

Research on the Construction of High-Quality University Counselor Teams in the New Era—A Case Study of Hohhot Vocational College

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Keywords: New Era; High-Quality Development; Counselor Team Construction

Abstract: Facing the educational challenges of the new era, the construction of university counselor teams is particularly crucial. This research focuses on the issues faced by the counselor team construction at Hohhot Vocational College, such as the need for professional capability enhancement, improvement of motivation mechanisms, and clarification of career development paths. Based on the Party's educational policies and education strategy, this paper proposes a series of professional countermeasures and suggestions, including optimizing the structure of the counselor team, strengthening counselor capacity training, perfecting counselor motivation mechanisms, and career development channels. This study aims to provide a theoretical reference and practical guide for the construction of university counselor teams in the new era and to contribute to the implementation of the strategy for strengthening the country through higher education.

1. Introduction

The new era has assigned new development tasks to ideological and political education in universities. University counselors, as key implementers of this educational work, face increasingly complex challenges and higher demands. This research takes Hohhot Vocational College as a case study, delving into the current situation and problems of counselor team construction. It aims to promote the high-quality development of ideological and political education through professional and scientific team construction, responding to the overall requirements for educational work in the report of the Party's 20th National Congress, and contributing to the advancement of higher education.

2. Concept Definition and Theoretical Basis

2.1. Concept Definition

2.1.1. Counselor Team Construction

Counselor team construction is an essential part of higher education human resource management, aiming to optimize the counselor structure and enhance professional qualities to better meet student development needs. In practice, this process involves the scientific design and implementation of selection, training, assessment, and incentive mechanisms for counselors. Effective counselor team

construction should be based on a competency-based concept, emphasizing the dual improvement of professional skills and psychological qualities, including but not limited to policy interpretation, psychological counseling, career planning, etc. Additionally, building a diversified continuing education system, implementing differentiated and personalized training plans, and establishing performance-based incentives and promotion paths are crucial for invigorating the counselor team's vitality and innovation capability.[1]

2.1.2. Counselor Team Construction in Universities in the New Era

In the new era, the construction of university counselor teams faces unprecedented opportunities and challenges. With the massification of higher education and the rapid development of information technology, students' growth environments, learning methods, and psychological needs have undergone profound changes. This requires counselor teams to not only have traditional capabilities in policy advocacy and ideological education but also master modern skills like online communication and psychological intervention. In this context, university counselor team construction needs to closely revolve around the fundamental task of "cultivating people," deepen the role cognition of counselors, and transition from "managers" to "service providers" and "guides." Innovating the working mechanisms of counselors, such as utilizing big data to analyze student behavior patterns, carrying out precise psychological interventions, and establishing interdisciplinary work teams to expand the service range of counselors, is essential. Meanwhile, to adapt to the trend of higher education internationalization, strengthening international perspectives and cross-cultural communication capabilities also becomes an important content of counselor team construction in the new era.

2.2. Theoretical Basis

2.2.1. Human Resource Management Theory

Human resource management theory provides important theoretical support for the construction of university counselor teams. It emphasizes enhancing the work efficiency and team synergy of organizational members through scientific human resource planning, recruitment selection, capability development, performance management, and incentive mechanisms. In the construction of university counselor teams, practices guided by this theory aim to build a reasonable counselor team structure, ensuring counselors possess necessary professional skills and high professional ethics. Especially in the new era, human resource management theory further emphasizes the importance of personalized career development paths and a lifelong learning system, encouraging university counselor team construction to focus more on the diversified development of talents and fully exploiting potential to adapt to the rapidly changing educational environment and student needs.[2]

2.2.2. Adult Education Theory

Adult education theory, particularly Andragogy by Malcolm Knowles, provides a framework for understanding the role of university counselors in the student growth process. This theory views adult learning as a self-driven, problem-oriented process, emphasizing the importance of learners' experiences and intrinsic motivation in learning. Applying it to university counselor team construction means counselors should use more flexible and diverse guidance methods, encourage student participation in decision-making and learning processes, and utilize students' previous experiences and knowledge as the basis for learning. Additionally, adult education theory also emphasizes the adaptability of the learning environment, prompting counselors to focus more on creating a supportive, cooperative learning atmosphere to promote students' self-development and

lifelong learning capabilities.

