

# Integration of Ideological and Political Education into Student Management by Higher Vocational Counselors

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**Abstract:** In order to give full play to the role and value of higher vocational counselors in student management and improve the student management level, this paper analyzes the situation of higher vocational student management development and points out the role of ideological and political education in higher vocational student management as well as the effective strategies to integrate ideological and political education into higher vocational student management, so as to provide reference for relevant personnel.

**Keywords:** Vocational college counselor; Student management; Ideological and political education

**Online publication:** January 17, 2023

## 1. Introduction

Higher vocational counselors play important roles in the academic lives of higher vocational students. Ideological and political education is one of the contents that must be integrated into the current education. In the student management work, integrated ideological and political education can effectively guide students in sorting out correct ideas and play a positive role by assisting higher vocational counselors to better manage higher vocational students. Ideological and political education in higher vocational college student management has extraordinary value, and this article mainly expounds the practical ways for integrating ideological and political education into student management.

## 2. New situation of student management in higher vocational colleges

### 2.1. Development of higher vocational colleges confronted by the new situation

The reform and change in the social demand for talents have put forward new challenges for the talent training mode of higher vocational colleges. In the process of development, higher vocational colleges should not only meet the needs for certain types of social talents, but also ensure the teaching characteristics and professional characteristics of the school. The combination of talent needs and professional characteristics has put forward new demands for the development of education in higher vocational colleges. In order to cultivate students and talents with better comprehensive quality, higher vocational colleges need to make further adjustments in their personnel training programs and educational resources to contribute to the response to national policies and development <sup>[1]</sup>.

## **2.2. Evident impact of social ideology on students in higher vocational colleges**

Higher vocational colleges, as the main platform to train professional talents for the society, are imperative in educational reform in the face of the ever-changing needs of talents in the society. However, higher vocational school students are easily influenced by social ideology, and national higher vocational education colleges are in a critical period of reform. The impact of the changes in ideological and political work, educational forms, and personnel training on higher vocational school students are evident. In the face of the ideological and political education policy and direction pointed out by the state, higher vocational colleges, under the influence of different informatization levels and the reform of ideological and political education system, should continuously emphasize on the functional value of ideological and political education, steadily exert the advantages of ideological and political education in the management of students in higher vocational colleges, stabilize the ideological consciousness of students in higher vocational colleges, as well as guide students in such a way to better adapt to the market changes, constantly improve their self-awareness, better work for the development of the society, and establish correct ideas, so as to achieve the purpose of talent training in higher vocational colleges <sup>[2]</sup>.

## **2.3. Significant changes to the learning environment of higher vocational college students**

With the development of electronic information technology and the internet, higher vocational college students have increased access to knowledge, and the speed of information transmission, especially in China, has reached a new height. However, in the face of diverse information on the internet, higher vocational students would inevitably be affected by negative information that may lead them astray while acquiring knowledge. In this context, ideological and political education plays an important role <sup>[3]</sup>. Higher vocational colleges in China are actively developing a new teaching mode using information technology, so that students can gain more knowledge and information by using information technology, and at the same time, they can choose to “follow” certain teachers based on their own preference <sup>[4]</sup>. In this environment, it is a prerequisite for vocational college students to have certain thought changes. The use of ideological and political education would help guide students to establish correct ideas in this complex information environment and maintain a normal state of mind as well as the correct three views.

## **3. Importance of integrating ideological and political education into the management of higher vocational counselors**

### **3.1. Guide students to establish correct ideological concepts**

The finite scope and limited time of ideological and political education in classrooms restrict the ideological and political education work. Vocational counselors should integrate ideological and political education into the daily management of students in order to understand the ideological and ideological dynamics of students, guide students in such a way to improve their self-awareness and establish the correct values and outlook on life with the best form of education <sup>[5-8]</sup>. Through the guidance of ideological and political education, students would not only retain their own personality, but also develop the right ideological attitude and gradually become individuals with self-awareness. The application of ideological and political education allows higher vocational counselors to achieve twice the result with half the effort. Higher vocational counselors are mainly responsible for all states outside the classroom of the students’ office, and the guiding means of ideological and political education are more evident.

### **3.2. Guide students to cultivate professional ethics and sense of responsibility**

The purpose of higher vocational education is to cultivate and provide ready-available talents for the development and innovation of the society. The training focus of higher vocational colleges is to cultivate a large number of talents needed for social infrastructure construction. A large number of talents are needed

for social infrastructure construction. This is the most basic component of social development. The educational responsibility of higher vocational colleges is to cultivate “five good” youth, guide students in such a way to establish patriotic thinking <sup>[9-11]</sup> and professional ethics, as well as to nurture students’ sense of responsibility. There is a need for students to clarify their responsibilities in the society, formulate career goals, and strive for them to realize their life value. The application of ideological and political education in student management by higher vocational counselors can better guide students in establishing a sense of responsibility and clarifying correct moral concepts.

### **3.3. Improve the quality and efficiency of professional course learning**

Ideological and political education is a type of education that cultivates core values and establishes socialist ideals and beliefs in students. A country will not have a future nor a nation, hope, if the younger generation does not have socialist ideals, skills, or a sense of responsibility. Guided by ideals and beliefs, vocational education and education for improving professional learning ability guide vocational college students to aim high and base themselves on the strategic heights of the country, society, and nation. Only in this way can they be focused on pursuing their own interests. Only when the younger generation firmly adheres to the historical mission of the “Chinese Dream” – the “great rejuvenation of the Chinese nation” – can they be down-to-earth in their professional learning, constantly improve their learning quality and efficiency, and advance their youthful dreams through the great practice of realizing the “Chinese Dream” <sup>[12,13]</sup>.

