

# A Study on the Work Model of University Counselors Oriented on Student Development

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**Abstract:** As professionals who provide psychological health and academic development for college students, the quality of their work mode directly affects the education and development of students. To optimize the work mode of university counselors, a research on a student development oriented work mode for university counselors is proposed. Firstly, the concept of the work mode of college counselors was analyzed, and it was proposed that counselor work has characteristics such as media and integrity. Secondly, analyze the development needs of college students from five aspects: academic development needs, career development needs, psychological health needs, social development needs, and comprehensive quality needs. Then, guided by student development, the basic requirements for university counselors to carry out their work were analyzed, including grasping the ideological dynamics of students, emphasizing their comprehensive development, and improving their professional learning level. And analyze the counselor work model based on student development from three aspects: academic development based counselor guidance plan, career development based counselor career planning service, and psychological health based counselor psychological counseling support. Finally, based on the specific work scenarios of counselors, work optimization strategies were proposed, including strengthening the construction of academic atmosphere, building multi-party linkage platforms, and establishing personalized work service mechanisms, aiming to improve the quality and efficiency of counselor work, promote students' mental health and academic development.

**Keywords:** student development; university counselors; work models; university education

## 1. Introduction

With the popularization of higher education and the progress of social development, the support and guidance required by college students in facing the challenges of study, life and career development are increasingly important <sup>[1]</sup>. In this context, the role of college counselors is gradually receiving attention. However, the traditional working mode of college counselors may not fully meet the diversified needs of contemporary college students, so it is particularly necessary to conduct in-depth research and innovation on the working mode of college counselors <sup>[2]</sup>. This study is devoted to discussing the current situation and problems of the working mode of college counselors, and proposes a novel and student-oriented working mode, aiming to improve the service quality, promote the development of students, promote the professional development of counselors, and expand the horizon of related research fields, which has important guiding significance for optimizing higher education counseling services and improving the comprehensive development level of students.

## 2. Counselor work model

"Mode" is a loanword that originated from the Latin word "mopos" and has been summarized in scientific research and philosophical theory. It roughly means skilled manual labor operations, gradually forming true methods and means as labor progresses. In other words, mature solutions or complete systems composed of various elements have been formed in the process of solving problems. Famous American educators Bill and Hardgrave defined patterns as starting from reality, summarizing experience and theory, and possessing authenticity and effectiveness. A model is a scientific methodology system used to describe a scientific theory in a certain field, representing the correct implementation method, rather than simply solving a certain problem. The model must be refined, easy to accept and understand, and can be used for generalization standards. Only such models can be promoted and used<sup>[3]</sup>.

From the above definition of "model", it can be seen that it has three characteristics.

(1) A model is a set of working methods

The working method is to solve practical problems and meet the general law of problem solving. It comes from solving the problem, and to be further improved in solving the problem, according to the phenomenon of the problem and the cause of formation, highlight the main contradiction, form a scientific idea to solve the problem and effective implementation steps, and better solve the problem. In order to better implement the method, it must be operable, rather than qualitative generalization. The method should be refined and improved in practice. Through qualitative and quantitative analysis, the operational means that can successfully complete the work should be gradually accumulated, and the mode should have the characteristics of scientific, normative and implementable <sup>[4]</sup>.

(2) The model is an organic whole

A system in which many "parts", "components", and "working environment" are organically combined in this whole. Just like a car, it has tens of thousands of parts and components, combined with gasoline and lubricants to form a system as a whole. Different car designers have different design styles, which can be summarized as different working modes. So, from this perspective, it can be understood that the work mode of vocational college counselors is to scientifically and orderly form a system as a whole, including the participating personnel, educational environment, means, methods, operational channels, and systems. Different counselors can have different work modes.

(3) The model is a medium

A pattern is a medium for connecting transactions, guiding theory to practice, and elevating practice into a link of theory. In a sense, the counselor work model is a medium for the dynamic connection between counselors and students, as well as between work content and work goals.

The work mode of vocational college counselors, from the perspective of theoretical research on counselor work, is a set of scientific and effective work methods and implementation methods that can be promoted and implemented between counselors and students. The traditional work model of counselors is mainly a one-way management model for students, without a deep understanding of their thoughts. In the online environment, both vocational college counselors and students are network participants, and interaction in the online environment can make the counselor's work mode a mutually satisfactory, operable, and replicable work mode <sup>[5-6]</sup>.

