

Exploration on the Construction of Counselor Team in the New Era

Minhua Zhu¹, Xiaoguang Zhou^{2*}

1. College of Landscape Architecture, Zhejiang A&F University, Hangzhou 311300;

2. Student Affairs Department, Zhejiang A&F University

Abstract: College counselors play the roles of organizers and implementers in daily ideological and political education and management of students, as well as the main force and guide of ideological and political education for college students. This paper studies the development process and change trend of college counselors, and explores the enlightenment for college counselors in the new era through historical tracing, with a view to cultivating outstanding talents for the new journey of Chinese path to modernization. This article traces and analyzes the development process, main responsibilities, work methods, and management system mechanisms of college counselors, and proposes four inspirations for the work of college counselors in the new era, in order to promote the long-term stable development of the counselor team.

Keywords: University counselors; Historical tracing; Team building; New era

Fund Project:

Research on Strategies for Improving the Quality of College Counselors in Zhejiang Province in the New Era (Project number: Y202147324).

History is the best textbook that can provide experience support and intelligent solutions for universities to carry out educational construction. College counselors are important practitioners in student ideological and political education and management, playing a crucial role in college education work. Studying the development history of counselors, drawing experience from historical changes, and exploring the role positioning of university counselors in cultivating morality and talent in the new era is of crucial significance for better promoting the professional and professional development of university counselors. This article analyzes and studies the development process and changing trends of university counselors based on information retrieval and combined with work experience in university counselors. It also seeks inspiration for the work of university counselors in the new era from historical sources, in order to promote the construction of university counselors.

1. The Development Course of College Counselors

(1) Development exploration period. Back in 1951, the concept of “counselor” was first mentioned in the “Report on the Adjustment Plan of National Engineering Colleges”, referred to as “political counselor” and “student political counselor”. Afterwards, universities across the country began to implement the political counselor system one after another. Since 1953, Tsinghua University has implemented a “shoulder to shoulder” political counselor system, selecting outstanding Party and League members and students with high ideological awareness to serve as counselors, requiring them to be responsible for both ideological and political work and complete their studies. (2) Development pause period. During the Cultural Revolution, ideological and political work in universities was disrupted and disrupted by extreme leftist ideologies, causing a serious blow to the counselor system and causing the construction of the college counselor team to stagnate. (3) The period of development revival. During this process, the Ministry of Education and the Central Committee of the Communist Youth League jointly published the “Opinions on Strengthening the Ideological and Political Work of College Students”, emphasizing the necessity of establishing a political work team and promoting the team of college counselors to return to the right track. (4) Development and innovation period. In 2000, the Ministry of Education issued several

opinions on further strengthening the construction of student ideological and political work teams in higher education institutions, highlighting the importance and urgency of building student ideological and political work teams. In 2004, the Central Committee of the Communist Party of China and the State Council issued the “Opinions on Further Strengthening and Improving the Ideological and Political Education of College Students”, which pointed out that counselors play an important role in the ideological and political education of college students and provide clear guidance for the construction of the college counselor team. (5) Development and takeoff period. Since the 18th National Congress of the Communist Party of China, the Central Committee of the Communist Party of China has focused on the construction of the team of college counselors and held a series of meetings accordingly, such as the National Conference on Propaganda and Ideological Work (2013), the National Conference on College Ideological and Political Work (2016), the National Education Conference (2018), and the Symposium for Teachers of School Ideological and Political Theory (2019). At the same time, a series of rules and regulations have been introduced, covering various aspects of college ideological and political education, Provide strong impetus for the construction of the college counselor team.

2. The Development and Changes of College Counselors

2.1 The main responsibilities of the counselor position are constantly changing

Throughout history, the main responsibilities of college counselors have shifted from a single management function to multiple functions such as education, management, and service. However, the original mission of college counselors to educate people for the Party and the country has not changed. Since entering the new century, the main responsibility of college counselors has shifted to cultivating builders and reliable successors who meet the requirements of the socialist cause with Chinese characteristics.

2.2 The ways and methods of counselor work are constantly changing with the times

With the development and changes of the times, the working methods of college counselors are constantly evolving, shifting from being a leader to a guide, and from focusing on face-to-face work to integrating online and offline work. Before the expansion of enrollment in universities in 1999, the work of college counselors was mainly focused on organizing political studies, chatting with students, daily student management, and employment allocation. As college students' thinking becomes more active, college counselors have made corresponding adjustments in their work methods, respecting students' equal subject consciousness more, adopting diversified communication and communication methods, guiding students to self-manage, grow, and progress together. Specifically, college counselors can pay more comprehensive and in-depth attention to students' daily life and ideological dynamics through online social media platforms such as QQ News and WeChat Moments.

