

Problems and Countermeasures in the Work of Counselors for College Student Management in the New Era

Xiao Liu^a, Liwei Cui^{b,*}

Beihua University, Jilin City, Jilin Province, China

^a293596697@qq.com, ^b37307445@qq.com

*Corresponding author

Keywords: College Students, Management Counselor, Countermeasures, Analysis

Abstract: In the process of higher education in the new era, counselors are responsible for all aspects of students' work. Whether they do a good job in counseling is related to students' daily study and quality of life. Therefore, this work needs to be given due attention. But judging from the current situation of the work of college counselors, there are many problems in the work of college counselors in the new era, which seriously affect the quality and efficiency of counselors' work. Therefore, effective measures need to be taken to analyze and solve them. Based on this, the following text analyzes the existing problems of college counselors, and then proposes corresponding solutions to these problems, with the aim of providing some reference and lessons for the smooth development of various tasks of other college counselors.

1. Introduction

College counselors have always been on the front line of education, and the actual results they achieve in their work will determine whether colleges and universities can smoothly achieve their educational and training goals. This is because the management of colleges and universities involves many complicated aspects, and thus counselors face many difficulties in the actual implementation of their work, which seriously dampens their enthusiasm for the position, and at the same time increases their work pressure and burden, adversely affecting the development of related tasks. At this point, effective measures need to be taken to solve the problems that counselors face in the management of college students.

2. Analysis of the Role of College Counselors in the Management of College Students

2.1. Regularly check and urge students to study to play an educational and guiding role

Contemporary college students are at a crucial stage of their youth and have poor emotional control and psychological resilience. When they encounter difficulties in their studies and interpersonal relationships, they tend to be unable to deal with them correctly, let alone regulate their mental state smoothly, and are prone to negative emotions, which can adversely affect their academic performance. As administrators who have close contact with college students, counselors can precisely capture students' negative emotions and psychological changes when they regularly check and supervise their learning situations, and design educational counseling plans based on students' actual situations, thereby helping students regulate negative psychological states and eliminate adverse factors that affect their physical and mental health development[1].

2.2. Organize students to participate in social practice activities to play a guiding role in practice

The main purpose of organizing students to participate in social practice activities is to make up for the deficiencies in basic education in higher education institutions[2]. This is because students tend to focus most of their energy on book learning in their daily life and study process, so that their social practice experience is not rich and sometimes they have idealized characteristics when

analyzing problems[3]. Therefore, the guiding role of counselors in students' social practice is particularly crucial. The guiding role is mainly reflected in guiding students to choose social practice themes and directions that are in line with their own cognitive situation; Guiding students to independently design practical activity plans; Guide students on how to obtain useful information in a short time and develop efficient activity plans based on sufficient materials; Guide students in designing self-evaluation processes, etc.

2.3. Act as a bridge connecting students with university leaders

In daily life and study, the interpersonal relationships that students can come into contact with are not complicated, and the distance between them and the university leaders is relatively far. In the course of practical activities, students will face a variety of interpersonal relationships and be exposed to social phenomena that are difficult to come into contact with in daily life and study. At this time, they need to devote more energy to solving interpersonal relationships. Before that, counselors should fully play their bridging role to bring students closer to college leaders, enabling students to smoothly accept and understand the significance of the management work and enhance their sense of responsibility. In addition, there is a wide variety of interest disputes in society, which can easily lead to unhealthy values among students. At this point, efficient management is particularly important; in this context, counselors should use typical cases to help students conduct in-depth analysis and exploration, enabling them to correctly view the relationship between interpersonal relationships and management work in the new era and thereby establish positive values.

3. The issue of counselors' work in college student management

3.1. Counselors focus more on management than teaching and have a weak sense of service

In the context of the new era, some counselors are still under the traditional educational ideology, ignoring the dominant position of students in management. They have a one-sided view that the main job of counselors is to convey information between up and down and handle daily work problems, so they can complete these tasks based on practical experience. They often play the role of logistics staff and clerks, and are accustomed to using the "cramming" method for preaching and management. However, they fail to realize the innovation of two-way communication and students' autonomous consciousness, which leads to many deficiencies in the new methods and means of college student management. The main cause of this problem is the counselors' emphasis on management over teaching. At the same time, some counselors are not aware of their service function in the management of college students. They narrowly define themselves as managers, and there are certain limitations in their service awareness and humanistic care. As a result, students can only passively listen to preaching and have difficulty improving their recognition of the counselors' work.

3.2. The counselors lack humanistic care for the students

Under the new era, it can be seen from the job definition of counselors that they need to handle a large number of complex affairs in the daily management stage. Any management affairs related to students fall within the jurisdiction of counselors. When faced with the complex and cumbersome management affairs, many counselors have difficulty distinguishing priorities, which makes it difficult for them to manage their time and energy. This can easily lead counselors to neglect consideration of humanistic care due to being overwhelmed by complex and cumbersome management affairs for a long time. In addition, the professional development of counselors is closely linked to management and service. In the context of higher education reform, there is a significant increase in the scope of student management affairs in colleges and universities. If the student management work is not smoothly coordinated with the school at this time, it will lead to instability and arbitrariness in the work of counselors, and then lead to the major problem of the lack of humanistic care for counselors [4].