The higher vocational counselor in this subject refers to the student educator who carries out ideological and political education for the students of higher vocational and professional classes, conducts all-round communication and guides the correct direction in the students' daily life and learning process. It is the guide of students' correct life values, the helper of learning life and the enlightening person of mental health. In the work of higher vocational college counselors, in addition to helping students establish their life ideals and master effective learning methods, they should also help students how to deal with the relationship between people in a society with complex information, and help them understand and learn, understand life and live life <sup>[7]</sup>. Higher vocational counselors often need to deal with students' psychological problems and emergencies in their work. Due to the characteristics of higher vocational students, it is necessary to strengthen their system education, attendance management and ideological guidance, as well as study style construction, career planning and employment guidance.

### 3. The Development Needs of College Students

(1) Academic development needs: Counselors play a crucial role in meeting the academic development needs of students. Through personalized learning methods guidance, counselors can help students find suitable learning methods, improve learning efficiency and grades. In addition, course selection recommendations and academic planning can help students clarify their academic goals and plan their future development direction. At the same time, counselors can also teach time management skills to help students arrange their time reasonably, effectively balance learning and life, and better achieve academic goals.

(2) Career development needs: Counselors should play a positive role in meeting the career development needs of students. By providing career planning guidance, counselors can assist students in understanding their interests, values, and career development paths, thereby formulating targeted career plans. Internship employment guidance provides practical opportunities and workplace

preparation support, helping students successfully enter the workplace and develop their careers. In addition, the importance of vocational skills development is self-evident. Counselors should provide students with relevant skills training and certification opportunities to enhance their competitiveness and career development potential <sup>[8]</sup>.

(3) Psychological health needs: The psychological health of students also needs to be valued, and counselors play a key role in providing emotional support, psychological counseling, stress management, and psychological counseling. Providing emotional support to students is the first step in building a foundation of trust, and the listening and understanding of counselors can make students feel cared for and supported. Meanwhile, through the guidance of psychological counseling and stress management, students can gradually learn self-regulation, cope with challenges and difficulties. Psychological counseling provides professional counseling services to help students solve psychological distress and problems, rebuild confidence and stabilize emotions.

(4) Social development needs: Students also need guidance and assistance from counselors in social development. Through the cultivation of social skills, interpersonal relationships, and teamwork skills, counselors can promote the overall social development of students. Teaching social etiquette and communication skills can help students expand their interpersonal skills and establish good interpersonal relationships. Organizing social activities and team projects provides students with practical opportunities to exercise their teamwork skills and leadership potential, cultivate a sense of teamwork and collective honor.

(5) Comprehensive quality requirements: The cultivation of comprehensive quality is an indispensable part of the work of counselors. By cultivating leadership skills, cross-cultural communication skills, and innovation and entrepreneurship abilities, counselors can help students improve their overall quality and development potential. Leadership development includes opportunities for leadership practice and leadership training, cultivating students' leadership potential and teamwork abilities. The cultivation of cross-cultural communication skills helps students develop the ability to cope with the globalized environment, promoting cross-cultural communication and understanding. The cultivation of innovation and entrepreneurship abilities helps students develop innovative thinking and practical abilities, becoming future innovative talents.

#### **4. Basic Requirements for Counselor Work Oriented on Student Development**

##### ***4.1 Grasp students' ideological dynamics***

The modern social environment is relatively complex, and the conflicts and collisions of various different ideas in society can affect the formation of students' values, and also bring huge challenges to the smooth and good development of counselor management work. The traditional counselor management model can no longer meet the requirements of the current growth of college students. In view of this, college counselors need to adhere to humanistic thinking when carrying out management work, in order to deepen ideological education for students and help them establish correct awareness of the three values <sup>[9-10]</sup>. It should be clarified that there are still management conflicts between the school and students in modern higher education, and many counselors and students have not established a harmonious teacher-student relationship. Students are in a managed position, and there is a significant gap and generation gap between students and counselors. There is a lack of effective and effective communication and exchange between counselors and students, and many regulations in university management cannot be recognized and accepted by students. If counselors can change the traditional management mode, adhere to the new idea of student-centered development, and explore new models of student-centered management in their management work, they can effectively alleviate the disharmony between students and schools, and create a more harmonious and harmonious teacher-student relationship. In the management work based on student development, college counselors should scientifically grasp the ideological pulse of class students, and also strengthen their own ideological and political learning, so as to have a solid level of ideological and political theory and practical management ability.

