

Research on the Occupational Competence Promotion and Professional Development of Counselors in Private Colleges and Universities

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Abstract: Counselors play an important role in students' life and ideological and political education in colleges and universities. They can learn students' physical and mental health status and found out problems in a timely manner. With the development of education, educators are paying more and more attention to the reform of new curriculum standard. The occupational competence and professional ability of counselors in private colleges and universities are drawing more and more attention by new curriculum reform. Targeting exiting problems in the counselors in private colleges and universities, this paper provides corresponding measures to improve the working attitude and occupational competence and professional ability of counselors in private colleges and universities.

1. Introduction

As an important part of China's higher education institutions, private colleges and universities not only provide a large number of talents for China's enterprises of all sizes, but also enables students who failed in the college entrance examination in China to continue their studies and learn their favorite majors. Unlike primary and secondary schools, colleges and universities usually rely on counselors to communicate with students and learn about their psychological and academic conditions. Private colleges and universities are no exception [1]. To analyze the problem of the disordered management mechanism of the counselors in private colleges and universities due to lack of complete management mechanism, this paper will discuss the detailed current situation of counselors in private colleges and universities and improvement measures.

2. Current Situation of Counselors in Private Colleges and Universities

2.1 Loose Requirements by Counselors Themselves.

In most private colleges and universities, counselors are generally reflected by students of various problems in their work. Moreover, due to the lax management mechanism of quite a number of private colleges and universities, the entry requirements for relevant counselors are very low. Some graduates from junior colleges or training colleges are able to work as counselors in some private colleges and universities through personal connections. As a result, some counselors are not able to treat their work effectively because of their low educational background. They just carry out the document instructions sent by their superiors in a cursory manner and do some superficial work, but fail to achieve the fundamental educational purpose.

Counselor are related to works on ideological and political education. However, according to the current survey of private colleges and universities, quite a number of counselors have nothing to do with ideological education. As a result, with low professional quality, counselors are not enthusiastic about their work, and thus cannot achieve good results on their work.

Some counselors in private colleges and universities do not like their job. They work passively and lack professional ethics, which is extremely irresponsible for both students and these private colleges and universities. In order to maximize their profits, private colleges and universities expand

their enrollment, leading to a huge increase in the number of students. Typically, counselors manage students in one grade. However, due to the increase in the number of students and classes, counselors are getting more and more work pressure. It is possible that they cannot deal with some work in a timely manner, which leads to more questions and opinions from the students.

2.2 Lack of Relevant Pre-Employment Training.

In general, for new counselors experiencing great changes in work situation and environment, pre-employment training is important. On one hand, counselors are able to understand the management mode of the college. On the other hand, counselors can obtain ability and professional development.

However, as we can see from the current recruitment situation, private colleges and universities normally have no pre-employment training for new hired counselors because they pay more attention to the student education rather than pre-employment training of relevant counselors. In this way, counselors get on work directly without pre-employment training and have to gain experience on their post. Some private colleges and universities set a period of observation for new counselors or provide post-employment training. As a result, counselors normally have low professional quality.

2.3 Insufficient Attention From Private Colleges and Universities on the Professional and Ability Improvement of the Counselors.

For colleges and universities, relevant academic research is one of the indicators to evaluate the teaching quality. Private colleges and universities can only prove their strength and attract more students by improving related academic research results. Therefore, private colleges and universities invest a lot in scientific research and thus neglect the professional development of counselors. Some colleges and universities even regard counselors as workers who manage daily affairs of students.

As a result, due to insufficient attention by the private colleges and universities on the counselors and lack of special fund for training and investigation of counselors, the overall professional level of counselors is poor, with a lot of loopholes during the management, which causing dissatisfaction of students.

3. Significance Of Professional Improvement Of Counselors In Private Colleges And Universities

3.1 Promotes College and University Development.

For students, who are the main force of college development and important force of scientific research, their physical and mental health and ideological education are important. Among many positions, teachers and counselors are the only positions that can directly communicate with students.

Therefore, a responsible counselor with professional knowledge and ability will maintain professional ethics in the communication and work with students, which will also have a great impact on students' behavior and thought. Therefore, improving the professional ability of counselors can also help cultivate students' learning atmosphere through the counselors with good working attitude.

It is important for the development of a college to employ a large number of high-quality counselors.

