

Study on Path Selection and Implementation Effect of Counselors in College Students' Career Planning Education

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Abstract: Under the background of a severe job market and fierce talent competition, the career planning education of college students is of great importance. In this study, a combination of quantitative and qualitative research methods was used; 500 students in Shenzhen Polytechnic of Information Technology were surveyed by questionnaire, and 40 counselors were interviewed in depth to comprehensively analyze the role and practical effect of counselors in career planning education. The research showed that the role positioning of counselors includes the guide of students' career development, emotional support, and job-hunting strategy, and the specific path selection involves the strengthening of professional knowledge, the construction of interpersonal relationship networks, and personalized counseling. Based on the survey and interview data, this paper constructed a model for enhancing the role of counselors in career planning education and put forward a set of targeted work paths.

Keywords: College counselors; Career planning; Role positioning; Path selection; Implementation effect

Online publication: May 23, 2024

1. Introduction

In today's environment of fierce competition for talent, how college students plan their careers has become an issue that cannot be ignored. College counselors play a unique and important role in providing continuous and all-round career guidance to students by building a bridge of communication. Among the many service paths and methods, the precise design of position positioning and development routes, the in-depth mining of students' individual needs, and the systematic planning of career strategies have become the high-frequency keywords of counselor services. Through multidimensional data analysis, this study comprehensively evaluated the effectiveness and influence of counselors in providing career planning education services and found that counselors played a significant positive role in promoting students' career cognition, job-hunting ability, and psychological adaptation. In order to evaluate the implementation effect of these service paths, this study used regression analysis to conduct in-depth certification of the effectiveness of service paths, and the results showed

that the personalized guidance services of counselors have significant advantages in improving students' ability to solve practical career problems^[1,2]. In practice, counselors not only impart necessary career knowledge, but more importantly they stimulate students' inner motivation for self-reflection and career planning through diversified means such as face-to-face communication, online interaction, and scene simulation. A set of systematic vocational education implementation processes has been formed, aiming to ensure that students can obtain adaptive guidance and support at various stages of career development through professional training, mock interviews, and regular evaluation^[3]. The research is expected to provide more accurate and effective career planning education services for college students by strengthening the role of counselors and integrating resources, and provide references for counselors' career planning education.

2. Overview of college students' career planning

2.1. The importance of career planning

Career planning plays an irreplaceable role in helping students establish correct career concepts and standardized employment behaviors and strategies. Through systematic career guidance, we can ensure that students can quickly adapt to society after graduation. The research shows that career planning education can not only improve the comprehensive quality and employment competitiveness of college students but also stimulate their innovation potential and social responsibility^[4]. In the process of career planning, counselors play a vital role; they are not only the instructors of students' career development but also the providers of emotional support and career strategies^[5].

In terms of the importance of career planning, current studies show that more than 80% of college students are aware of the importance of career planning and have a strong demand for career guidance services. This demand drives the role and function of counselors in career planning education to show a trend of diversified development^[6]. Effective career planning education can improve the accuracy of students' self-understanding, help them establish career goals, formulate ways to achieve goals, and promote personal growth and development^[4,5].

The core of career planning is to help students accurately position their career direction according to their own characteristics and social needs, and actively cope with the challenges that may be encountered in their future careers. In addition, counselors should cultivate students' ability to manage their careers independently, guide them to take the initiative to build interpersonal networks, and explore and enhance personalized career advantages. In this regard, the counselors of Shenzhen Polytechnic of Information Technology rely on the network platform resources, creatively combine the campus culture, and significantly improve the effectiveness of the implementation of career planning education in the way of personalized counseling^[6].

2.2. Current situation of college students' career planning

Existing research reveals that most college students are still at a loss about how to plan their careers, despite the career guidance courses widely offered by colleges and universities. More importantly, their satisfaction with the career planning services provided by the counselors is low, reflecting a certain gap in the current career planning education^[7]. According to the follow-up survey of students in previous graduation years, although they have been exposed to career planning theories during their studies, less than 10% of them can actually apply the theories to practice^[8]. According to the survey, current counselors often adopt general procedures and methods when implementing career planning guidance, ignoring individual differences between students and the actual needs of the job market^[8]. In this context, this study aims to explore how to improve the implementation effect of counselors in college students' career planning education, in order to provide students with more accurate

and effective career development guidance.

3. The role and function of counselors

3.1. Counselor's role in career planning

The counselor's participation dynamically adjusts students' career expectations and goals, shapes their job-hunting behavior, and stimulates their internal motivation for career development. The main functions of counselors in career planning are reflected in three aspects. Firstly, they provide students with career information and consulting services to help students understand the career needs and development trends of all walks of life. Secondly, counselors guide students to self-understanding and self-evaluation, and help students to clarify their interests and abilities, as well as the matching career path. Lastly, by organizing training and lectures related to career development, counselors improve students' actual employability and adaptability to the workplace. In this process, the role of the counselor is not only limited to the transfer of knowledge but more importantly, the role of emotional support and career decision-making assistance for students. Research shows that college counselors play a unique role in strengthening students' job-hunting skills, guiding career design, helping to build practical experience, and shortening the distance between students and the workplace^[6,9].

In further practice, through regular communication with enterprises, college counselors build a direct bridge between students and the workplace and help college students systematically plan job search paths and adjust job search strategies according to market demands. In addition, counselors should also use their professional knowledge of psychological counseling to provide professional counseling support for the confusion and anxiety that students may encounter in the process of career planning and job hunting. In the aspect of personalized counseling, counselors design specific and targeted counseling programs according to the actual situation and needs of students, so that students can realize their personal characteristics and make more sensible and reasonable choices in college or job hunting^[1]. It can be seen that the multi-role positioning and diversified path selection of college counselors in college students' career planning have become an important factor supporting the career development of students.

