

Innovating the Student Management Mode of College Counselors Under the New Situation

Yu Yuan*

Zibo Vocational Institute, Zibo 255314, Shandong Province, China

*Corresponding author: Yu Yuan, 330156076@qq.com

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Abstract: As a specific group in the education system, counselors play a linking role among colleges, universities, students, and teachers, and they are the backbone of ideological and political education. The deepening of the new curriculum reform and the continuous innovation of new media technology and information dissemination methods have brought unprecedented opportunities and challenges to the student management mode of college counselors. Therefore, in order to further maximize the role of counselors, it is necessary to strengthen the innovation of the management mode. Based on the analysis of the need for innovation and the shortcomings at this stage, this study puts forward innovative measures, hoping to provide reference for the improvement of student management efficiency and quality.

Keywords: Counselor; Management mode; Innovative approach

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1. Introduction

In recent years, with the deepening of China's education reform, education has ushered in new development opportunities. In order to achieve high-efficiency development, all schools are actively responding to the national education policy and expanding their enrollment scale, thus exposing the disadvantages of the traditional education model. Based on the analysis of the significance of innovating the student management mode of counselors in order to promote work effectiveness, and from the "people-oriented" perspective, in combination with the hierarchy theory of human needs, the primary condition for the innovation of an efficient student management mode is to pay attention to the penetration of the "people-oriented" concept, the establishment of one's own sense of belonging in daily work practice, and the sense of achievement on the basis of respect and satisfaction, so that they will be able to carry out the education work in a creative manner^[1].

2. Significance of innovating the student management mode of college counselors

The rapid development of social economy has played a positive role in promoting the reform and innovation of higher education in China, but it has also brought new challenges to the student management of college counselors. Therefore, it is urgent to innovate the student management mode to promote the rapid achievement of the goal of higher education under the new situation^[2]. In the practice of student management in colleges, a department is generally taken as a unit, and as the main body of student management, counselors undertake the important task of promoting the effective communication between students and the school. Therefore, they play a very important role in the entire education system. The continuous innovation of an efficient student management mode is not only conducive to improving its

quality and efficiency, but also promoting the scientific cultivation of students' ideological and moral awareness as well as their skills in a comprehensive manner^[3]. From the perspective of educational reform, it is important to carry out scientific innovation of the student management mode along the direction of the party's educational reform and realize the mutual unity of counselors' work direction and social development, so as to maximize work effectiveness, and eventually promote the rapid development of the overall education level and the achievement of the goal of creating harmonious colleges and universities.

3. Analyzing the problems in the student management mode of college counselors

3.1. Lacking management ability and management experience

In the practice of student management, counselors are direct implementers and leaders. They play an important role in carrying out ideological and moral education^[4]. Theoretically, having acquired theoretical knowledge in politics, psychology, management, pedagogy, and other disciplines, as well as good organizational coordination, management control, and interpersonal skills, are all important traits of an efficient counselor. However, in actual settings, the lack of management skill, management experience, and innovation ability are the major stumbling blocks to improving the student management efficiency and quality of counselors. As a result, when confronted with emergencies in the practice of student management, they appear to be at a loss, severely jeopardizing the timeliness of student management^[5].

3.2. Barriers in communication between counselors

Under the traditional education model, the work and personnel relationship of counselors are often independent and scattered in each college. Due to the differences in disciplines, there are minimal work exchanges between counselors. When students face a situation, counselors find it challenging to handle it in a timely manner. Moreover, due to the differences in personnel affiliation, the process of mutual communication and mutual learning between counselors is flawed, resulting in poor communication between them^[6].

3.3. Improper management

In recent years, the enrollment scale of colleges and universities in China has expanded, and the enrollment threshold has been reduced. The diversity of student groups increases when students of different levels are recruited. Many counselors are too strict in student management and pay little attention to the psychological state of students. On the other hand, some counselors emphasize on utilitarianism in dealing with problems faced by students, often favoring students who perform well, which intensifies the contradiction between teachers and students, and thus failing to achieve the original goal of student management^[7].

3.4. Insufficient emphasis on new media

At this stage, many counselors are not paying enough attention to media education when carrying out ideological and political education. Many of them are not aware of the impact of new media on students' ideology, and the education mode is stagnant in the traditional education mode^[8]. Especially in the process of theoretical education, the shaping of students' ideological beliefs and moral qualities by ideological and political education is far from meeting the requirements of student management in terms of new media.

3.5. Flawed management system and poor service awareness

In the context of the new curriculum reform, many college counselors are constantly trying new management systems, but practice has shown that they cannot be fully utilized in modern student management, resulting in non-standardized working systems and insufficient refinement of the management mode, which brings greater inconvenience to student management^[9]. Furthermore, many

counselors will withdraw from serving students as a result of more routine work, less daily in-depth class practice, and insufficient in-depth communication with students, resulting in a larger gap in the relationship between teachers and students and more challenges in future work ^[10].

