

# The Realistic Needs and Practical Exploration of the Enhancement of College Counsellors' Professional Competence in the Context of the New Era

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**Abstract:** In ideological and political education in colleges and universities, counsellors are the backbone of the school and the main instructors and guides of college students' learning life. The professional ability of college counsellors is closely related to the effectiveness of student management work. In the new period, college counsellors are facing a new situation, which puts forward higher requirements for counsellors' professional ability. For this reason, this paper starts from the professional ability of college counsellors, explores the practical need to improve the professional quality of college counsellors in the new era, and provides reference for promoting the professional ability of college counsellors.

**Keywords:** New era; College counsellors; Professional competence; Enhancement strategies

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## Introductory

College counsellors are the backbone of college students' ideological and political work, and are responsible for cultivating comprehensively developed socialist builders and successors. In 2004, the CPC Central Committee and the State Council issued the Opinions on Further Strengthening and Improving the Ideological and Political Education of College Students, which provides guiding documents for the professional development of college counsellors in our country and theoretical guidance for the development of education in our country's colleges and universities. The so-called "state, political party, or other administrative organisations, in order to achieve a specific purpose, in a particular historical stage, the formulation of a specific programme of action, guidelines and norms". Improving the professional competence of college counsellors is an important strategic initiative that can strongly promote the professional development of students.

## 1. Characteristics of college counsellors' professional competence

### 1.1 College counsellors are politically literate

Ideological and political work in colleges and universities is the most basic and crucial work done by schools for students, and college counsellors are also the backbone of ideological and political work for college students. Therefore, college counsellors must have a persistent philosophy of ideology and politics, adhere to their own political position, always adhere to a political string, and be strict with themselves, love the Party, love the country and love the people, on the premise that they themselves have a distinct political concept, and are firm in their beliefs. Have integrity, morality, sense of responsibility, respect for elders, in order to teach students with their own words and behaviour, so as to improve their own thoughts and beliefs, to the party, to the country, to the people, and always be loyal to the party, to the country, to the people, to become a new generation of young people with socialist advancement <sup>[1]</sup>.

### 1.2 Rich knowledge base and expertise

The work of college counsellors involves all areas of work in colleges and universities. The Regulations on the Construction of Counsellor Teams in Ordinary Schools of Higher Education clearly define the duties of college counsellors, specifying nine major areas of responsibility: "ideological and political education and value orientation", "party building and class construction", "daily management of students", and "daily management of students". "Nine major areas of responsibility. College counsellors not only need to cover a wide range, but also need to have a wide range of knowledge reserves of pedagogy, jurisprudence, psychology and so on. If college counsellors do not have a lot of basic knowledge, then it is difficult to do their daily work well <sup>[2]</sup>.

### 1.3 Good interpersonal communication and coordination skills

The majority of counsellors work with students. Facing the booming generation of the 21st century, the age gap between teachers and

students is likely to trigger a generation gap. Good communication skills can help counsellors better understand the psychological state of college students and the growth pattern of college students, so as to achieve better teaching results. Counsellors should have the patience to do a good job of communicating with students, improve their language level and literacy, and win the trust of students with concise language and dignified instrument, which can bring real positive impact on students, thus realising the silent effect of ideological and political education. At the same time, as a bridge between students and the school, counsellors also have to collaborate with different administrative bodies, such as youth councils, teaching and student work. At the same time, counsellors also have to undertake certain management work, which requires counsellors to have strong organisational and coordination skills to better guide students to participate in party activities.

