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Embodiment of University Counselor's Professional Ability in Student Work

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ABSTRACT

University counselors are the main force for university student work, their professional ability directly affects the ultimate effect of university student work. Therefore, professional construction of university counselors has an unignorable optimistic and positive guiding effect on management of university students. The professional construction of university counselors requires provision of clear promotion ways for university counselors, constant exploration into theoretical research and practice way of university student work, so as to promote improvement in university counselors' comprehensive quality. Clear promotion way will stimulate enthusiasm of university counselors in student work, so that excellent university counselors specialize in professional work of counselor, thus enhancing the overall level of university counselors in managing university students. University counselors should emphasize the integration of education and management, and integrate individual education guidance with group management and construction. At the same time, university counselors should not only focus on shaping the social mainstream ideology of university students, but also take the initiative to study the current life demands of university students, integrate social norms into actual life of university students, devote to instructing university students to develop the basic criteria to follow when dealing with interaction between people and society. That is, promote the socialization of university students, so that university students achieve better socialization in growth and education. The professional ability of university counselors should be constantly innovated centering on the actual needs of university student management work. Efforts should be made to create a model combined with university student work, constantly explore the optimization path under the view of university student work, and finally make university counselors' professional ability better embodied and displayed in university student work.

Keywords: university counselors, professional ability, student work

INTRODUCTION

In the education management of ordinary universities in China, university counselors, as the main force for university student work, play an important role in maintaining the harmonious educational environment of universities and promoting the comprehensive development of university students. China is in the stage of social transformation and development, the increasing richer growth environment and increasing diversified development demand of university students increasingly demonstrate the importance of university counselors in carrying out university student work (Zhao, Guo, Zhong, 2016). University counselors are a complex group with

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Contribution of this paper to the literature

- Through experiment argumentation, 10 major causes to university students' crime are revealed, which provide theoretical and practical reference for prevention of university students' crime in the future.
- University students' psychologies statuses are vulnerable to external factors, including family education, school education, social environment, etc. Therefore, family, school and social community should take joint effort to create healthy atmosphere, thus positively guiding university students' psychologies.
- This study provides several suggestions to release negative moods of university students, such as doing exercise, chatting with others. This study provides theoretical basis for university students to take self-regulation of mood.

multiple identities and multiple roles. As an important component of teachers and management teams in universities, university counselors have the dual identity of teachers and cadres, so they should become the life mentor of university students in pursuit of study and intimate friends during growth (Yang, Zheng, 2015).

LITERATURE REVIEW

Under the background of the new media era, the network has penetrated into all aspects of university students' learning and life. University students seek information exchange, interaction of thoughts and infusion of ideas in the network. Therefore, the network has become an important platform with sustainable attraction for students to vent their emotions, express individuality and maintain social relations (Cao, Xu, 2017; Yang, 2015). In view of the fact that university students often express their views and opinions through the network platform, foreign university research shows that counselors should pay attention to improving their ability to use new media in work, mastering the network platform and network community which university students are willing to get involved with, so as to further familiarize with students' dynamics in study and life and grasp the initiative in university student work. University counselors should establish new work consciousness of new media first, construct a network culture team of university counselors, form the network site for university students' thought exchange, strive to spread the positive energy of the times, and actively guide the new trend in network (Huang, Xie, Chen, et al. 2015). At the same time, domestic university research shows that counselors should use the network to gather popularity, get closer to students in the network, thus becoming the discourse leader with strong affinity. Meanwhile, some domestic scholars believe that, for university students' obsession with network entertainment, university counselors should use the network platform to combine education service and entertainment functions of network, permeate the main theme of society to new media carrier and content favored by university students, seek three-dimensional multi-dimensional approaches in carrying out university student work, thereby increasingly enhancing effectiveness and innovation in student work (Chen, Yang, 2016; Chen, 2016).

METHODS

The university student work should pay attention to the influence of some social phenomena on university student education, use multiple forms of hotspot education and new media education, exert the advantages of emotional education in university student work, carry out responsibility education and honesty education. The grassroots nature of university counselors' professional ability highlights the job intermediary and education depth of university student work (Knight, 2015). In terms of the overall system of university student work, university counselors serve as a link and bridge in upper and lower communication. Therefore, university counselors should not only be the conveyors of national policies and the enforcers of university directives, but should become grassroots commander and management implementer of university student work, to liberate the university students from the object-oriented model of inculcation, and fully mobilize their consciousness and autonomy in participation in education work (Hemanth, and Fisher, 2015).

This paper uses the professional ability analysis model of university counselors, which includes professional ability variance and conditional variance to form statistical analysis model formula. The concrete formula is expressed as follows:

$$Y_1 = \beta_0 + \sum_{i=1}^n \beta_i Y(T-1) + \varepsilon_1 \quad (1)$$

$$\varepsilon_1 = \varpi T \cdot V_0 + E(V_i) = 0E(V_i^2) = 1 \quad (2)$$

$$\varpi_t^2 = \alpha_0 + \sum_{i=1}^{\eta} \alpha_j \varepsilon_{t-j} + \sum_{i=1}^{\eta} \beta_i \varepsilon_{1-i}^{\eta} \quad (3)$$

The Communication between University Counselors and University Students is Strengthened

The professional construction of university counselors requires counselors to have professional communications with university students, which is beneficial to the evaluation of university counselors' work, thus constructing a team of excellent university counselors. In the face of the need to solve complex and changeable problems of university students, university counselors should adopt professional attitude in occupation, form a clear mechanism for internal division of labor: psychological counseling counselors are mainly responsible for professional management of university students' psychological problems; job guidance counselors are mainly responsible for providing policy advice on employment for university students and assisting students in development of career development programs; ideological and political counselors are mainly responsible for managing the ideological and political problems of university students (Binnur, Murat, 2015; Zhang, 2017). Under the background of comprehensive professional division of labor, university counselors can effectively communicate with university students, which is conducive to improving the effectiveness of university student work management (Wang, 2016).

