

Research on the path to improve the effect of Ideological and political education of higher vocational counselors

Kelin Wang, Rong Zhu, Dingyuan Xie

Chongqing Vocational College of Chemical Technology, Chongqing 401228

Abstract: with the continuous influx of diversified thoughts, ideological and political education is becoming more and more important, which can not only lead students to establish correct values, but also improve the quality of higher vocational education as a whole. Therefore, schools need to focus on improving counselors' ability of Ideological and political education, so as to effectively improve students' Ideological and political level, and then cultivate high-quality talents required by the industry. In this regard, this paper first analyzes the difficulties in improving the effect of Ideological and political education of higher vocational counselors, and then explores the effective path to improve the effect of Ideological and political education, in order to provide valuable reference for more researchers.

Key words: counselors; Ideological and political education; Effect; Improve

At present, the ideological values of higher vocational students show a diversified development trend. In this case, it is particularly important to improve the ideological and political education ability of higher vocational counselors. And by improving the counselors' ability of Ideological and political education, we can not only improve the education level of higher vocational schools, but also continuously enhance the counselors' right to speak and guide students to establish correct values. Therefore, higher vocational schools need to pay enough attention to it, significantly improve the effectiveness of Ideological and political education, and then cultivate the high-quality talents needed by the industry to promote the healthy development of society.

1. Difficulties in improving the effect of Ideological and political education of higher vocational counselors

1.1 Counselor training system needs to be established and improved

At this stage, some higher vocational schools fail to realize the importance of improving the effect of counselors' Ideological and political education, and will ignore the development of counselors' training activities, resulting in their lack of sufficient learning opportunities, and it is difficult to ensure that their ideological and political education ability is significantly improved. In addition, even though some higher vocational schools will consciously carry out relevant training activities, the lack of a perfect training system makes the training effect difficult to achieve the expected effect, which restricts the improvement of counselors' educational effect.

1.2 Counselor assessment mechanism needs to be established and improved

When assessing the work performance of counselors in higher vocational colleges, they often neglect to carry out process management, unable to scientifically quantify their work performance, and the assessment mechanism is also lack of refined management, which makes counselors unable to get accurate evaluation. Over time, their enthusiasm for ideological and political education will be restricted. In addition, the form of assessing counselors in higher vocational schools is relatively simple, usually directly assessed by the school, failing to ask students how counselors perform, resulting in relatively one-sided assessment results, and counselors can not adjust the process of Ideological and political education according to the assessment results, which is unfavorable to improve the effect of ideological and political education.

1.3 Counselors' work orientation is relatively vague

As ideological and political education is a systematic activity, counselors need to clarify their own work orientation, otherwise the effect of Ideological and political education will be affected. However, at present, counselors are not clear about their work positioning. The specific reasons are as follows. In the daily education and teaching management, the work content that counselors should be responsible for is relatively cumbersome. It is difficult to have sufficient energy to carry out ideological and political education activities, which is prone to burnout. In addition, because counselors are often responsible for some work unrelated to their own duties, they feel that they cannot be valued, and their work enthusiasm will be seriously restricted. The above factors can easily lead to counselors' inability to clarify their work orientation, to carry out ideological and political education activities in a refined way, and the focus of education will shift, which will not effectively enhance students' comprehensive quality.

2. Effective ways to improve the effect of Ideological and political education of higher vocational counselors

2.1 Find out the orientation of education and clarify their own responsibilities

Nowadays, with the rapid development of social economy, all walks of life need a large number of students as reserve force, so its healthy development is particularly important. In this process, higher vocational counselors act as the leader on their growth path, and need to carry out ideological and political education activities from multiple angles and directions, so as to promote the healthy development of students' body and mind. The details are as follows: first of all, counselors need to clarify their education positioning, and make clear that they are not only the manager of students' life and learning, but also the leader on their healthy growth path. This requires that in addition