## **2. Practical Path for the Enhancement of College Counsellors' Professional Ability**

### **2.1 Strengthening work rewards and punishments to stimulate counsellors' motivation**

College counsellors are the most basic and crucial piece of work between schools and students, and play a pivotal role in the work of schools despite their low position. However, because of the influence of various factors, the salary level of college supervisors is generally low, which requires managers to pay attention to this reality when they carry out work deployment and personnel management, use effective management tools, and motivate through a variety of ways, so that they can better stay in their positions. For counsellors who work actively, the school should give corresponding affirmation and encouragement, for example, through the commendation assembly and other ways, for employees who work well, verbal praise and material rewards, so that they can experience the honour and benefits of work. For some counsellors who do not take the initiative in their work, it is necessary to identify their shortcomings in a timely manner and provide them with appropriate guidance and, where necessary, appropriate penalties, so as to prevent employees from being dissatisfied with their work, which in turn affects students' rights and interests. At the same time, the management should also do a good job in the construction of the system and supervision and management of the appropriate planning work. It is necessary to fully mobilise the enthusiasm of students and provide them with more opportunities to express their views and opinions, so that they can effectively supervise the work of counsellors. For example, in the school network platform and mobile phone client, open the relevant complaint channel, so that students can reflect the counsellor's behaviour in a timely manner, so that managers can quickly detect some bad behaviours of the grassroots counsellors and deal with them accordingly, so as not to cause adverse effects<sup>[3]</sup>.

### **2.2 Strengthen career planning and improve professionalism**

Strengthening the career planning of college counsellors helps to improve their career ability; counsellors should start from their own work experience, professional background, research direction, interests and hobbies and other perspectives, make scientific planning for career development direction, and formulate career development goals, combining work performance and counsellors' career development goals. College counsellors should make a more reasonable career development plan according to their own development situation. In the early stage of counsellors' work, career planning mainly focuses on how to improve the effectiveness of their work, in this stage, they should actively explore the suitable way of work for themselves, strengthen their professional identity, explore their professional interests, and form the cognition of counsellors' work, and in the middle stage, career planning focuses on the improvement of work skills. In this period, the counsellor's career will be in exhaustion, and it is necessary to adjust the state of mind at the right time, improve the efficiency of work, and enhance their professionalism. In the advanced stage, focus on improving the effect of parenting. To educate people for the party and the country is the fundamental task of counsellors' work, we should strengthen the ideal belief, enhance the confidence in career development, and focus on improving the nurturing of people, so that we can truly move towards professionalism<sup>[4]</sup>.

### **2.3 Innovative working methods to improve work efficiency**

In the era of information technology and networking, college counsellors must keep pace with the development of the times. Firstly, we should pay attention to the in-depth combination of multimedia, information technology and ideological and political teaching, actively open up online ideological and political work positions, proficient in Internet technology, set up a college campus network operation team, set up an online learning platform for college students, give play to the "two micro one end", Douyin, QQ and other communication media, spreading the party and government policies, spreading advanced socialist civilisation, guiding college students to correct socialist core values, creating a number of characteristic network cultural works, making them new and distinctive. Spreading advanced socialist civilisation, guiding college students to correct socialist core values, creating a number of characteristic network cultural works, and making them the leaders of network ideological work in the new era. Secondly, it is necessary to reform the work of students, adopt the management method of combining rigidity and flexibility, management and service, and focus on the process of work, constantly sum up some experiences and rules, and turn the long-term accumulation of practical work experience into their own educational results. Thirdly, we should select and cultivate a group of class backbones with good quality, give full play to the pioneering and exemplary role of the class committee, members of the league and

party members, and promote the development of college students' "self-management and self-service". Therefore, counsellors need to reform their working methods to meet the needs of college students' development<sup>[5]</sup>.

### 3. Conclusion

To sum up, college counsellors are the backbone of ideological and political education for college students, the guides for the healthy development of college students, and the confidants in the life of college students. The issue of college counsellors' professional ability has become a hot topic in the theoretical and theoretical circles. At present, China is formulating a series of policies to promote the career development of counsellors, increasing the guidance for the career development of counsellors, and helping counsellors to establish a good nurturing environment, but it is necessary to continue to make unremitting efforts to achieve the goal of specialisation and professionalism of college counsellors. To comprehensively improve the professional ability of counsellors is never a day's work, which requires national policy support, university training and guidance, counsellors should also be strengthened to achieve the counsellors to better educate people for the party and cultivate talents for the country.

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