

Research on the management and education of university counselors based on the concept of comprehensiveness education

Heng Zhang^a

Institute of Intelligent Application, Sichuan Vocational College of Science and Technology, Meishan City, Sichuan Province, China

^a794085026@qq.com

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Abstract: In view of the problems such as the lack of education consciousness and quality of counselors in the management work, and the insufficiently humanized management system of colleges and universities, this paper analyzes the causes of the problems in the management and education of college counselors according to the theory of management and education of colleges and universities, adopts the method of literature research, interdisciplinary research and inductive analysis, and puts forward optimization plans for the problems. It is expected to bring some new perspectives and new ideas to the management of college counselors, stimulate their enthusiasm for studying related content, promote the deepening of the research of college counselors' management and education, and enrich the research results, which is of great significance in college management.

1. Introduction

At present, the management and education of counselors are not integrated enough, and there are still many practical difficulties in the management and education of counselors. In order to realize the fundamental task of moral cultivation in colleges and universities, it is necessary to study the management and education of college counselors.

Management education refers to the various work carried out by the management departments and managers in colleges and universities in the process of performing management functions [1], and the results of path research are mainly concentrated in three levels, namely, the system level, the management level and the environment level. Chen Chao believes that institutional culture should play a guiding role in management and education. First of all, it is necessary to establish the thinking of rule of law, take the problem as the orientation, formulate and revise the school rules and regulations in a timely manner, and ensure the orderly conduct of all work [2]. To promote the work of management education, we should constantly optimize the management system and ensure that the existing system meets the requirements of school education. Establish a scientific evaluation index system of management and education, and promote the work of management and education in colleges and universities. [3] Li Jing believes that it is necessary to effectively improve the ability and quality of the management team and personality charm, so as to improve the requirements of managers themselves and provide an example for management and education [4]. Zhai pointed out that it is necessary to establish a people-oriented management culture and strengthen the construction of campus education culture. Through the implementation of the concept of people-oriented education, actively create a people-oriented campus management and education atmosphere [5]. Xu Haijun and Deng Chengfeng pointed out: "The management and education of counselors refers to the standardization of students' external behavior through the management and constraints of a series of policies and systems of the school, or through the supervision and correction of the system as the norm and standard, focusing on the action and practice level [6]." Huang Jianli pointed out that a large number of student work needs counselors to implement, and counselors' ideological and political education functions have a wide range and the specific implementation methods are unclear, which also leads to counselors' work focusing on management rather than educating people [7].

The current research is lack of systematic research, lack of innovation, and few research on practical issues. From the perspective of management and education, this paper explores the realistic dilemma and cause analysis of college counselors' management and education, studies the path optimization of college counselors' management and education, and puts forward optimization plans in view of the problems, in order to bring college counselors' management innovation and provide references.

2. The theory of college counselors' management and education

2.1 Meaning of management

Management refers to the process in which managers in a certain organization coordinate the activities of others through the implementation of functions such as planning, organizing, leading, coordinating and controlling, so that others can achieve the established goals together with them. It is the most common and important activity in all kinds of human organization activities.

Management is a concept that exists with the emergence of human society. Marx pointed out that "all direct social Labour or common Labour on a larger scale requires, to a greater or lesser extent, direction in order to coordinate the activities of individuals and to carry out the general functions arising from the movement of the production of the totality, as distinct from the movement of the independent organs of this totality." "Common labor is inseparable from management, and management widely exists in real social life." This directing labor, which Marx refers to as coordinating organizational activities in common labor, is called the natural attribute of management. Management has not only natural attributes, but also social attributes. "Management as a natural attribute of rational organization of productive forces and a social attribute reflected in a certain production relations", these two attributes are called the duality of management. The natural attribute of management provides a theoretical basis for us to learn and use for reference the management experience and methods of developed countries. The social attribute of management tells us that we should fully consider our national conditions on the basis of learning and using for reference. The duality of management reveals the necessity of studying management in daily life, through which management helps us to improve the order and efficiency of daily life.

In management, there are different schools of management with different definitions of management. Henri Fayol said, "Management is planning, organizing, directing, coordinating, and controlling." According to Harold Koontz, "Management is the process of designing and maintaining a favorable environment in which people can efficiently accomplish set goals in a group state." At present, Chinese and foreign scholars generally agree that management "is a process of coordinating work activities in order to effectively achieve the goals of the organization with or through others" and "is a dynamic creative activity of effectively integrating the resources of the organization to achieve the established goals and responsibilities of the organization". According to the above classic views of management, this paper holds that management is a creative activity process in which managers effectively integrate organizational resources to achieve organizational goals by means of planning, organizing, directing, coordinating and controlling.

