

Analysis on the Factors of College Counselors' Education and Management Effect Based on Adaptive Management Concept

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ABSTRACT. It is necessary to effectively strengthen ideological and political education, so we must deal with the relationship between education and management, which are interdependent and mutually reinforcing. To develop a good quality of education and management, we should be firm in thinking and scientific in methods. Counselors are the backbone of ideological and political education of college students, and are important force of ideological education, political education, student management and service for college students. In order to make freshmen adapt to college life as soon as possible, college counselors in the new era can introduce and absorb the theories, values and methods of social work, help freshmen to adapt new role and life, and to solve problems of learning, interpersonal relationship and economy, at the same time, cultivate good learning and living habits, and improve their adaptability. This paper discusses the adaptive management of counselors, taking the requirements of counselors as a starting point.

KEYWORDS: Adaptive management, College counselors, Education and management

1. Introduction

With the rapid development of the times, today's post-90s college students are endowed with distinct personality characteristics, growing environment and social background, which make them have strong self-awareness and sensitive personality, but lack of sense of responsibility and self-control ability. They are active in thinking and willing to perform, but weak in resistance to setbacks. They dare to try and have a broad vision, but lack of toughness and weak in practical ability [1]. College students are in a transitional period of development, immature and unstable, but with strong plasticity. With the changing situation at home and abroad, the complicated contradiction, and problem of ideology and ideological trend, the counselor's work about student management has been given a new mission. In the new situation, how to promote school moral education is a new requirement of market economy for school education [2]. This brings new challenges to the counselor's work about student education. Colleges and universities all over the country attach great importance to the cultivation of counselors, and have also conducted research and exploration on the selection and training mode of counselors, forming a variety of selection and training modes of counselors and accumulating many valuable experiences [3]. However, most experts and scholars discuss the selection and training mode of college counselors from the theoretical perspective, which does not conform to the law of development.

Counselors are the main force of ideological and political education for college students. They also take charge of college students' mental health education, student affairs management, study and life guidance, and the construction of student party groups. They are really important. College counselors work in the front line of ideological and political education, management and service for college students. Strengthening and improving the cultivation of counselors is related to the implementation of the Party's educational policy, the stability and development of schools, and the overall growth of college students. Facing the new situation and requirements, the adaptive transformation of counselor team is imperative [4]. College student management workers shoulder the functions of "education, management and service". So the traditional management mode cannot solve the problems encountered in counselors' work well. The most prominent manifestations of traditional management mode are low work efficiency and unreasonable allocation of resources. Therefore, it is urgent for counselors to explore a new management model [5].

2. The Theoretical Requirements of Counselors under the Concept of Adaptive Management

2.1 Counselors Should Adapt to the External Environment

Education and management is a category that reflects the relationship between ideological and political education and its important parallel subsystem, management. Ideological and political education is a practical activity in which

counselors exert an organized, planned, and purposeful educational influence on college students. It mainly relies on counselors to persuade and educate students to inspire students' consciousness. Adaptive management is an autonomous adjustment activity that managers should perform based on changes in the external environment or the need for harmonious internal elements [6]. The adaptation problem is mainly manifested in five aspects: role adaptation, life adaptation, learning adaptability, interpersonal adaptability, and economic adaptability. With the rapid economic development, accelerated life pace and increasing competition pressure, and the psychological problems of young college students have become more prominent, the ability of counselors to provide psychological counseling and psychological crisis intervention has become increasingly important. The personnel agency system is a new type of personnel management system that emerged with the development of China's market economy system and personnel system reform. Counselors are important human resources in Colleges and universities. The selection and training mode of counselors should match the current personnel system of the country, and change with the reform of specific personnel system [7]. The ability of college counselors will increase with the accumulation of experience, because the experience accumulation process is actually a process of training intelligence and accumulating knowledge; however, the continuous accumulation of experience does not necessarily promote the growth of ability after a person's experience has accumulated to a certain extent, because the excessive accumulation of experience will make the individual form a thinking set and reduce the individual's absorption of new knowledge As shown in Figure 1.