##### ***4.2 Focus on the overall development of students***

In the modern management of college counselors, the counselors must actively change their own management ideas, establish the working idea of education as the first and management as the auxiliary, and pay attention to the comprehensive development of students' learning. It is necessary to strengthen

the scientific norms of students' daily study and life management, so as to encourage students to develop good study habits. In the era of information explosion, students can obtain all kinds of information through the Internet and big data platform, and students' thoughts are more diversified and complex. Therefore, the traditional management mode of counselors is not suitable for modern college students. Counselors need to adhere to the people-oriented concept of student management, emphasize the subject status of students, respect students' reasonable and normal personality development, so that each student's unique personality can be well played. By providing more opportunities for students to give full play to their preferences and advantages, the comprehensive quality of individual students can be effectively improved and the all-round development of students can be realized. Counselors should devote themselves to the cause of education management that serves students, all for the comprehensive development of students, all for the sake of making students become outstanding talents in society. Counselors should implement the scientific concept of development, combine the learning needs and actual situation of college students, provide targeted help for students' study and life, guide students to establish a lofty ideal life goal, and constantly strive towards this goal. At the same time, we should pay attention to highlight the main position of students in the management of counselors, and realize the personalized and comprehensive development of students' future learning.

### ***4.3 Improvement of students' professional learning***

In the modern management of college counselors, counselors should realize that the most important task of students in school is professional learning and development, and students' proficiency in mastering and applying professional knowledge and skills is the basic guarantee for future employment. Therefore, college counselors in the student development-oriented counseling management, must attach great importance to students in the process of professional learning in the scientific management, guide the majority of students to develop good learning habits, combined with their own learning characteristics of the reasonable use of the best learning methods. Markets and enterprises for the selection of talent is usually valued for the practical application of students and professional quality, counselors in the daily management of students to consciously instill the concept of focus on learning, and constantly improve students' understanding of the importance of professional practice skills and methods of learning, in addition to listening to lectures in the classroom, learning professional knowledge, but also must make full use of extracurricular time for the study of new knowledge, and expand their knowledge.

## **5. A Study on the Work Model of Counselors Based on Student Development**

### ***5.1 Counselor guidance plan based on academic development***

The counselor guidance program based on academic development aims to help students improve learning efficiency, achieve academic goals, and develop personal academic abilities. This plan includes multiple aspects: firstly, by listening to students' feedback and understanding their learning habits, counselors can provide personalized learning method guidance, including reading strategies, memory skills, and note taking methods, to help students find suitable learning methods. Secondly, regarding course selection recommendations, counselors discuss interests and career plans with students, recommend suitable professional fields and course directions, and develop learning plans to ensure that student goals are achieved. In addition, the formulation of academic planning is also an important content. Counselors and students jointly set short-term and long-term academic goals, clarify development directions, and follow up on academic progress to ensure the smooth development of students' academic performance. Finally, teaching time management skills is also a crucial aspect. By cultivating good time management habits and tools, such as developing study plans and setting priorities, students can improve their self-organizing abilities and achieve efficient learning and life balance. Through this integrated guidance plan, counselors can work closely with students to help them overcome learning barriers, achieve academic goals, and comprehensively develop their academic abilities.

### ***5.2 Career Planning Services for Counselors Based on Career Development***

Career planning services for counselors based on career development aim to help students comprehensively understand themselves, including career interests, personality traits, values, and other aspects, in order to better explore career paths that suit them. Counselors use various career assessment

tools such as MBTI and career orientation tests to help students understand their potential strengths and suitable development directions through in-depth communication and listening with students. At the same time, counselors will provide guidance on job market information and industry development trends, help students understand the requirements and opportunities of various career fields, stimulate their career aspirations, and formulate career development plans that align with personal goals. Such services can provide students with clear career development directions and plans, helping them achieve their career goals and move towards a successful career future.