2.2 The meaning of university management education

Management is an activity shared by all human organizations. As an important place for social practice, colleges and universities are also important places for management activities, whose ultimate goal is to achieve the goal of talent training. College management should take the goal of talent training as the direction.

What kind of people to train and how to train people have always been the fundamental issue of the Party and state education. According to the requirements of the Party and the state, colleges and universities should take moral cultivation as the fundamental task of education, which points out the direction of talent training in our country. As an important carrier of personnel training, university management bears the important responsibility of educating people. We must attach importance to the role of university management and educating people, and take the effect of management and

educating people as an important reference for the effect of university education.

Some scholars regard university management as an important carrier of education, and believe that university management and education are "based on the new era and centering on the central link of moral cultivation, university management departments and their management personnel exert educational influence on management objects in a purposeful, planned and organized way." To promote their ideological level, political awareness, moral quality, cultural accomplishment toward the goal of school education practice." Some scholars summarize the meaning of university management education from the essence, process, goal and form of management. Management and education in colleges and universities should create a good education environment for college personnel training, integrate the education concept required by The Times in the management process, implement the education goal of cultivating people, the subject of management and education should have a high degree of ideological and theoretical identification, and pass on the correct ideas through education and management activities, so that college students can grow into the main force in the new era.

The new interpretation of the connotation of management education in line with the requirements of The Times is an inevitable requirement for promoting management education to advance with The Times. Combining with the requirements of educating people in the new era and the views of scholars, the following aspects should be paid attention to in the new interpretation of management educating people: First, the essence of management educating people is ideological and political education activities carried out by management; Second, the management education should adhere to the moral education as the fundamental task, to train the all-round development of moral, intellectual, physical, American labor socialist builders and successors; Third, managers should have a firm theoretical identity and ideological identity, and guide students to establish a correct world outlook, outlook on life and values in management work. To sum up, this paper holds that university management education refers to the process in which the management department and its management personnel exert influence on the behavior habits and ideological morality of the management objects by using management means such as planning, organization, command, coordination and control in management activities, so that they can grow into talents meeting the requirements of social development and realize the goal of cultivating talents by virtue.

2.3 The role orientation of college counselors

The research on the role of counselors has been going on for a long time, and the research results are mainly discussed from two aspects: the nature of the post and the duties of the job. Studies based on the nature of the job generally have a single identity and a dual identity. Single identity means the counselor is a political counselor. In this period, the work of college counselors continued the work of political instructors in the revolutionary period, and played a role in political guidance in colleges and universities. The Regulations on the Work of political counselors point out that "political counselors are full-time political cadres with students' ideological and political work and moral education work as the core." With the reform and development of colleges and universities, the role orientation of counselors has also changed, and the single identity theory is no longer in line with the current orientation of counselors. With the development of student affairs management in colleges and universities, student affairs have gradually increased, and student affairs management departments have begun to split, but the implementation of student affairs management needs the assistance or leadership of counselors. This makes the scope and content of the counselor's management work expand, and the supervisor identity of the counselor becomes more and more prominent. It is pointed out in the Regulations on the construction of the counselor team in colleges and universities that the counselor is an important part of the teacher team and the management team in colleges and universities, and has the dual identity of teacher and cadre.

The research content based on job duties includes thought guide, career planner, psychological counselor, daily behavior manager and so on. The latest document on the construction of the counselor team divides the counselor's job responsibilities into nine aspects, such as "ideological and theoretical education and value guidance, party and group construction and class construction, study

style construction, daily management of students, mental health education and consulting work". In recent years, scholars' research on the job duties of counselors has also focused on these aspects. For example, some scholars believe that counselors are college students' academic instructors, ideological and political theory interpreters and propagandists, life coaches, career planners, psychological counselors and daily behavior administrators. Some scholars have pointed out that the identity of counselors mainly includes three aspects: manager, professional teacher and service provider.

Based on the above studies on the role of counselors, counselors have dual identities of educator and manager, among which the educator is the core identity of counselors, and the manager's identity should be dominated by the ideological and political educator. In addition, counselors should play the role of ideological guidance, career planning, psychological counseling, daily management and so on.

