve the integration of student management and ideological and political education, but do not provide integration methods and goals, it is difficult for counselors to specifically push relevant work into practice. Some counselors do not analyze the effectiveness of integration work, and after initially attempting to integrate student management and ideological and political education, they no longer track their work and lack awareness of optimizing their work[6].Related issues may lead to insufficient quality of student management and integration of ideological and political education, which cannot effectively serve students' growth.

### **3.3 Failure to pay attention to students' actual needs**

Most universities have a large number of students, possibly reaching thousands or even tens of thousands, and require schools to organize management and educational activities according to the specific needs of students. Some college counselors have failed to objectively view this issue. In the process of integrating student management and ideological and political education, they place more emphasis on top-down organization and do not pay attention to the actual needs of students[7].In the process of apartment management, universities and counselors require students to practice socialist core values, value dedication, and actively take responsibility for apartment cleaning. Some students

may feel dissatisfied with this, but they cannot violate the requirements of ideological and political education. Even if they participate in sanitation treatment, it is difficult to effectively use relevant management and ideological and political education to achieve personal growth.

### ***3.4 Insufficient ability of counselors***

From the perspective of requirements, although the basic difficulty of student management and ideological and political education work is not high, the integration of the two still puts forward certain requirements for the abilities of counselors. The ability level of some university counselors may not fully meet the relevant work needs, which restricts their practical development. If universities adopt digital management and education models, counselors have adapted to traditional offline management and education methods, but lack the ability to use information technology to carry out work, resulting in inadequate integration of student management and ideological and political education, and the inability to carry out three-dimensional development. Some universities have not done a good job in building counselor teams, resulting in low efficiency in counselor training and even counselor turnover, making it difficult to support internal management and education work.

### ***3.5 Lack of targeted work***

Insufficient targeting refers to the lack of targeted work by university counselors in the process of integrating student management and ideological and political education, resulting in insufficient effectiveness of their work. From a characteristic perspective, although there are certain similarities in age, learning thinking, and other aspects among college students, their total number is relatively large, and their personal growth environment and living habits are different. Adopting a single model or mechanism for organizing, teaching, and managing may not match the needs of all students. If some students are financially struggling, counselors may integrate ideological and political education into student management, calling on students to donate to the elderly in the community. Economically struggling students may not be able to effectively participate, and the value of educational work cannot be maximized.

## **4. Suggestions on the integration of Ideological and political education in College Counselors' student management**

### ***4.1 Enrich integration methods***

In the future, college counselors can integrate ideological and political education into student management, try to improve the richness of integration methods, and avoid stiff and single problems. The main measures include online education, multiple integration, etc.

Taking the ideological and political education work described above as an example, after the counselors complete the collection of relevant education information, they can process it into digital resources, upload it to the class group or cloud space, other digital workstations, provide download links to students, guide students to browse or download after class and holidays, and complete the content absorption. At the same time, traditional paper documents are placed in classes and students' apartments. When students are not willing to learn through digital methods, they can also use traditional methods to absorb knowledge related to ideological and political education. Multiple integration focuses on the integration of different resources. Various resources with educational value can be processed through digital methods and offline processing, so that they can be summarized and structurally applied to education. Other aspects of work also adopt this idea to realize the integration of student management and ideological and political education in a variety of ways, avoid the problem of single way, and match the learning needs and characteristics of different students.

### ***4.2 Enhance the depth of integration***

The integration of student management and ideological and political education should be kept in-depth to avoid floating on the surface. In practical work, it is mainly suggested to strengthen the top-level design, provide clear work plan objectives for counselors, and pay attention to work tracking, so as to deal with the imperfections in time.

Colleges and universities can determine the specific direction of student management and the

integration of Ideological and political education according to the national requirements and the actual situation of the campus, select counselors' representatives, student representatives, and representatives of academic staff to discuss the work of student management and the integration of Ideological and political education, determine the working methods and objectives in combination with the opinions of all parties, and require counselors to organize work according to the relevant objectives. At the specific work stage, organize counselors and educational administrators to track the integration of student management and ideological and political education, judge the implementation effect of relevant measures and the achievement of objectives, record possible problems, and submit them to school administrators and departments as optimization reference for the next stage. If students are generally unable to participate in the practice of Ideological and political education, we can strengthen education management, reduce the difficulty of Ideological and political education in practice, make it simple and easy, and give consideration to student management and ideological and political education.