3.3. The student management system in colleges and universities needs to be improved

In the course of student management in colleges and universities, neither colleges nor counselors have truly realized the dominant power, and whether the power center needs to be established in student-centered management or in college-centered management, these are all issues that administrators should fully consider. First of all, in the student management stage, counselors should fully respect the basic rights and principal status of students and improve the management content from the students' perspective. Secondly, colleges and universities should improve their internal management systems on the basis of fully respecting students' basic rights and interests. At the same time, in the educational management stage, colleges and universities should view humanized infiltration work correctly, both in terms of ideology and management, and establish power centers around students. However, in the process of the operation of the power center and the infiltration of the management system, many problems are inevitable, such as the conflict between the management work of colleges and universities and the autonomous rights of students. Therefore, it is very necessary to improve the management system of college students.

3.4. College counselors lack responsibility awareness and have low recognition of their positions

At present, the college counselor team is mostly composed of relatively young people, and few of them regard this job as a lifelong development goal but as a springboard for future development. Therefore, they are not mentally prepared for the long term and cannot fully play their due role in action. When better job opportunities arise, they are likely to leave their positions as counselors and pursue new careers. Choosing to be a college counselor means having a sense of responsibility towards students, fulfilling the obligations of management and support, and taking on the important responsibility of educating them. However, at this stage, some counselors have a rather one-sided understanding of responsibility and thus are not serious or rigorous when dealing with student management issues[5]. As an educator in a higher education institution, counselors should view their job responsibilities correctly, enhance their recognition of this profession, and be accountable to both the school and the students, as well as to their positions. At the same time, reevaluate the job tasks, complete the management tasks assigned by the university carefully, and patiently guide students to solve problems in life and study. The above points are the main problems that college counselors face in the process of student management work in the new era.

4. Analysis of Countermeasures for Counselor Work in College Student Management

4.1. Strengthen the guidance of correct concepts and enhance the awareness of service.

With the idea of "finishing today's work today" in mind, counselors should prioritize tasks in their daily student management work and then complete them in order. In the new era, the nature of the work of college counselors is rather special. This requires counselors to complete the assigned tasks on the same day, otherwise it will affect the completion of subsequent management affairs. In the long run, it will cause counselors to be in a state of exhaustion for a long time, not only unable to deal with student management problems, it will also be difficult to spare time to improve their cultural literacy and professional skills. Therefore, every counselor should establish the right management concept and strengthen the guidance of the right concept to students to avoid postponing the tasks that need to be completed today until tomorrow. Specifically, on the one hand, counselors should have a correct view of their position and role in the management of college students, and strengthen their sense of responsibility and dedication to their jobs[6]. This is not only the most basic professional requirement for college counselors, but also the fundamental requirement in the management of college students. However, in terms of the current situation of the management work, some counselors have not realized the essence of teaching and educating students, and have overly emphasized repetitive explanations, thus causing students to be unable to put themselves in the counselors' shoes even though they can understand the hardships of the counselors' work. On the other hand, in the context of today's society, the growing economic

awareness of people poses certain challenges for counselors. In order to better adapt to the management work in colleges and universities, counselors should try to eliminate many internal and external distractions, establish the values of being willing to contribute and loving their jobs, and at the same time refine the management content in an effective way, thereby laying the foundation for the subsequent smooth improvement of counselors' service awareness.

4.2. Improve the overall quality of counselors and enhance the humanistic care.

To further enhance the overall quality of counselors and strengthen humanistic care, the following aspects need to be addressed: First, clarify the role of counselors in student management and carry out management based on humanistic care. The role positioning of counselors is related to whether the management work can be carried out smoothly, and also to whether the degree of humanistic care for students can meet expectations. To this end, counselors should have a correct understanding of their role in student management. With the support of ideological education, they should guide students to explore the goals of ideological education and the importance of behavioral management. At the same time, based on students' actual learning situation and their own working environment, they should guide the service content in a targeted manner, with particular attention to the organic combination of service and humanistic care. In order to promote individualized and all-round development of students. On the other hand, colleges and universities should effectively improve the overall quality of counselors and enhance their autonomy in humanistic care infiltration[7]. The comprehensive qualities mentioned here include the following aspects: first, firm political literacy, stance, and policy awareness; second, moral character, including respect for students, job responsibility, and dedication; third, ideological awareness, which includes ideas, ways of thinking, and personal style.

