

Theory and Practice of Professionalization of College Counselor Team—Taking "Art Road Red Heart" Counselor Studio as an Example

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Abstract: College counseling is the main bearer of college students' ideological education. In order to strengthen the professional construction of college counselor team, now puts forward the theory and practice of professional construction of college counselor team - "art road red heart" counselor studio as an example. First of all, the connotation and standard of the professional team of counselors are analyzed, and it is pointed out that the professional team construction needs to cultivate college workers with high professional skills and strong business quality. Then it analyzes the significance of carrying out the professional team construction of college counselors, pointing out that strengthening the team construction is to meet the needs of the development of the current situation, which is conducive to the construction of a harmonious campus, and also is the need for the development of its own team construction. Finally, it puts forward specific suggestions on the path of professional team building, including strengthening the selection and recruitment system, improving the training mechanism and optimizing the assessment and management system. The aim is to improve the ability of college counselors to perform their duties and build a perfect professional training system for counselors.

Keywords: student development; university counselors; team building; university education

1. Introduction

College counselors with dual identities are both managers and teachers in the work of college students^[1]. Two types of identities and roles play a very important role for college students, which makes counselors an indispensable part of the team in both roles. With the development of higher education, in the context of the new era of education, there are more and higher requirements for the working methods, content, and concepts of college counselors, which make them face more and more difficult challenges^[2]. As mentors and friends of college students, counselors should actively embrace challenges, adapt to the characteristics of the new era and the trend of educational development, and improve their professional abilities by striving to learn professional theoretical knowledge. They should follow the laws of education and student development, better serve college students in the new era, and meet the needs of moral education work. College counselors undertake various tasks closely related to the growth and development of students. It can be said that among many educators who accompany students at various stages of their university life, college counselors are undoubtedly the team that has the most contact, communication, and extensive influence with students. In the era of rapid development of the knowledge economy, there are still some problems in China's higher education system. Therefore, comprehensive reforms have been implemented to promote its better development, and many new requirements and tasks that are conducive to solving the problem of student work in universities have been successively proposed. The functions and requirements of university counselors, who serve as guides for college students to enter society, have correspondingly changed. The current management methods of counselors can no longer fully meet the needs of student management work. At the same time, in addition to their work management methods, it is worth noting the scale of the counselor team that is increasingly unable to meet the needs of ideological and political education for college students in the new situation. And this is mostly due to the continuous expansion of the scale of universities, the increasing number of students, and the influence of many other factors. Therefore, it is necessary to start from a more professional and scientific perspective, and actively strengthen and improve the construction of the college counselor team under the new situation. The essence of its construction is to continuously strengthen and promote the professionalization and professionalization

of this team^[3-4].

2. Definition of concepts

2.1 Connotation and standards of professionalization of the counselor team

For the construction and development of college counselor team, specialization is a specific goal, which can also be regarded as a specific process^[5]. From the target level analysis, for the professional construction of college counselor team, it refers to the counselor really cultivate for professional skills, business quality of professional workers; from the process level analysis, for the professional construction of college counselor team, it refers to the ideological and political education based on this specific professional, targeted to the college counselor to be cultivated. Regardless of which level, for the professional construction of the entire team of college counselors, the core of the college counselor's work from the original spontaneous, experience-based real transformation into a conscious, scientific type. This change is not only the internal consciousness of professional development, but also rational expectations.

2.1.1 Connotations

From the theoretical level of analysis, college counselor this work for the division of labor in a multi-disciplinary professional knowledge and skills integrated and self-contained professional system of a social occupation. In developed countries, colleges and universities in the management of affairs basically has been very standardized and professional, and the formation of institutionalization and systematization, for the student affairs work, which is extremely important. For example, in the specific management of student affairs in U.S. colleges and universities, the establishment of the organization is not only highly normative but also characterized by detailed division of labor, primarily in a vertical direction [6]. And in our country, the relevant colleges and universities have long existed in the personnel is relatively young, the degree of work commitment and level of uneven, excessive mobility and other phenomena are more and more prominent before being clearly put forward. One of the main cruxes of these phenomena is that China's counselors as a social profession in many colleges and universities are only for the stage of the job setup, rather than a career that can be made for the rest of one's life. Therefore, in discussing the specific professionalization of college counselors, it is necessary to explore their professionalization first, because according to the connotation of the professionalization of college counselors, professionalization is the prerequisite for professionalization, but also the basis of professionalization^[7].