#### **4.3 Pay attention to the actual needs of students**

In the future, college counselors should also strengthen the analysis of students' actual needs in the process of integrating student management and ideological and political education, and carry out work accordingly. In principle, we can try to open the feedback channel and collect and summarize conventional information.

The school can build an independent work website, or adjust the functions of the educational administration network and app in the school, and encourage students to express their opinions on student management and the integration of Ideological and political education in combination with their personal demands and information, which will be summarized by the educational administration staff and provided to the counselors. At the same time, counselors and members of the class committee also participate in the information collection work to understand the specific needs of students in the way of conventional one-to-one communication and overall observation, and incorporate them into the integration of student management and ideological and political education. For example, relevant information shows that students prefer to receive teaching in intuitive ways such as videos. Counselors can strengthen the collection and processing of Ideological and political education information in management work, and provide videos to students after they are formed, so as to facilitate management and teaching in combination with students' habits and improve the effectiveness of relevant work.

#### **4.4 Strengthen the management of counselor team**

Counselors are one of the main bodies of organizing student management and ideological and political education. From the perspective of the integration of student management and ideological and political education, their role is also more prominent. In the future, it is suggested that colleges and universities should strengthen the management of counselors' team in specific work, improve Counselors' ability and expand the team size.

Each school can collect information through online and offline channels to understand the current integration of student management and ideological and political education in the school and other schools, and analyze the requirements of the work on the ability of counselors. For example, the analysis results show that most schools require counselors to master conventional offline work skills and have online work ability. Our school can also carry out management based on this, conduct centralized training for counselors, improve their ability level, and organize the integration of student management and ideological and political education as compound talents to meet the needs of work. On this basis, the school should also pay attention to the construction of counselor team. If conditions permit, it should recruit from the society or the school to increase the number of team members. At the same time, it should pay attention to the communication with counselors, and ask this group to put forward opinions on student management and integration of Ideological and political education, and feed back personal work experience and development demands. Colleges and universities should conduct centralized analysis and management to improve the stability of counselor team development, so as to strengthen the quality of student management and integration of Ideological and political education, and give consideration to counselor development, student growth and school construction.

#### **4.5 Optimization work pertinence**

Properly improving the pertinence of work will help further promote the integration of student management and ideological and political education, and provide high-quality services for students'

growth. This work mainly focuses on seeking breakthroughs from two aspects: one is to emphasize work differentiation, and the other is to attach importance to dynamic factor analysis and control.

In the process of organizing student management and the integration of Ideological and political education, the school can require counselors to strengthen the collection and analysis of student information, including students' personality characteristics, learning information, social situation, family status, etc., so as to carry out differentiated management and education. For example, on the basis of routine management, students with financial difficulties can strengthen practical teaching and encourage them to participate in community labor instead of general property donation. The number of students managed by each counselor should not be too large to reduce their workload. Counselors should also pay attention to the communication with the members of the class committee, and simultaneously analyze and control various dynamic factors affecting student management and the integration of Ideological and political education. For example, students lack the willingness to absorb ideological and political information due to high academic pressure. Counselors should avoid increasing students' burden, organize ideological and political education at the end of the selection period and the beginning of the next period, so as to control the impact of dynamic factors, continue to serve student management and the integration of Ideological and political education, and promote students' growth.

## 5. Conclusion

To sum up, the integration of Ideological and political education into College Counselors' student management has certain positive value, which is conducive to promoting students' growth and has a positive impact on school management and environmental optimization. More attention should be paid to it in future work. In terms of the current situation, the integration of Ideological and political education in College Counselors' student management work is not perfect, and there are problems such as single mode and lack of depth. The causes of related problems are complex, so we should pay attention to the pertinence when trying to control them. It is suggested that colleges and universities should try to enrich the integration mode and enhance the depth of the above work in the follow-up work, and pay attention to the analysis of students' needs and counselors' ability, so as to improve the pertinence of the work, take multiple measures at the same time, and provide comprehensive support for students' growth and college construction.

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