### ***5.3 Psychological counseling support for counselors based on mental health***

Counselor psychological counseling support based on mental health aims to provide emotional support, psychological counseling, stress management, and psychological counseling services for students. Counselors listen to students' inner troubles, provide sincere care and understanding, help them express emotions and release pressure. When facing psychological challenges from students, counselors use professional psychological counseling techniques to assist students in clarifying their thoughts, exploring the root causes of problems, and finding solutions. In response to potential stress factors, counselors provide practical stress management skills and strategies, teaching students how to effectively reduce stress and improve their ability to cope with stress. In addition, counselors may also provide psychological counseling services to provide students with a safe and confidential environment to discuss and handle personal issues, helping them gain a deeper understanding of their own troubles and receive appropriate advice and guidance. Through these comprehensive psychological counseling and support, counselors can help students maintain mental health, promote self growth, and improve learning outcomes.

## **6. Optimization Strategies for the Work of University Counselors**

### ***6.1 Strengthening of the academic culture***

On the one hand, we can promote the construction of study style through offline learning activities, competitions and study group performance reports. At the same time, we can also use the online classroom to vote and evaluate the construction of learning style, and strengthen the construction of learning style through the competition between classes and colleges. Take a provincial normal college as an example, every academic year will hold the "Top ten classroom" network selection activities. In this activity, each class produced a short video on the classroom learning style, introducing the measures and activities taken by the class to strengthen the classroom learning style. Subsequently, online voting campaigns were launched on online platforms such as Eban and wechat public accounts. Before the official launch of online voting, the school also promoted and promoted voting and evaluation of outstanding classes through various online platforms, playing a good role model.

On the other hand, students can learn about their learning through the Internet and introduce them to learning methods. For example, "I am an excellent student" can be held to let students know about their role models through online voting. At the same time, we can set up "excellent students network hotline", so that students can ask excellent students on the forum, Eban, Wechat and other network platforms, excellent students can also share their learning experience on the network. Students can make their own learning plans and methods according to their own circumstances. In addition, on online platforms such as forums, e-classes and Wechat public accounts, students can ask their principals questions, and principals can also share their learning experiences online.

### ***6.2 Establishment of a multi-party network linkage platform***

The network platform is used to build an ecological chain of counselors' work with clear responsibilities through multi-party cooperation. The duties of counselors include: ideological and theoretical education and value guidance, Party class construction, study style construction, students' daily affairs management, mental health education and consultation, campus crisis response, career planning and employment and entrepreneurship guidance, theoretical and practical research, and network ideological and political education to adapt to new changes in the new era. Network ideological and political education is the product of the network era, and it needs to build a network linkage platform to provide material guarantee for it. The counselor's work is divided into the above nine modules, which are not isolated from each other, but are interconnected as an organic whole. The platform built by Internet technology becomes a channel to connect various modules to realize the

implementation of modules and the interconnection of information elements, thus improving the efficiency of counselors' work. The specific structure of the linkage platform is shown in Figure 1.