## **4. Integration of ideological and political education into higher vocational counselors’ student management work**

### **4.1. Begin from their own management consciousness to improve their ideological cognition and give play to the value of ideological education**

Higher vocational colleges should adapt to the reform, innovation, and development of education forms and systems as well as optimize their self-management awareness and teaching awareness. Counselors in higher vocational colleges, as administrators of students in schools, are alike parents. Higher vocational counselors should pay more attention to integrating the content of ideological and political education into student management, strengthen school student management, contribute to the creation of excellent campus culture, and actively awaken their self-awareness, clarify the role of ideological and political education in student management, recognize their self-positioning, and contemplate ways to integrate ideological and political education into student management. Higher vocational counselors should comprehensively analyze the current state of students according to the current situation of the school and education stage, make use of ideological education to carry out student management, implement ideological and political education in the management of students at all stages, and give full play to the value of ideological education <sup>[14]</sup>.

### **4.2. Improve counselors’ organization and deeply integrate ideological and political theories**

As the “parents” of vocational college students in schools, counselors are responsible for the daily management of vocational college students, which has an important role in the stable and sustainable development of schools. The organization of counselors in vocational colleges requires improvement by recruiting more excellent counselors and conducting pre-job training for counselors. In the student management work, the team of vocational college counselors should deeply integrate ideological and political theories, combine ideological and political theories with practical work, and formulate different ideological and political education policies according to the development at different stages. At the same time, vocational college counselors need to be in touch with current affairs and political issues, master real-time key points, and share them with students to help students in personality construction and to establish

correct values <sup>[15]</sup>. In the in-depth integration of ideological and political theories, it is necessary to cultivate students' ability to solve problems and control their emotions, expand the depth and breadth of students' ideological understanding, guide students' development based on socialist core values, give full play to the value of ideological and political education, shape students' thoughts so that they are in line with the country's, and encourage students' to give back to the society.

### **4.3. Introduce new media technology and optimize the training of student cadre**

#### **4.3.1. Introduce new media technology**

With the advancements in new media technology, higher vocational colleges should also follow the trend of the times, introduce new media technology, and give full play to the value of new media technology, such as using WeChat groups, QQ groups, *etc.*, to achieve the development of integrated online and offline ideological education. Counselors should use new media technology to advance the application of new media technology, understand students' state of mind and current problems, and propose different solutions for different students <sup>[16]</sup>. At the same time, counselors should regularly share motivational images or videos to encourage students to optimize their self-awareness and think, thereby stabilizing their state of mind and guiding them in such a way to establish the correct three views.

#### **4.3.2. Strengthen the training of student cadres**

There is a student union in every higher vocational college. The student union is an important organization that helps the school manage students. It plays an important role in student management. The training of student cadres should begin from the following points: first, in the process of selecting cadres, it is imperative to strengthen the supervision over the selection process; student cadres with higher quality, healthier thinking, and stronger working ability should be selected, and assessment should be conducted before the student cadres join the organization <sup>[17]</sup>; second, it is necessary to pay attention to the management and training of student cadres once they have joined the organization; the student cadres must be responsible for themselves and set a correct example for the other students, and the counselors must assess the ideological status of the student cadres and carry out ideological and political education regularly; if ever the student cadres violate the rules, the counselors must stop and guide them appropriately; third, it is necessary to strengthen the education and training of student cadres, carry out an all-round and diversified ideological and political education for student cadres, impose strict requirements on the learning attitude and ideological attitude of student cadres, and ensure that they set an example for other students.

### **4.4. Set up a student management team and improve the influence of study party branches**

#### **4.4.1. Set up a student management team**

A student management team is composed of excellent students and party members. By introducing excellent students and talents, we will be able to jointly form a student management team that provides support to vocational college counselors in ideological and political education. The student management team can delve into students' internal thoughts, and thus identify students' ideological trends and form a mutual help group. With a positive outlook, even in the face of social need changes and complicated social information, vocational counselors can also use the student management team to carry out ideological and political activities regularly on campus, hold meetings on ideological and political education, and understand the current situation of students in these activities. According to different majors, we can formulate activity contents by category, combine theoretical knowledge with practical activities, promote the improvement of students' personality, solve practical problems for students, and encourage students to have a positive outlook.

#### 4.4.2. Improve the influence of the student party branch

Counselors should strengthen the influence of the student party branch, dig into the student party branch, and carry out a series of practical activities, such as learning about the party history and constitution, current social events, *etc.* Counselors should also combine ideological and political education theories with the activities of the party branch and carry out various meaningful activities, so that the party members would be able to expand their understanding of the party and improve their ideological level through practical activities. Student party members should attempt to improve their ideological understanding and play a vanguard and exemplary role in ordinary class activities. In addition, we should constantly add “fresh blood” to the student party branch, strengthen the ideological and moral construction of activists, join in the activities organized by the student party branch, and constantly improve the overall quality of activists, so that the student party branch can play a positive role in the daily management of students <sup>[18-20]</sup>.

### 5. Conclusion

Ideological and political education plays an important role in the management of higher vocational students. It guides higher vocational counselors in the management of higher vocational students, gives full play to the value of higher vocational counselors in student management, and helps schools cultivate higher vocational students with good learning attitude, high sense of responsibility and arbitrary awareness, and excellent quality.

### Disclosure statement

The author declares no conflict of interest.

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