2.2.3. Psychological Health Theory

Psychological health theory, including psychological development theory, coping strategies theory, and psychological intervention models, provides theoretical bases for university counselors working to promote student psychological health. These theories highlight the multidimensionality and dynamism of psychological health and the importance of individuals' psychological adjustment when facing stress and challenges. Based on these theories, the construction of university counselor teams should prioritize the training of counselors' professional abilities in psychological counseling and crisis intervention, enabling them to effectively identify students' psychological needs and intervene scientifically to foster students' psychological health and emotional stability. Simultaneously, psychological health theory advocates establishing a university-wide psychological health education and service system. Through collaboration between counselors and psychotherapists, a multi-level, comprehensive student psychological support network is formed, providing solid support for students' healthy growth and holistic development.[3]

3. Analysis of the Necessity of Building High-Quality University Counselor Teams in the New Era

3.1. Analysis of New Era Education Policies and Development Trends

The education policies of the new era reflect the pursuit of comprehensive quality improvement in higher education, emphasizing the cultivation of innovation capabilities, reform of talent cultivation models, and the realization of educational equity. In policy documents such as "Education Modernization 2035," it is clearly proposed to deepen educational and teaching reforms, strengthen the construction of teacher morality, and promote the comprehensive development of students. Under these policy backgrounds, the construction of university counselor teams faces newer requirements and higher challenges. Counselors not only need to act as a bridge conveying national educational guidelines but also as pioneers in promoting educational innovation and implementing reforms in talent cultivation models.

Regarding the trends in educational development, digital transformation, international exchange, and interdisciplinary integration have become important directions in the field of higher education. This requires that counselor teams not only possess solid professional knowledge but also master the application of information technology, cross-cultural communication capabilities, and interdisciplinary integration abilities to meet the developmental needs of education in the new era. Therefore, the construction of university counselor teams should deeply analyze the education policies and development trends of the new era, actively adjust training strategies and working mechanisms, to ensure that the counselor team can effectively support the achievement of education modernization goals.

3.2. The Role of Counselors in Student Development

In the context of new era higher education, counselors play a crucial role in promoting the comprehensive development of students. First, counselors are the primary implementers of students' ideological and political education, guiding students to establish correct worldviews, outlooks on life, and values through daily educational activities, thematic lectures, etc., enhancing national consciousness and social responsibility. Secondly, counselors play an irreplaceable role in guiding students' career planning and psychological health. Through one-on-one counseling, career planning

lectures, etc., counselors help students clarify career goals and enhance employability; at the same time, through psychological consultation and emotional support, counselors provide students with mental health education and crisis intervention, promoting students' psychological well-being.

Furthermore, counselors are also guides for student self-governance organizations and campus culture construction, promoting students' social practice abilities and teamwork capabilities by guiding and supporting activities of student unions, clubs, and other student organizations. In the context of the new era, the scope of counselors' work is broader, involving new fields such as student innovation and entrepreneurship education, international exchanges, etc., thereby requiring counselors to continually enhance their professional qualities and international perspectives to better meet the diverse developmental needs of students.

4. Analysis of the Current Situation, Problems, and Causes of University Counselor Team Construction

4.1. Current Situation Analysis of University Counselor Team Construction — Taking Hohhot Vocational College as an Example

In recent years, the construction of the counselor team at Hohhot Vocational College has made certain progress, with its structure becoming increasingly optimized and professional capabilities continuously enhanced. [4]Currently, the counselor team at the college is mainly composed of middle-aged and young teachers, with high educational backgrounds and certain professional knowledge. In their daily work, counselors delve into student groups, responsible for ideological and political education, career planning guidance, psychological health education, etc., providing strong support for the comprehensive development of students. Meanwhile, the college also focuses on the professional training and capability enhancement of counselors, regularly organizing training activities to enhance their professional qualities and service capabilities.