3. The concrete embodiment and importance of instructor management and education

3.1 The concrete embodiment of college counselors' management and education

The management and education of college counselors means that the counselors manage the daily affairs of students through the carrier of class, such as evaluation of awards and excellence, punishment, assistance and other aspects, and show different forms of education in management practice. Specifically, it mainly includes shaping students' values through daily forms, standardizing students' behavior habits through orderly means, and creating a good education environment through penetrative activities.

Therefore, the shaping of college students' values is particularly important. Colleges and universities should grasp the critical period of the formation of college students' values and shape students' values through daily forms. Values are not static and should be adjusted with the development of The Times. In addition, there is also a diversity of values in the same era. The Times and diversity of values require universities to choose mainstream values that meet the development requirements of The Times, and on this basis, to shape the value of students. Socialist core values are contemporary mainstream values, which "integrate the value requirements of the state, society and citizens, reflect the essential requirements of socialism, inherit the fine traditional Chinese culture, and absorb the beneficial achievements of world civilization, reflecting the spirit of The Times." Therefore, colleges and universities should influence and shape students' values with socialist core values. As an ideological and political educator, the "main business and main responsibility" of the counselor's work is ideological and theoretical education and value guidance, and no matter what work we do, we should bear in mind the mission of ideological and political education. Counselors should take ideological and political education as the leader in daily management, take socialist core values as the guidance, endow daily management with the connotation of educating people, and realize the unity of the dual identities of educators and managers.

The management and education of the counselor itself is a creative activity process, in which the subject and carrier of education interact with each other to form a benign education environment and cultivate students' ideological morality and behavior habits. Counselors use the daily management of life, the work of education into the specific management activities. So that the education work is more suitable for the daily life of college students, more in line with the development needs of students. Class is the basic organization form of students, an important platform for the growth and development of students, and an important activity place for the daily management of counselors. Counselors can create a nurturing cultural atmosphere through the edification of class culture, and can stimulate students' willingness to work hard by carrying out education-oriented activities. By integrating education requirements into class rules and regulations, we can improve the influence and acceptance of daily management and education.

3.2 The importance of college counselors' management and education

The inevitable requirements for improving the quality of ideological and political work in

colleges and universities:

"The quality of ideological and political work in colleges and universities is the quality of ideological and political work in colleges and universities. The degree to which this is good or bad depends on the performance, quality and level of ideological and political work itself, and is most concentrated in the satisfaction of the needs of the subject and the achievement of predetermined goals." First of all, improving the quality of ideological and political work in colleges and universities is the requirement of the development of ideological and political work itself. The level of work quality reflects the level of work level. To build high-level ideological and political work, it is necessary to establish a complete quality system of ideological and political work, and effectively give play to the education function of the "ten education systems", of which management and education is an important part. The improvement of its quality system is the internal requirement for the improvement of the quality of ideological and political work. University management and education involve different departments and subjects. It is an important way to promote the development of management and education to exert the joint efforts of each subject. As the main implementor of student management, the counselor is an important organizer of connecting the main force of education and implementing the joint force of management and education, which requires the counselor to improve their coordination ability of management and education in order to consolidate the joint force of management and education. As the manager of students' daily life, counselors have the closest contact with students and better understand students' needs and problems. Counselors are the best candidates to use daily management work to carry out education work. They can grasp the problems in management and education practice more accurately and timely, and adjust the specific practices of management and education work in a timely manner. By playing the role of daily management and education, counselors can make their management and education work more effective and targeted, so as to improve the quality of university management and education work. Secondly, the improvement of the quality of ideological and political work in colleges and universities is an internal requirement to meet the needs of students' main body, as well as an internal need for the development of ideological and political work in colleges and universities, "which is most directly reflected in the degree and ability to meet the needs of students' growth, the development needs of the Party and the state, and the needs of social development." To improve the quality of ideological and political work, it is necessary to build an integrated education system. As an important part of the education system, management education is an important aspect to meet the needs of students. In addition, the implementation of college management and the satisfaction of the needs of students ultimately rely on counselors to concretely implement the requirements of students' needs into all aspects of daily management through daily management, and closely connect the needs of students' needs with daily management and education, so as to gradually achieve the goal of improving the quality of ideological and political work.

The inevitable requirements for implementing the duties and missions of college counselors:

Counselors have the dual identities of educator and manager, among which the identity of ideological and political educator is the most fundamental and important, and all the work of counselors should be carried out around the ideological and political education. This requires that counselors should pay attention to the role of educators when playing the role of managers, that is, ideological and political education into daily management, and play the role of counselors in management and education. Therefore, it is an inevitable requirement to carry out the counselor management and education. As the main implementer of daily management, the counselor consciously integrates the basic task of Lide cultivating people through daily management, so as to promote the realization of the basic task of Lide cultivating people and complete the goal of management educating people.

