

A Study on the Impact of College Counselors on College Students' Career Planning Based on Role Orientation and Path Optimization

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Abstract: This paper discusses the key significance of college students' career planning and development in China, focusing on analyzing the role orientation of counselors and their functions in this process. Combined with the core content of career planning, the study explores how counselors can assist students' career development through various approaches, including awakening career awareness, enhancing self-cognition, and promoting career exploration. The specific implementation paths cover classroom teaching, thematic training, second classroom activities, the construction of "one-stop" student communities, and personalized heart-to-heart talks, so as to give full play to the role of counselors in career guidance.

Keywords: Counselors; Role orientation; Career planning

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1. Introduction

Career planning is a key method to help students tap their potential and enhance their motivation for growth. It can effectively avoid the blindness of students' study and life during their college years, and lay a solid foundation for their future career development and smooth employment. The college stage is a golden period for career planning, which has a profound impact on students' future career choices and development. According to the *Regulations on the Construction of Counselor Teams in Regular Institutions of Higher Education*, "career planning and employment and entrepreneurship guidance" is one of the important responsibilities of counselors. Counselors in higher vocational colleges should earnestly perform this responsibility and strive to become students' "guides on the road of growth and intimate partners in life." By providing comprehensive career planning guidance and services, they can help students establish a scientific employment outlook, a career choice outlook, an entrepreneurship outlook, and a talent outlook, and assist students in achieving better career development ^[1].

2. The guiding roles of college counselors in college students' career development

2.1. Stimulating career planning awareness

Through systematic guidance, students can recognize the importance of career planning and understand its profound significance for personal development. It cultivates students' habit of actively thinking about their life direction, internalizes the concept of career planning into conscious actions, enhances practical motivation, and ultimately forms an attitude of being responsible for their own career development ^[2].

2.2. Promoting the development of self-cognition

Many students lack a clear future plan after entering college. They are unclear about their career positioning and development and just muddle along. Therefore, counselors should guide students to comprehensively evaluate their personal traits, including the impact of interests, personality, abilities, and values on career choices, and cultivate their spirit of active exploration. They should also guide students to base themselves on the present and look to the future, establish a continuous learning mechanism, improve professional abilities through targeted training, avoid falling into ability bottlenecks, and maximize personal value ^[3].

2.3. Expanding career cognition horizons

Counselors guide students to systematically analyze the influencing factors of the career environment and thoroughly explore the specific requirements of target occupations. They help students understand that career positioning is a dynamic development system throughout the college years, including links such as self-cognition, job search preparation, employment competition, and opportunity selection. At the same time, they cultivate students' career concepts that keep pace with the times and enhance their ability to discover opportunities and realize their career ideals ^[4,5].

2.4. Cultivating career decision-making ability

Counselors help students transform career planning theories into practical abilities, recognize the subjective and objective factors affecting decision-making, and master different decision-making models. They train students' rational decision-making thinking through scenario simulation and other methods, cultivate scientific decision-making methods, and guide them to apply them in real life. They also strengthen students' sense of responsibility and make them understand the key impact of decision-making on career development ^[6].

2.5. Improving career adaptability

Through practical education, counselors help students recognize the uncertainty of career development and cultivate psychological qualities to actively respond to changes. They guide students to understand the dynamic characteristics of the career field and develop professional habits of proactive decision-making and rapid action. Emphasis is placed on cultivating the cognitive abilities and adaptability skills required for students' sustainable development, including the ability to screen and verify information, so as to prevent career risks ^[7].

3. Practical paths for college counselors to conduct career planning guidance

3.1. Carrying out personalized heart-to-heart counseling

Counselors should take heart-to-heart talks as a basic working method and establish personalized guidance files with a "one student, one plan" approach. Through regular "one-on-one" in-depth exchanges, group discussions, and other forms, they can gain a deep understanding of students' personalized needs in career

cognition, professional identity, employment choices, and other aspects. Focus on conducting hierarchical guidance according to the characteristics of students in different grades: focusing on professional cognition guidance for freshmen, strengthening career awareness training for sophomores, emphasizing the improvement of employment ability for juniors, and focusing on job-hunting skills guidance for seniors. In the process of communication, a typical case database should be established to record typical problems and solutions for reference in subsequent work. At the same time, attention should be paid to the use of career assessment tools to help students fully understand their own interests, abilities, and values, guide them to combine personal traits with career development, cultivate correct employment and entrepreneurship concepts, and improve social adaptability ^[8,9].