4.2. Common Problems and Analysis of Causes

4.2.1. Common Problems

Despite the achievements in the construction of the counselor team at Hohhot Vocational College, there are still some problems and challenges. First, counselors bear a heavy workload, responsible not only for daily student management and educational work but also for handling various emergencies, leading to high work pressure and limited personal development time. Secondly, some counselors lack sufficient professional abilities, especially in psychological counseling and career planning guidance, making it difficult to meet the diversified needs of students. Moreover, the incentive mechanism for counselors is not perfect, lacking adequate professional promotion channels and personal development space, affecting their work enthusiasm and job satisfaction.

4.2.2. Analysis of Causes

The emergence of the aforementioned problems has complex causes. Firstly, with the rapid development of higher education and the increase in student numbers, the complexity of student management and educational work has also increased. However, the number of counselors and resource investment has not grown synchronously, resulting in an excessive individual workload for counselors. Secondly, the professional training and capability enhancement mechanism for counselors is still not perfect, especially under the new era background, the demand for psychological health education and career planning guidance abilities is growing, but the existing training system has not fully covered these areas. Furthermore, the incentive and evaluation system for counselors is

relatively single, primarily relying on administrative evaluations, lacking effective incentives for personal growth and professional development, making the career development path for counselors relatively narrow.

5. Suggestions for Constructing High-Quality University Counselor Teams in the New Era

5.1. Strategic Recommendations

5.1.1. Optimize Team Structure

Under the requirements of the new era, the optimization of the university counselor team structure should follow the principles of diversity and professionalism. Firstly, through scientific planning and reasonable layout, we ensure the diversity of the counselor team in terms of age, gender, education level, and professional background to meet the needs of different student groups. Secondly, we strengthen the professional construction of counselors, encourage and support interdisciplinary learning and research, especially in fields closely related to student development such as psychology, sociology, and education, to improve the team's overall professional capability. Additionally, we establish a dynamic team management mechanism, regularly assess and adjust the team structure to ensure the counselor team's structure can always adapt to changes in educational development and student needs^[5].

5.1.2. Strengthen Capability Training

Capability training is key to enhancing the professional level and work efficiency of counselors. It is suggested to implement a systematic and hierarchical training system, designing targeted training plans according to the different needs and developmental stages of counselors. On one hand, for newly recruited counselors, basic training should be provided, such as school culture, basics of student management, and preliminary knowledge of psychological health, to help them quickly adapt to job requirements. On the other hand, for experienced counselors, advanced training and specialized seminars should be offered, such as advanced psychological counseling techniques, career planning guidance, international education perspectives, to promote continuous professional growth. Furthermore, we encourage counselors to engage in diversified learning methods like online learning and domestic and international exchange programs to broaden their knowledge and enhance comprehensive capabilities.

5.1.3. Perfect Incentive Mechanisms

Establishing scientific and reasonable incentive mechanisms is an important way to stimulate counselors' work enthusiasm and increase job satisfaction. It is suggested to build a comprehensive incentive system from both material and spiritual incentives. For material incentives, competitive position allowances, performance bonuses, and career promotion can provide counselors with clear career development channels and financial compensation. For spiritual incentives, the cultivation of counselors' professional identity and sense of achievement should be emphasized, regularly organizing showcases of counselors' work, award ceremonies to publicly praise outstanding individuals and teams, creating a positive work atmosphere. Additionally, it is recommended to strengthen counselors' sense of participation and belonging by establishing counselor work exchange platforms, participation in decision-making mechanisms, allowing counselors to be involved in college management and decision-making, enhancing their sense of ownership towards their work.

5.2. Implementation Pathways and Guarantee Measures

5.2.1. Detailed Implementation Pathways

5.2.1.1. Optimization of Team Structure

Needs Analysis: We conduct research on student needs and future development trends to define the required professional background, capability structure, and size of the counselor team^[6].