According to the standards mentioned above, a deep interpretation of the professionalization of counselors reveals that its essence lies in establishing a professional training system. With the assistance of specialized training management, counselors can acquire higher professional skills, richer professional knowledge, a high degree of autonomy in their work, good professional moral qualities, establish their own social status in the community, and effectively perform their duties comprehensively and efficiently. The following conditions are required for the realization of the above requirements. In order to realize the above requirements, the following conditions must be met: (1) The organization must be independent in terms of setup. The main tasks include the day-to-day management of students, as well as the training and management of counselors, including their promotion and other incentives, and the supervision of their work. Usually, it is set up as a student affairs department or an affairs management committee. (2) The professionalization of the work is embodied in the hiring, selection and promotion of talents, in which the requirements are very clear, the procedures are also very strict, and there are corresponding requirements in terms of professionalism and academic qualifications, as well as work experience and many other aspects. In addition, the job duties are also very clear, from the daily management of students to the management of students from ideological and political education, employment and psychological counseling, as well as life services and other levels. Finally, vocational training is systematized, with not only theoretical training but also practical training^[8].

2.1.2 Criteria

First of all, let's analyze the role of a college counselor. They are not only responsible for daily ideological and political education but also need to possess a disciplinary background, professional knowledge, and skills. Just like professional teachers, counselors should have a solid and profound professional foundation. For the position of a college counselor, they should also have the corresponding professional knowledge and qualities. Currently, full-time counselors who are

responsible for this job must improve their professional knowledge and professional knowledge, so that colleges and universities need to be innovative from the training mechanism, the Ministry of Education should also carry out unified planning to promote the development of this work^[9].

Secondly, as a professional position necessary for the development of society, college counselors must also undergo specialized study to obtain the professional qualification of higher education teacher. This requirement is relatively high at present, and on the whole, it is extremely lacking in most colleges and universities, but it is also extremely important. Just as judges as well as practitioners of the law do not become judges and lawyers immediately after graduating from university, they must pass an examination and obtain the necessary recognition before they can become judges and lawyers. Doctors not only need to obtain professional qualifications, but must also undergo a long period of clinical practice and then pass an examination before they can be formally employed. And the training and hiring of teachers currently explicitly lacks the constraints of this link. It can be said that along with the increasing popularity as well as the continuous advancement of higher education, the qualification of college teachers is also under constant reform. From the current status quo, counselors should be gradually required to undergo professional training before actually taking up their duties, to be upgraded from the level of professional skills and professionalism, and to have the basic professional ability and professionalism before taking up their duties.

3. The significance of carrying out the professionalization of the college counselor team

3.1 Situational development needs

In the global field, politics is developing towards multi-polarization, the economy is increasingly global, scientific and technological progress has promoted information technology, and culture also shows a trend of diversification. This makes the ideological collision and the ideological field more acute. In the domestic social situation, the reform is deepening, the society is transforming, the concept is constantly updated, and the system is also in transition. This makes people more diverse in terms of economic composition, organizational forms, and employment patterns and interests. In thought, this is more independent, diverse changes, with different characteristics. This phenomenon is especially obvious among college students, who have confused beliefs, vague value orientation, and lack of strong sense of integrity and social responsibility. Ideological and political education among no college students is more complicated. In this social context, counselors face greater challenges in doing their work. The new social situation requires the position of a counselor, mainly including strong political discrimination and keen political ideology, which can timely identify new situations and properly deal with new problems. It can be said that for the professional development of the team of counselors, a higher professional level and a higher strong political business literacy are essential.