to providing good student services, they also need to play their role of uploading and releasing information, and coordinate the relationship between students and students, students and teachers, and students and schools. Secondly, clarify the job responsibilities and combine them with the real needs of higher vocational schools and students, and do a good job in students' ideological value guidance, study style construction, student management, ideological and political education, mental health education and other educational activities, so as to lay a solid foundation for improving the effect of ideological and political education; Secondly, we should change our educational philosophy and take the initiative to improve our professional skills. Counselors, as front-line educators, should adhere to the student-centered educational philosophy and actively explore effective and novel models of Ideological and political education when carrying out ideological and political education activities. This can not only mobilize the enthusiasm of students to participate in ideological and political education activities, but also shorten the distance between Counselors and them, It is convenient to timely grasp the ideological trends of students, adjust the content of Ideological and political education, and guide students to establish correct values. Finally, keep in mind the original intention of educating people and do a good job in the publicity of the new voice of the times. As one of the important forces of Ideological and political education in higher vocational colleges, counselors need to stick to the main position of Ideological and political education in higher vocational colleges, actively convey the social core values to students, promote them to form a correct outlook on development, and then contribute their own strength to promote the healthy development of society.

2.2 Rational application of new media and innovation of education methods

When carrying out ideological and political education activities, counselors should be good at flexible application of new media, actively innovate existing educational means, and organically combine offline education with online education. In addition, in the ideological and political education, we should reflect the new effects of the working methods. Counselors should also fully grasp the students' cognitive ability and personality characteristics, and flexibly apply new media to deal with the new problems in the ideological and political education activities. For example, counselors can timely update their ideological and political knowledge through new media such as wechat official account, microblog and dithering, and communicate with students in time, so as to improve the pertinence of Ideological and political education, so as to ensure that they can form a correct understanding of different kinds of cultural trends and social phenomena, and correct their own ideology. Counselors can also use new media to master students' ideological trends and learning situation, and communicate with students online through interviews, surveys and other forms. In addition, new media can also be used to infiltrate the relevant policies of the state or colleges into students, so as to ensure that students can grasp the latest ideological and political policies in time, strengthen their ideals and beliefs, and maximize the value of students to society. In addition, counselors can also use new media to provide students with educational videos with positive energy, such as "Chinese dream", "reader", "Hello life", etc. Guide students to watch and learn such videos, and then require students to conduct in-depth discussion. At the same time, they also share works of the same theme with students, so as to form a correct ideological and political consciousness. Counselors should also infiltrate core values from the three levels of the state, society and students, infiltrate ideological and political theory knowledge into students' learning and life, and strive to improve their comprehensive quality, so as to achieve the synchronous development of Ideological and political education and students, so as to improve the effectiveness of Ideological and political education.

2.3 Improve ideological understanding and deepen management concept

Under the current education situation, higher vocational schools should grasp the basis of ideology, organically combine with the current student management needs and tasks, and constantly improve the ideological realm of counselors, so as to promote them to carry out ideological and political education activities more efficiently. In this way, it can ensure that when counselors carry out ideological and political education, they will provide students with more high-quality ideological and political education services from the actual situation of the school and the real needs of students, so as to improve the ideological and political level of students, effectively improve the effectiveness of counselors' Ideological and political education, and lay a solid foundation for improving the education level of higher vocational schools. In addition, if higher vocational schools want to improve the ideological cognition of counselors, they should actively change their management ideas. In addition to deeply grasping the current concept of Ideological and political education, they should also standardize the management of students at all levels. In this regard, higher vocational schools should rely on the modern student management concept, constantly optimize their management behavior, provide a good atmosphere for counselors to carry out ideological and political education, enable counselors to formulate different levels of Ideological and political education goals according to the real situation and development needs of students, and clarify the education goals and effects that should be achieved at all levels, To ensure that the ideological and political education activities can achieve the desired results. In addition, it is also necessary to ensure the synergy of management concepts and objectives, apply the theory of Ideological and political education to practice, and deeply connect the theory and practice activities, so as to promote the effect of counselors' Ideological and political education to be significantly improved.

