

# Discussion on the Coordinated Development of Ideological and Political Education of College Students and the Construction of Counselor Team

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**Abstract:** With the development of The Times, college students in the complex social environment under the influence of various factors, produced a different outlook on life, values, world outlook, in the face of this situation, ideological and political education work is to help college students firm ideals and beliefs, the formation of correct three views of the effective way. The counselor team is the main body of the ideological and political education of college students, the political guide and the ideological educator of college students, and its overall quality has a great relationship with the effectiveness of the ideological and political education of college students. Therefore, in order to give full play to the educational effect of ideological and political education, it is necessary to build a professional and professional high-level counselor team. This paper studies and discusses the synergic development of ideological and political education of college students and the construction of counselor team, so as to meet the development needs of ideological and political education of college students under the new situation.

**Keywords:** College students; Ideological and political education; Counselor team construction; Coordinated development

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## 1. Introduction

In recent years, the market economy and the international situation are constantly changing, which has a great impact on the formation of correct values of college students. Under the new situation, “who to cultivate, for whom and how to cultivate people” is not only a test for teachers’ education work, but also a description of the appearance of talents in the future society. Based on this, counselors should pay attention to the particularity of their own work. As well as the important mission to have a clear understanding, insist on standing in the forefront of ideological and political education, actively understand the development of current affairs, take the initiative to improve their professional level, strengthen their own ideological and political knowledge learning, adopt appropriate educational methods to provide better guidance and help for college students.

## 2. The position and role of counselors in ideological and political education of college students

Compared with other teachers, counselors play a very important role in the ideological and political education of college students, managing students’ daily study, life, behavior norms and other affairs in an all-round way. From every minor “trivial matter” to all kinds of emergencies, counselors need to coordinate and solve, which affects college students’ behavior virtually. Therefore, the specialization and professionalization of the team of counselors, as well as the ability level of counselors, determine the success or failure of the ideological and political education of college students and are an indispensable part of the ideological and political work of college students <sup>[1]</sup>.

### 2.1 Supervision and management functions

From the perspective of job role, the counselor is the manager of ideological and political education and daily learning of college students. In college, the counselor needs to micromanage and participate in the management of all the work of students, including coordinating the relationship between various departments of the school and students, and promoting the connection between various links of students. Counselors are also spiritual mentors for college career planning and life guidance. They should supervise students’

learning and behavior, create a good learning environment for students, and ensure that students can successfully complete their studies and form correct values.

## **2.2 Bridge bond function**

From the perspective of the special nature of work, counselors are the people with whom college students have the most contact during their time in school. They can timely grasp the ideological dynamics of college students and understand their learning and growth needs. Therefore, counselors not only collect and report the opinions and ideas of college students, but also implement the rules, regulations and policies of the school to build a bridge of “sending down the upper level and uploading the lower level”. Close to the life of college students, communication ideas, smooth channels, so that ideological and political education work in a harmonious and friendly state, stable and efficient development and operation.

## **2.3 Role model**

“What kind of general leads what kind of soldiers, what kind of teachers have what kind of apprentices”, counselors are the direct managers of college students’ ideological and political education work, involving class management, study style construction, psychological crisis prevention and other work, counselors’ own quality level, ideological concepts, moral cultivation, value orientation, etc. It will directly affect the formation of college students’ way of thinking, behavior and personality characteristics, and play a very important role model in the growth process of college students.

# **3. The coordinated development of ideological and political education of college students and the construction of counselor team**

## **3.1 Strict entrance of counselors, optimize the structure of counselors team**

The provision of counselors is an important way to ensure their quality. Schools should, based on their actual conditions, do a good job in the entry of counselors, have a clear understanding of their career positioning, make a complete plan for the construction of counselors, and further optimize the team structure of counselors <sup>[2]</sup>.

