

On the professionalization and professionalization of College Counselors in the new era

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Abstract: The professionalization and professionalization of college counselors is the key to improve the effectiveness of College Students' Ideological and political education, which is of great significance to the realization of moral education centered link in Colleges and universities. The professionalization and professionalization of College Counselors in the new era is the inevitable result of the development of higher education in the new era. It is an urgent requirement for the ideological and behavioral characteristics of online generation college students, and it is also a practical need for the high-quality construction of college counselors. At present, there are some limitations in the construction of specialty and professionalization; Second, the professional identity of college counselors is low; Third, the mobility of counselors is large. It is of great significance to further stimulate the work enthusiasm and vitality of college counselors, improve the effectiveness of Ideological and political work of college students, and realize the purpose of running a university by formulating a scientific mechanism for the selection and employment of college counselors, improving the training system of college counselors, strict assessment system, and optimizing the promotion channel of college counselors.

1. Introduction

As the key of Ideological and political education in Colleges and universities, counselors' professional and professional construction is related to the actual effect of Ideological and political education and the realization of the purpose of education in Colleges and universities. The post of college counselor was first set up in Tsinghua University in the 1950s. After 66 years of development, it has cultivated generations of red and professional socialist builders for our country. The CPC Central Committee has paid more and more attention to the construction of college counselors. The 16th document issued by the CPC Central Committee in 2004 and the 24th order issued by the Ministry of education in 2006 stipulate the professionalization and professionalization of college counselors. In September 2017, the "Regulations on the construction of counselors in Colleges and universities" (hereinafter referred to as the "Regulations") made it clear: "earnestly strengthen the professional construction of counselors in Colleges and universities." [1] It puts forward specific requirements for the requirements and responsibilities of college counselors, equipment and selection, development training, management and assessment, and is committed to building a professional college counselor team. In the new era, how to further enhance the professional and professional construction of college

counselors is an urgent problem to be solved. This paper discusses the necessity of professionalization and professionalization of college counselors, the current difficulties of construction and the construction path.

2. The necessity of professionalization and professionalization of College Counselors in the new era

The professionalization and professionalization of College Counselors in the new era is the inevitable result of the development of higher education in the new era. It is the urgent requirement of the ideological and behavioral characteristics of the online generation of college students, and it is also the practical need of the self construction of the counselors.

2.1 The inevitable result of the development of China's higher education in the new era

The professionalization of college counselors is the inevitable result of the development of higher education in the new era. General secretary Xi Jinping put forward in the December 2016 National Conference on Ideological and political work in Colleges and Universities: "we must persist in taking the moral education as the central link, and integrate the ideological and political work throughout the whole process of education and teaching so as to achieve full education and all-round education, and strive to create a new prospect for the development of our higher education." [2] Higher education is an important symbol of a country's core competitiveness and development potential. China is committed to the strategic goal of building a world-class university, which is inseparable from the modernization of higher education, high-quality development and the output of outstanding talents. As closely related to the development level of higher education, the ideological and political education in Colleges and universities undertakes the arduous task of training qualified builders and successors to the society. Counselors are not only teachers of Ideological and political education theory course, but also administrators of Ideological and political work of college students. They are "windows" reflecting the daily life of college students. Their specialization and professionalism directly affect the scientificity and effectiveness of Ideological and political education of college students. Only by further improving the specialization and professionalization of college counselors, can we meet the new requirements of the development of higher education in the new era, form a high-quality ideological and political work team, and cultivate more red, professional and all-round talents for the socialist modernization.

2.2 The urgent requirement of the ideological and behavioral characteristics of the Net Generation College Students

The distinctive ideological and behavioral characteristics of online generation college students urgently need to strengthen the professional construction of college counselors. Due to the influence of the rapid development of market economy, virtual network information, family environment education and their own psychology formed under the joint action of these multiple factors, the online generation college students in the period of social transformation present the characteristics of contradiction and complexity in their thoughts and behaviors, which are as follows: the overall situation of political identity is good, but their ideals and beliefs are vague; The degree of political concern is high, but the degree of personal participation is low; The social morality is clear, but the degree of practice is not high; Network autonomous learning is high, but it needs correct guidance; Life attitude is mostly positive, but the ability to resist frustration is poor. In the face of these changes and challenges, the traditional ideological and political education has been unable to fully meet the needs of the Internet students' pursuit of knowledge and their desire for all-round development. To

grasp the characteristics and laws of the development of online generation college students, to reform the teaching of Ideological and political courses, to do a good job in Ideological and political education of college students, and to guide college students to form an all-round development of morality, intelligence, physique and beauty, has become the top priority of ideological and political work in Colleges and universities. Not only that, as an important force of Ideological and political education of college students, college counselors have more professional knowledge and more professional skills, which is the key to the effectiveness of Ideological and political education and the ideological work of students.

