

## Research on the Improvement of College Counselors' Professional Ability in the New Era

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**Abstract:** College counselors are an important team in China's socialist higher education. With the socialism with Chinese characteristics entering a new era and the deepening of higher education reform, new demands have been placed on college counselors. This paper provides constructive suggestions for promoting the construction and counseling of college counselors by exploring the strategies for improving the professional ability of college counselors in the new era.

The report of the 19th National Congress of the Communist Party of China clarified that building a strong education country is a basic project for the great rejuvenation of the Chinese nation, emphasizing that education is a priority, accelerating education modernization, and running a university that is satisfactory to the people. Counselors are the main body of the ideological and political education of college students, exploring the development law of higher education in the new era, strengthening the ideological and political education of college students, becoming an important topic for the improvement of the professional ability of college counselors, and must be more actively to strengthen the construction of college counselors, constantly promoting the construction and progress of counselors' professional ability.

### 1. The Significance of the Promotion of Professional Ability of College Counselors

It is Necessary to Carry out the Responsibility of Ideological and Political Education in Colleges and Universities in the National Development Strategy of the New Era. The development of science and technology, especially the rapid development of information network technology, the collision of multiculturalism, the ideological struggle of colleges and universities is complex and arduous, the "two" one hundred goals need to young students establish the firm ideal to realize the great rejuvenation of the Chinese nation, coexisting with opportunities and challenges. Under the conditions of domestic and foreign, the ideological and political education in colleges and universities in the new era is facing new challenges and new tasks. Constantly strengthening and improving the ideological and political education of college students requires the counselors to use Xi Jinping's Socialist Thought with Chinese Characteristics in the New Era as the guideline, to strengthen the responsibilities of take high moral values establishment and people cultivation, to continuously improve their professional ability, and to cultivate a batch of Chinese characteristics. The builders and successors of the new era of socialism provide a strong ideological and political guarantee for the development of the country.

The Realistic Needs of Colleges and Universities to Adapt to the Development of Higher Education. As socialism with Chinese characteristics has entered a new era, so has the education of socialism with Chinese characteristics. Since the 18th National Congress, the Party and the government have attached great importance to deepening the educational reform in an all-round way, steadily improving the quality of education and making historic achievements in the development of higher education, which is the best era of higher education. From college level, comprehensively improve the quality of education it is necessary to enhance the level of talent training, ideological and political education is a key link in the process of talent training quality, counselors as the

ideological and political educators, professional ability is directly related to the quality of personnel training, career counselors is actually in the development of colleges and universities need to improve the capacity, and it helps colleges and universities to adapt to the real needs of higher education development in the new era.

**The Need of the Construction of Counselor Team and the Development of Counselor Career.** Counselors are the backbone of ideological and political education for college students. The instructor's words and deeds play a key role in growing college students. At the same time, the new era and new situation put forward new requirements for counselors' work. There are still some problems in the current counselor team, which objectively hinders the responsibility of its historical mission. Enhancing professional ability is the only way for the construction of counselors. From the perspective of the counselor's own career development, improving the professional ability of the counselor can not only improve the efficiency and quality of the counselor's task, but also improve the overall quality of the individual, enhance their sense of accomplishment and happiness in the education work, and help counselors to take the road of professional and professional development and realize their career development ideal.

## **2. The Problems in the Improvement of the Professional Ability of College Counselors**

**The Internal Mechanism of Colleges and Universities Should Be Perfected.** With the development of the times and the situation, the work orientation of counselors is changing constantly. They combine the roles of ideological and political education and development guidance of college students, but their core work should always revolve around the mission of ideological and political work. However, with the reform of some colleges and universities and the changes in the number of students, the focus of the counselors' work is shifted within the university, the ideological and political work is gradually weakened, and the counselor's transactional work is paid more attention to transforming them into clerks and daily administrative staff. At the same time, the mechanism of all-staff education in Colleges and universities has not been formed, the system of students'knowledge cultivation and the system of students' work are overly separated, professional teachers seldom participate in students'growth education, only teach and educate people inadequately; while counselors are also overly responsible for students' extra-curricular learning guidance, so the combination of teaching and educating is difficult to form, and there is no organic whole and virtuous circle of educating .

**There is a Gap between the Orientation of Counselors and Their Status in Colleges and Universities.** Counselors are a special force in the ideological and political work of colleges and universities. They are the front-line teachers of ideological and political education for college students. As educators and administrators, they are responsible for the ideological and political work of students. On the contrary, all kinds of work related to students are highly integrated on counselors. For example, even if there is a competent department, it is considered that the counselor is convenient to contact the students and often rely on counselors to complete their work. This kind of high-intensity transactional work drowns counselors in trivial affairs and deprives them of the possibility of improving their professional abilities. In addition, as the youngest team in Colleges and universities, counselors are difficult to occupy the mainstream discourse power, even be despised or even discriminated against by other professionals. They think that counselors'work has no technical content and their work is not recognized and respected.