3.2 Provides Better Service to Students.

Students are the core of the work of colleges and universities. College students are mature in all aspects, which requires different education mode to the traditional mode. Therefore, relevant private colleges and universities should strictly follow the relevant national policies and guidelines in the management education of students. It is precisely because the school management mode is different from the previous teaching management mode and enterprise management mode, the counselor, as the most important manager of students, plays an extremely important role in the growth and professional development of students. Therefore, it is of great significance to strengthen the professionalization and professional development of college counselors for the psychological

guidance and ideological education of students, and even their future integration into the social environment.

3.3 Improves Individual Quality of Counselors.

The professional development of counselors in private colleges and universities can help promote the development of colleges and universities and provide better service to students. Moreover, counselors can improve their own quality and pass on to students, to set a good example and realize their life value.

College counselors with high quality will care for students from all aspects, dedicate their time, and love their job, which provides reliable and effective guarantee for the development of colleges and universities as well as themselves.

4. How to Improve the Professional Ability and Occupational Competence of Counselors in Private Colleges and Universities

4.1 Raise the Entry Standards of Counselors in Private Colleges and Universities.

In the recruitment of counselors in private colleges and universities, we should first control the recruitment process strictly to improve the professional ability of counselors. In order to ensure the employment of high-quality counselors, it is necessary to improve the entry standards. We should set the minimum academic standards, evaluate the language communication ability, writing ability, and working attitude of counselors to prevent counselors with improper thinking and attitude. For newly hired counselors, we should provide timely pre-employment training; for existing counselors, we should evaluate their working attitude and ability on a regular basis. Counselors who are lax in work should be required to make corrections and those with improper working attitude should be dismissed in time. Only counselors with high quality and ability can better communicate with students and discover problems during daily management. At the same time, only high-quality counselors will take their work seriously and try to improve their professional skills.

4.2 Establish Equitable and Reasonable Management and Training Mechanism.

In order to effectively improve the professional ability and professionalization of counselors, private colleges and universities should establish corresponding management systems to ensure the equity of counselors' competition and create a harmonious and orderly atmosphere for college post competition [2]. Only by establishing a reasonable and effective management mechanism, can college counselors actively devote themselves to work, serve students better and make greater efforts to promote the development of colleges and universities.

To establish a reasonable and fair management mechanism, first of all, the on boarding selection of counselors should be absolutely fair, and the existence of all relations should be rejected. Secondly, a fair competition mechanism should be established and all work should be carried out in accordance with relevant rules and regulations. The violation of fair competition should be dealt with in a timely manner and the outstanding counselors should be fully rewarded. It is also necessary to improve the counselor training mechanism, because the counselor is mainly engaged in the ideological and political education of students. As for the real-time progress, relevant training should be provided to make the counselor understand the latest thoughts, and then corresponding tasks should be assigned to the counselor to complete. The tasks of counselors should be strictly reviewed. Only through strict examination can college counselors feel pressure in their work, so as to better improve themselves, serve students, and promote the development of the college and university.

4.3 Pay More Attention by Private Colleges and Universities to Counselors.

As the most important bridge between colleges and students, counselors requires full recognition and support from the college. Colleges and universities should actively organize relevant symposiums or thematic exchanges to allow counselors to exchange their personal experiences and share their effective methods in dealing with student affairs. Reasonable and effective training and assessment mechanism should be established for counselors' work, and appropriate rewards should

be given to counselors with outstanding performance. Colleges and universities should actively guide counselors to improve their personal qualities and cultivation. This will improve the professionalization and work ability of counselors, help to create a reasonable and efficient working atmosphere of fair competition, which is also of great help to the development of the college and university.

5. Conclusion

In general, for private colleges and universities, counselors are the main workers in communication with students and the most direct personnel in ideological and political education for students. They can timely understand students' mental health and play an extremely important role in students' mental health development [3]. Therefore, in order to ensure that students are influenced by high-quality counselors, a reasonable and effective management system should be made in time to solve the above problems existing in the counselors of private colleges and universities. Reasonable recruitment and training plans for counselors should be established. At the same time, relevant colleges and universities should pay more attention to the work of university counselors, instead of only focusing on scientific research and ignoring the group of people who really affect students' psychological education. Only by reasonably solving the existing problems can we change the working state of counselors and cultivate a group of professional and competent counselors.

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