Talent Recruitment and Selection: We design a diversified selection mechanism, including public recruitment, internal selection, and talent exchange programs with other universities or institutions, to attract counselors with different professional backgrounds and outstanding abilities.

Position Matching and Adjustment: We match and adjust positions based on the counselors' professional backgrounds and personal strengths to maximize the utilization of talent resources..

5.2.1.2. Enhancement of Capability Training

Training Needs Survey: We regularly assess counselors' capabilities, combined with the college's development needs, to determine the focus and content of training.

Training Plan Design: We develop targeted training plans, including online and offline courses and seminars, covering ideological and political education, psychological health guidance, career planning guidance, and more.

Implementation and Evaluation: We organize and implement training plans, assess training effectiveness through examinations and feedback, and adjust subsequent training content and methods based on evaluation results.

5.2.1.3. Improvement of Incentive Mechanisms

Incentive Policy Design: We design a comprehensive incentive policy including material and spiritual incentives, with clear reward standards and implementation details.

Incentive Mechanism Implementation: We implement incentive policies, including regular selection of outstanding counselors, providing career development opportunities, and organizing team-building activities, to enhance counselors' work enthusiasm and team cohesion.

Effect Monitoring and Feedback: We establish an effectiveness monitoring system for incentive mechanisms, regularly collect feedback from counselors, and timely adjust incentive policies to ensure their effectiveness and adaptability.

5.2.1.4. Continuous Improvement and Feedback Mechanism

Establish Feedback Channels: We build effective communication channels between counselors and management, encouraging counselors to raise issues and suggestions encountered in their work.

Regular Review and Adjustment: College management regularly organizes review meetings for counselor team construction, adjusting strategies and measures based on feedback and review results.

Promotion of Innovative Practices: We encourage counselor teams to carry out innovative practice activities, promoting successful cases and experiences across the college, forming a sustainable counselor team construction model.

5.2.2. Guarantee Measures

5.2.2.1. Institutional Level

Policies are the cornerstone for the smooth progress of counselor team construction. The college should first develop progressive counselor team construction policies and detailed implementation rules by deeply analyzing current demands and challenges in counselor work and considering the

trend of educational development in the new era, forming a comprehensive, specific, and operable policy system. Additionally, the college should construct a work evaluation and incentive system for counselors to ensure the fairness of evaluations and the effectiveness of incentives.

5.2.2.2. Organizational Level

The college should ensure clear organizational structures and strong leadership support for the effective advancement of counselor team construction. Establishing organizations specifically responsible for counselor team construction, such as a Counselor Work Development Center, can help plan, implement, supervise, and evaluate the entire process of counselor team construction.

5.2.2.3. Talent Level

Adopt diversified recruitment strategies to introduce talents with high qualifications, rich experience, and innovative abilities, while focusing on the structural optimization of the counselor team to ensure diversity and overall quality.

5.2.2.4. Cultural Aspect

In terms of culture, it's essential to create a positive, healthy, and open organizational culture that encourages counselors to learn from each other and share knowledge, advocates teamwork and innovative practices, and provides counselors with a vibrant and supportive work environment. It's important to focus on the construction of counselors' professional ethics and style, through organizing regular moral education activities and implementing ethical assessments, to enhance counselors' professional ethics level and service awareness. The college should focus on strengthening communication and feedback with students, understanding students' needs and evaluations of counselors' work in a timely manner, and using these feedback as crucial references for the improvement of counselors' work and personal capability development.

6. Conclusion

This study, through an in-depth analysis of the construction of the counselor team at Hohhot Vocational College, emphasizes the importance of reform and development planning. Universities need to aim for professionalism and career orientation to push the counselor team towards becoming more expert-like, open up career development channels, enhance team attractiveness, and implement a comprehensive training system. The countermeasures proposed in this article, acting together, can effectively promote the high-quality development of the counselor team construction, provide solid support for the ideological and political education of college students, and ensure the stability of the team and the vitality of educational work.

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