

Analysis of "One Heart, Two Advantages, Three Highlights" Counselor Team Management Model in the Field of Craftsmanship——Take Hainan Economic and Trade Vocational College as an Example

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Abstract: Counselors are the important support force of talent cultivation in colleges and universities, and the construction of counselor team is related to the efficient development of student management in colleges and universities. Therefore, this paper takes craftsmanship as the main theme, explores the construction of "one heart, two excellent and three outstanding" counselor team management mode, and strives to provide valuable theoretical reference to promote the professional, expert and professional construction of counselor team, so as to give full play to the role of a good counselor guide.

The Ministry of Education has released several programmatic documents such as "Professional Competence Standards for Counselors in Higher Education Institutions (Provisional)" and "Regulations on the Construction of Counselor Teams in Ordinary Higher Education Institutions", which provide important opinions and clear requirements for the high-quality development of college counselor teams. Especially, the Standards of Professional Competence for Counselors in Higher Education Institutions (Provisional) (hereinafter referred to as the Standards) is a special document for the improvement of counselors' professional competence, which indicates the direction of counselors' professional cultivation and development. Therefore, in this paper, the standard is benchmarked against the Standard, and based on the specific practice of Hainan College of Economics and Technology, the management mode of counselor team of "one heart, two excellent and three outstanding" is explored to stimulate the new force of counselor team and light up the starlight of moral education. The management mode of "one heart, two excellent and three outstanding" academic staff team is based on the core concept of craftsmanship, optimizing the management system, optimizing the career development path, highlighting training and learning, highlighting team cooperation and highlighting case building.

1. "One Heart": Craftsmanship as the core concept

The work of educating people is a mission to take on, cannot be half-hearted, not only to pay attention to the method, but also to insist on, not only to embellish the silent, but also to land powerfully, highlighting the effect, which poses a huge challenge to the professional ability of counselors. Therefore, Hainan Economic and Trade College of Technology will strive for excellence,

perseverance, love of work, innovation and other craftsmanship into the whole process of student management, permeate in the moral education work all the time, based on the "standard", and constantly strengthen and improve the construction of the counsellor team, cultivate the counsellor "professionalism in hard work, success in professionalism" professional spirit, so that the counsellor can be a craftsman. The counselors will be able to carefully sculpt and cultivate students with the feelings of artisans.

2. "Two advantages": Optimize the management system and career development path

2.1. Optimizing the management system as the basis, cultivating the work rules of "rules to follow and excellence" for counselors

Based on the Standards, Hainan College of Economics and Technology proposes to optimize a series of management systems, so that there are rules to follow and excellence to be achieved.

2.1.1. Improve the counselor work system that matches the 9 "professional functions"

Hainan College of Business and Economics and Technology will refine the work layer by layer and advance gradually to ensure that the work is carried out in accordance with the rules and achieve good results. For example, with reference to the "9 professional functions" of the Standard, the "Rules for Implementing the Assessment of Student Affairs Work in Hainan Economic and Trade Vocational College (Trial)" were formulated, setting up the assessment according to the work content and ability requirements of the nine "professional functions" of the Standard. The assessment content, evaluation index is clear, the module is clear, the system is complete, and the assessment results are clear, which plays a very good supervision and guidance role.[1]

2.1.2. Refine the student management system of each "vocational function"

According to the work content and ability requirements of each "vocational function" of the Standard, Hainan Economic and Trade College of Technology has refined the student management system of each "vocational function". For example: in the psychological and crisis event response and processing, revised the "Hainan Economic and Trade College of Technology student psychological crisis intervention implementation measures (revised)", formed a "target identification - early warning - timely intervention - later tracking - continuous attention" integrated student student psychological crisis intervention mechanism, clear goals, responsibilities in place In addition, the system has been designed to respond to psychological crises in the shortest possible time and in the most reasonable way, with interlocking links and rapid response[2].