3.2 The need to build a harmonious campus

At present, the management of college school status adopts the credit system and the flexible school system, the life is community, the growth environment is socialized, the administrative class is replaced by the teaching class, and the organizational structure tends to be loose. The source of students is complicated, the difference of students increases, the needs of students are diversified, the independent consciousness is significantly enhanced, the problem of poor students is serious, the employment pressure is increasing, the mental health problems of college students are prominent, the spatial layout of the school presents "one district with many schools" and "one school with many districts". In the face of these new problems and new characteristics, counselors work in the first line of ideological and political education of college students, the most can to understand the needs of students, the most can grasp the students' psychology, the most close to the students' emotions, the most can grasp the students' ideological dynamics. They timely find and resolve various contradictions among college students, maintain the security and stability of colleges and universities, and promote the healthy development of colleges and universities. In order to play the role of counselors, they need to have excellent political quality, strong sense of responsibility, dedication spirit and positive working attitude. Counselors not only need to have professional quality, but also need to have a high policy level, and closely combine national policies with the actual situation of universities to carry out relevant work. Therefore, it is necessary to build a professional team of counselors. In the construction of a professional team of counselors, attention should be paid to cultivating the professional background and ability of counselors, and improving their political quality and professional skills. At the same time, watch for their sense of responsibility and dedication, as well as a positive work attitude. Such a team

can better deal with the new problems and new characteristics in the management of college enrollment, maintain the stability, reform and development of colleges and universities, and promote the construction of a harmonious campus environment^[10].

3.3 Self-team development needs

The individual's role orientation and positive identity with the occupation can be reflected in the individual's identity with their own occupation, which is an internal state of professional commitment. The closer this view is to the professional role^[11-12], the higher the degree of identity, and the higher the degree of professional commitment. The results of the survey of his career role identity are shown in Figure 1 below.

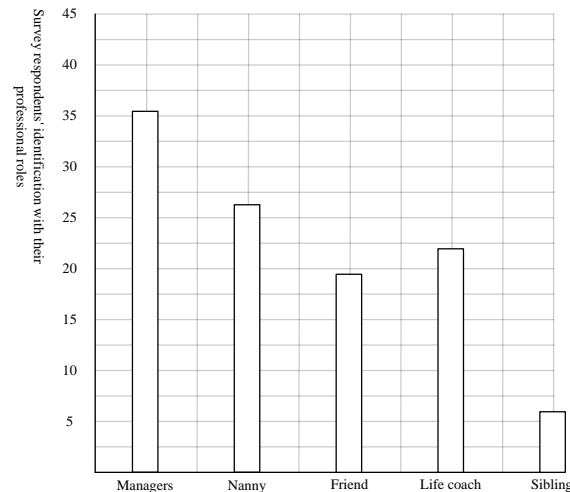


Figure 1: Results of the survey of the "Art Road Red Heart" Counselor's Workshop

Through the results of the survey, it can be seen that the "Art Road Red Heart" counselors' workshop generally have a strong sense of identity for their professional roles, and most of the college workers regard themselves as the administrators of the student work and the students' intimate friends^[13]. From the current actual situation, the universities often focus on teaching, research, counselor team building is not enough attention, counselor team more generally exist in the academic title, age structure, gender structure and knowledge structure is not reasonable phenomenon. Fourth, the flow of counselors is very frequent, resulting in the inability to retain talent, can not make the post accumulation and inheritance of better experience, restricting the post of talent training, although the post itself has become a talent delivery base, but the post itself and the lack of sufficient talent. Moreover, counselors are relatively disadvantaged in terms of professional status, academic status and management status, so they have no hope for job prospects, no desire for professional growth, no incentive for professional development, and face great difficulties in improving their quality and work level^[14].

The professionalization and professionalization of college counselors make this post a sustainable profession. Practitioners will devote themselves to it, consciously take the ideological and political education of college students as their major, improve their personal quality and ability, and actively carry out scientific research. With the improvement of the overall quality, counselors will emerge who are loved by students and recognized by the society. Under their demonstration and drive, more counselors were affected and encouraged, and the construction of the counselor team presented a vibrant scene, which solved the problems of unstable team, insufficient quantity and low quality of the team^[15].