University Counselors' Management Demands to Deal with Student Diversification are Met

The professional construction of university counselors requires that university student work undertaken by university counselors can cope with the increasingly diversified management demands of university students. University counselors should gradually adapt to their professional roles, gradually improve their professional accomplishment, to achieve profession and specialty in management of university student work (Shi, 2016; Yuan, 2016). As a young teacher or a university counselor who has just turned into a teacher from a student, although it is usually possible to familiarize with university students' thoughts and ideas, some university students' unhealthy thoughts and backward ideas shall not be accommodated or even condoned. To convey positive and progressive life goals to university students and achieve good results in professional positions, university counselors should always keep abreast of development and evolution in situation of the times, study new situation and new problems encountered in depth in university student work, pay attention to hot issues, focus and difficult situation concerned by university students, and meanwhile, frequently summarize the work experience gains and losses, dare to advance with the times and forge ahead, so that diversified management demands of university student work can be met (Xie, Xie, Marxism, et al. 2016).

RESULTS

Through the analysis of the professional ability of university counselors by professional ability analysis model, and the results are obtained as shown in [Table 1](#).

Table 1. Analysis result

Index	Value	Index	Value
Mean dependent var	10.0928	S.D. dependent var	14.1948
S.E. of regression	12.7566	T-statistic	142.3191
Sum squared resid	75.2345	Hausman criter	3.2996

It can be seen from **Table 1** that, university student work should pay attention to the docking of historical education with national condition education among university students, and the link of real life with the network life, concern about university students' differentiated and diversified needs. The educational nature of university counselors' professional ability is mainly demonstrated in comprehensiveness of university student work. The counselor-led university student work runs through the whole educational process from enrollment to graduation of university students. Therefore, university counselors should resort to various education channels of face-to-face emotional enlightenment, media transmission, influence penetration, practical observation and thinking to fully meet the practical diversified needs in university student work and education (Zhang, et al., 2015).

University counselors should clarify their career planning, understand their professional characteristics, clarify their role positioning, strengthen their professional identity, really treat counselor as a career or even a cause, avoiding viewing counselor as a springboard or a transit point for career. University counselors should love their job, shape noble spiritual pursuit and excellent professional ethics, subjectively have a strong sense of professional identity, correct career mentality, enhance professional patience and career input, strengthen the sense of professional satisfaction and sense of accomplishment. In addition, universities should also follow strict access criteria in the recruitment of university counselors, choose excellent talents truly loving the career of university counselor, meanwhile, strengthen the external incentives for university counselors, provide effective salary and career development protection for university counselors, enhance the community's recognition and support to university counselors, and enhance professional well-being of university counselors.

University counselor team should speed up the process of professionalism to dispel strong experience elements in traditional sense of the career, so that counselors change from a versatile person to an expert in student work. Specifically, implement long-term and normalized university counselor training, to comprehensively enhance counselor's professional ability in student work, so that they develop "multi-skilled" professional ability in student work, free from busy student work and improve professional knowledge and ability in student work. Second, university counselors should continue to learn, timely enrich knowledge, optimize the knowledge and ability system, accept the cutting-edge development concept of the times, and enhance professional ability in university student work. Third, university counselors should possess professional concept of education, combine professional services and student work together, view student development as the basis, pay full attention to and respect students' development of individual personality, send more humanistic care to students, thereby enhancing their professional level in university student work.

DISCUSSION

University counselors are the most intimate and familiar objects for university students in the whole period of higher education. If university students are regarded as the demanders of higher education services, university counselors are the providers of higher education services. University students certainly have both rights, qualification and necessity to evaluate student work of university counselors, then promote the work of university counselors by the evaluation. Therefore, the construction of student-centered university counselor evaluation system will help university counselors increasingly improve their professional ability, improve the working methods, enhance work quality, internalize the growth demands of university students, and enhance the intimate relationship with university students so that university counselors become trustable intimate friend and life mentor of university students. In institutions of higher learning, appraisal of university counselors usually takes their job performance and achievements in student work as the standard, while construction of student-centered university

counselor evaluation system can help comprehensive improvement in professional ability of university counselors, so that counselors pay more attention to student growth and demand in work.

At the same time, construction of student-centered university counselor evaluation system can strengthen the interaction between university counselors and university students, and enable counselors to obtain timely feedback from university students and improve effectiveness of university student work. In short, based on the traditional university counselor evaluation system, student growth needs should be integrated to build a diversified university counselor evaluation system, so that professional ability of university counselors is better displayed in university student work.

CONCLUSION

University counselors should pay attention to improvement of professional ability in student work, construct the path of sustainable development of professional ability in student work from two aspects: improving the external environment and developing their own ability. University counselors need familiarize with their own strengths and weaknesses to meet the actual needs of university students, actively respond to the new problems and new situations in student work, innovate methods and ways in student work, and enhance sense of belonging and professional identity, thereby maximizing self - value of university counselors. The sustainable development of professional ability of university counselors in student work also demands universities to provide corresponding platform mechanism, so that student work of university counselors is full of vitality.

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