

# Research on the Development Mechanism and Function of Excellent Counselors in Colleges and Universities\*

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The development of excellent counselors is a dynamic process. Both the internal and external factors play a very important role in the growth process of excellent counselors in colleges and universities. The dynamic course and development stage of the excellent counselors and the internal and external factors that influence the growth of excellent counselors in Colleges and universities mutually influence and promote each other. Therefore, this paper mainly described from the analysis of the growth of excellent counselors in colleges and universities and the construction of their development mechanism.

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The growth of excellent counselors in colleges and universities is a typical virtuous circle process in the development of college counselors. There is a complete set of system procedures and work ideas in our country over the past 50 years. In addition, the development of college counselors in foreign countries has its own strong characteristics and advantages. To study its development and success, we can get a lot of reference and inspiration and draw lessons. Therefore, both the domestic and foreign counselors work experience points out the development direction for us, and will be very conducive for us to train up excellent counselors.

## **Ecological Analysis of the Development of Excellent Counselors in Colleges and Universities**

Recently, counselors in colleges and universities have to face heavy responsibility, miscellaneous things, lots of difficulties, and high pressure, but overwhelming majority of them can work hard and conscientiously, considering the overall situation of school and talent cultivation. This is to carry out a summary of the political literacy from the political position, role orientation, development goals and other aspects of the university counselors. The author investigated several outstanding counselors in Hubei Province from these three aspects, and the study showed that: all outstanding counselors have firm political direction and excellent political literacy; more than 90% of the outstanding counselors have clear understanding on grade definition and role orientation; more than 80% of the outstanding counselors have clear goals.

## **The Political Quality of the Excellent Counselors in Colleges and Universities**

In view of the nature of the work of college counselors and its significant position in the education of colleges and universities, from the accurate positioning, good personality, excellent political quality and

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professional knowledge, good psychological quality and dedication of the work spirit, the qualities to be a good high school counselors must have were discussed (CHEN, 2009). Excellent political quality will become the necessary conditions for excellent counselors. We should make efforts to improve the scientific level of Ideological and political education, and to promote the healthy growth of college students in the healthy education environment.

### **The Level of College Counselors Defined**

The definition of the level of excellent counselors in colleges and universities should be composed of two aspects: external factors and internal factors. External factors include social influence, and internal factors include their own comprehensive quality. These two aspects mutually influence and promote each other, but have very different characteristics. On the whole, the basic elements of the excellent counselors include moral quality, management ability, research ability, and political quality, etc. So, we must analyze and evaluate the moral quality, management ability, scientific research ability, psychological quality in the process of defining the excellent counselors in Colleges and universities. In addition, the basic elements of excellent college counselors include some aspects of explicit quantification, such as times of talking with students, of attending students' classes, of organizing student activities, of making lectures to students, and so on. There will be a clear definition about college counselors only by combining both these aspects.

### **The Growth Target of the Excellent Counselors in Colleges and Universities**

The development of excellent counselors in colleges and universities is a dynamic process, which can be divided into two aspects: horizontal development and vertical development. The former mainly includes the development through comparison between counselors with the same level, including the ideological quality, professional quality, comprehensive ability, etc. The latter mainly includes the development through comparison between counselors with the different levels. Both the horizontal development and vertical development are playing a very important role in the process of the development of excellent counselors in Colleges and universities. Therefore, the dynamic course and the development stage of the excellent counselors and the impact of the development goals of college counselors mutually influence and promote each other.

## **Growth Factors of the Excellent Counselors in Colleges and Universities**

### **Internal Factors**

**Professional pursuit.** After a survey of some of the counselors, we found that counselors have higher enthusiasm and better service attitude if they spend shorter time in the vocation, and that students won't have fear of them if they just come in to the vocation. The longer they work as counselors, the less enthusiasm and passion they have, and the times they sink into the students will decrease gradually, which will result in students having fear of them. Through those who are working as counselors several years (more than five years) have more working experience, job burnout distract them from their job, and worse, it gradually evolve into a psychological burden. However, if counselors in counselor work continuously for more than five years can keep their passion, they will be excellent typical of college counselors, and their attitude and the sense of responsibility is great example for all counselors. Therefore, career pursuit is a direct factor to determine the growth of excellent counselors in colleges and universities.

