

# Research on the optimal path of college counselor team construction under the background of new era

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**Abstract:** The counselor is the backbone of the ideological and political education of college students, and the guide and guide of the healthy growth of college students. Under the new situation, strengthening the construction of the counselor team and effectively improving the overall quality of the counselor team is of great significance for cultivating the socialist builders and successors of the all-round development of morality, intelligence, physique, the United States and labor. Counselor team is an important part of college teachers and the backbone of college students work. Counselor team construction plays an important role in enhancing the pertinency and effectiveness of college students' ideological and political education and ensuring the realization of college talent training goals. Based on this, this paper launches an in-depth exploration on the optimization path of college counselor team construction under the background of the new era for reference.

**Key words:** new era; College counselor; Team building; Optimize the path

College counselors are the backbone of college students' ideological and political education, as well as guides and guides for their healthy growth. In the new era, how to better build a team of high quality counselors is of great significance to train the builders and successors of socialism with both virtue and talent.

## 1. The definition and duties of college counselors

### 1. Definition of college counselors

In the context of the new era, a college counselor is a professional who serves as a counselor and guides the development of students in institutions of higher education. Counselors usually have background knowledge and professional skills in psychology, education, or related fields. Characteristics include an understanding of and attention to the characteristics of a student's personality, as well as providing a full range of academic, career and personal development support.

### 2. Duties and tasks of college counselors

(1) Personality development guidance: College counselors should help students understand their own personality and interests, provide career planning and development advice, and help them make personal growth plans.

(2) Academic guidance: College counselors should provide academic support and guidance to help students develop study plans, improve study methods, and improve academic performance.

(3) Mental health counseling: Students in the new media era are facing various psychological pressures and challenges, and college counselors should provide mental health guidance and counseling to help students cope with difficulties and setbacks.

(4) Social adjustment guidance: College counselors should help students adapt to college life and the social environment, and provide guidance on social skills and interpersonal relationship building.

## 2. The importance of strengthening the construction of college counselors in the new era

Under the background of the new era, with the rapid development of China's economy, its international status has also been promoted, and the daily education management of colleges and universities has also been adjusted and transformed according to the characteristics of economic development. In the new educational pattern, the object of education is complicated, and the team of counselors still needs to be constantly improved to optimize and adjust the direction of work.

First of all, strengthening the construction of college counselors will help students enhance their quality and ability. At present, most students attach more importance to the study of scientific and cultural knowledge, for the ideological and moral aspects of the study of insufficient time, college students have not been balanced development. In addition, under the influence of family environment and social environment, college students are prone to psychological problems, which in turn affect their own development. The key to these problems lies in the lack of counselors' work. Therefore, in order to better solve the above problems, the construction of counselor team still needs to pay more attention.

Secondly, strengthening the construction of college counselor team is helpful to better cope with the development of The Times. Under the background of the era of big data, students' thinking and perception ability have changed to a great extent, and their thinking has the characteristics of the new era. This requires teachers to change their own thinking mode, adjust the concept of education, actively learn how to educate contemporary students, and plan a new path for students' life and learning management.

## 3. The problems in the construction of college counselor team in the new era

### 1. Lack of attention

At the present stage, because many colleges and universities in our country have problems in financial revenue, the government's appropriation is relatively insufficient, and the intensity of the construction of the counselor team is relatively low. At present, China's

colleges and universities mainly rely on enrollment income, coupled with the pressure of employment, the idea of running a school generally takes professional enrollment and employment as the core, and focuses on professional characteristics and the market, which leads to the lack of recognition of the importance of the daily work of college leaders, and the degree of attention can not reach the expectation. The main performance has the following aspects: First, the university fund investment is insufficient. This is the key to hinder the construction of the team of counselors. Insufficient funding makes it difficult to build a scientific and effective incentive system, which affects the enthusiasm and initiative of counselors. Second, college counselor team construction in the personnel investment is insufficient, which also affects the overall efficiency of work; Third, some major leaders have insufficient energy for the team construction of college counselors, and they do not think counselors are important, which leads to the daily work of counselors is weakened, and the team building work is even more worrying.

#### 2. The evaluation mechanism of counselors is not perfect

As the number of college students continues to rise, college counselors still have a large workload, teaching time and energy investment is not concentrated. In this case, the teacher evaluation mechanism also needs to be improved. At present, the evaluation of professional titles, employment and promotion of teachers in colleges and universities in our country have become important issues for teachers to face. The only way is to formulate assessment standards scientifically, unify the requirements and contents of assessment, pay more attention to the teaching ability, teaching level and teaching quantity of teachers, and take published papers and works as the main assessment content. In addition, some colleges and universities will formulate corresponding welfare regulations and issue more regulations. In this case, the content of teaching tasks will be less taken into account, which leads to the psychological imbalance of counselors. Therefore, the current mechanism does not play a positive role in encouraging and guiding. Only by strengthening the construction of teachers, optimizing the external working environment, and establishing a sound assessment and evaluation mechanism can we better improve the quality of education.

