

# A study on the Professionalization Strategy of the Construction of Counselor Team in Colleges and Universities

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**Abstract :** The professionalization of counselor team in colleges and universities in the background of the new era is not only an important link to improve the level of student work in colleges and universities, but also a practical way to realize the fundamental task of establishing moral education. As college students' minds are richer and more active in the new era, it is an important and necessary need to build a professional counselor team in the new environment. The construction of a professional team needs to improve the training system of the counselor team, improve their own education and professional knowledge, formulate corresponding assessment standards and mechanisms for counselors, etc. Multiple measures should be taken to strengthen the professional construction of the counselor team in colleges and universities.

**Keywords :** The New Era; Counselor; Professionalization; Strategy

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As the people who are closest to students, counselors in colleges and universities are responsible for the important mission of moral education, and the professional development of counselors has always been an important part of student work in colleges and universities. In the 21st century, the great changes in society have profoundly affected the ideology and value orientation of college students, and have posed very serious challenges to the student work in colleges and universities, as well as put forward new requirements for the professional construction of counselors.

## 1. The significance of the professionalization of counselor team in colleges and universities

As an important force in student affairs in colleges and universities, the professionalization of counselors should be developed along with the historical process of continuous progress, adjustment and improvement. To deepen the construction of the counselor team in colleges and universities in this new era, we should guide the group of counselors to strive to be actors with ideas, be researchers who pay attention to practical problems, clarify logical reasoning, stimulate endogenous motivation, lay strong foundations, focus on the frontier, so as to build a counselor team in colleges and universities with strong ability, high quality and high standard.

### 1.1 Improve the service level of student affairs

Contemporary college students are more active in thinking with strong self-awareness, and they are adept at and willing to accept new things with strong capacity of receptivity. In this context, coupled with the development of internet technology and the impact of multiple cultures in society, student work in colleges and universities is facing more severe challenges. It requires counselors to be student-oriented, focus on the actual thinking of college students, and provide good services for college students with new development concepts as guidance. The professionalization of the counselor team is urgent. Only a professional counselor

team has the knowledge and ability to serve the growth and success of students according to their own knowledge and ability, by combining the individual differences and variability of the students.

## **1. 2 Improve the efficiency of student affairs management**

Students' growth and development are inseparable from counselors, and the quality and efficiency of student work are closely related to counselors' own abilities. It will contribute to the growth of students by summarizing the laws of student growth and establishing the management methods of student work according to the characteristics of student work in a timely manner based on the professional characteristics of students in different grades. Counselors are in close contact with students, around the management of daily affairs related to student life and learning. In their daily work, they can find out the risks and problems among college students and analyze them in time, intervene, and can nip the unstable factors in the bud to avoid crises by talking to them, establishing their own student information sources, and helping key students in a meticulous way. Therefore, strengthening the professional construction of the counselor team, carefully analyzing, researching and summarizing the various types of risk problems that arise in student work, and taking timely and effective measures and correct ways and means for targeted solutions are effective measures to improve the efficiency of students' management.

## **2. Optimization strategies for the professionalization of counselors in colleges and universities**

The professionalization of counselors in colleges and universities can not be accomplished at one stroke, but requires attention and steady development. Their professional ability and professional quality are also a process of dynamic development, and constant change and maturity are important manifestations of the professionalization of counselors. Continuous exercise and enhancements in daily work is an important foundation to guarantee the creation of a professional counselor team and optimization of the team.

### **2. 1 Expand the coverage of the training for counselors in colleges and universities**

Training is an effective way to enhance the professional skills of counselors. Colleges and universities should further strengthen the systematic training of both full-time and part-time counselors, set corresponding training objectives, require corresponding training hours and issue corresponding training certificates. Based on the advantageous resources in their respective jurisdictions, various training programs for counselors were proactively carried out, conferences for student workers were held, and outstanding counselors were recommended and selected to attend off-campus training programs to expand their horizons and gain insights. Due to the epidemic, on-line student worker exchange activities were actively carried out for brainstorming and collisions of ideas.

### **2. 2 Encourage counselors to upgrade their academic qualifications and titles**

The upgrading of academic qualifications is an important aspect of personal quality improvement. We actively encourage counselors to upgrade their academic qualifications if they meet the relevant conditions of the university. They are encouraged to carry out academic research, participate in various competitions at all levels at home and abroad, and study for doctoral degrees in Ideology and Politics. Special financial support is also given to establish an evaluation mechanism for the work of counselors in colleges and universities, formulate assessment methods, integrate the faculty, improve the quality of the team, and create a study-oriented counselor team. At the same time, it is a great attraction for counselors to be able to participate in the evaluation of the title of Ideology and Politics. As the title is lifelong, counselors are encouraged to actively participate in the title evaluation, which is also an important indicator of the progress towards the professionalization of the team.

### **2. 3 Set scientific professional competence standards for counselors**

According to the different ages, working years and professional backgrounds of counselors, there are three structural modes for counselors to improve their abilities. The first one is to actively arrange training and study courses for new counselors, and to assign a veteran counselor to help them grow up quickly. The second one is for the middle part of the counselors to achieve better performance mainly through different projects and daily affairs management, and to strive for the purpose of innovative work to improve the sense of achievement of the counselors. The third one is to provide a mechanism to cope with weariness and motivate experienced counselors, so that they can be given more opportunities to exchange and learn, and keep learning as well as sharing so that they can move towards professionalism.

### **2. 4 Create a professional working concept of counselors with professional characteristics**

Counselors play a very important role in the student management team of colleges and universities, and always have the concept of "first time", and try to be the bridge between schools and students. Therefore, it is also very important to build a different counselor team. Because of the difference in professional cultures, it is necessary to build a counselor team based on the

characteristics of their own profession. We can build a platform to display and exchange our experience through the selection of the “most beautiful counselor of the college”, “counselor workshop”, “academic salon” and “experience sharing and exchange”. The company has built a platform to showcase and exchange ideas and to build a professional culture for counselors through diversified and modernized methods. At the same time, the professionalization of the counselor team should also be based on their own professional background and knowledge system of students in different colleges to develop special counseling methods. It is necessary to develop appropriate methods in conjunction with the actual situation, and thus create a cultural atmosphere that is unique to the specialization of the counselor team and form its own cultural philosophy.

Assisting students to grow and guiding them to achieve success and fulfill their dreams is the meaning and purpose of student work. How to better serve the growth and success of college students and give timely help and guidance to students requires counselors to continuously improve themselves, become a bridge between students and schools, become a reliable mentor for students, and become a life coach and excellent student workers, so as to better promote the further development and improvement of the construction of the counselor team in colleges and universities.

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