2.4 Establish working standards and improve incentive mechanism

At present, in order to effectively improve the enthusiasm of counselors to carry out ideological and political education, higher vocational colleges need to establish and improve the current working standards of counselors, especially the incentive mechanism of Ideological and political education, so as to improve the attention of counselors to ideological and political education activities, and organically combine with the actual needs of student management, actively try and promote the implementation of Ideological and political education in key special work, In order to lay a solid foundation for improving the effect of counselors' Ideological and political education. For example, counselors can implement ideological and political education activities in special work such as study style construction, dormitory management, student funding and evaluation, mental health education, career planning and employment and entrepreneurship

guidance, and make breakthroughs from various points to ensure that the expected purpose of education can be realized. At the same time, it also promotes counselors in higher vocational schools to take a professional, professional and sustainable development path. In addition, to improve the incentive mechanism of counselors' Ideological and political education, it is necessary to ensure that counselors' salary, evaluation of excellence, training development and other aspects are directly linked to the assessment results. Party organizations at all levels of the school should pay attention to the care and training of counselors, improve their personal ideological and political quality and professional level, and practically improve the salary of higher vocational counselors from the actual situation, so as to ensure that counselors are full of vitality and enthusiasm in their work, have a sense of identity and achievement in their work, and maintain the long-term relative stability of the team, Attract more young talents into the team of higher vocational counselors, so as to provide institutional guarantee for improving the effect of counselors' Ideological and political education.

2.5 Pay attention to the construction of campus culture and improve the effect of Education

At present, each higher vocational school should have its own campus culture, which can affect students' personality, conduct, behavior and other aspects, which plays a positive role in improving the effect of Ideological and political education of high school counselors. This is mainly because, in addition to regular contact with counselors, students' ideological influence comes from campus culture. The factors that constitute campus culture are mainly divided into material factors, spiritual factors and institutional factors. Material factors refer to the buildings in the campus, such as teaching buildings, libraries, etc. Mental factors refer to the mental outlook of teachers and students on campus and various reactions when organizing activities. Institutional factors refer to the relevant management systems or norms formulated by the school for teachers and students to guide teachers and students to grow together in an institutional way. Students' time with counselors is limited, but living on campus every day, the influence of campus culture on students' ideology is imperceptible. When the campus culture is full of a positive atmosphere of being aggressive and striving for progress, students will be infected by this atmosphere and will naturally be strict with themselves and improve their learning and professional skills. Therefore, if counselors want to effectively improve the effect of counselors' Ideological and political education, they need to pay attention to the construction of campus culture, so as to promote students' Ideological and political literacy and consciousness to be improved imperceptibly.

Summary:

In a word, higher vocational schools need to be fully aware of the importance of improving the effect of counselors' Ideological and political education, and promote ideological and political education activities to carry out educational activities efficiently, so as to guide students to establish correct values. In this regard, higher vocational schools can start from the following aspects: find the correct orientation of education and clarify their own responsibilities; Rational application of new media and innovation of education methods; Improve the ideological understanding and deepen the management concept; Establish working standards and improve the incentive mechanism; Pay attention to the construction of campus culture and improve the effect of education. In order to significantly improve the effect of counselors' Ideological and political education, and then cultivate high-quality talents to meet the needs of social development.

References:

- [1] Maoli Tian, Yangming Zhang Research on the innovation path of counselors' Ideological and political work in Higher Vocational Colleges in the "Internet +" era [j]Industry and Technology Forum, 2022,21 (22): 257-258
- [2] Li Jie An analysis of the strategies of higher vocational counselors to effectively integrate ideological and political education into students' daily management [j]Modern vocational education, 2022 (23): 145-147
- [3] Yang Li Research on the importance of Ideological and political work of higher vocational counselors from the perspective of "new generation of the times" [j]Theoretical observation, 2020 (04): 151-153
- [4] Wenjing Tian, Zihua Gu The quality cultivation path of higher vocational counselors' Ideological and political work from the perspective of "three complete education" [j]Higher education forum, 2020 (02): 27-29+42
- [5] Kun Wang Ways to improve the effect of Ideological and political education of college counselors [j]Journal of Chongqing Vocational College of electronic engineering, 2019,28 (03): 90-92