**Psychological burden.** Counselors is mainly engaged in students work, which includes many many missions: party building, funding, employment, security, dormitory, practice, management, etc. In addition,

counselors have to follow school leadership's arrangement, which is not related to teaching, such as finishing materials. The onerous task is enough to make those who are vulnerable live in fear. On the other hand, if one has long been engaged in the student work as counselor, he/she just gets older but there is no changed status, no pay-increasing and no level-rising, he/she will sink into psychological imbalance.

**Responsible attitude.** A good counselor has a strong sense of responsibility. They work conscientiously and responsibly and can not only finish the work assigned by the superiors, but also focus on the use of any new carrier to improve their work effectiveness and pertinence and to make socialist core value into practice.

### **External Factors**

**Perfection of system.** Constructing system is fundamental, overall, steady and long-term. Whether the system is perfect or not directly affects the efficiency of good experience and good practice in a long time. To value and to build up top level design of college counselors' development is an important guarantee for strengthening the specialization and professionalization of college counselors.

**Constraints of development.** Counselors promotion space is limited, and the deep difficulty in professional title appraisal greatly restrained outstanding counselors' pace of growth. Some teachers give up their professional education because of these constraints and trivialness. In addition, because of lack of research in basic theory of ideological and political education and lack of research in how to make basic theory of ideological and political education into practice, counselors' development are constrained both in subject construction and specialized skills. Although the instructor can be in accordance with the development of the dual modes of teachers and administrative, rated senior professional titles has become a luxury for them.

**Impact of environment.** As the external environment for the growth and development of excellent counselors, the external space and cultural atmosphere of the school is also an important external factor for the formation of excellent counselors. Teachers of political counselors in colleges and universities do dual role of training and managing, not only to deal with the work of the dormitory management, safety education, employment and entrepreneurship, mental health, but also to shoulder where the arrangement of secondary school leadership and school work unrelated to work. Cultivate counselors will do anything, what are not proficient, and, counselors will also very tired. Therefore, to purify the environment of student affairs and to full-time professional talent is the basic condition for the growth of excellent college counselors.

## **Construction of Excellent Counselors' Development Mechanism**

### **Dynamic Mechanism**

Dynamic mechanism of college counselors is actuating mechanism which is formed in counselors' pursuing. It makes the counselors have faith, vow, and primary driving force to train students and develop themselves in the same time, which will be a great force. Therefore, we have to fully mobilize counselors' enthusiasm, initiative and creativity. We can offer education of awareness of job importance to enhance counselors' professional identity and professional attraction. We can set up a special subject for counselors to research according to their own actual work, and the theory will be applied to practice.

### **Safeguard Mechanism**

Security mechanism mainly includes: widening counselors rise platform, making policy to protect counselors, and enhancing support for counselors. Counselors must have strong political sense, be proficient in business, strictly follow the discipline rules, and have good character. On the one hand, they must have

professional knowledge on ideological and political education and still maintain some level, and on the other hand, they must have strong organizational ability, management ability, expression ability, writing ability, coordination ability, and communication ability and so on. In colleges and universities, the instructor has dual identity of teachers and cadres, which makes them can develop both in the direction of the teacher professional evaluation and in the direction of the post management. At present, counselors are the strong candidate to be reserve cadres. Continuous training, such as senior seminar learning, train on psychological health, train on the curriculum of enterprise & employability, and political class learning, provides a guarantee mechanism for the subsequent development of the counselor.

### **Incentive Mechanism**

Incentive mechanism includes emotional incentive and salary incentive. Emotional incentives can be carried out from four aspects. Firstly, we must treat counselors with more sincerity, which will deepen their team consciousness. Secondly, there should be more publicity on counselors' achievements, which will enhance their sense of honor. Thirdly, we must diversity consents and forms of management which counselors' will take part in, and we have to effective establish democratic management and supervision system; Fourthly, we should respect and believe in counselors and establish good relations with them. External incentive mainly refers to the salary incentive.

### **Reference**

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