

Analysis on the Educational Role and Practical Path of Counselors in Junior Colleges in the New Era

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Abstract: In the new era of vocational education reform, higher vocational colleges shoulder the core mission of cultivating high-quality technical and skilled talents for social and economic development. As the front-line educators and managers of college students, counselors are the key force in implementing the fundamental task of fostering virtue through education. Based on the background of the new era's vocational education system construction, this paper systematically sorts out the core educational functions of counselors in junior colleges, analyzes the practical dilemmas in current educational work, such as ambiguous role positioning, single educational method, fragmented educational mechanism and insufficient professional literacy. Combined with the educational characteristics of vocational colleges and the growth laws of vocational students, this paper explores feasible and innovative practical paths for counselor education, aiming to improve the effectiveness, pertinence and systematicness of vocational college education work, and provide theoretical reference and practical enlightenment for optimizing the counselor education system in higher vocational colleges.

Keywords: new era; junior colleges; college counselors; educational function; practical path

1. Introduction

As the closest educator to students, counselors are the bridge connecting colleges, teachers and students, and the core executor of moral education in vocational colleges. Their educational effect directly determines the quality of talent training in vocational colleges. In recent years, relevant national policies have repeatedly emphasized the important position of college counselors in ideological and political education, and put forward higher requirements for their professional ability and educational level. However, in practical work, many junior college counselors still face problems such as alienation of educational work and daily management, rigid educational methods, and insufficient long-term educational mechanism. Therefore, it is of great theoretical and practical significance to re-examine the educational role of counselors in the new era, summarize practical problems, and construct targeted educational paths for promoting the high-quality development of vocational education and cultivating high-quality technical talents with both ability and political integrity.

2. The Core Educational Role of Counselors in Junior Colleges in the New Era

2.1 Ideological and Value Guidance: The Fundamental Role of Moral Education

Fostering virtue through education is the fundamental task of all educational work in colleges and universities, and ideological and political guidance is the primary core responsibility of junior college counselors. Vocational college students are in a critical period of world outlook, outlook on life and values formation. Affected by the complex network environment and social diverse thoughts, some students have problems such as vague political cognition, utilitarian learning attitude, and weak sense of social responsibility. Different from professional teachers who focus on professional knowledge teaching, counselors take daily communication, theme education, situation guidance and other ways to penetrate ideological education into all aspects of students' study and life^[1].

2.2 Comprehensive Growth Assistance: The Basic Role of Whole-process Education

The growth of vocational college students is a systematic project involving academic learning, mental health, daily behavior and career development. Counselors are the main body of whole-process and all-round education for students, and their educational role runs through the entire college stage of students. In terms of academic assistance, for the problems of uneven learning foundation and weak autonomous learning ability of vocational students, counselors can carry out targeted learning guidance, organize peer mutual assistance groups, supervise students' learning status, and help students develop good learning habits and master professional learning methods.

2.3 Career Development Guidance: The Characteristic Role of Vocational Education

Different from ordinary undergraduate colleges, talent training in junior colleges is closely linked with industrial employment, and career education is the characteristic and key content of vocational college education. Counselors, as the practitioners of student employment guidance and career planning education, bear the important responsibility of helping students connect professional learning with

industrial development and employment needs. In the new era, industrial upgrading puts forward higher requirements for the comprehensive quality of technical talents, which requires vocational students not only to master professional skills, but also to have good professional ethics, team cooperation ability and innovative consciousness^[2].

3. Practical Dilemmas and Innovative Practice Paths of Counselor Education in Junior Colleges in the New Era

3.1 Practical Dilemmas of Current Counselor Education Work

First, role positioning is ambiguous and educational functions are marginalized. At present, many junior colleges have insufficient attention to counselor education work. Most counselors are trapped in trivial daily administrative affairs such as student attendance management, reward and punishment assessment, and activity organization. A large number of educational time and energy are occupied, resulting in the alienation of core educational work such as ideological guidance and career planning. Many counselors fall into the working dilemma of “emphasizing management and neglecting education”, and their professional educational value cannot be fully exerted^[3].

Second, educational methods are single and lack of pertinence and innovation. For a long time, most junior college counselors adopt indoctrination and unified educational modes in educational work, mainly relying on theme class meetings, notice publicity and oral preaching. This rigid educational form is difficult to adapt to the personalized growth needs of contemporary vocational students with diverse personalities and active thinking. In addition, the combination of educational work and professional teaching, industrial practice is not close, resulting in the disconnection between educational content and students’ study and employment reality, and the educational effect is not ideal.

Third, the educational mechanism is fragmented and lacks systematicness. At present, the counselor education work of most junior colleges lacks a complete collaborative education system. There is a lack of effective communication and cooperation between counselors, professional teachers, college management departments and off-campus enterprises. The educational resources are scattered, and the educational links of in-class teaching, after-class education and off-campus practice are disjointed, failing to form a whole-process and all-round educational synergy. In addition, the counselor education assessment and incentive mechanism is imperfect, lacking clear educational quality evaluation standards, which reduces counselors’ initiative and enthusiasm in educational innovation^[4].

3.2 Innovative Practical Paths of Counselor Education in the New Era

First, clarify role positioning and return to the core of educational responsibility. Junior colleges should optimize the counselor job setting and work division, reasonably reduce trivial administrative affairs of counselors, strip off non-educational auxiliary work, and ensure that counselors focus on the core educational work of ideological guidance, mental health education, career planning and student growth assistance. Counselors should change their work concept from “administrative management” to “educational service”, take student growth as the core, take fostering virtue through education as the goal, give full play to the advantages of close communication with students, and penetrate educational guidance into every link of students’ growth, realizing the transformation from “transactional counselors” to “professional educational counselors”.

Second, innovate educational methods and build personalized and diversified educational modes. Combining the cognitive characteristics and growth needs of vocational students, counselors should abandon the single indoctrination education mode and build a diversified educational system integrating online and offline education. Offline, carry out situational education, practical education and interactive education, integrate craftsman spirit, professional ethics and industry stories into theme activities, classroom communication and daily guidance, and enhance the appeal and immersion of educational work. Online, make full use of new media platforms to launch short videos, thematic articles, interactive activities related to ideological education, career guidance and mental health, adapt to students’ online learning and communication habits, and expand the coverage and influence of educational work.

Third, improve the collaborative education mechanism and build a systematic whole-process educational system. Colleges should build a multi-dimensional collaborative education mechanism of “counselor + professional teacher + management department + enterprise tutor”. Counselors should strengthen communication and cooperation with professional teachers, integrate ideological education and professional education, realize the integration of first classroom professional teaching and second classroom quality education. Strengthen school-enterprise cooperation, introduce enterprise tutors and industry resources, integrate industrial development trends and post quality requirements into daily education, and realize the integration of schooling education and social practice. At the same time, improve the counselor education assessment and incentive mechanism, take educational effect and student growth as the core evaluation indicators, fully mobilize counselors’ enthusiasm and innovation awareness in educational work.

4. Conclusion

In the new era, the reform and development of vocational education has endowed junior college counselors with richer connotation and more important missions in educational work. Counselors bear the important responsibilities of ideological value guidance, student growth assistance and vocational quality cultivation, which are indispensable core forces in the process of cultivating high-quality technical and skilled talents in vocational colleges. Facing the practical dilemmas such as ambiguous role positioning, single educational method and insufficient professional ability in current educational work, counselors must take student growth as the fundamental goal, adapt to the development laws of new era vocational education and the growth characteristics of vocational students, actively transform educational concepts, innovate educational methods, and improve collaborative educational mechanisms.

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