2.3 The practical needs of high quality construction of College Counselors

The work of college counselors was once regarded as the work of "doing everything, anyone can do it". This misunderstanding leads to the fact that the work of college counselors is not paid attention to. There are few college counselors in professional learning psychology, ideological and political education and employment services and guidance; Some of the staff have low professional quality, lack of sense of responsibility, and can not do a good job in guiding students' thinking, let alone serving students; Even the work of counselors has become a post for colleges and universities to place some professors' relatives. This is unfavorable to the ideological and political education in Colleges and universities. If the work of college counselors is satisfied with the current situation instead of pursuing more professional and professional development, the counselors who are not suitable for modern education will soon withdraw from the stage. Therefore, the construction of college counselors must include two standards: professional standards and professional standards. Through special training, have and improve the professional skills and professionalism of counselors. Colleges and universities should be committed to providing professional and professional platform for counselors, improving the selection mechanism of counselors, formulating incentive mechanism of counselors, and expanding promotion mechanism of counselors. Only in this way can we build a high-level team of counselors, make counselors in Colleges and universities have a special service concept, and achieve "everything for students, everything for students".

3. The limitation of the professionalization and professionalization of College Counselors in the new era

At present, there are some limitations in the construction of professional and professional teams; Second, the professional identity of college counselors is low; Third, the mobility of counselors is large.

3.1 The job responsibilities of college counselors are not clear

For a long time, College Counselors' job responsibilities are vague, their work tasks are heavy, and their job mobility is large. In the work of college counselors, they should not only complete the work requirements of various administrative departments, such as organization department, propaganda department, party affairs department, student union, even educational administration office and dormitory management office, but also complete the administrative and stability maintenance tasks assigned by the college level, and all the things of students are the work of counselors. Students' attendance rate, class discipline, leave, accommodation, class meeting, grade meeting, cultural and sports activities, press release control, scholarship evaluation, emergency handling, psychological counseling, employment guidance and other work will turn the counselor who is already in multiple management and shouldering multiple tasks into a real "nanny" for students. College Counselors' mobile phones can't be turned off 24 hours a day, they are

always in standby state, and their spirit is always in a state of tension, especially in major events or time nodes, counselors always keep answering the phone, ready to go out at any time. Due to the numerous and complicated affairs, daily work and regular overtime are the normal work of college counselors, which leads to the weakening of the important work of Ideological and political education for students. Therefore, in order to realize the professionalization and professionalization of college counselors, we should first clarify their responsibilities.

In the regulations issued by the Ministry of education in September 2017, the main responsibilities of college counselors are defined as: "Ideological and theoretical education and value guidance, party and League and class construction, study style construction, students' daily affairs management, mental health education and consultation, network ideological and political education, campus crisis response, career planning and employment guidance Theoretical and practical research." [3] It can be seen from the regulations that ideological and theoretical education and values leading responsibility are put in the first place. That is to say, we should attach great importance to the ideological education of college students. With the rapid development of higher education and more diversified demands of online students, colleges should keep pace with the times to develop more clear job objectives and responsibilities for college counselors. Therefore, we should not ignore one and lose the other, and generalize the job responsibilities of counselors. We should use the limited time and energy of counselors to actively guide students' values and serve students, so as to lay the foundation for the professionalization and professionalization of counselors' work.