4.3. Improve the management system for college students

Adhere to the management concept of teaching and nurturing students with people at the core. Through effective means, conduct a comprehensive investigation and analysis of students' living and learning conditions, and on this basis improve the management system of college students to ensure that it is more in line with the actual situation of students. At the same time, it is a prerequisite for humanized management methods to fully organize and carry out management work with students as the main body, fully respect students' basic rights and principal status, and improve students' acceptance of management work. To this end, on the one hand, counselors should, in accordance with the characteristics of students' thinking development and the laws of education, and in combination with the fundamental concept of putting people first, strive to form a systematic and complete management system to promote the all-round development of students' ideological and moral conduct and create a good atmosphere for education and management. A sound student management system in colleges and universities can greatly mobilize students' autonomy and creativity in learning, and adjust the management content as much as possible to meet students' different needs, thereby maximizing the quality and efficiency of management. At the level of students' consciousness, counselors should increase respect for students' thinking and consciousness, including thoughts and emotions, individualized development and academic performance, etc.[8]. In view of this, in the course of student management, counselors should establish a good sense of teaching and nurturing, enhance communication with students, and use effective means to understand students' true thoughts and actual needs, and thereby help them solve the many problems they face in life and study. Finally, cultivate students' sense of autonomy and practical awareness, encourage them to actively participate in social practice activities, and thus smoothly develop the spirit of daring to explore and solve problems independently.

4.4. Strengthen pre-job training, improve the assessment system, and enhance sense of responsibility and job recognition.

In the new era, in the process of carrying out student management work in colleges and universities, to avoid the frequent occurrence of management risk problems, it is necessary to improve the job awareness and ideological concepts of counselors in a timely manner. As managers

who have frequent contact with students, counselors need to enhance their understanding of the key and difficult points of student management, abandon the previous mindset that as long as students do not have safety accidents, it is fine, and strengthen the management of all aspects of students' study and life, so as to promote the healthy growth of students in the management process. During this period, counselors need to constantly update their educational and management concepts, keep learning, understand the key and difficult points of their work, the job responsibilities they should undertake, and the role positioning they need to play in management, and thereby continuously improve their recognition of the position. Schools need to intensify knowledge and professional training for counselors, not only to enhance their correct understanding of student management work, but also to help them truly realize the importance of counselors in management work, abandon previous management concepts that have certain limitations, and devote more time and energy to management work. At the same time, improve the evaluation system, enhance the overall quality of counselors, and create a favorable competitive environment to fully demonstrate the positive role counselors play in student management, thereby laying the foundation for the subsequent cultivation of high-quality talents[9].

5. Conclusion

To sum up, in the new era, college counselors are facing many problems in the process of student management. Under the influence of various current factors, traditional educational concepts and management methods can no longer meet the requirements of modern society. Therefore, it is necessary to keep up with the trend of The Times and update educational concepts and management methods in order to ensure greater progress in student management. At the same time, the management work organized and carried out on the basis of advanced educational concepts can improve students' acceptance of the management work. During this period, the ideological awareness and management concepts of college counselors can also achieve a qualitative leap.

Acknowledgements

Project Name: Research on the Development of Ideological and Political Education for Employees in Non-public Engineering Enterprises, No.: HX20242, Beihua University

References

- [1] Ding X. Management work mode of college students based on emotional management and incentives. *Front Psychol.* 2022 Jul 28;13:963122. doi:10.3389/fpsyg.2022.963122. PMID: 35967613; PMCID: PMC9371445.
- [2] Ke H, Jianchao N, Xiaojing L, Xiting Z. The actuality and influences of undergraduates' participation in high impact educational practices in Chinese universities. *Front Psychol.* 2022 Aug 12;13:890493. doi:10.3389/fpsyg.2022.890493. PMID: 36033003; PMCID: PMC9412735.
- [3] Li Haifeng, MAO Juan. Research on Crisis Management of College Students from the Perspective of Counselor Work [J]. *Chinese Character Culture*, 2020(04):136-137.
- [4] Sun Meng. How Counselors Apply Psychology in the Management of College Students' Work from the Perspective of Campus Governance [J] *Regional governance*, 2020(01):200-202.
- [5] Yu Wei, Pan Bo, Ding Yanjing, et al. Management of Post-2000s college students from the perspective of post-90s counselors [J]. *Teaching and Nurturing (Higher Education Forum)*, 2019(27):38-39.
- [6] Guo M, Jia X, Wang W. How would you describe a mentally healthy college student based on Chinese culture? A qualitative research from the perspective of college students. *BMC Psychol.* 2024 Apr 15;12(1):207. doi:10.1186/s40359-024-01689-7. PMID: 38622722; PMCID: PMC11020864.

- [7] Sun Shango. Analysis of Problems in the Work of Counselors in Higher Vocational Colleges [J]. New West, 2020(15):96+112.
- [8] Min Juanjuan. Problems and countermeasures in the construction of academic atmosphere in colleges and universities from the perspective of counselor work [J]. Education Modernization, 2020,7(40):95-98.
- [9] Zhao Zengna. Problems and solutions in counselor Student management [J]. Modern Rural Science and Technology, 2020(02):121.