

Research on the Multiple Roles and Practice of College Counselors in College Students' Career Education

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Abstract: Career education is an activity that purposefully, systematically and systematically cultivates individual's consciousness and skills in planning his career, develops individual's comprehensive professional ability and promotes individual's career development. It is a comprehensive educational activity with the main line of guiding individuals to carry out and implement career planning. The daily ideological education and management of college students carried out by counselors is also a continuous process, and counselors can design various activities according to the specific characteristics of students' majors and school resources. This paper focuses on the role orientation of counselors in students' career education, and then puts forward practical countermeasures for counselors in college students' career planning, giving full play to their advantages, carrying out targeted work, strengthening college students' awareness of career planning, and helping students establish accurate career planning goals.

1. Introduction

The university stage is a lifetime treasure, which is hard to forget. But this is also an important period, which has a great influence on the cultivation of one's personality. Counselors' career education for college students is beneficial for students to realize the connection between occupation and specialty, enhance their learning motivation and improve their skills of job hunting and employment. Good employment can arouse the enthusiasm of individuals in their jobs and stimulate their innovation, and it is also the result of the optimal allocation of human resources in society. This result will affect the promotion of college students in social and economic development and the development of social harmony [1]. How to correctly understand their own disadvantages and advantages in college students' career planning education, and how to accurately position their roles are the first problems that counselors should solve when they participate in this important work.

2. Problems existing in current college students' career planning

At present, career counseling courses in most universities in China are mostly offered to junior students, which brings a problem at the same time. At this stage, the current situation of college students' career planning education is unified counseling by the whole school, and it is not treated differently according to different majors. As a result, it is difficult for students with different majors

to resonate effectively, and most of the tutors are not teachers of professional courses, so it is difficult to effectively guide professional career planning [2-3]. On the other hand, the current career planning education in universities is arranged either at the beginning of enrollment or before graduation, ignoring the growth process among students, and it is difficult to guide students' study and life.

At present, the bottleneck restricting counselors to effectively carry out college students' career planning education is their lack of professionalism. Because of their lack of understanding of the basic knowledge and theory of career planning education, and because of the lack of students' self-control ability and school supervision and management, students have clear career goals and specific implementation plans, but they have not put their goals into practical action [4]. The quality of counselors is also very different, and most of them have not received professional study, so there is no way to comprehensively control the planning of college students. This makes many students unable to make correct career development plans for themselves, and there is a strong randomness, blindness and conformity psychology in employment.

3. Multiple roles of counselors in college students' career education

3.1. Communication role

Career education is an activity that purposefully, systematically and systematically cultivates individual's consciousness and skills in planning his career, develops individual's comprehensive professional ability and promotes individual's career development. It is a comprehensive educational activity with the main line of guiding individuals to carry out and implement career planning. If college students do not form a clear career goal during their school years, they will be at a loss when they graduate, and it is difficult to find an ideal job [5-6]. Counselors, as the instructors of ideological education for college students, should strengthen the education of college students' career ideas in the practice of career counseling, so that college students can make their own career development plans as soon as they enter school, guide their studies according to the career plans, and enhance their learning motivation.

3.2. Role practice

Role practice is the actual process of role-playing, the development and practice of role cognition, that is, the personal concept in role cognition is implemented as visible social behavior. There are various social practice activities among college students, and counselors play an important role as organizers and leaders in these activities, which can guide them to consciously cultivate their interpersonal and communication skills in practice, sharpen their good qualities of hard work and lay a good foundation for future job hunting and employment.

In addition, counselors can also guide students to use social part-time activities to increase their professional experience and enrich their perceptual experience. Build a good campus cultural activity so that students can get comprehensive development. At the same time, we can also add the content of professional career planning to our usual activities, popularize the knowledge of career planning, and strive to create a good atmosphere of caring for students' career development and improving their professional ability.

3.3. Role debugging

Because individual personality is different, their suitable occupations are also different, so an important feature of career planning is personalization, that is, different individuals have different

career plans. Career planning begins with self-knowledge, which is also the key work in the whole process [7]. At the same time, counselors assume multiple roles such as managers, educators and service providers, and different roles put forward different requirements for them. This requires counselors to have a clear understanding of this, deeply analyze the similarities and differences of different roles, and strive to explore the secrets of mutual balance and mutual promotion between them.