3.2 The professional identity of college counselors is low

First of all, many colleges and universities retain some outstanding undergraduate or junior college students who have won scholarships and been student cadres as counselors when selecting counselors. They are not highly specialized, so it is difficult to do a good job in students' Ideological and political education; Although in recent years, colleges and universities pay more attention to the professionalization and professionalization of counselors, and many of them apply for the post of college counselors with higher degree level of master's and doctoral students, but many of them choose to stay in Colleges and universities, rather than really want to engage in the work of serving students; In addition, due to the low admission mechanism of counselors, they become the posts to settle the family members and related households of teaching staff. They lack systematic theoretical knowledge and practical experience of students' ideological education. As counselors, they lack professional training, which leads to the low position of counselors. In the public cognition, they inevitably become the work that anyone can do. Secondly, it is difficult to unify the career goal and self value of college counselors. Counselors should be the organizers and guides of College Students' daily ideological and political education and management, and put the ideological guidance of students and the realization of their own professionalization in the first place. However, at present, there are few counselors who can realize professionalization and professionalization. Counselors have a low sense of identity for their own professionalization. At the same time, counselors have heavy tasks and low income, Stress is also one of the reasons for counselors' low professional identity. The hard work of college counselors is not directly proportional to the harvest, and the gap between ideal and reality leads to early career burnout of college counselors. These problems lead to low professional identity of college counselors and seriously affect student service.

3.3 The post mobility of college counselors is high

It is because the job responsibilities of college counselors are not clear, the sense of professional identity is low, and the development prospect is indifferent, which leads to the poor stability and

mobility of counselors' work team. Among them, a large part of the reason is that the promotion space is limited. First of all, in the university system, the title evaluation is extremely important for the promotion of the position, the number of published papers and the number of lectures is an important basis for the title evaluation. Compared with teachers, it is not easy for counselors to take the time to write papers under heavy work tasks; The number of lectures is also arranged under the premise of the lack of professional teachers, and the number is not much. As a result, compared with academic research, it is difficult for the outside world to recognize the Counselor's work achievements, and it is difficult for counselors to be promoted. Secondly, many colleges and universities do not have a scientific and reasonable promotion mechanism for counselors. The section level is often the end of counselors' career, and the especially excellent people can be promoted to the deputy high level. And counselors in the first few years of work, compared with the same stage to enter the work of people, promotion is faster, which leads to many people will counselor work as a springboard, work three or five years on the transfer of a large part of counselors, which to a large extent affects the stability of the counselor team. College counselors can be transferred to be teachers of public theory courses, professional and technical posts, and administrative departments, but they also have certain limitations. Although college counselors have the dual identity of teachers and management, there is a big gap between them in terms of promotion. As cadres, it is difficult for college counselors to engage in full-time student work after changing jobs. Combined with these factors, the instability of counselors' positions is greatly enhanced.

4. Professionalization and professionalization of College Counselors in the new era

In order to achieve specialization and professionalization in the construction of College Counselors in the new era, we need to formulate a scientific mechanism for the selection and employment of college counselors, improve the training system of college counselors, strictly assess the system, and optimize the promotion channel of college counselors.

4.1 Establishing the mechanism of college counselor selection and employment

The selection and employment of college counselors should be based on "high standards" to lay a solid foundation for the professionalization and professionalization of counselors. The Ministry of Education issued the new "Regulations on the construction of College Counselors", which clearly states the basic conditions for the selection of college counselors. College counselors are required to have a bachelor's degree or above, have a wide range of knowledge reserves in related disciplines of Ideological and political education, and have strong organizational ability, management ability and ideological guidance ability. Colleges and universities should strictly control the admission of counselors according to the actual situation, and introduce high-quality talents for colleges and universities, which needs to be checked from three aspects. One is the orientation of higher education. With the continuous enrollment expansion of colleges and universities, more and more people are able to enter the University and obtain bachelor's degree, master's degree and doctor's degree. In the way of competition among many graduates, employing highly educated talents with excellent performance in all aspects can inject fresh blood into the college counselor team. Second, professional related. The professionalization of college counselors needs solid professional knowledge background as a support. In the selection work, specialty is a factor that must be considered. The introduction of relevant professional talents can effectively improve the level of specialization of college student work and provide more intimate services for students. Third, ability requirements. College counselors should have higher ability of organization, management and education, which largely determines the effectiveness of student work. When selecting counselors, many colleges and universities cultivate reserve cadres from full-time counselors according to their