3.2. Strengthening the professional competence training of counselors

In accordance with the requirements of the Ministry of Education's *Regulations on the Construction of Counselor Teams in Regular Institutions of Higher Education*, a three-level training system of "school-provincial-national" should be established. At the school level, the university should regularly organize special workshops and case seminars on career planning to provide counselors with more professional and systematic theoretical support and practical opportunities; at the provincial level, select backbones to participate in vocational instructor training; at the national level, use resources such as the National Vocational Education Intelligent Education Platform to carry out online learning. Focus on participating in professional certification training such as GCDF (Global Career Development Facilitator) and BCF (Career Planning Facilitator) to systematically master professional skills such as career consulting skills and the application of assessment tools. Establish a virtuous mechanism of "promoting learning through training and applying through learning," and promote the transformation of learning achievements through forms such as training achievement reports and experience sharing to continuously improve professional capabilities ^[10].

3.3. Promoting learning and improving effectiveness through competitions

Counselors should organize students to participate in professional competitions such as the National College Students' Career Planning Competition as much as possible, and build a four-level competition system of "college competition-school competition-provincial competition-national competition." In the preparation process, focus on guiding students to complete links such as career assessment, career exploration, goal setting, and path planning to systematically improve their career planning ability. Create an atmosphere and expand the influence of the competition by holding event briefings and excellent works exhibitions. Invite corporate HR and outstanding alumni to serve as judges to enhance the professionalism of the competition. Establish a follow-up mechanism after the competition to continuously optimize students' career planning. Through the competition platform, help students understand industry development trends, broaden their career horizons, establish a new employment concept of "employment first, then career selection," and ultimately achieve higher-quality employment ^[11-13].

3.4. Integrating career planning into daily study and life

Incorporate career planning education throughout the entire college process and build a "four-in-one" training model. In terms of professional learning, guide students to establish professional knowledge maps and clarify core competence requirements; in terms of practical activities, organize practical projects such as professional internships and enterprise visits; in terms of quality development, encourage participation in volunteer services

and community activities; in terms of psychological construction, carry out career adaptability training. Establish a “dual-mentor system for academic and career guidance” and invite professional teachers and enterprise mentors to provide joint guidance. Through theme class meetings, growth salons, and other forms, guide students to integrate their personal ideals into national development and achieve personal value while realizing social value^[14].

3.5. Innovating forms of practical activities

Relying on the second classroom and “one-stop” student communities, create an immersive career experience platform. Design a series of “Career Exploration Week” activities, including lectures by industry leaders, career role-playing, and enterprise open days. Develop “career challenge” interactive games to help students understand the requirements of different occupations through scenario simulation. Establish a career consulting room to provide professional consulting services. Set up career development associations to cultivate students’ self-education abilities. Through diversified activity forms, stimulate students’ initiative in planning and improve their career exploration capabilities^[15].

3.6. Expanding online guidance platforms

Build an “Internet + career guidance” service system. Integrate official resources such as the National 24365 Campus Recruitment Service Platform and the Xuezhong Platform to establish a one-stop information portal. Develop an online career assessment system to provide intelligent services. Use new media platforms to push content such as industry trends and job-hunting skills. Establish an online consultation appointment system to improve service efficiency. At the same time, strengthen network literacy education and cultivate students’ ability to screen information through case analysis to prevent job-hunting risks. Regularly conduct surveys on network usage and continuously optimize the service platform^[16-18].

4. Conclusion

College students’ career development planning is far more than simply imparting job-hunting skills; it is a continuous evolving and adjusting lifelong development process, and the employment stage is only an important node in this long journey. In this systematic project, counselors need to play the role of value guides, integrate various resources inside and outside the university, adopt diversified guidance strategies, stimulate students’ subject consciousness, and cultivate their ability for continuous exploration and dynamic adjustment in career development. As professional guides for students’ career development, college counselors need to improve work effectiveness from the following aspects: first, systematically master the theoretical system of career development and proficiently use professional tools such as career interest assessment and ability evaluation to provide scientific career consulting for students; second, conduct in-depth research on the industry development trends, job demand characteristics and employment market trends of various professional fields, and establish a professional employment information resource database; third, closely pay attention to the psychological changes of students in the process of career exploration and timely provide psychological support and emotional counseling. Only by comprehensively improving their theoretical literacy, practical experience, and psychological counseling capabilities can counselors better help students realize their career ideals.

Disclosure statement

The author declares no conflict of interest.

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