Counselors can effectively compensate for their perception and experience deficiencies in professional life by conducting research and in-depth learning of relevant knowledge, and further strengthen their understanding and deep understanding of the social and professional environment. In order to better prepare oneself for various career challenges, counselors should choose an actual or hypothetical scenario based on their career goals, and conduct simulation exercises to improve their adaptability and problem-solving skills in practical work. This part of the competition can not only improve students' comprehensive quality, but also help students to deeply understand their future careers again.

4. Practical countermeasures of counselors in college students' career planning

4.1. Assist students to improve their self-awareness

Occupation is an indispensable factor in a person's life journey, and there should be a strong sense of autonomy, satisfaction and happiness in the career process. Counselors should strengthen the guidance on students' sense of urgency in communication with students, help students correctly understand their life goals and understand the true meaning of life, so that students can actively participate in their studies [8]. Counselors have a certain professional basic knowledge, and have experienced professional vocational ability training, and have a relatively perfect and mature knowledge structure and cognitive structure. During the process of interacting with students, counselors will have a deeper understanding of their personality traits and ability tendencies. This understanding not only helps counselors better guide students, but also enables counselors to provide more targeted help and advice to students. Counselors should actively guide college students to pay attention to the development trends of society, encourage them to adjust and improve their personal knowledge structure, and comprehensively improve their overall quality. Through this approach, counselors can help students establish correct values and outlook on life, thereby ensuring that the pertinence and effectiveness of ideological education work are further enhanced.

Counselors have a special role and have been misunderstood for a long time. The unclear orientation and generalized responsibilities of full-time college counselors are an important factor that causes the development dilemma of college counselors at present. The daily ideological education and management of college students carried out by counselors is also a continuous process, and counselors can design various activities according to the specific characteristics of students' majors and school resources.

Counselors should also encourage students to participate in the career planning competition, so that students can improve their career planning, exercise their eloquence and expression skills, and improve their temperament and self-restraint in the competition [9]. Students should include correct self observation and objective self-evaluation, which can help them gain a deeper understanding of their perceptions, thoughts, and intentions. By conducting in-depth reflection and self observation on oneself, students can more objectively judge and evaluate their thoughts, expectations, behavioral habits, and personality traits. Counselors and educators should guide students to master these self-awareness skills and help them learn self-regulation to achieve personal growth and mental health goals.

4.2. Combined with ideological education

College students' career planning education is an important carrier to expand ideological education, which can enhance the effectiveness of ideological education. Higher education is a systematic project, which requires the cultivation of all-round talents, and ideological education should be permeated in all the work of universities. Counselors themselves should establish the consciousness of active growth, change their ideas, take the initiative to undertake the important task of carrying out career planning education for students, actively participate in educational and teaching practice activities, and pay attention to the accumulation of experience, study at work, think in learning, and effectively combine theory with practice in guiding students' educational activities. As far as the role of career planning educators of counselors is concerned, universities should take the training of counselors' career planning education ability as an important work item and include it in one of the important work of the school, and regularly carry out special training related to career planning and carry out research on career planning education topics.

4.3. Guide students' career planning in stages and in the whole process

College students' career planning should go through a dynamic development process of career preparation, career choice and career adaptation. At each development stage, the different needs of students stipulate the stage and whole process of career counseling.

Career planning is not static. With the growth of students' age and experience, their career planning is also in a period of constant adjustment and establishment, which means that their set career goals will also change accordingly. Counselors should help students diagnose their career planning in time, find problems from them, and find corresponding solutions to further improve the planning. The factors included in students' career planning are shown in Figure 1:

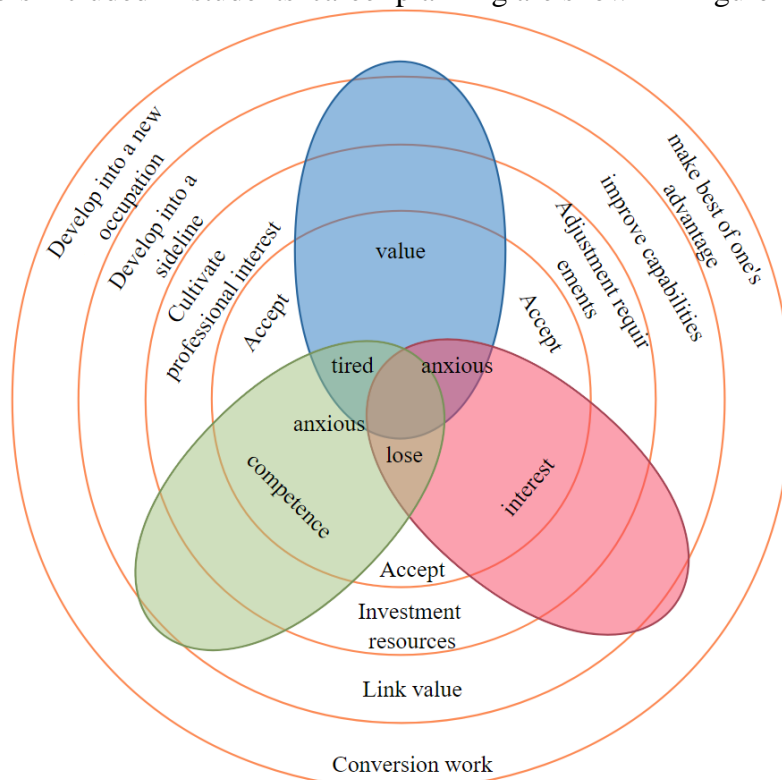


Figure 1: Factors included in students' career planning

Because career planning runs through the whole process of college life, college students' career planning is a process of gradual adjustment. Counselors can instill career planning awareness into every college student in their daily work, so that they can have career planning awareness, attach importance to career planning and realize the whole process of career planning. For example, the popular simulated recruitment, college students' entrepreneurship competition, etc., through these extracurricular activities, students' practical ability can be enhanced, their own strengths and weaknesses can be understood, and it is of great help to determine their career goals. At the same time, to do a good job in students' enterprise internship, counselors should undertake internship planning, recommendation, guidance and other work, which can help college students make a smooth transition from school to society and improve employment opportunities.

5. Problems and reflections of counselors in practicing the role of students' career education

Counselors are an important force for universities to train qualified talents and improve the quality of college students. Counselors' own career development process not only affects personal development, but also affects the cultivation of talents to a great extent. At present, most counselors are young people who have just graduated. They have multiple roles and heavy tasks in their work. Although they are enthusiastic about their work, they are faced with pressures from work, study and life. Universities should clarify the job responsibilities of each counselor, include the counselor's career planning education and students' employment in the counselor's assessment indicators, and assess them at the end of the year. For those counselors who still don't work according to the requirements, they should be given appropriate warnings or sanctions, which will change the current inactive and careless work state of many counselors and encourage them to do a good job in college students' career planning seriously.

Career planning guidance needs to pay attention to the individual differences among students, and requires counselors to adopt different ways and methods for different students to inspire students' initiative, participation and maximum potential. Counselors should pay attention to information collection and make full use of resources in their daily work to provide personalized advice and guidance for each student [10]. Schools should strive to create a good atmosphere and encourage students to take the initiative to accept career planning guidance. Counselors, in particular, should reward students' achievements, use comprehensive evaluation methods to understand students' actual situation, help poor students and other special groups, and create an incentive atmosphere.

In the education of college students' career planning, on the one hand, counselors' multi-perspective, multi-faceted, multi-angle, most direct, intuitive and intuitive educational role can't be replaced by anyone in the university. On the other hand, we should also face up to the shortcomings of counselors' own quality and the limitations in their working environment, pay attention to their role orientation, learn with an open mind, make up for their shortcomings, make full use of their own advantages, and actively cooperate with relevant departments to play a unique and important role in college students' career planning education.

6. Conclusions

Counselors' career education for college students is beneficial for students to realize the connection between occupation and specialty, enhance their learning motivation and improve their skills of job hunting and employment. Good employment can arouse the enthusiasm of individuals in their jobs and stimulate their innovation, and it is also the result of the optimal allocation of human resources in society. At the same time, counselors assume multiple roles such as managers, educators and service providers, and different roles put forward different requirements for them.

This requires counselors to have a clear understanding of this, deeply analyze the similarities and differences of different roles, and strive to explore the secrets of mutual balance and mutual promotion between them. The particularity of counselors determines the important role of this profession in college students' career planning. Therefore, giving full play to the advantages of counselors is a problem that counselors should actively consider at present, and counselors should consciously assume corresponding responsibilities and contribute to the employment of college students and the development of the school.

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