

# On the role of counselors in the construction of the teaching staff of employment guidance courses from the perspective of social practice

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**Abstract:** *As an intermediary between school and society, employment guidance plays an important role in promoting students' employment. With the rapid development of economy, the social requirements for the professional quality of students in higher vocational colleges are also higher and higher, which means that in higher vocational colleges, the cultivation of students' professional ability can not be ignored. This paper analyzes the role of counselors in the construction of teaching staff in employment guidance courses. Counselors are the main body of the current employment guidance teachers, and their employment guidance courses have their advantages and disadvantages. Counselors are strengthening their study, giving full play to their advantages and making up for their disadvantages. Schools should also set up teaching and research sections of employment guidance courses, and introduce training and incentive mechanisms to promote the construction of employment guidance teachers with counselors as the main body. Building a professional teaching staff of employment guidance course is the key to improve the teaching quality.*

**Keywords:** *Counselor; Employment Guidance Course; Faculty Construction*

## 1. Introduction

According to the relevant requirements of the notice of the general office of the Ministry of education on printing and distributing the teaching requirements of the course of career development and employment guidance for college students, all colleges and universities should set up the course of career development and employment guidance from 2008, and after 3-5 years of improvement, all of them will be transferred to compulsory courses. It also requires the construction of a relatively stable, full-time and part-time, high-quality, professional and professional teaching staff [1]. The quality of teaching staff fundamentally determines the teaching quality of the course, and the teaching quality affects the employment of students to a certain extent. Therefore, the construction of a professional teaching staff of employment guidance course is not only the need to improve the teaching quality of the course, but also the need to guide and promote the effective employment of college graduates and maintain social stability [2]. Employment is the foundation of people's livelihood. Employment of college students is not only related to the fundamental interests of college students, but also involves the vital interests of thousands of households. Every college student carries the hopes and dreams of the family, especially for rural and urban poor families. Solving the employment of a college student can often lift a family out of poverty [3]. In view of the current structural difficulties in employment in China, colleges and universities have generally carried out employment guidance work. The significance of employment guidance in employment work and student growth has gradually become prominent, but the existing problems have become increasingly obvious [4]. In daily teaching, counselors should assume the responsibility of moral education, give full play to their own advantages and sense of responsibility, start from the usual time, start from scratch, help students establish a good employment concept in the usual employment guidance, and guide students to seek employment [5]. This paper analyzes and studies the role of counselors in the construction of teaching staff in employment guidance courses.

## 2. Advantages and disadvantages of counselors serving as career guidance courses

### 2.1. Advantage

At present, under the great pressure of College Students' employment, one of the important

responsibilities of counselors is to help college students find jobs. Employment guidance is a popular concept, which leads to its vague meaning. From the perspective of the content of employment guidance, the current employment guidance for college students in China can be summarized as eight aspects: handling procedures, providing information, policy guidance, skill training, psychological counseling, decision-making consultation, career planning and quality improvement [6]. As shown in Figure 1.