political background and ability. On the one hand, they can tap their potential, improve the innovation and vitality of counselors' work, and provide space for them to fully display their talents and abilities. On the other hand, they can mobilize their enthusiasm, Smooth the promotion path of counselors and enhance their professional identity. In the newly promulgated "Regulations", there are corresponding guidance on the allocation of College Counselors: "colleges and universities should set up full-time counselors according to the overall ratio of teachers and students not less than 1:200, according to the principle of combining full-time with part-time and focusing on full-time." [4] But the actual situation is often not optimistic, many schools can not reach the ratio of 1:200, or even the phenomenon of 1:400, resulting in individual counselors overburdened and affecting the ideological and political education of students and a series of work. In short, the foundation and beginning of the professional and professional construction of the counselor team is the selection and employment of college counselors. Only by adhering to "high standards and strict requirements" in terms of education background, specialty, ability and equipment, can we complete the management and service work for colleges and students with high quality.

4.2 Improving the training system of College Counselors

Carrying out the necessary training for college counselors is the guarantee for the instructors to maintain the times and the advanced nature. With the development of the information network era, the online generation of college students, standing at the forefront of the times, put forward higher new requirements for ideological and political education. At the same time, they also put forward new requirements for college counselors and teachers who undertake the task of Ideological and political education. College counselors only carry out regular learning, constantly participate in training, and improve their professional and professional level, Only in this way can we not be eliminated and meet the needs of the times. The content of college counselor training should be closely based on the theory of Marxism, Mao Zedong Thought and the theory of socialism with Chinese characteristics, with the focus on professional knowledge and professional norms, and strengthen the study of employment guidance, psychological education and other aspects 《The regulation》 emphasizes: "a three-level training system for counselors at the national, provincial and university levels shall be established." [5] From the national level, we should provide training bases and national demonstration training for college counselors; From the provincial level, in addition to providing training bases, it is also necessary to set up special funds for training, and be responsible for the pre job, daily and backbone training of all counselors; From the perspective of school level, it is necessary to carry out systematic training for counselors, and it is stipulated that "they should participate in school level training of no less than 16 class hours every year, and participate in national or provincial training once every five years." [6] The state, provincial and school work together to build a more professional and professional team of counselors and improve their theoretical level and practical work ability, which is a work that needs to be adhered to and constantly improved. Counselor training needs to adhere to the combination of off-the-job training and on-the-job training, and the combination of guidance and self-improvement. The so-called off-the-job training refers to that the competent departments of colleges and universities, through proper arrangement and coordination, select excellent counselors to leave work and participate in full-time training, such as attending domestic or foreign studies. Although this way has an impact on the ongoing work, it can most directly improve the professional and professional ability of Counselors. On the job training is the most widely used way in Colleges and universities. On the premise of not affecting the daily work of counselors, it can achieve targeted training for counselors, such as: special, hot and so on. Guidance training is a face-to-face communication between professional old counselors and young counselors through various forms such as counselor salon, so as to solve problems and impart experience. This kind of training mode

provides a platform for young counselors to learn and communicate, which is conducive to the development of specialization. The competent departments of colleges and universities should formulate the most appropriate training methods according to the actual situation of the University. No matter what kind of training, college counselors need to have the motivation of self-learning and the awareness of self-improvement. They need to have a clear understanding of themselves, find their own shortcomings and shortcomings, and make targeted improvements. They often think about their own mistakes and are good at summarizing, and constantly improve their ability and level in work practice.