4. Realistic dilemma and cause analysis

4.1 Background and effect of management and education of college counselors

In recent years, the ideological and political work of colleges and universities has achieved

remarkable results, and the ideological level and political consciousness of young students have been continuously improved. The obvious achievements of ideological and political work in colleges and universities cannot be separated from the efforts of college counselors. "Counselors are the backbone of ideological and political education of college students, and they are the organizers, implementors and guides of daily ideological and political education and management of college students." Counselors rely on daily management and education work to carry out education activities. Compared with ideological and political teachers, the education work of counselors is more routine and permeable, which is of great significance for improving the quality of ideological and political work and realizing the goal of education in colleges and universities. With the new progress of ideological and political work in colleges and universities, the work of counselor management and education has ushered in new development prospects and achieved certain results.

The continuous improvement of the pattern of ideological and political work in colleges and universities provides assistance for the management and education of counselors. The construction of ideological and political work pattern is an inevitable requirement for the development of ideological and political work, and the state attaches great importance to the construction of ideological and political work pattern, and has issued many policy documents. In 2016, the CPC Central Committee and The State Council issued the Opinions on Further Strengthening and Improving Ideological and Political Work in Colleges and Universities under the New Situation, proposing that ideological and political work in colleges and universities should adhere to the "three aspects of education" and form a long-term mechanism for teaching, scientific research, practice, management, service, culture and organization. In 2017, the Leading Party Group of the Ministry of Education of the Communist Party of China issued the Implementation Outline of the Project to Improve the Quality of Ideological and Political Work in Colleges and Universities, proposing the construction of "ten education systems" and making arrangements for the development tasks and main contents of each education system. The state attaches great importance to the work of education in colleges and universities, and provides important compliance and policy support for the development of various work of education in colleges and universities. Some scholars pointed out that the pattern of ideological and political work in colleges and universities has been continuously improved and gradually formed a multi-dimensional, wide range and three-dimensional pattern of ideological and political work in colleges and universities. The pattern of "three complete education" and "ten education systems" cover every link and aspect of education work in colleges and universities, which play an important role in coordinating the human power of all aspects and exerting the joint efforts of education. As an important participant in the pattern of ideological and political work, counselors carry out education activities on the basis of daily management work and the work of various education forces, play the role of management and education, effectively promote the realization of the goal of education in colleges and universities, and cultivate a large number of new people with a sense of social responsibility and can shoulder the mission of development in the new era.

4.2 The realistic dilemma of college counselors' management and education

(1) counselors in the management of the education of the lack of understanding

Marxist philosophy holds that "consciousness can only be a conscious being at any time", consciousness is a reflection of objective existence, and the correct reflection can in turn guide social practice. Counselors' understanding of management and education is an important factor that affects their management and education level. Only by correctly understanding their own management and education responsibilities can we clarify the direction of improving the management and education level of counselors. Some scholars put forward the problem of management and understanding from the perspective of student affairs administrators, "The major reason for the differentiation of student affairs management and ideological and political education is that student affairs administrators do not have a good understanding of ideological and political education and do not realize their own mission of educating people." As the administrator of student affairs, the supervisor's low level of management and education lies in the fact that he cannot combine the mission of education with daily management and lacks the subjective initiative of management and education. In addition, the

daily management of the counselors is complicated, the working time is tight, and the tasks are numerous. The daily management shows the characteristics of routine and mechanization, and the thinking mode of the counselors is dominated by experiential thinking and practical thinking. Under the heavy pressure of daily work, the counselors "do not carry out regular and cutting-edge research and exploration, and the transformation of research results into practice to promote the improvement of practical work is not obvious", and the consciousness of improving the theory of education is not enough. This makes the counselors consciously use the daily management to carry out the work of education lack of motivation.

(2) The counsellor's investment in education in management is insufficient

The counselor has the dual identity of educator and manager, but the current counselor's dual identity is unbalanced. According to the special survey on the work and team construction of college counselors by the Education Development Research Center of the Ministry of Education in 2018, "For the cognition of the role positioning of counselors, 64% of counselors think that their time and energy are mostly occupied by affairs work, and less than 20% are invested in ideological and political education work." Counselors spend more time and energy on daily management work, and their investment in education is relatively reduced, which to some extent reflects their insufficient investment in education in management work. The lack of integration between the management work and the education work of the counselors makes the management and education work of the counselors show a "pan-business tendency", and there is a work tendency to complete the work tasks of the index assessment system. Counselors are busy with management work, and it is difficult to carry out the "main business and main responsibility" of value leading, which leads to the absence of ideological and political education in the daily management of counselors, and the "conflict between professional value and practical work".