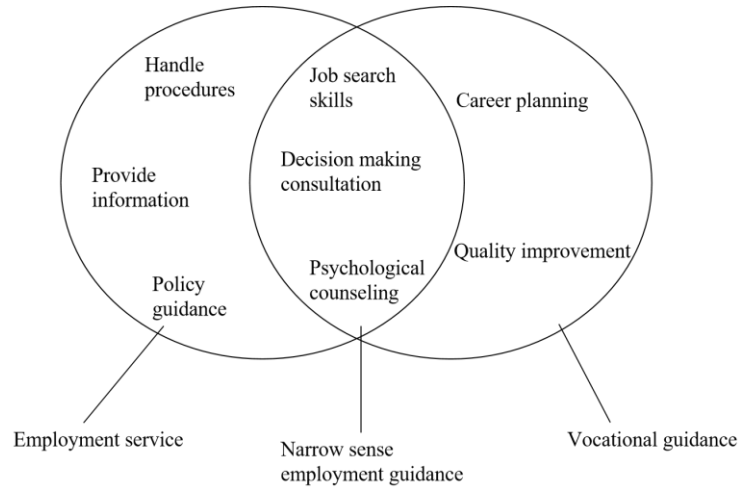


Figure 1 Employment guidance content

Counselors have the most contact with students, have a clear understanding of students' professional achievements and personality characteristics, and can carry out employment work clearly and accurately. Therefore, counselors are the best candidates to carry out career development and employment guidance, and have incomparable advantages over other teachers in carrying out career development and employment guidance courses [7]. Counselors are generally young teachers, who have just entered the society for a few years, and have a small age gap with students, so they can better integrate into students, better understand students' needs and psychology, and establish good friendship between teachers and students. It can pass the society's professional requirements for college students to students in time through daily teaching, so that students can understand the society's requirements, so as to better improve their own comprehensive quality [8]. The advantage of counselors in psychological counseling is that they can better carry out employment psychological counseling and correct the employment psychological problems of graduates.

## 2.2. Disadvantage

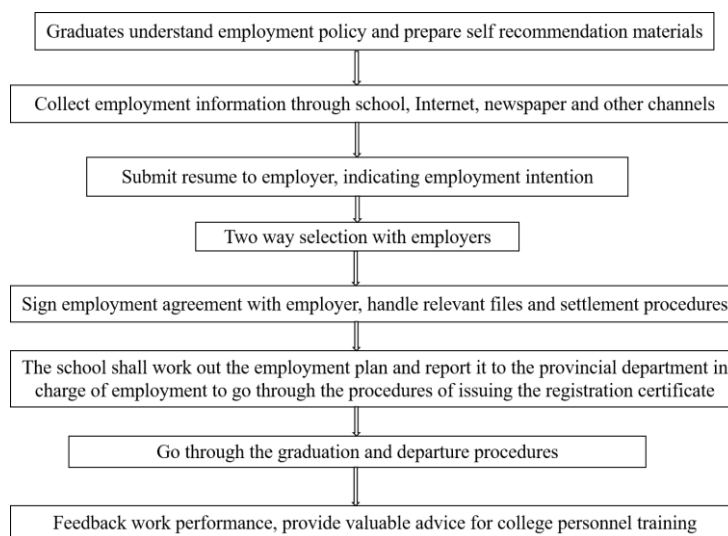
Counselors directly face the majority of students, the key work is the ideological and political education of college students. It's hard to devote yourself to the career guidance course because it's only a part of many jobs. It is often "grinding the gun in the face of an emergency", and there is no systematic, standardized and scientific employment guidance system in the whole process from enrollment to employment, so it is difficult to improve the quality of teaching. According to the actual investigation, the professional background of counselors is mostly concentrated in liberal arts, which is often different from the students' majors, and it is difficult to control professional knowledge, especially for engineering students, who should pay special attention to industry norms when they are employed, and it is difficult for people with non-engineering professional backgrounds to guide them [9]. Employment guidance often starts from reality, and teaching stagnates at the superficial level such as employment skills and employment information based on one's own perceptual knowledge.

## 3. Analysis on the Construction of Teachers of Employment Guidance Course in Colleges and Universities

### 3.1. The Status Quo and Existing Problems of the Construction of Employment Guidance Teaching Staff

Sharp tools make good work. Building a relatively stable, full-time and part-time, high-quality, professional and professional teaching staff is the key to ensure the teaching quality of College

Students' career development and employment guidance course. Attach importance to the construction of teaching staff, the integration of teaching staff, the training of teaching staff, establish the teaching and research section of College Students' employment guidance, and establish the necessary incentive mechanism [10]. The process of student employment based on employment guidance is shown in Figure 2.



*Figure 2 Flow chart of College Students' Employment*

The cultivation of an excellent teaching staff is a long-term and continuous project, which needs to be promoted from the perspectives of ideology, capital, team and platform. Compared with the increasingly clear development ideas at the policy level, there are many difficulties in the actual implementation of employment guidance in colleges and universities, which can be summarized as the following contradictions. The first is the contradiction between the rapid development of employment guidance in colleges and the shortage of employment guidance teachers, the second is the conflict between the increasing demand for employment guidance of students and the insufficient professionalization of employment guidance teachers, the third is the contradiction between the asymmetric rights and responsibilities of employment guidance teachers, and the fourth is employment guidance. The contradiction between the constructiveness of work and its realistic goals. In short, the lack of professional recognition, student recognition and social influence ultimately leads to the lack of professional prestige, student prestige and social reputation in employment guidance, which restricts the development of high-level employment guidance faculty.