4. Counselor team building path

4.1 Strengthening the selection and recruitment system

Colleges and universities should formulate appropriate selection standards when selecting counselors. The standard should consider political quality, professional quality, professional ability and

disciplinary style, and in strict accordance with the requirements of the state. In addition, we should also pay attention to the counselor's educational background, political status and student cadre experience. At the same time, the professional background of the counselors is required, and the professional background is limited according to their responsibilities and professional knowledge requirements. When selecting and recruiting counselors, colleges and universities should meet the requirements of their professional knowledge and the basic knowledge of the subject, so as to ensure that the selected personnel meet the requirements and conditions of the counselors. In the recruitment and selection process of counselors, we should ensure openness, fairness and fairness, and pay attention to the transparency and traceability of the selection process. A combination of open recruitment and organizational recommendation is usually used. The selection process generally includes a written test and an interview. Through the written test can evaluate whether the applicant has the relevant quality knowledge and ability, and the interview focuses on the applicant's language ability, writing skills, organization and coordination ability, the ability to adapt measures and theoretical application and practical ability. Through the comprehensive investigation mentioned above, appropriate counselor candidates can be selected.

4.2 Sound training mechanisms

Establishing a long-term mechanism for training counselors should be based on the specific development of counselors in various universities, and appropriate training plans should be formulated. Universities should focus on strengthening the professional training of counselors, developing training plans that are in line with actual work needs, and combining theory with practice. In addition, universities should also broaden their training channels and build a scientific training system. We can promote the improvement of training channels by setting up pilot programs for counselors in top domestic universities. Universities should also encourage counselors to enhance their academic qualifications, guide them to obtain doctoral degrees, and establish corresponding incentive policies. At the same time, universities should promote counselors to return to their original positions after graduation to avoid the loss of highly educated talents. In addition, universities should strengthen the continuity of counselor training courses and provide systematic theoretical teaching, case analysis, and practical application training for the counselor team. According to the ability level of counselors, different levels of training courses are established, and their training level is evaluated and upgraded through training exams, achieving normalization of learning and systematization of training courses.

In summary, in order to establish a long-term mechanism for training counselors, universities need to develop suitable training plans, broaden training channels, encourage counselors to improve their academic qualifications, and strengthen the continuity of counselor training courses, thereby improving the professional quality and ability level of the counselor team.

4.3 Optimize the assessment and management system

Counselors in higher education institutions are usually managed by the academic and engineering departments, including selection, training, development, and assessment. However, at present, the work content of counselors is complex and the management scope is broad, resulting in most counselors being directly responsible by the department, the management role of the student engineering department is weakened, and the sense of belonging of counselors is weakened. Therefore, universities should clarify the corresponding management institutions and clearly divide their work, forming a direct connection model between management institutions and individuals, and achieving professional management.

As a management organization, the academic and engineering departments should adopt dynamic management measures. Encourage counselors to conduct academic research and participate in exchange meetings, build a professional team of counselors through professional management methods, and achieve scientific management. At the same time, the academic department should provide systematic, curriculum based, and targeted training for counselors. In terms of assessment, it is necessary to establish a practical and feasible assessment mechanism to comprehensively assess the professional ability, work task completion effect, ideological and political theory level, educational effect, and scientific research level of counselors, improve the scientificity of the assessment, and evaluate through a combination of qualitative and quantitative methods to increase individual sense of achievement and prepare for promotion and development.

Universities should establish strict assessment systems and use the assessment results as an

important basis for evaluating and promoting counselors. For counselors with excellent assessment results, appropriate recognition or rewards should be given. For counselors with unsatisfactory assessment results, they are required to participate in training until they reach a qualified level. In addition, for counselors who have had poor assessment results for four consecutive years, it is recommended to adjust their teams, establish corresponding elimination mechanisms, optimize the team structure, and ensure that counselors who truly focus on education work stay on the front line.

5. Conclusion

Counselor professionalization is a complex field of study. The objects of investigation selected for this study are relatively limited, and the perspective of the study is not comprehensive enough, plus the research ability is yet to be improved. Therefore, there must be shortcomings in this study, and it is hoped that the research on this topic will be further deepened in the subsequent research.

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