

# Research on the Optimization Path of College Counselor Team Construction in the New Era

Feifei Xue\*

Shenzhen Polytechnic University, Shenzhen 518000, Guangdong Province, China

\*Corresponding author: Feifei Xue, xff@szpu.edu.cn

**Copyright:** © 2024 Author(s). This is an open-access article distributed under the terms of the Creative Commons Attribution License (CC BY 4.0), permitting distribution and reproduction in any medium, provided the original work is cited.

**Abstract:** In the new era, the team of college counselors, as an indispensable and important component of the higher education system, bears multiple responsibilities such as ideological and political education, daily student management, mental health counseling, and employment and entrepreneurship guidance. With the rapid development of society and the diversified transformation of student groups, the construction of the counselor team is facing new challenges and opportunities. In-depth research on the optimization path of the construction of the college counselor team is not only significant for improving the overall quality and work efficiency of the counselor team but also directly related to the completion effect of the fundamental task of cultivating morality and talents in colleges and universities, as well as the achievement of the goal of cultivating more high-quality talents for the country. Based on this and the author's work experience, this paper first elaborates on the necessity of the construction of the college counselor team, and then conducts a deep analysis of its optimization path and strategy, aiming to provide a useful reference for the professionalization and professional development of the college counselor team, thereby promoting the sustainable development of higher education and the comprehensive growth of students.

**Keywords:** New era; Institutions of higher learning; Construction of counselor team

**Online publication:** December 3, 2024

## 1. Introduction

In the context of education in the new era, the country has put forward higher requirements for the quality of higher education, emphasizing the cultivation of morality and talent and paying more attention to the comprehensive development of students. Under this macro background, college counselors, as an important bridge connecting schools and students, are not only showing a trend of diversification and specialization in their team building status, but also facing problems such as high work pressure, unclear career development paths, and insufficient information application abilities, which severely restrict the improvement of the quality of higher education. Therefore, strengthening the construction of the college service team in the context of the new era can better adapt to the diverse needs of students and cultivate more high-quality

talents with both moral integrity and ability for the country and society <sup>[1]</sup>.

## **2. Importance of strengthening the construction of college counselor teams in the new era**

### **2.1. Providing clear career development directions for counselors**

In the new era, higher education is undergoing unprecedented changes, and the diversification of student needs is becoming increasingly evident. Strengthening the construction of college counselor teams in this context is crucial for promoting their professionalization and career development. Through systematic training and clear career planning, counselors can continuously improve their professional qualities, more accurately meet the diversified needs of students, and provide them with more effective and personalized guidance and services. The career development system encompassed in the construction of the counselor team clearly points out a clear future development direction and promotion rules for counselors, enabling them to scientifically plan and strive towards this goal, and thus achieve longer-term career development <sup>[2]</sup>.

### **2.2. Improving the comprehensive qualities of counselors**

In the new era, the education quality and student development of higher education institutions are receiving widespread attention from all sectors of society. To further improve the overall quality and work efficiency of the counselor team, it is essential to develop detailed and scientific promotion standards and continuously improve the career development system. The promotion standards not only cover the improvement of work efficiency but also include multiple dimensions such as academic research and student evaluation. The improvement of work efficiency means that counselors can better complete more work tasks in a limited time, providing students with more timely help and support. The deepening of academic research helps counselors keep up with the pace of the times, integrate the latest educational concepts and methods into student work, and enhance the scientific and innovative nature of their work. Student evaluation, as an important measure of counselors' work effectiveness, can directly reflect their level of recognition and satisfaction among students, prompting counselors to pay more attention to communication and exchange with students <sup>[3]</sup>.

As educators who work closely with students, counselors' work ability and level directly affect the effectiveness and quality of student work. The primary goal of strengthening the construction of the counselor team is to comprehensively improve their professional quality and comprehensive abilities, enabling them to better fulfill various responsibilities in student work, such as ideological education, academic guidance, career planning, and mental health. By continuously improving the professional quality and work ability of counselors, the systematicity and continuity of student work can be enhanced, ensuring that students receive comprehensive, systematic, and continuous attention and support during their college years, laying a solid foundation for their growth and success <sup>[4]</sup>.