4. Innovating the student management mode of college counselors under the new situation

4.1. Improving the work dimensions of counselors

4.1.1. Strengthen the learning of new ideas and emphasize on the dimensions of education and management

In an efficient education system, counselors are frontline educators. Therefore, in daily work practice, they should further strengthen their theoretical learning, unify their thoughts and actions with the spirit of the 19th CPC National Congress, and deeply grasp the mission of college counselors under the new situation ^[11]. With the continuous advancement of China's education reform, new requirements have been put forward for ideological and political work in colleges and universities under the new situation, requiring all college counselors to highlight the affinity and pertinence of ideological and political education in daily work practice, so as to meet the needs and expectations of students' growth and development ^[12]. College counselors should first begin by expanding their own ideological and political knowledge and the professional knowledge of the students they serve. They should carry out efficient and targeted management work ^[12]. By further improving education and management, and establishing a standardized index system, it is possible to objectively evaluate the work efficiency and value of counselors. Therefore, if counselors want to advance quickly in terms of their professional capabilities, they must excel in educating and serving people from the dimensions of education and management. In addition, they should always remember their professional identity, rectify their conduct, strengthen their sense of social responsibility, and influence students in such a way that the students will cultivate positive and optimistic attitudes as well as an indomitable spirit ^[13].

4.1.2. Guard offline education and build a strong online ideological foundation via new media

In the daily practice of education and management, it is important to pay attention to the organic combination of online ideological and political education and practical education. Offline education includes counselors' everyday activities, which may be considered the most fundamental aspects of their work ^[14]. The organic combination of online and offline educational activities not only shortens the distance between teachers and students, but also enhances the orderly development of ideological and political education. With the continuous improvement of information technology, all kinds of new media have emerged one after another. Students' thoughts, behaviors, and situation have been greatly affected by scientific application. Therefore, college counselors should actively learn and use new media, timely control the dynamics of students, strengthen online communication and interaction, focus on issues concerned by students, and share with them these contents in the form of audios, videos, PPT courseware, pictures, and texts, so as to realize effective communication and exchange between teachers and students, increase the participation and effectiveness of online education, as well as build a strong online ideological foundation ^[15].

4.2. Adhering to the educational concept of building morality, cultivating people, and educating people in an all-round way

4.2.1. Take students as the center of education and guide them in all areas

In the process of education management, counselors should change their way of thinking and education, position their roles in "service," "organization," and "guidance," take students as the center of education, and provide high-quality education services to students, so as to meet students' personalized development

needs at all stages and maximize their potential. In student management work, counselors should strive to reduce the pressure on students, provide enough space for students to develop, show care, and create opportunities for students to nurture their talents through various cultural activities on campus ^[16].

4.2.2. Grasp students' outlooks and enhance their moral character and professional quality

In terms of moral character development, "post-90s" and "post-00s" students are mostly raised in one-child homes and have always been the center of attention in their families. Therefore, they tend to lack teamwork spirit and may suffer from issues, such as selfishness ^[17]. In view of this, counselors should use scientific educational means to help these students out of their growth dilemma, smoothly realize the transformation of social roles, guide these students to deal with relationships properly, solve the contradiction between their own ideals and reality, as well as guide those who have unclear life ideals and learning goals. In their daily work, counselors should strengthen the close cooperation with teachers, cultivate students' moral quality, cultivate a correct understanding of occupation among students, and improve their professional quality by establishing ideal career plans and various practical activities.

4.2.3. Pay attention to individual student

Dormitories and classrooms are not only significant places for students to learn and live, but also for their interpersonal relationships and everyday performance. Counselors can only accurately gauge the inconsistencies among students if they delve deep into these areas. By guiding students on how to deal with contradictions, they may come to learn how to behave and do certain things, which is beneficial for integrating collectively. In addition, through careful observation of students' daily situation, class state, and communication, it is then possible to promote the cultivation of good living and learning habits with timely guidance and care ^[18].

4.3. Creating scientific management strategies

Formulating scientific and reasonable management strategies has a role in optimizing the management of counselors, including scientific direction, ideal implementation plan, strict implementation, and timely feedback.

4.3.1. Scientific direction

In order to judge whether the decision-making is scientific and reasonable, it is necessary to consider the authenticity of ideological, political, and moral theories. Scientific and reasonable decision-making will point out the direction for student management. In the process of decision-making, counselors should make scientific and reasonable decisions based on the students' voice and the understanding of their specific needs, so that their actual needs can be met ^[19].

4.3.2. Ideal implementation plan

Having a sound implementation plan is an important basis to ensuring the effectiveness of decision-making. Therefore, counselors should establish a database that contain the basic information of students, including their morality, life, thought, and emotional status, and use this database as the basis in the planning process.

4.3.3. Strict implementation

Counselors should not execute plans mindlessly during the implementation phase. They should consider students' sentiments, advocate detailed control, and be adamant about not implementing them blindly when the conditions are not right ^[20].

4.3.4. Timely feedback

It is necessary to establish an ideal communication platform between counselors and students, as well as broaden the interactive communication channels with students, so as to fully understand their learning and living conditions, and thus improve the quality and efficiency of the management mode.

5. Conclusion

In terms of student management, counselors should delve into reality, understand students' real needs, actively change their ideals, adhere to the "student-oriented" principle, encapsulate their management experience, implement the educational concept of improving counselors' work dimensions and adhering to moral education as well as comprehensive education, and propose scientific management strategies to improve the management mode of college counselors, thus providing higher quality educational services for college students.

Disclosure statement

The authors declare no conflict of interest.

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