4.3 Analysis of the causes of the management and education dilemma of counselors

At present, the management and education of college counselors are faced with some problems, such as the lack of education consciousness, the lack of education quality and the lack of education nature in the management system of colleges and universities, which can be roughly divided into internal and external factors. Among them, internal factors include counselors' disorganized positioning of the relationship between management and education, counselors' biased understanding of collaborative education in management, counselors' instrumental orientation in job selection, and external factors include insufficient supply of mechanisms for counselors' management and education, and relatively lagging construction of university management system.

Counselors are daily work managers and daily ideological and political educators of students, whose management work and education work complement each other and penetrate each other. As an important carrier of education work, daily management must play a role in education. The development of education work is conducive to the orderly operation of daily management. At present, the orientation of the relationship between management and education is out of order, which is mainly manifested by the empirical thinking set of the counselor. On the one hand, we ignore the importance of management to educate people. Management is regarded as the auxiliary work to provide services for education and scientific research. Through management, the school is organized and a good environment for education and scientific research is created. This view does not recognize the imperceptible educational effect of management on students, and management affects the process of students' growth and talent through direct or indirect ways. As the manager of students' daily activities, counselors sometimes regard these daily management activities as an important means for students' academic improvement, ignoring the influence of daily management process on students' ideological morality and behavior habits. On the other hand, neglect to play the role of education in management. It is easy for counselors to form work inertia and fixed work mode in daily management, and the daily management work is mostly to complete the requirements of superiors and ensure the daily needs of students. Counselors lack the "initiative, spontaneity and foresight" of educating people, ignore the thinking and research of students' ideological and political education, and make counselors become "passive participants and empiricists of ideological and

political guidance". In addition, the reasons such as "the separation of work scope and passive concealment of career initial intention, and the transmission of work content tend to reduce the illusion of professional appearance" have led to the "unclear focus of work and even upside down phenomenon" of counselors, and their value guidance work lacks the realization path of integrating into daily management work.

The high efficiency and high quality development of ideological and political work in colleges and universities cannot be separated from the play of the role of collaborative education. It is the direction of education work in colleges and universities to coordinate the strength of various education subjects and make efforts towards the common education goal. As an important subject of cooperative education and the main implementer of educational work, it is very important to pay attention to the role of cooperative education in the management of educational work.

5. The path optimization of college counselors' management and education

5.1 Strengthen the management and education consciousness of college counselors

The management and education consciousness of the counselor is the basis for the counselor to carry out the management and education work. Improving the management and education consciousness of the counselor mainly starts from the aspects of enhancing the role identity of the counselor, improving the leading consciousness of the counselor, and strengthening the theoretical thinking of the counselor.

Marx pointed out: "The essence of man is not an abstraction inherent in a single individual, but in its reality it is the sum of all social relations." People are social people and play different roles in social life. A correct understanding of these roles can guide the direction of their work. Counselors play multiple roles in colleges and universities, and their management and education work reflects not only the nature of ideological and political educators and managers, but also the responsibilities of education and management. Therefore, to enhance the role identity of counselors, it is necessary to correctly understand both the dual identity and the job responsibilities.

First, the dual status is different and intersecting. The Regulations on the construction of counselors in colleges and universities pointed out that "counselors are the bones of the ideological and political education of college students, and they are the organizers, implementors and guides of the daily ideological and political education and management of college students." Counselors are educators and managers, but as the backbone of ideological and political education, they first play the role of educators. Therefore, the identity of instructor educator takes precedence over the identity of manager, and all the work of instructor should be guided by ideological and political education. Counselors should carry out management work to achieve the goal of management education.

Second, job responsibilities and positions are different, but they penetrate each other. First of all, educators and managers have different job responsibilities. The main job responsibilities of the counselor include nine aspects, such as ideological and theoretical education and value guidance, party and group construction and class construction, study style construction, and daily affairs management of students. Among them, "ideological and theoretical education and value guidance are the essence of the counselor's work, which is in a leading position and is a guiding responsibility". This responsibility is the main responsibility of the counselor, which runs through other responsibilities, provides a clear direction and clear purpose for other responsibilities, and promotes the development of education work.