**Counselors Themselves Have Some Problems.** Counselors themselves are the subjective factors to improve their professional ability. At present, counselors'professional ability, self-management ability and transferable ability are generally insufficient. At present, most of the counselors are recruited from graduate students with diverse professional backgrounds. After taking up their posts, they engage in the related work of counselors, without systematic professional learning and training, and have neither a proficient field nor a comprehensive professional ability. Counselors are busy with their daily work, lack of theoretical exploration and research, lack of theoretical achievements and low level of scientific research. At present, there are many social values, among which counselors are unavoidable. For some counselors with weak self-management ability, they are

vulnerable to the negative influence of social factors. Counselors'sense of responsibility, dedication and resistance to pressure still need to be further strengthened. With the gradual deepening of fine management, young counselors lack practical experience. At the same time, new problems and new tasks continue to emerge, considering the migrability of counselors from all aspects.

### **3. Countermeasures to Improve the Professional Ability of College Counselors in the New Era**

Vigorously Create a Public Opinion Environment and Pay Full Attention to it. Guided by Xi Jinping's socialist ideology with Chinese characteristics in the new era, and guided by the specific principles of "Regulations on the Construction of College Counselors" issued by the Ministry of Education, the vocational ability of college counselors is promoted. Through fully excavating and vigorously publicizing the typical deeds of excellent counselors, it will have a wide impact on the whole society, form a good situation of respecting the career of counselors and counselors'work, and provide a good environment for the development of counselors. We should set up a platform for research and exchange of counselors'work, increase the financial support for the improvement of counselors' professional ability, fully mobilize the enthusiasm and initiative of counselors, and continuously promote the work process of improving counselors'professional ability.

Establish and Improve Various Systems and Establish a Security System. The improvement of counselors'professional ability needs to start with highlighting contradictions, design from the institutional level, build a sound mechanism within universities, and establish a guarantee system for the improvement of counselors' professional ability. Colleges and universities should focus on the theme of strengthening ideological and political education of College students, give full play to their active role, scientifically formulate specific systems, improve the system system, and ensure that counselors'professional ability is promoted smoothly. It is necessary to build a working mechanism for all-round education, and to promote counselors to work in peace of mind and focus on the improvement of their professional abilities. We should strengthen the humanistic care of counselors, avoid the use of tools, establish a smooth communication and feedback mechanism, explore the establishment of a moderate protection mechanism, enhance the implementation and standardization of the system, improve the evaluation mechanism, and constantly form a joint force to promote counselors'career development.

Pay Attention to Giving Full Play to the Active Role and Improving the Comprehensive Quality. The main body of improving counselors'professional ability is themselves. We should give full play to the active role of counselors and improve their comprehensive quality through practical exercises. We should restrain counselors to strengthen their self-management ability, strengthen their ideals and beliefs, consciously enhance their ideological realm and promote their professional ethics, so as to make all counselors with a firm determination to be responsible for the cause of the Party and the state, adapt to the new issues put forward to us in the new era, integrate with the reality of development, constantly enhance their sense of responsibility for doing a good job, and fulfill their duties and missions. Counselors should be encouraged to improve their skills, knowledge and professional knowledge. They should conduct a systematic and in-depth study of the relevant knowledge of Ideological and political education of college students and take the road of professional development. Counselors should be encouraged to constantly improve their work practice level, with the help of their own advantages at the front line, constantly innovate, avoid low-level repetitive working methods, and enhance their ability to cope with new situations and solve new problems.

Summarize Advanced Experience Constantly, Optimize Development Ideas. The improvement of counselors'professional ability can not be accomplished overnight, so we should constantly sum up advanced experience and optimize development ideas. Colleges and universities should constantly sum up the problems existing in the improvement of counselors'professional ability, pay attention to the application of ideas and methods in the implementation process, master effective ways to promote the solution of related problems. We should give full play to the positive role of all parties in promoting counselors'professional competence, encourage counselors to apply work research results to practical work, and acquire professional competence from work practice. Through the

establishment of training system and on-the-job training, we should improve the systematicness of counselors'professional ability. We should vigorously carry out exchanges, promote exchanges of experience among counselors through student work forums, salons and other exchange activities, support counselors to participate in local job-holding exercises, keep close contact with society, increase knowledge in social practice, broaden ideas and enhance their professional abilities.

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