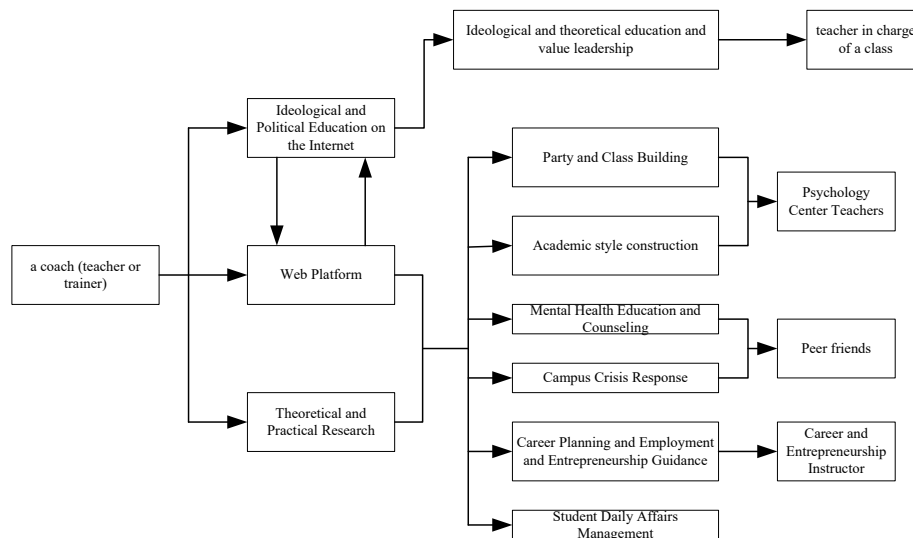


Figure 1: Multi-party network linkage platform

The homeroom system encourages professional teachers to join the student management team, give full play to their professional expertise, strengthen the guidance of students' learning, and assist counselors to carry out the work of students with problems, promote the construction of the party and the class, and promote the construction of learning style. Through Internet technology, counselors and class teachers realize real-time communication. Class teachers can use their professional knowledge to guide the class to carry out discipline competitions and knowledge and skills competitions to promote the training of students. In peacetime, we can also strengthen the training of students' professional skills. Counselors and class teachers can jointly organize students to carry out class characteristic theme class meetings, and carry out cross-class network class meetings to show and share, so as to improve the quality of each class characteristic activities. However, their work focuses on different aspects, with counselors focusing more on helping and counseling students through heart-to-heart talks and online counseling, while class teachers provide guidance through a variety of thematic class meetings and discussion activities.

### 6.3 Establishment of a mechanism for personalized work services

Establishing a personalized service mechanism refers to establishing a complete system in universities, where counselors provide corresponding services tailored to the personalized needs and problems of different students. The purpose of doing so is to help students better adapt to college life, improve academic performance, and solve psychological problems. The emergence of personalized service mechanisms for college counselors is to meet the different needs of students in learning, life, and psychology. Students have different needs, some require professional learning guidance, while others require psychological counseling, career planning, and other support. Therefore, in order to better meet the various needs of students, it is necessary to establish a personalized service mechanism.

In theory, establishing a personalized mentor service mechanism can better promote the academic development of students. In universities, many students face the challenge of learning difficulties. If these issues are not resolved in a timely manner, it will have a negative impact on students' academic performance. Through personalized service mechanisms, counselors can provide corresponding solutions to different student learning problems, assist them in better mastering knowledge, and improve academic performance. In addition, personalized service mechanisms can effectively alleviate the psychological pressure of students. In university, students often face enormous pressure from aspects such as learning and life. If these issues are not timely alleviated, it will have a negative impact on the physical and mental health of students. With the help of personalized service mechanisms, counselors can provide psychological counseling and support services to help students relieve stress and maintain a good psychological state. Finally, establishing a personalized service mechanism can also contribute to the career development of students. College counselors can provide career planning and guidance services for students, helping them better understand their interests and strengths, and

thus choose a career path that suits them, realizing personal value. In short, it is necessary to establish a personalized service mechanism in universities. By providing personalized support tailored to the needs of different students, it can enhance their academic development, alleviate psychological pressure, and lay a solid foundation for their career development.

In practice, in order to establish a personalized service mechanism, counselors can first start from the personalized needs of students. For example, one-on-one tutoring can be provided for learning needs; To meet the needs of mental health, psychological counseling and support can be provided; For employment needs, career planning and guidance can be provided. Secondly, establishing a long-term mechanism is also crucial. This can be achieved by establishing student profiles, where counselors record the situation and needs of each student and regularly update and follow up. In addition, it is also necessary to establish a service evaluation mechanism to understand student satisfaction and feedback on the service, and make improvements based on the feedback. Finally, counselors also need to receive professional training to improve their professional competence and work efficiency. At the same time, emphasis should be placed on motivation and rewards to maintain the enthusiasm and initiative of counselors.

## 7. Conclusion

In the era where moral education is the fundamental task, college counselors and homeroom teachers adhere to the student-centered concept, strive to contribute ideas and suggestions to the responsibility and mission of educating talents for the Party and the country. Combining their own job responsibilities and professional advantages, they are good at utilizing resources, continuously refining the work mode and mechanism of counselors and homeroom teachers, innovating methods and methods, each performing their own duties and responsibilities, and forming a synergistic education mechanism with complementary advantages, in order to comprehensively promote the high-quality development of college student work.

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