### 4. The optimal path of college counselor team construction in the new era background

#### 1. Strict entry and selection of outstanding talents

“No rules can not be fangyuan”, the counselor as a student’s growth mentor, but also the guide in the process of student growth, its role status is self-evident. Counselors need to have excellent political literacy, have a certain theoretical foundation and practical experience, and have a strong ability of ideological and political education. At the same time, counselors should also have good psychological quality and strain ability, and have a certain ability of organization and coordination and management. Excellent counselors should have excellent political quality, excellent moral quality and healthy psychological quality, and have strong psychological adjustment ability; They should have high professional quality and be able to conduct in-depth and detailed ideological and political education for students; They should have high professional quality and be able to independently carry out ideological and political education; Have good communication and coordination skills and organizational management skills, and be able to communicate well with students. Therefore, colleges and universities should strictly select talents and excellent counselors. First, select and hire high-quality counselors. The selection and recruitment of counselors should adhere to high standards and strict requirements, and pay attention to the selection and recruitment of excellent teachers and discipline leaders from the “double first-class” construction universities as counselors. Colleges and universities should establish a talent pool of counselors, and every year select a group of outstanding talents with good ideological and political quality, solid professional knowledge, strong professional ability, noble ethics, decent style of work, enthusiasm for student work, and strong management and organization and coordination ability to fill the team of counselors. Second, optimize the structure of the counselor team. Colleges and universities should optimize the team structure according to the actual needs of students and job requirements, and pay attention to selecting excellent talents with certain theoretical foundation and practical experience.

#### 2. Pay attention to training and improve the overall quality

College counselors are the backbone of college students’ ideological and political education, and the guides and guides for the healthy growth of college students. To do a good job in ideological and political education of college students, counselors must have good political accomplishment and high professional ability. Counselors should not only master the Party’s basic theory and basic line, but also understand the ideological status of contemporary college students, have high Marxist theoretical accomplishment and good professional ethics, familiar with relevant subject knowledge, and can use Marxist world outlook and methodology to analyze and solve problems. Counselors should also have strong working ability. Counselors should learn to do students’ ideological work, in addition to mastering relevant knowledge, but also familiar with relevant education management laws. In practice, we should learn to sum up experience and be good at using scientific methods and means to solve the practical problems in the ideological and political education of students. The key to improve the quality of counselors is to constantly strengthen their own quality cultivation. On the one hand, we should strengthen the study of ideological and political theory. College counselors should conscientiously study the Party’s basic theory and line, especially to study and implement the Party’s 20 great spirit, and constantly improve political consciousness and theoretical level; On the other hand, they should improve their professional ability. College counselors should consciously take learning as a kind of spiritual pursuit, a kind of work responsibility and a kind of life attitude, and strive to become expert teachers with broad knowledge, profound theoretical foundation and good at solving students’ problems. College counselors should also pay attention to the construction of student cadre team. It is necessary to train a group of outstanding student cadres, and take them as the reserve force with high political quality and ability level among the counselors. It is necessary to attach importance to the construction of the backbone of the class and league, and give full play to their backbone role in the

class and campus cultural activities.

### 3. Strengthen management and clarify post responsibilities

Colleges and universities should clarify the post duties of counselors, highlight the full-time nature of counselors' posts, strengthen the management mechanism of counselors' posts, and improve the assessment mechanism of counselors. It is necessary to formulate specific and clear division of responsibilities and refine quantitative work objectives. Colleges and universities should regularly carry out professional training for counselors, so that they can clarify their job responsibilities and work content, and ensure that they can do "what, what they can do and what they love" in the process of fulfilling their job responsibilities. The counselor's work is a systematic project. The school should formulate a scientific assessment system and incentive mechanism according to the actual situation, make classified evaluation and assessment of the counselors, and reward or punish them according to the assessment results. At the same time, the rights and obligations of counselors should be clarified. In the daily work of colleges and universities, the evaluation results of counselors should be linked with performance pay, evaluation rewards, etc., and included in the teacher title evaluation system and student evaluation system. In addition, schools should also take the evaluation results of counselors as an important reference for their evaluation, promotion and title. At the same time, colleges and universities should pay attention to the training of counselors. Colleges and universities should strengthen the education and training of counselors, and train and guide them in various forms such as centralized lectures, special seminars, observation and exchanges. The training contents should include the Party's line, principles and policies, theories and methods of ideological and political education for college students, mental health education for college students, career development planning for college students, etc.

### 4. Improve the incentive mechanism and improve the enthusiasm of work

Counselors have heavy tasks and great responsibilities, but there is no corresponding incentive mechanism, resulting in many counselors lack of enthusiasm and initiative in their work. Therefore, it is necessary to establish a scientific and reasonable incentive mechanism to improve the enthusiasm of counselors.

(1) Improve the management system. Establish and improve the management system of college counselors, clarify the job responsibilities, work systems, assessment methods, etc., implement the combination of target management, process management and performance management for counselors, and establish a complete system.

(2) Establish and improve the assessment mechanism. The assessment content should be set according to the actual situation of the counselor's work and the needs of students' growth, and the assessment results should be used as an important standard to measure the counselor's work.

#### (3) Improve the incentive mechanism.

First, formulate scientific and reasonable performance appraisal standards and methods, and establish a scientific and reasonable performance appraisal system; The second is to increase the tilt in promotion and include counselors in the promotion sequence of professional and technical personnel in the school; The third is to increase rewards in scientific research, linking academic achievements with wages.

(4) Raise the level of benefits and security. It is necessary to reform the performance-based pay system for counselors, so that their income is combined with their job responsibilities, work performance and actual contributions. Various social insurance policies such as housing provident fund for counselors should be implemented. At the same time, it is necessary to solve practical difficulties and problems for college counselors so that they can devote themselves to their work.

(5) Improve the career development system. Colleges and universities should formulate career development plans and implementation measures according to the promotion of managerial personnel at all levels and the actual situation of counselors, and gradually establish a scientific and reasonable career development system.

## Epilogue

To sum up, under the complex environmental background, colleges and universities should strengthen the construction of counselor team and attach importance to the construction of counselor team in order to better improve the quality of education management, so as to guide students to form the correct value concept. Therefore, colleges and universities should combine the characteristics of the development of The Times, increase the capital investment in team construction, create a good external conditions and environment, so as to effectively improve the status quo of daily education management of counselors, and more reasonably solve the problems in the process of education and teaching.

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