### **2.3. Enhancing counselors' sense of belonging and professional identity**

Counselors play a crucial role in various aspects of higher education, including student ideological education, academic guidance, career planning, and mental health. Effective training and management of the counselor team can enable them to better adapt to the new requirements of student work in the new era. The professionalization and career development of the counselor team will also promote the overall development of the university, including improvements in education quality, scientific research, and international

cooperation and exchanges <sup>[5]</sup>.

As a bridge and link between universities and society, counselors not only need to fulfill their responsibilities in guiding and educating students on campus but also actively participate in social services, transforming the knowledge and talent advantages of universities into social service capabilities. For example, counselors can lead students to participate in social practices, volunteer services, and other activities, guiding them to apply what they have learned to solve practical problems and cultivating their sense of social responsibility and dedication. Counselors can also actively participate in school-enterprise cooperation, industry-university-research cooperation, and other projects, promoting the transformation and application of scientific research achievements in universities and injecting new vitality into social and economic development <sup>[6]</sup>.

### **3. Optimization paths for the construction of college counselor teams in the new era**

#### **3.1. Establishing a reasonable talent recruitment mechanism to optimize the construction of the counselor team**

To attract and select outstanding counselors with professional qualities and abilities, higher education institutions need to establish a reasonable talent recruitment mechanism. This mechanism should clarify the professional quality requirements of counselors, improve the transparency of the recruitment process, and adopt diversified recruitment methods to ensure the fairness of the selection process. When recruiting counselors, universities should clarify job responsibilities, required skills, career development paths, and other career goals, and use these as matching criteria for job seekers' career planning. Job seekers should also select counselor positions that match their career goals based on their own situations to improve the satisfaction and matching degree of both parties <sup>[7]</sup>.

The counselor recruitment plan should carefully explain the number of positions, recruitment time, and professional requirements. Besides traditional open recruitment, universities can also expand the recruitment scope and attract more talent through various channels such as campus job fairs, online platforms (such as university employment information networks and recruitment websites), and internal referrals. This diversified recruitment approach helps to broaden the coverage and success rate of recruitment. For counselors who meet the job qualifications and are successfully hired, universities should jointly develop career plans with them to enable them to plan their career development paths and goals, so that they can continuously stimulate their work enthusiasm and motivation in future work, providing necessary talent support for the long-term development of the university <sup>[8]</sup>.

#### **3.2. Constructing career promotion paths and incentive mechanisms to stimulate work enthusiasm and innovative spirit**

To fully mobilize counselors' enthusiasm and stimulate their innovative thinking, it is crucial for higher education institutions to establish a clear career promotion path and incentive mechanism, laying out a broad and diverse career growth path for counselors. Specifically, constructing a clear promotion structure requires universities to establish specific rank divisions and corresponding job promotion criteria, ensuring that each counselor can clearly see their career development blueprint and potential promotion opportunities. Besides the traditional administrative management path, new career development directions such as teaching and scientific research should be opened up, enabling counselors to flexibly choose the most suitable growth path

based on their interests, expertise, and career planning. This diversified design helps to stimulate counselors' inherent potential and promotes their comprehensive development in different fields <sup>[9]</sup>.

Personalized training plans and career development plans should be tailored for counselors at different career development stages, helping them continuously improve their professional skills and enhance their comprehensive qualities, thereby better adapting to the needs of career development. Based on a clear rank system, job responsibilities, promotion conditions, and evaluation criteria at each level should be clarified to provide a transparent and fair career development environment for counselors, enabling them to plan their careers with goals and plans. Counselors should be encouraged and supported to actively participate in teaching, scientific research, management, and other fields of work practice. Through cross-border cooperation and role transformation, their professional experience can be further enriched, and their comprehensive competitiveness in the field of higher education can be enhanced <sup>[10]</sup>.

### **3.3. Improving training and development mechanisms to provide professional guidance and personal career planning**

Annual training courses should be carefully planned based on counselors' job responsibilities, actual needs, and career development blueprints. The courses need to be closely aligned with practical work scenarios, ensuring the practicality and forward-looking nature of the training content, and providing value for counselors' long-term development. Universities should emphasize practice-oriented training links, adopting interactive teaching methods such as simulated case analysis and role-playing to enable counselors to learn and master key skills in simulated work environments, thereby comprehensively improving their ability to solve practical problems. Training resources should be expanded, and industry experts, outstanding counselors from inside and outside the province, and scholars from top universities at home and abroad should be actively invited to teach and share, helping counselors open up broader theoretical learning windows and providing them with rich practical cases and valuable experience.