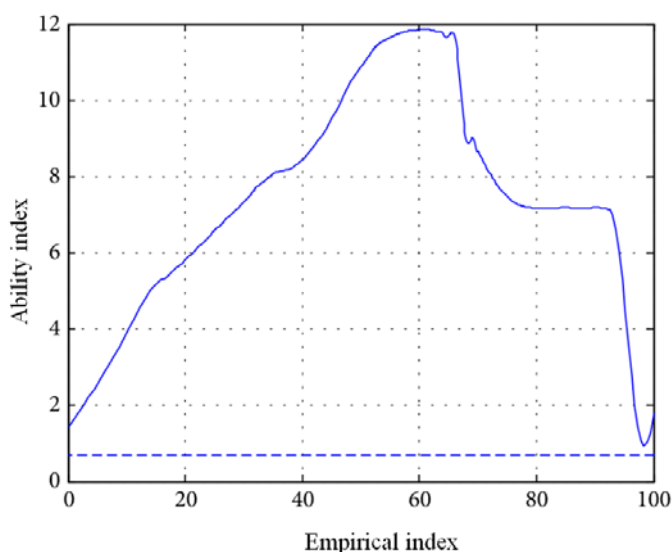


Fig.1 Growth Relationship between Experience and Ability

2.2 The Urgent Requirement of Adaptable Transformation in Counselor Team Construction

With the continuous expansion of the enrollment scale, the classes and the number of counselors are also increasing. In view of the problems existing in college students' self-care, self-study and practical abilities, the daily affairs handling in counselors' work has become the main content. Counselors have spent most of their time and energy on the daily affairs handling, and lack of proper thinking and exploration on the new methods and new approaches of ideological and political education, management and service for college students [8]. Therefore, counselors must free themselves from the tedious affairs and devote their main energy to the ideological and political education of college students. College students' growth and all-round development require more and more counselors. They hope that counselors have rich knowledge and experience, can put forward their own suggestions on various problems encountered by students, and design solutions for students as much as possible. The survey shows that the vast majority of counselors are directly involved in work after graduation, and their work ability and experience are relatively lacking, and a large part of them are inadequate or lacking in professional knowledge and skills because their majors are not ideological and political education and related majors. So that counselors can only play more daily management roles. At the same time, the unstable factors of the counselor team are still outstanding. Due to the different degrees of problems in the recognition of the counselor's work performance, the importance of team building, and the employment of professional and technical positions, most counselors regard it as a transitional job. After working for some time, Not many actively choose to stay and continue as full-time counselors. In the background of the professionalization of College Counselors in China, it is particularly concerned about how counselors know about their own professionalization and development of their own abilities. The sampling survey of some college counselors in China shows their professional views on counselors as shown in Table 1.

Table 1 Opinion Survey Of Counselor Profession

Item	Frequency	Percentage	Cumulative percentage
Willing to work as a counselor for a long time	155	34.5	36.8
Work for several years, plan to transfer	185	39.8	71.1
Ready to transfer	34	6.5	68.4
No plan	102	24.3	100.0

3. How to Solve the Problem of Educational Management

3.1 To Establish a Good Relationship between Teachers and Students, Clear Management Objectives, Improve Management Awareness

Students should be thoroughly understood. In-depth understanding is the basis for establishing a good teacher-student relationship, and is an essential and important work. Only by fully understanding each student's character, interests, hobbies, psychological characteristics, etc., can the work in other links be carried out smoothly and effectively in the future. There are many ways to understand students. I take the initiative to communicate and talk with students on weekends. I ask them more questions about their interests, hobbies and difficulties in learning. Entering their emotional world and feeling their joys and sorrows; In order to coordinate; At the same time, teachers in other disciplines should be kept informed of the situation of students to prepare for effective education. It requires us educators to pay attention to the comprehensive quality of students, guide students not only to strengthen the study of cultural knowledge, but also to strengthen the cultivation of psychological quality and the exercise of healthy physique; pay attention to guide students to establish a correct outlook on life, values and the world, pay attention to students' self-management and practical ability, and develop students' innovation awareness and self creation ability. When college counselors practice the training and education requirements of quality education, they should take the training of high-quality talents as the management goal.