2.1.3. Standardize the operation process of student affairs

In order to facilitate the implementation of the student management system, Hainan Economic and Trade Vocational and Technical College has developed workflow charts for 16 regular student affairs work systems. For example, the workflow for identifying poor students from families in Hainan Economic and Trade Vocational and Technical College. The workflow chart presents the operation process of student affairs and the responsibilities of personnel at all levels in a concise manner, which is easy to operate, easy to know, and greatly improves the efficiency of student work.

To sum up, for the development of student management system, Hainan Economic and Trade Vocational and Technical College is based on the Standard, keep pace with the times, dynamic management, timely summary of the problems found and existing in the work, and make corresponding system modification and adjustment around it, to ensure that the student management

work is carried out in perfection, in-depth and detailed.

2.2. Optimize the career development path as a traction, and cultivate the professional sentiment of "love and dedication, perseverance" among counselors

In order to break through the bottleneck of counselors' career development and enhance their sense of professional belonging, Hainan Economic and Trade Vocational and Technical College proposes to optimize the career development path of counselors.[3] Hainan College of Economics and Trade proposes to optimize the career development path and guide the academic staff team to cultivate the concept of love and dedication and perseverance.

2.2.1. Explore 5 major "professional positions" training directions

According to the specification of the 9 "professional functions" of the Standard on the work content and ability requirements of counselors, Hainan Economic and Trade Vocational and Technical College has set up 5 "professional positions" for counselors, i.e. ideological advisor, student management teacher, psychological counselor. The counselors apply for the development direction of professional positions according to their knowledge structure and professional background, and the Student Work Office will make suggestions based on the needs of career development, and then, after comprehensive proof, delineate the training direction of "professional positions". The Office of Student Work will make suggestions based on the needs of career development, and then, after comprehensive demonstration, determine the training direction of "professional positions" to enhance the professional self-confidence of counselors.

2.2.2. Establishing a set of assessment system that matches career progress with career ability

Hainan College of Economics and Business has formulated a system of "Implementation Rules for Annual Assessment and Merit Evaluation of Counselors (Revised)", in which the assessment of counselors includes four links: self-assessment, student assessment, second-level college assessment, and school audit, each with specific and detailed quantitative indicators, and the assessment scope runs through all aspects of counselors' daily work. The results of the assessment are linked to the rewards and punishments, ranking and qualification promotion of counselors, which are more conducive to stimulating the motivation of the team.

3. Three highlights: highlighting training and learning, teamwork and case building

3.1. Training and learning to improve counselors' business ability of "professional development and integration

The Standards divide the knowledge and ability of counselors into three levels: primary, intermediate and advanced, and make it clear that each level must meet nine specific job content and corresponding ability standards. Hainan Economic and Trade College of Technology strictly follows such requirements and carries out counselor training in a categorized manner.

3.1.1. Based on the career development needs of counselors, classification and implementation of theoretical knowledge training

In line with the Standard, the training of counselors in Hainan College of Economics and Technology is currently positioned at the primary and intermediate levels, and thus five major "professional positions" have been developed. For example, show in table 1.

Table 1: Professional position

| No. | Professional positions | Main training content |
|-----|--------------------------------|--|
| 1 | Thought Mentor | Basic theories and methods of ideological and political education, basic knowledge of political science, basic methods and theories of classroom teaching, knowledge related to ethics, knowledge related to sociology |
| 2 | Student Administrator | Theory and methods related to human resource management,, knowledge related to education, knowledge related to sociology, knowledge related to economics, knowledge related to law, basic knowledge of education |
| 3 | Psychological Counselor | Knowledge about psychological problems, neurosis, psychosis, educational psychology Related knowledge |
| 4 | Career coaches | The basic theory of career planning, the basic theory of human resource management, the National graduate employment-related policies, modern technology for information dissemination Methods |
| 5 | Network and Stability Division | Knowledge about network technology, knowledge about communication, knowledge about public crisis management, knowledge about emergency response and control |

3.1.2. Combine with the actual work of students and focus on cultivating the practical ability of counselors

Hainan Economic and Trade Vocational and Technical College has changed the systematic training of counselor-related professions to the application of knowledge points, changed the traditional teaching content and teaching methods that are mainly based on knowledge transfer, and innovated the organization of teaching and practical classes. For example, show in table 2.