5.2 Improve the management and education quality of college counselors

Ideological and political educators "what kind of ideological and political quality, working ability, the most directly determines the relevant education concept, education requirements in what form to be implemented" 125, its work quality directly affects the development of education work. The management and education quality of the counselors affects the progress of the whole management and education. The counselors should improve their management and education quality ability in a targeted way. First of all, it is necessary to improve the theoretical literacy of management education,

mainly referring to the theoretical literacy of ideological and political education, which is the basic professional ability of counselors. Secondly, it is necessary to strengthen the guiding force of value, construct the discourse system of counselor management and education, and strengthen the guiding force of ideology. Finally, it is necessary to improve the coordination ability of management and education, and the management of counselors involves multiple departments and multiple subjects, giving play to the synergistic effect and releasing the joint force of education, in order to ensure the orderly management and education and improve the effectiveness of management and education.

Strengthen ideological construction and deepen theoretical armament. The core job responsibility of counselors is ideological and theoretical education and value guidance. Colleges and universities should make clear this core job responsibility of counselors, and help counselors change from "actual" "affairs counselors" to "political counselors" by implementing work arrangements and personnel allocation, so as to grasp the direction of educating people by virtue. Truly play a role in educating people.

Strengthen value guidance, grasp the direction of education, ideological value guidance is an important guarantee for counselors to play the role of education, "thought guidance must be the medium of discourse construction". Counselors have the dual identities of teachers and managers, and the right to speak in management is more than that in ideological and political education in management practice, which is not conducive to the role of counselors in daily management. Counselors should actively adjust the two kinds of discourse power, replace a large number of management discourse power with the discourse power of ideological and political education, and adhere to the value guidance and management as a supplement. Humanistic care is integrated into rigid management, and the restriction of management on students' thoughts and behaviors is transformed into guidance.

Counselors are the backbone of ideological and political education in colleges and universities, and their management and education work cannot be carried out without their role in coordinating and educating. Counselors should take the initiative to cooperate with other education subjects, build a coordinated network of management and education, and give full play to the joint efforts of management and education. To give full play to the synergistic effect of management and education of counselors, it is necessary to clarify the responsibility of the key subjects of counselors, as well as the responsibilities of other subjects of education, and give full play to the strength of other subjects of education.

5.3 Improve the system and mechanism of college counselors' management and education

To improve the level of management and education, we need to improve the system and mechanism of management and education, and create a good environment for system and education. The system not only creates an environment for educating people, but also plays a certain role in educating people. The system itself has a certain value-oriented orientation and affects the values of students. At present, to improve the management and education level of college counselors, we should also start from the system construction, give play to the value orientation of the system, improve the system mechanism of college counselors' management and education, and guide counselors to implement ideological and political education and value guidance into the daily management process.

To improve the management system of colleges and universities with clear value orientation, the management system must adhere to the correct value orientation in order to ensure the direction of management and education, otherwise it will cause the management system to lose the value of education. The value of a scientific and reasonable system for the realization of the fundamental task of moral education lies in providing a clear and stable value guide for school moral education and promoting the realization of moral freedom. Through perfecting the clear value-oriented university management system, the effective combination of institutional norms and moral constraints can be achieved to promote the innovative development of university management and education.

To improve the highly targeted training mechanism for the management and education of counselors, the relevant research on training, assessment and incentive belongs to the content of

management research, and its specific research is mostly based on the support of management theory, among which the competency theory is used by many scholars to study the related content of counselors.

6. Conclusion

Daily management of college counselors has an important value of educating people. Through daily management, it can influence students' behavior habits and ideological morality, thus realizing the fundamental task of cultivating morality and promoting the quality of ideological and political work in colleges and universities.

The management and education of college counselors is an important part of the management and education, including the evaluation of awards, punishment, assistance and other aspects by taking class management as the carrier.

Through the daily form to shape the values of students, through the orderly means to regulate the behavior of students habits, through the penetration of activities to create a good education environment.

The management education consciousness of college counselors is improved from three aspects: enhancing the role identity of counselors, enhancing the leading consciousness of counselors, and strengthening the theoretical thinking of counselors.

Improve the management and education quality of college counselors. It mainly includes three aspects: strengthening ideological construction, enhancing value guidance, and enhancing collaborative ability.

Improving college counselors is the key subject of many moral education subjects and the important subject of carrying out the "three whole education". "Three-whole education" is the core mechanism of ideological and political work in colleges and universities in the new era, emphasizing the construction of education system with "full staff, whole process and all-round" as the framework.

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