

# Problems and Countermeasures of College Counselors' Work under Popular Education

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**Abstract:** In order to provide new ideas for the work of college counselors under the popular education, the author probes into the problems faced in the work of college counselors at this stage, and puts forward some countermeasures. In the research, it is found that college counselors shoulder the responsibility of implementing ideological and political education, participating in educational management and cultivating "four possessions" talents for college students. It is the main force of college students' work. The quality of the counselor team is directly related to the quality of personnel training and the development of the whole school. Therefore, how to train a team of counselors with relatively stable, reasonable structure and excellent professional quality is even more important.

## 1. Introduction

With the continuous implementation of popular education, college student management needs more humanization [1]. The main tasks of college counselors include: student ideological and political education, party building, team building, awards and credits, new students' enrollment education and graduate employment [2]. In the case of enrollment expansion in colleges and universities, the number of students has multiplied, the ideological and political work has become increasingly complex, and the psychological barriers of students are very common. Strengthening the construction of college counselors is extremely important for further improving student work and promoting the stable development of schools [3]. Many parents often do not give necessary care and education to their children, but at the same time over-indulge, resulting in psychological symptoms such as autism, or lack of exercise in endurance and communication ability [4]. As a counselor who struggles in the ideological and political education and management of colleges and universities, he also plays a dual role of life mentor and healthy growth of bosom friends of college students [5]. Therefore, under the new situation, building a team of counselors with excellent quality, reasonable structure and relatively stable is of great practical significance for strengthening the current student management work, realizing the training objectives and stable development of university talents [6][7][8].

## 2. The Connotation and Characteristics of College Counselors' Work

Under the popular education, the importance of College counselors' work is becoming more and more prominent. At the same time, the problems faced by college counselors' work are gradually manifested [9]. With the increase of counselors' work functions under the new situation, the following characteristics are highlighted: (1) Ideological and political education is the primary task of College counselors, so political characteristics are regarded as the primary characteristics of counselors' work. (2) The daily management of students by counselors includes political, ideological, professional and psychological aspects. (3) "Life-oriented" is the core value of the counselor's work. From the perspective of the students, we should consider and solve the problems encountered in the work as the service provider. (4) The daily work of the counselor is to deal with the students. Whether it is ideological and political education, management or service, the counselors are in the front line and are the most basic workers in the student management system. As an important part of the system of talent cultivation system in colleges and universities, the

focus of ideological and political education in colleges and universities should be placed on the education and improvement of the overall quality and ideological and moral level of college students, rather than the simple organization of life management and activities [10]. With the deepening of reform and opening up, there have also been many new situations in colleges and universities. For example, work such as helping work, psychological counseling, and employment guidance have become part of the work of counselors.

In the new era, various ideological trends collide and conflicts are intertwined. Colleges and universities are exploring various ways to strengthen college students' ideological and political education. However, in recent years, the emergence of new situations such as the expansion of colleges and universities and the socialization of school logistics management have put forward new requirements for the work of college counselors. The attention of the state and local governments to students with difficulties in colleges and universities has been continuously improved, basically fulfilling the requirement that no student withdraws from school due to economic reasons. However, with the expansion of colleges and universities, the number of college students nationwide continues to grow. With the deepening of market economy and the new distribution system and two-way choice of College students, the society has put forward new requirements for the quality of graduates and higher requirements for the quality of personnel training in Colleges and universities. In some colleges and universities, the position of counselor has become a platform for digesting redundant staff, with embarrassing status. Modern people live in a fast-paced and stressful life. They take the individual as the center, ignore morality, justice and responsibility, and pay little attention to the people and things around them. The second is the lack of family education. As long as the work is related to students, almost all the counselors need to do it personally. This virtually weakens the counselor's function of ideological education.

### **3. Problems of College Counselors' Work under Popular Education**

Under the popular education, the overall quality of college students has declined, which objectively leads to the increase of the difficulty of counselors' work. With the development of market economy, various social problems come in a flood, the collision and exchange of traditional and modern, Eastern and Western cultures. How to carry forward the main theme, conduct patriotism, collectivism and socialist education extensively and thoroughly, and guide students to strengthen their socialist beliefs with Chinese characteristics? In the classroom, many students do not abide by classroom discipline, do not obey the management of teachers, resulting in teachers have to resort to counselors. This also makes the counselor become the classroom assistant of the class teacher. Many counselors have to "snap" the students' class status, and the management work is quite difficult. These counselors need to manage students in many classes and greatly increase the workload of the counselors. This kind of workload makes these counselors have no more energy to care about the students' psychological problems. Many counselors just focus their work on the students who have problems. There is no more concern for students who have certain psychological problems.

Under the popular education, the counselors of modern universities bring a lot of classes. The free space of colleges and universities is combined with the poor self-discipline of students. Many students can't adapt to the new environment very well. Usually, after the end of the first semester, there will be a large-scale failure, and even some individual students will be completely ruined. There are cases of downgrading or even dropping out of school. For the majority of intermediate students, counselors rarely ask questions, and these students feel lost and depressed. At the same time, the enrollment of students in Colleges and universities is becoming more and more widespread, which has changed from simply facing the local area to facing the whole country. But on the other hand, it brings some difficulties to the student management in Colleges and universities, and puts forward new requirements for the work of counselors. At the same time, the management mode of student apartments has gradually changed from school management to social trusteeship. All these make the daily management of counselors more difficult. Therefore, despite a lot of hard work, it seems that young students and young students are always in a state of dissociation, difficult

to penetrate, difficult to enter the students' psychology. Management tools are also limited to positive contacts such as meetings and conversations.

#### **4. Conclusions**

Higher vocational education is employment-oriented and future-oriented. The development level of higher vocational education is also directly related to the transformation and development of China's industrialization. The current counselor team cannot meet the needs of strengthening and improving the ideological and political education of College Students under the new situation, and there are still many problems to be solved. In view of the long-term and sustained tutor teachers, under the premise of not changing their posts, according to the length of time, they enjoy the basic post allowance of administrative posts at the same level. Therefore, improving the strength and vitality of higher vocational education is not only a solution to the current employment problems and the improvement of students' employment competitiveness, but also an effective way for higher vocational education to "emphasize the encirclement" and achieve a new round of good and fast development. If the counselor does not move with the development of the situation, looking at the problem with a static eye, thinking about the problem, doing things with old experience, will not become a qualified counselor. Only by constantly thinking, constantly developing and innovating, dare to dare to dare to try, can adapt to the development and changes of the situation. As a counselor of the new era, we should firmly grasp the pulse of the times, strive to master new knowledge, discover new laws, create new achievements, and make contributions in continuous pioneering and enterprising.

#### **Acknowledgements**

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