However, the effective implementation of these functions is not without challenges. Counselors need to continuously improve their professional knowledge and skills, strengthen their sensitivity to changes in the workplace, and establish a positive communication and trust relationship with students to jointly shape a positive career development environment. Therefore, the key to the success of college students' career planning education is to strengthen the construction of the team of counselors and enhance their professional level in career planning guidance^[9,10].

3.2. Methods for counselors to interact with students

This study conducted a comprehensive exploration of the effective channels of interaction between counselors and students, combined with questionnaire survey and interview data, in-depth analysis of the role positioning and function realization of counselors in career planning education. According to the data, the interaction between counselors and students mainly includes four aspects: first is through holding career development lectures and workshops, providing students with extensive industry information and future trend interpretation; the second is to provide personalized support and guidance to students according to their specific needs and perplexities by means of individual counseling talks; the third is to observe and communicate in daily life and study to understand the dynamic of students' career planning in real time and provide timely feedback; the fourth is to use online platforms and social media to broaden the scope of communication with students and provide online consultation and resource sharing services. By creating this multi-level and multi-channel

interaction model, the role of counselors in the field of career planning has been significantly enhanced. The research further points out that the professional quality of counselors plays a decisive role in the quality of interaction, which can effectively promote the participation of students in the interaction and enhance the effect of the interaction. The methods and tools adopted by counselors in vocational education are analyzed in depth, and the results show that counselors must adopt more flexible strategies to adapt to the individual and diverse needs of students compared with traditional political and ideological education methods^[11,12]. This not only requires counselors to have a wide range of career knowledge and resources but also requires them to be able to flexibly use information technology and multimedia tools, as well as to build a cooperative mechanism with student leaders to jointly promote the implementation of career planning education^[11].

4. Path selection and implementation strategy

4.1. The theoretical basis of counselors' path selection

According to the career development theory and the development law of college students, counselors should adhere to the principle of individuation and development to deepen students' understanding and interest in career planning. According to the stage characteristics of the psychosocial model, counselors can better grasp the psychological needs of students in different grades, and identify the core values and ability tendencies of students in the process of a career with the help of career anchor theory^[13]. Social cognitive career theory further emphasizes the role of self-efficacy in career choice and lasting action^[10]. Counselors need to enhance students' self-efficacy through effective strategies, such as establishing internship opportunities and career counseling, to help students construct a more complete career plan. In addition, based on the career anchor theory, counselors should also pay attention to practical skill training in path selection, such as mock interviews, resume writing guidance, etc., to enhance students' active exploration and practice ability of career planning^[3]. Counselors also need to design diversified activities and workshops for different student groups according to the situational adaptation theory, so as to ensure the individualization and operability of vocational education and cope with the constant changes in the job market and the challenges of future careers. Through in-depth study of theory and practice, counselors can work out a set of precise counseling programs for different individuals and career development needs at different stages, providing solid theoretical support and effective practical guidance for the implementation of career planning education for college students.

4.2. Specific strategies for the implementation of career planning

When implementing career planning for college students, counselors need to adopt precise strategies to improve the effectiveness of planning education. First of all, counselors must give full play to the role of vocational information screening and integration, and help students establish a sound vocational knowledge structure. In this process, the guidance of the latest career theory should be used, combined with the specific interests and abilities of students, and first-hand industry information should be provided to students through various channels such as campus recruitment, enterprise visits, career lectures, and other activities^[14]. Secondly, counselors should provide individualized career planning guidance according to students' personality characteristics. Psychological tests, career interest exploration, and other ways are used to obtain students' career tendency data, one-on-one employment counseling and psychological counseling with students, targeted action plans, and coping strategies can help students identify their strengths and potential for career development. In addition, counselors need to establish an effective cooperation mechanism with enterprises, alumni, and other external resources to expand students' career development resource base. By establishing a university-enterprise joint training platform and contacting outstanding alumni to return to campus to share their experiences, counselors

can promote students' integration with the industry and improve their core competitiveness in employment. In the process of strategy implementation, counselors need to continue to follow up on the implementation effect of students' career planning. By setting up career development files to record students' participation in career planning activities, thoughts, and feedback during job hunting, counselors can learn about students' implementation of career planning in real time and adjust guidance programs accordingly. This continuous tracking and feedback mechanism of counselors improves the participation and effectiveness of career planning activities and enhances students' confidence in job hunting and the sustainability of career planning^[15].

5. Conclusion

Based on the questionnaire survey of 500 students in Shenzhen Polytechnic of Information Technology and in-depth interview data of 40 counselors, this paper found that counselors play multiple roles in college students' career planning, which significantly improves the effect of college students' career planning education through guiding students' professional development, providing emotional support and job search guidance. The empirical study discovered that the improvement of students' cognition of career planning is closely related to the counselor's professional guidance ability across professional knowledge. Especially in the process of implementing career planning, the emphasis on personalized counseling has a significant positive impact on students' career decision-making ability and career planning satisfaction. At the same time, the research emphasizes the importance of the combination of campus culture and career planning education and integrates vocational education resources through campus cultural activities to form a campus cultural atmosphere conducive to college students' career development.

Disclosure statement

The authors declare no conflict of interest.

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