

# Research on improving the ideological and political education ability of college counselors

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**Abstract:** In the upcoming development stage, our country will face new opportunities and challenges, leading to corresponding changes. This will also impact the mission and tasks of ideological and political work in our country's universities. As we strive to build a modern socialist country comprehensively and achieve the second centenary goal, a strong sense of purpose and a favorable public opinion environment will be crucial support factors. Especially during this critical stage, the importance of effective ideological and political work in colleges and universities cannot be underestimated. It is imperative to maintain a high level of commitment, as "ideological and political work serves as the backbone of the institution's efforts. Party committees at all levels, educational departments, and school party organizations must firmly grasp this responsibility." College counselors bear the weighty duty of not only fostering ethics and character but also safeguarding the nation's ideological security.

**Key words:** college counselors ideological and political education work ability dilemma path

## 1. The background and significance of improving the ideological and political education ability of college counselors

1.1 The significance of improving the ideological and political education ability of college counselors to the development of colleges and universities

In 2017, China's Ministry of Education issued the "Regulations on Counselors in Colleges and Universities," defining their roles as educators and administrators. Clear responsibilities, training emphasis, and new criteria were introduced, enhancing counselors' ideological education capacity. Implementing full-time counselor management, the Ministry and others advocated strict recruitment via the "Opinions on University Ideological and Political Work System." This ensures qualified counselors with political acumen and knowledge. Schools adopted criteria demanding training and qualifications. Counselors must embody Party guidance for youth, linking thought and action, fostering influential citizens and societal progress. Rooted in socialist values, they nurture character, align personal and national aspirations, and facilitate development. By embracing contemporary trends, counselors utilize mission responsibility for education. Activities like film screenings and discussions forge a comfortable environment, inspiring purpose. In education, counselors express their stance, deepen Communist ideals, and enhance charisma to mentor and elevate students' ideological prowess.

1.2 The political significance of improving the ideological and political education ability of college counselors

Counselors face intricate societal challenges. New Era University's Regulations for Ideological and Political Education underscore Party alignment for educators. Counselors must bolster Marxist convictions, support Party leadership, and uphold socialism and communism. Amid rapid changes, they must discern new developments while guarding against economic risks. Amid global ideological influx, they guide students to Communist ideals and national trust. Awareness of domestic and international matters expands their work's scope. Navigating online discourse, media use, crisis response, and guidance skills empower counselors. Amid evolving socialism, they shape successors, necessitating strong political stance, adaptable methods, and effective education. This molds students into skilled contributors aligned with national needs.

## 2. The necessity of improving the ideological and political education ability of college counselors

2.1 The needs of national development and social stability

Ideological and political courses play a pivotal role in enhancing students' ideological education. In the context of serving socialism with Chinese characteristics, it's imperative to prioritize this form of education in colleges. Given students' relative immaturity and susceptibility to external influences, particularly in the digital age, ideological courses are vital in countering regressive ideas that could jeopardize social stability and the nation's future. As implementers of these courses, counselors hold the responsibility to elevate their teaching proficiency and capabilities. By doing so, they ensure that students receive accurate awareness education and nurture high-quality talents aligned with socialist development.

2.2 The needs of the counselor's own career development

Ideological and political education appears straightforward but encompasses extensive content. Counselors face the challenge of

blending theory with social reality, particularly students' lives, to enhance theory's relevance and acceptance. Furthermore, capturing students' interest in ideological and political courses is crucial. As colleges expand, counselors' roles diversify, intensifying their workload. They juggle student management, administrative tasks, staying attuned to ideological trends, and teaching. Neglecting teaching proficiency and skill enhancement can lead to reduced efficiency, impacting work quality. Relying solely on youth, energy, and motivation may not sustain long-term pressure.