Table 2: Teaching reform related content

| Types of hands-on learning | Practice Vehicle |
|----------------------------|--|
| Exchange visits | Meetings, intra-campus and inter-campus exchanges |
| Temporary assignment | Institutions, cooperative enterprises |
| Leading social practice | Volunteerism |
| Study Tour | Field research, symposium |
| Tutor Salon | Experts and scholars face to face, peer sharing sessions |
| Skill training | Tutor Competition, Quality Development |
| Project Research | Counselor Excellence Projects, Essays, Papers |

3.2. To highlight teamwork as a means to cultivate the team spirit of "teamwork, complementarity and mutual assistance" among counselors

The introduction of the Standards refines the professional content of counselors and innovates the concept of counselor career development, which is conducive to promoting the development of the counselor team in a more optimal and scientific direction. To truly implement the Standards and promote team building, it is unrealistic to rely on individual or part of counselors' changes, which

requires colleges and universities to realize the optimal allocation of resources for counselor team and reach a common thinking on working philosophy, so that the team as a whole can produce more excellent results, thus creating a good environment for counselors' personal development and realizing the stability and lasting development of student work team.

3.2.1. Create a counselor studio to drive the overall improvement of theoretical level

Based on the Standards, Hainan Economic and Trade College of Technology has set up six counselor studios led by counselor cadres, relying on the studios to carry out theoretical research on student work and promote the cultivation of high-quality projects. At present, the construction of the studios has achieved full team coverage, created their own brand projects, opened up their own research paths, and realized a rich atmosphere in which daily management and theoretical research are symbiotic and synergistic, greatly enhancing the theoretical background and professionalism of counselors. Hainan College of Economics and Business has won the championship in the professional ability competition of counselors in Hainan Province for five consecutive years, and has won the honor of regional competition for many times.

3.2.2. Build a ladder to drive the rapid improvement of practical ability level

According to the "standard" in the primary, middle and high three vocational ability level positioning, Hainan economic and trade occupation, the school of Technology has built a pyramid echelon of counselors of high, middle and third levels, from high to low, with pair guidance, and led the counselors to grow rapidly through the "mentoring" mode, forming a student working team with core competitiveness.

3.3. The method of highlighting case construction and cultivating the practical ability of "inheriting classics and keeping the righteousness and innovation" of schoolwork cadres

The five "professional posts" team of counselors in Hainan College of Economics and Business and Technology, combined with the 9 "professional functions" in the Standard, carried out the collection of work cases in relevant fields, and the "professional posts" leader, organized the collective case study. The "professional post" leader organizes collective preparation, archives the text according to the case theme, background, case events, problem solving ideas, methods and effects, inspiration, etc., and organizes typical examples of relevant work problems and solutions, which provides good guidance for later work and ensures that student management work is carried out more efficiently and with higher quality. In 2019, the counselor team wrote and published the book "Theoretical and Practical Examples of College Counselor Work in the New Era", which became the first of its kind in Hainan Province's higher education institutions and provided an important reference for the counselor skills competition and daily student management.

The mirror, so that counsellors can have a contrast in time to find their own shortcomings, therefore, Hainan Economic and Trade College of Technology in the continuous summary of the work of the case, but also focus on innovative ideas, to further explore the laws of ideological and political education innovation and development, improve working methods.

How to inherit the spirit of craftsmanship, so that the spirit of craftsmanship becomes the soul of vocational education, so that higher vocational students in the usual study and work to do professional, focused, accurate, innovative. It is necessary for counselors to try the law by themselves and uphold the craftsmanship spirit of professionalism, concentration, precision and innovation in the management of students, so as to infect and change the students in a subtle way and successfully achieve the cultivation goal of moral education of the school. Therefore, the construction and management of counselor team with craftsmanship as the core is a topic worthy of deeper exploration

and research in universities.

Acknowledgement

2022 construction project of young and middle-aged backbone team of ideological and political work in Hainan University.

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