3. Enlightenment from Tracing the Development History of College Counselors

3.1 Determine the main job responsibilities of counselors to meet the needs of the times

Against this background, cultivating new talents for Chinese path to modernization around the “three complete education” has become the main responsibility of college counselors in the new era. On the one hand, college counselors must have a clear understanding of the importance of ideological and political education work from the perspective of “three comprehensive education”, which means integrating current education projects and resources, innovating the education pattern system and standards. On the other hand, in order to achieve the goal of “three comprehensive education”, college counselors need to follow the laws of ideological and political work, teaching and education, and student growth, go beyond the narrow “one time, one place” perspective, flexibly respond to various situations, and continuously innovate and improve their main responsibilities and work.

3.2 To adapt to changes in the times and improve the ways and methods of counselor work

Today, the post-00s have become the main body of college students, known as the “mobile Internet generation”, the “anime” and the “only second generation”. They are relatively rich, have a broader vision and independent spirit. In this situation, college counselors need to combine the development trend of the times and the psychological characteristics and personalized needs of contemporary college students, and adopt work methods and methods that meet the needs of students. In this process, college counselors should be people-oriented, actively communicate and exchange ideas with students, and consider problems from the perspective of students, helping to solve specific problems faced by students. At the same time, college counselors should fully leverage the role of the class committee in carrying out management work, selecting students with a sense of responsibility, dedication, enthusiasm, and leadership skills to serve as corresponding class cadres, in order to promote effective communication between students and counselors. In addition, college counselors should be committed to building a relaxed and harmonious democratic atmosphere, creating a favorable environment for students' mental health development, value formation, and self-management ability improvement, and stimulating students' enthusiasm and initiative.

3.3 To adapt to the requirements of the times and improve the management mechanism of counselors

In order to better undertake the responsibility of cultivating qualified builders of socialist modernization, university counselors need to continuously improve and improve their management system to create a qualified team of university counselors. Firstly, universities need to develop specialized measures and incentive and guarantee mechanisms, implement the requirements for “dual line” promotion of full-time counselor positions, and promote the professionalization and professionalization of the counselor team. Secondly, universities should establish a sound management system for the team of counselors, including the entire process of selection, assessment, promotion, and exit, and further clarify the dual identity of counselors. At the same time, universities need to build diversified reward mechanisms, establish a full process management system, implement a grid based collaborative system, and design incentive mechanisms in order to create a “job job matching” professional environment. Finally, universities should establish counselor salons and workshops, regularly organize experience sharing and case analysis activities, and through these regular training and learning opportunities, counselors can continuously update knowledge, share experiences, and improve their professional literacy and abilities.

References:

- [1] Shi Renmin, Lv Jin, Shi Dongliang. Centennial exploration of college counselor system under the leadership of the CPC -- analysis based on historical institutionalism [J]. *Exploration of Higher Education*, 2022 (06): 47-54.
- [2] Zhang Nan. Research on the Work Status of College Counselors from the Perspective of Time Concept [J]. *Ideological and Theoretical Education*, 2021 (9): 99-105.
- [3] Gu Yongdong, Yuan Yu. Construction of a demand response incentive mechanism for the work efficiency of college counselors: an exploratory study based on grounded theory [J]. *Jiangsu Higher Education*. 2020 (12): 113-117.
- [4] Zhu Zhimei, Wang Yuqian. Exploring the Path of Building a Team of College Counselors in the New Era [J]. *School Party Building and Ideological Education*, 2022 (20): 79-81.
- [5] Shou Xinbao. On the Essential Connotation and Practical Dimension of College Counselors [J]. *Ideological and Theoretical Education*, 2022 (8): 102-106+111.

About the author:

Minhua Zhu, Date of Birth: September 17, 1990, Gender: Female, Ethnic Group: Han, Native Place: Hangzhou, Education: Master's degree, School: Zhejiang Agriculture and Forestry University, Research direction: Ideological and Political Education for College Students, Career Planning for College Students.

***About the corresponding author:**

Xiaoguang Zhou, Date of Birth: September 1983, Gender: Male, Ethnic Group: Han, Native Place: Wenzhou, Zhejiang, Education: Associate Researcher, Master's Supervisor, School: Zhejiang Agriculture and Forestry University, Research Direction: Ideological and Political Team Construction, Rural Talent Revitalization and Industrial Development.