4.3 On the measures of strict assessment of College Counselors

Strict assessment mechanism can promote the professionalization and professionalism of college counselors. Many colleges and universities in the establishment of counselors, also developed counselor assessment measures, but the process of counselor assessment still presents many problems, such as: assessment indicators need to be improved, assessment of the main professional is not strong, the lack of scientific assessment process, assessment results utilization is not high. The main reason for these problems lies in the complexity of counselors' work, which makes it difficult to evaluate the quantitative indicators; As the existence of the combination of teachers and management dual identity, counselors' assessment often appears one-sided phenomenon; At the same time, the quality level of the assessment subject is not high, which is also the reason for the problems in the assessment process. 《The requirements》 for the assessment of College Counselors in the regulations are as follows: "colleges and universities should, according to the professional ability standards of counselors, formulate specific methods for the assessment of counselors' work, and improve the assessment and evaluation system of counselors. The assessment and evaluation shall be led by the student affairs department, and the personnel department, the Party committee (general Party branch) of the College (Department) and the students shall participate in it together. "[7] To assess the work performance of counselors, we should formulate scientific and reasonable assessment methods according to the actual situation. First of all, the evaluation index of counselors should be further refined, including not only the number of guiding students, work development, teaching and academic situation, but also the relevant indicators of their specialization and professionalization, so as to assess their ability and quality, self-learning quality. Secondly, the process of assessment should be fair. Establish a professional assessment team or conduct professional training for the assessment team, use scientific and advanced assessment methods, establish assessment supervision and counselor appeal mechanism, and strictly enforce the assessment process. We should combine spiritual and material incentives, adhere to the principles of democracy, fairness and on-demand incentives, analyze the differences of each counselor and adopt different incentive methods and focuses, so that counselors can be satisfied through incentive measures, mobilize the enthusiasm of counselors, give full play to their innovation, and complete their tasks with high quality and high efficiency. To improve the effectiveness of Ideological and political education of college students and ensure the realization of the goal of moral education in Colleges and universities. At the same time, taking the opportunity of training and learning as the incentive mechanism of counselors can quickly improve the professionalism of counselors, and cultivate excellent academic and engineering forces and reserve talents for colleges and universities. It is an incentive way that should be actively advocated. Moreover, after the completion of the assessment, timely interview the assessment objects, put forward targeted improvement measures, and take the assessment results as the main basis for counselors' evaluation, promotion and employment, salary and bonus, and training. The state and universities guarantee and encourage the excellent counselors, which can promote the development of counselors to the direction of specialization and professionalization.

4.4 Optimize the promotion channel of College Counselors

Optimizing the promotion channel of college counselors is the driving force for college counselors to move towards specialization and professionalization. Every employee will make career development plan for himself at the beginning of employment. Career promotion is an important way to achieve personal planning and goals. Perfecting and optimizing the promotion channel of college counselors plays an important role in realizing their personal vision and work goals, enhancing their professional identity and improving their work passion. The newly promulgated "Regulations on the construction of counselor team in ordinary colleges and universities" requires: "implement the double line promotion requirements of full-time counselors, and promote the professional construction of counselor team." [8] It can be seen that the two-line promotion of counselors is a measure in line with the actual work situation of counselors, which is formulated according to the principle of specific analysis of specific problems. The implementation of the two-line promotion mechanism not only increases the motivation for the professionalization and professionalization of counselors, but also stimulates the enthusiasm of Counselors to complete their work efficiently and give full play to their competitive advantages. It provides a long-term mechanism. Because of the particularity of the Counselor's career, it determines that the Counselor's career is a dual identity, the implementation of dual management, of course, in the promotion should also implement the "double line promotion" standard. College counselors can not only be a part of the faculty, but also a member of the management team. Among them, college counselors can compete for professional and technical positions in Ideological and political education and other related disciplines according to the requirements of teachers' positions, and they can also compete for cadre positions according to the requirements of management positions. At present, most of the colleges and universities are transferred from counselors to management posts. Practice has proved that this method is effective. Selecting excellent reserve cadres among counselors as a supplement to the school management team is conducive to the long-term stable development of the college counselor team. Due to some internal and external reasons, it is difficult for counselors to focus on academic research and produce results. To this end, the Ministry of education stipulates that "counselors are supported to carry out research in combination with the work practice of College Students' Ideological and political education and the development of Ideological and political education discipline." [9] colleges and universities should actively create research environment and conditions for counselors, such as holding exchange meetings or professional lectures, so as to provide a platform for counselors to learn from senior professors and improve the work of project initiation, thesis writing and thesis publishing. Although the Ministry of education stipulates that colleges and universities should make "separate plans, separate standards and separate evaluation" in the evaluation and employment of counselors, many colleges and universities have not formulated detailed and specific title sequence and promotion standards according to the particularity and rules of counselors' career in the implementation process, which leads to the dilemma of counselors' development and affects their work enthusiasm. Whether the promotion channel of counselors is smooth or not, to a large extent, determines whether the ideological and political work of students is in place, whether the counselors' work tasks are completed, whether the counselors' work consciousness and initiative, whether the counselors' team is professional and professional, and the realization of the goal of moral education in Colleges and universities. Only attach great importance to the work of counselors, and actively optimize the promotion mechanism and channel of counselors, can we further transport high-quality talents committed to the socialist modernization construction for the society and the country.

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