### **3. College counselors have natural advantages in carrying out ideological and political education**

#### **3.1 Most College Counselors Are Young People Who Have Recently Graduated**

College counselors, close in age to students, uniquely excel in ideological education. Their relatability fosters comfortable relationships, bridging gaps in understanding. This familiarity dissolves barriers, enabling impactful ideological instruction. Teacher-student bonds are crucial. Recent grads themselves, counselors empathize with student struggles, becoming trusted confidants. Experience gained from close interaction enhances their communication aptitude for effective ideological teaching. Tech-savvy counselors adeptly utilize digital platforms. Their grasp of online dynamics empowers creation of interactive virtual spaces for discussions. Acknowledging students' digital reliance, they harness websites, forums, and social media (micro-blogs, WeChat) to disseminate mainstream opinions, fostering healthy internet habits while bolstering ideological education.

#### **3.2 College counselors have the closest contact with college students.**

College counselors hold a unique position as frontline student engagement personnel, fostering frequent and intimate interactions. Their insights into student ideological dynamics and daily life, combined with their genuine concern and accessibility, foster trust. Years of student-focused work provide them with a nuanced understanding of student intricacies. Their adept communication skills facilitate rapport-building and enable effective addressing of student concerns. Counselors' training equips them to conduct impactful ideological education, sparking critical thinking and insightful discussions. Overall, their close contact, understanding, experience, communication skills, and training make counselors well-equipped for ideological education, guiding students toward holistic development.

### **4. To build a cooperation platform combining the work of college counselors with ideological and political teaching**

#### **4.1 Build a cooperation platform for the network information exchange between the two teams**

##### **4.1.1 Establish a dedicated online platform.**

To create an effective online platform for collaboration between college counselors and ideological teachers, consider the following:

Build a secure and easily accessible website that prioritizes data security through proper authentication and encryption. Establish a shared document repository for uploading and organizing relevant materials, fostering collaboration and knowledge sharing. Incorporate a collaborative workspace with chat rooms, forums, and project management tools for seamless communication and idea exchange. Include communication channels for quick updates and announcements to keep all members informed. Enable resource sharing, encompassing documents, multimedia, and teaching methods, enhancing expertise and teaching strategies. Design a user-friendly interface catering to both counselors and teachers, supported by clear instructions and guides. Through such a platform, college counselors and ideological teachers can enhance their collaboration, share insights, and contribute to better ideological and political education.

##### **4.1.2 Facilitate real-time communication**

To enhance real-time communication between college counselors and ideological teachers, it's vital to incorporate tools such as instant messaging, video conferencing, discussion forums, notifications, and file sharing within the online platform. These features facilitate quick exchanges of ideas, enable face-to-face interactions, encourage structured discussions, keep participants informed, and streamline collaborative efforts. By leveraging these tools, the platform becomes a dynamic space that fosters effective communication, knowledge sharing, and collaborative work, ultimately leading to the advancement of ideological and political education.

#### **4.2 Build a cooperation platform for the two teams to jointly carry out special research and lectures on college students' ideological problems**

##### **4.2.1 Research collaboration**

The collaboration platform should offer comprehensive tools for team members to collaborate on research projects focused on understanding and analyzing college students' ideological issues. These tools encompass areas such as research proposal refinement, literature review collaboration, data collection, analysis, visualization, knowledge sharing, and ongoing discussions. By facilitating collaborative research, the platform fosters interdisciplinary teamwork, knowledge sharing, and a deeper understanding of students'

ideological challenges. This approach contributes to addressing these challenges effectively and advancing the field's knowledge.

#### 4.2.2 Lecture planning and delivery

The collaboration platform should streamline the planning and execution of lectures and workshops on college students' ideological problems. It offers features for proposing topics, sharing teaching materials, designing interactive sessions, organizing events, and engaging participants. This collaborative approach ensures compelling and relevant educational content, easy access to resources, well-structured sessions, and effective event coordination. The platform's interactive tools, like live polls and breakout rooms, foster engagement and gather participant feedback for continuous improvement. In essence, the platform enhances the delivery of educational sessions and fosters a collaborative and impactful approach to addressing students' ideological challenges.

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