At present, many colleges and universities in China have the idea of one-sided pursuit of employment rate, equating employment guidance with employment service, and the goal of employment guidance is to send students out for smooth employment. Guided by this low-level concept, it is naturally difficult to produce high-level work effect, and more difficult to shape a professional teaching staff. In the current education system, colleges and universities generally regard employment guidance as a matter of a few departments and a few people. There are some problems, such as the absence of professional teachers in employment guidance, and the one-sided pursuit of employment rate by employment departments. There are also one-sidedness in employment guidance, such as emphasizing theory over practice, valuing quantity over quality, and valuing employment over entrepreneurship. In recent years, employment guidance has made great progress, but it is still in an extensive state because of its weak foundation. The lack of these connotations is the embodiment of China's long-term planned economic system and the policy of unified recruitment and division, which is a historical legacy that restricts the development of teachers. Employment guidance is practice-oriented, which requires teachers to have certain workplace experience and be familiar with workplace rules. However, the target of employment guidance is school students, which has many characteristics different from those of the public. This leads to contradictions between professionalization and professionalization of employment guidance, and how to balance the two becomes a difficult point.

### **3.2. Suggestions on Strengthening the Construction of Employment Guidance Courses**

We should strengthen the professional and stable construction of the teaching staff of employment guidance, further standardize the teaching management, strengthen the construction of the curriculum

system, constantly improve the teaching content and methods, improve students' interest in class, further standardize the teaching materials, and enhance students' practicability. Employment guidance course belongs to experience curriculum or comprehensive course, which focuses on experience. Therefore, in terms of teaching methods, students' participation should strive to account for more than 60% of the course teaching. Practice has also proved that the experiential teaching mode is more practical than other teaching methods.

*Table 1 Comparison of traditional teaching mode and experiential teaching mode of employment guidance course in Colleges and Universities*

	Traditional teaching mode	Experiential teaching mode
Educational purpose	To search for jobs	In order to improve the employability and quality of employment
Education time	Learning at school	The four-year university is divided into stages and lifelong continuous learning
Educational system	Centralized system	Small class training or decentralized system as required
Ways to acquire knowledge	Acquire knowledge from textbooks and teachers	Experience and understanding in different environments by combining with reality
Evaluation method	The determination of ability is based on Teachers' determination and examination	The recognition of ability is based on actual ability, including previous learning achievements

Higher vocational colleges should fully respect the role of counselors in student career development and employment guidance. On the one hand, they should improve the professional quality of counselors, and on the other hand, they should create conditions for counselors to conduct career development and employment guidance. Continuously improve the quality of counselors, strengthen the training of counselors, strengthen the cultivation of students' ideological and political literacy, strengthen students' daily teaching management, and cultivate students' good employment mentality. Starting from the current employment situation, pay attention to the future development space of employers and individuals, their own career planning and other aspects. Especially in the face of employers questioned, can timely adjust the mentality, constantly adjust their own employment direction. Therefore, in order to promote the further professionalization of employment guidance, we need to increase efforts in professional associations, professional institutions, professional certification and other aspects to enhance the social reputation, so that more excellent talents can join the team.

#### 4. Conclusions

Nowadays, the society puts forward higher requirements for the comprehensive quality of talents in the future, requiring college students to adapt to the needs of society well and fully embody their own characteristics. Therefore, it is particularly important to strengthen the construction of students' employability in higher vocational colleges. The improvement of students' employability in higher vocational colleges requires not only the efforts of counselors, but also the joint efforts of all parties in society and schools, which can bridge the gap between employers and students' practical study, enhance students' theoretical knowledge, strengthen social practice, continuously improve students' comprehensive quality and finally achieve satisfactory employment. The school should provide a certain proportion of positions, and the counselors engaged in career guidance courses should be selected and dedicated. This can greatly mobilize the enthusiasm of counselors to study the inherent laws of career guidance courses and accumulate a batch of full-time career guidance for the school. The faculty of the course guarantees the teaching level of the employment guidance course and promotes the employment of the school.

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