First of all, the school should create a good professional atmosphere inside and outside the school, implement the policy of “double-line promotion”, pay attention to the construction of the counselor team, strengthen the construction of the counselor team, and improve the comprehensive level of the college counselor team. Create a strong academic atmosphere for the counselors, provide sufficient scientific research projects, set up rich ideological and political research awards, and stimulate the counselors’ desire to conduct in-depth research on ideological and political education; Colleges and universities should do a good job in the construction of professional ability of counselors, enhance the sense of professional belonging of counselors, encourage and support counselors to walk on the platform, and improve their ability of ideological and political education. Secondly, colleges and universities should formulate the cultivation policy of high-level talents of counselors, encourage counselors to take the initiative to study for a special doctor of ideological and political education through incentives and other ways, and improve the level of ideological and political education of counselors. We can also increase the investment in ideological and political education workers, introduce ideological and political education doctors engaged in student education, and improve the overall level of ideological and political education in colleges and universities. At the same time, schools should set up expert models in counselors for material red, set up example power, improve the overall level of counselors’ ideological and political theory, further promote the effectiveness of college students’ ideological and political education, and cultivate comprehensive talents who are more adaptable to social development.

## **3.2 Strengthen the training of counselors and improve the comprehensive quality of counselors**

With the development of The Times and the progress of society, the most critical thing to do a good job in ideological and political education of college students is to improve the comprehensive quality of counselors. College students are in the critical period of forming stable value concepts, and external things and social phenomena affect their value orientation and ideological concepts all the time. Ideological and political education is a systematic project including psychology, pedagogy, sociology, management and other disciplines. Schools should cultivate experts in ideological and political education as the goal of building a team of counselors. According to the standard of “two identities and four functions”, the team training of counselors should be strengthened, the comprehensive quality of counselors should be improved, and the counselors should follow the path of professional and professional development <sup>[3]</sup>.

“Two identities” refers to that the counselor is both a teacher and a manager, and “four functions” refers to that the counselor must play four functions in the work, namely, the ideological education function, the management service function, the teaching function

and the scientific research function. Based on this training standard, schools can formulate special training plans for ideological and political education of counselors to help counselors improve their ability of ideological and political education from the aspects of concept, content, mechanism, approaches, methods, etc., or carry out the application training of counselors' scientific research projects to give full play to the scientific research function of counselors and promote the development of ideological and political education of college students. Schools can set up exchange platforms such as counselors' academic research seminars, counselors' symposiums, counselors' salons and counselors' clubs at all levels to provide basic organizational guarantee for counselors, facilitate counselors' communication and exchange, inspire and learn from each other, realize the sharing and utilization of educational resources, and improve counselors' comprehensive literacy and ideological and political education ability. In the process of the competition, counselors with strong comprehensive ability and quality will emerge. The school will organize these counselors with ability and motivation to set up relevant workshops, set up a high-level and capable counselor work research team, and encourage and support them to make distinctive achievements in ideological and political education. Constantly improve the ability of counselors themselves, so as to better carry out ideological and political theory education and practical education, and give full play to the ideological education function of counselors; At the same time, the school should establish an effective incentive mechanism, regularly commend and reward excellent counselors, affirm their work, stimulate their work enthusiasm, and enhance their career achievement, so as to promote the healthy and stable development of the counselor team.

Only by clarifying the goal of the construction of the team of counselors can we effectively train high-level educational talents, promote the professional and professional development of counselors, enhance the ability of ideological and political education of counselors, adhere to the concept of educating people by virtue, and cultivate pillars in line with social development, so as to promote the coordinated development of the ideological and political education of college students and the construction of the team of counselors.

#### **4. Conclusion**

In the higher education system, ideological and political work is a very important part, and it is also an effective way to guide college students to form correct three views and develop good moral quality. In the new era, in order to carry out the ideological and political education of college students more effectively, it is necessary to strengthen the construction of the team of counselors, regularly carry out relevant ability training, improve the enthusiasm of counselors in ideological and political education, adhere to the educational principle of "student-oriented", and improve the quality and efficiency of ideological and political education with the educational concept of teaching students according to their aptitude and moral education. To promote the reform and development of ideological and political education and lay a solid foundation for the all-round development of college students' comprehensive literacy.

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