3.2 Consolidate the Foundation of Daily Management and Master the Theory of Project Management

The counselor's management of student work is based on the requirements of the management work required by the market for the cultivation of talents. In order to consolidate the daily basic management in the work, it is necessary to clarify the work content and purpose, and also pay attention to innovative work methods and methods. All innovation should be based on daily management practices. Therefore, to lay a solid foundation for daily management is the important content of counselors' practical talent development and training requirements, as well as the important responsibility of implementing quality education and innovation of education models. The innovation of the counselor's work is an important requirement for implementing the quality education reform program. The combination of counselors' student management and project management is conducive to innovation of management concepts, breakthrough of management methods and improvement of management efficiency. The design and research of the implementation plan of project management in counselor management and the feasibility analysis of the implementation of real cases are not only the reference and guidance for the innovative mode of student work, but also provide strong theoretical support and practical guidance for the management mode of project management in counselor student management. It is mainly an educational method to use language to explain and preach to students in the management process, so that students can understand clearly, distinguish right from wrong, and improve moral cognition. It is the most basic and widely used method in the educational method system. Only in the practice of social labor and moral education can the moral cultivation of students be formed, completed and developed. And the practical training method is just an educational method which can help students to improve their moral cognition, cultivate their moral emotion and form good habits of moral behavior by participating in practical activities. Counselors should also encourage or restrain students' moral behavior according to certain moral standards, so as to control the direction of their moral development and promote their moral formation and development. It is a kind of investigation and evaluation of students' current moral development or formed moral character.

3.3 Improve the Comprehensive Quality of Counselors and Attach Importance to the Cultivation of Students' Ability

As the backbone of quality education in colleges and universities, college counselors, in the practice of project management, require us not only to enrich our political and cultural thinking and professional knowledge, but also to be brave in practice and continuous innovation. Summarize and explore; not only do we start with students and think for students everywhere, but we also need to learn to understand each student, understand the needs of students and give them help without reservation; the value of student-centered emphasis on each individual With its uniqueness, its value

must be faced up and respected. At the same time, individuals also have the potential and motivation for self-improvement and development. Although colleges and universities are also promoting the educational concept of "student-oriented", it is in agreement with the value concept of "people-oriented" advocated by social work. But here, it not only requires equal and fair treatment of every student, but also includes the content of paying attention to the individual differences of students. Its good professional consciousness and professional accomplishment will give students positive help and enlightenment, thus improving the educational effect. At the same time, counselors should also make changes in their working concepts, changing passive management into active service. The cultivation of students' professional skills is not only an important content of teaching, but also an important standard of quality education concept. It is also the most important part of counselors' daily management of students. Therefore, counselors should not only realize the innovation of personal thinking and way of work management, but also pay attention to the requirements of quality education for creative talents, and provide high-quality talents for the society. The project management of counselors requires students to improve their comprehensive quality in the process of practice as an opportunity to train our students to think about problems and dare to innovate and practice in the process of project implementation.

3.4 Measures for the Cultivation of Counselors in Colleges and Universities

We should make full use of the management functions of schools and departments, give full play to the management role of student cadres, and achieve the goal of quality education and education under the condition of limited resources. Counselors are encouraged to participate in social practice and business learning. The school should organize counselors to carry out activities such as social practice, investigation and social service in a planned way, so that counselors can understand the society, understand the development situation of the country, and do a better job of students' work more effectively. At the same time, it should encourage counselors to strengthen learning. Counselor business learning adopts the form of combination of organizational learning and self-learning. Set up a team structure of full-time counselors and assistant counselors. The full-time counselor is a teacher who is mainly engaged in ideological and political education, academic guidance, career planning counseling, mental health counseling and other work. At the same time, it is necessary to improve the salary promotion system for counselors in schools, and develop standards and requirements for the promotion of counselor titles, so that counselors have greater motivation and higher goals. At the school level, strategies such as guiding the counselor's professional orientation, setting up scientific training programs, establishing a reasonable evaluation system, and actively creating a good career development atmosphere for the counselor should be made. From the perspective of the counselor, he should Combined with the school's school positioning and training goals, find their own professional interests and professional expertise, combine their own expertise with the school's development goals, through their own efforts and improvement, so that they can have expertise in the counselor job, Expand your own career development space.

4. Conclusion

The work of college freshmen counselors is both arduous and glorious. The key lies in the fact that counselors and teachers can find the root causes of college freshmen's problems and prescribe the right remedy to these root causes so as to realize the healthy growth of college freshmen. Theory and practice have proved that counselors have great development prospects and space to deal with the adaptability of college freshmen from the perspective of social work. Of course, we also need to recognize the actual situation and constantly explore and perfect the ways and means of its intervention in practice. As a college counselor, only by grasping the pace of development of the times, closely connecting with the ideological reality of students, constantly developing and updating the previous educational concepts, contents and methods as well as those you want, and finding out a set of ideological education mechanism to adapt to the new situation, can we improve the comprehensive quality of college students in all aspects, make them have great aspirations and pay attention to the development of the country and society, Become the backbone and mainstay of building a moderately prosperous society in an all-round way.

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