Universities should be committed to exploring and establishing long-term training paths closely around the updating of counselors' professional knowledge, skill improvement, and team collaboration. By establishing strategic partnerships with well-known universities and industry organizations at home and abroad, universities can introduce more advanced training concepts, resources, and methods, continuously improving the professional quality of counselors.

Universities also need to organize regular expert lectures and workshops, inviting authoritative figures in the field to provide professional guidance to counselors. Counselors should be encouraged and supported to improve their scientific research literacy and academic level by actively participating in scientific research projects. In this process, necessary funding and resource guarantees should be provided to help them make progress in scientific research and further promote the professionalization and academic development of the counselor team.

### **3.4. Introducing assessment and evaluation mechanisms to stimulate work enthusiasm and motivation**

Higher education institutions should establish a sound assessment and evaluation mechanism to stimulate counselors' enthusiasm and innovative spirit. The core lies in identifying, selecting, and recognizing counselors who have performed well in their work through a fair and transparent assessment process. Implementing a dual-reward recognition mechanism can comprehensively motivate counselors' enthusiasm.

On the one hand, substantial material rewards such as bonuses and allowances can directly reward counselors for their hard work, serving as a direct motivator for their efforts. On the other hand, attention should be paid to spiritual recognition, such as issuing certificates of honor and holding grand recognition ceremonies, so that counselors can experience deep recognition and high respect from the school and colleagues, further enhancing their professional sense of honor and team belonging.

## 4. Conclusion

As an essential component of the higher education system, the counselor team plays an irreplaceable role in various aspects such as ideological and political education, mental health guidance, academic and career planning, and campus life management for university students. Faced with the rapid changes in the current social environment and the increasingly diversified needs of students, optimizing the structure of the counselor team and enhancing their professional literacy and service capabilities in higher education institutions are not only inevitable requirements for improving the quality of higher education and promoting students' comprehensive development, but also important steps towards realizing education modernization and building a harmonious society.

## Disclosure statement

The author declares no conflict of interest.

## References

- [1] Wang J, 2024, Discussion on the Current Situation and Countermeasures of the Construction of University Counselor Team. *Journal of Jiangsu Vocational Institute of Commerce*, (05): 40–42 + 56.
- [2] Li J, Zhang Y, 2024, The Value and Path Selection of High-Quality Development in the Construction of University Counselor Teams. *Reference for Middle School Political Teaching*, (40): 89–92.
- [3] Qin T, Wang Q, 2024, Practical Exploration of Promoting the Construction of University Counselor Teams in the New Era. *Party Building and Ideological Education in Schools*, (18): 82–84.
- [4] Tu Q, 2024, Research on the Construction of University Counselor Teams Based on the Perspective of Organizational Behavior. *China Journal of Multimedia & Network Teaching (Monthly)*, (09): 135–138.
- [5] Implementing High-Level Strategies to Promote High-Quality Development - New Practices in the Construction of University Counselor Teams in Jiangsu Province, 2024, *University Counselors*, (04): 2 + 81.
- [6] Wu X, Pan Y, Jiao D, 2024, Research on the Problems and Countermeasures in the Construction of University Counselor Teams in the New Era, Peking University Press Co., Ltd. *Proceedings of the 2024 Forum on the Construction and Professional Development of University Counselor Teams*, Party Committee Student Work Department of Shenyang Jianzhu University, 5.
- [7] Wang Z, 2024, Research on the Construction Path of Applied University Counselor Teams from the Perspective of New Productive Forces. *The Guide of Science & Education*, (21): 7–10.
- [8] Zhu Q, 2024, Realistic Challenges and Innovative Paths in the Construction of University Counselor Teams. *Shanxi Youth*, (13): 154–156.
- [9] Yun D, 2024, Research on the Optimal Path for the Construction of University Counselor Teams in the Context of the New Era. *University*, (19): 145–148.

- [10] Gao X, Nan Y, 2024, Reflections on Strengthening the Construction of University Counselor Teams. *Shaanxi Education (Higher Education)*, (07): 59–60.

**Publisher's note**

Bio-Byword Scientific Publishing remains neutral with regard to jurisdictional claims in published maps and institutional affiliations.