

# The Construction of the Evaluation System for College Counselors in the Context of the New Era

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## Abstract

Since the 18th National Congress of the Communist Party of China, the development of socialism with Chinese characteristics has entered a new era. The Party and the state attach great importance to the development of higher education. Xi Jinping, The General Secretary has made many important speeches on youth issues and stressed at the National Education Conference that it is necessary to accelerate the modernization of education., Build a powerful country in education, Do a good job in education that the people are satisfied with. As the leader of students' growth and talent, college counselors are a key part of adhering to the socialist direction of running a school and running a socialist university well. They are the leader and helmsman of educating people. The work evaluation of counselors should also stand at the new intersection of history. Keep pace with the times and build a scientific and complete evaluation system.

## Keywords

New Era; Colleges and Universities; Counselors; Evaluation System.

## 1. Introduction

College counselors are a key part of higher education in China, which is generated in universities. He plays an important role in the process of becoming a talent, and is also a confidant and leader on the road of college students' growth. His responsibility is particularly great and his mission is infinitely glorious.. Counselors can only constantly enhance their sense of professional identity and mission loyalty, and stand well. "Cultivate people with virtue" Only by keeping the responsibility field of ideological and political education of college students can we ensure that the growth of young college students is in the same direction as the development of the country. Establishing a scientific and reasonable evaluation system for college counselors in the context of the new era to ensure that the development of college counselors has no worries is the key to ensuring the vigorous development of counselors. At the same time, it also lays a good talent foundation for the cause of college education.

One, Counselor's work evaluation background.

### 1.1. Characteristics of the Work of Counselors

"Regulations on the Construction of Counselors in Ordinary Colleges and Universities (Ministry of Education) 43 Order) Put forward nine major job responsibilities for the work of college counselors, covering value leadership. Party class building, Daily affairs management, Career planning, Mental health counseling and other aspects. Counselor work is complex and involves multiple work dimensions, covering all aspects of college students' study and life. Secondly, the work of counselors is secretive, some of the work, such as: mental health consultation, Career planning involves the privacy of students, which is inconvenient to be made public, which brings difficulties to the overall evaluation of the counselor's work. In addition, the personal development of the counselor is uncertain. Different colleges and universities are not clear about the identity of the counselor. The counselor swings around between professional and management posts, not only doing professional and technical work, but also shouldering With

management responsibilities, the original intention is to get a counselor's promotion, resulting in a loose development of counselors. The work of counselors is also time-sensitive. Ideology and political work needs to be changed according to the matter, progress according to the time, and new according to the situation, for different disciplines. Students from different family backgrounds often adopt different educational methods, which cost.

The time experience is also different. Therefore, it is particularly important to establish a scientific and reasonable evaluation system for college counselors.

## **1.2. Problems Existing in the Work System of Counselors**

### **1.2.1. The Counselor Evaluation System has Not Yet been Established.**

According to the survey, at present, in China 60% The institutions of higher learning have not yet established a counselor evaluation system according to the actual situation of the unit. The evaluation of the work of counselors is often evaluated together with other comrades in functional departments of organs. Because the work of counselors is more at the grassroots level, it is complex, Stealth, Uncertainty, timeliness and other characteristics, when evaluated together with comrades in other departments, they are often at a disadvantage, and their work is completed. It is not easy to be excavated.

## **2. Counselor Evaluation is Subjective.**

At present, the performance evaluation of counselors in colleges and universities is often led by the school's learning work department and the joint organization department. Youth League Committee, Admissions and Employment Office, Academic Affairs Office, The personnel department and other departments and the party and government responsible comrades of the second-level colleges form a counselor's work performance evaluation committee. The counselors carry out work performance display and work reports, and the evaluation committee conducts expert evaluation to obtain the final evaluation. This evaluation seems scientific and reasonable, but in fact there are some drawbacks. Counselors work for students, The core is to educate people. All the central links and key tasks of the work are carried out around the student group, but the evaluation subject of the counselor is the responsible comrades of each department of the school. One of this move is subjective evaluation, which often shows more in the functional departments of the organ. Wide network of people, Comrades who move frequently will have more innate advantages. However, counselors who work at the grassroots level and student work are often at a significant disadvantage.

### **2.1. The Content and Standards of the Counselor Evaluation System have Not been Changed for Many Years.**

Since the beginning of the new era, the work of counselors has undergone major historical changes in the early stage. The work of counselors has evolved from a single ideological and political education to nine major work functions. "Regulations on the construction of counselors in ordinary institutions of higher learning" (Ministry of Education 43 Order) put forward more specific requirements for the work of counselors. The evaluation standards of counselors should also keep pace with the times and keep pace with the times, from a single ideological and political education evaluation to ideological and political education, covering the party group, Transaction management, Employment and entrepreneurship, Multiple evaluations such as psychological counseling.

Two, Counselor's work evaluation content.

## 2.2. Ideological and Moral Character is Fundamental, and Different Division of Labor is Easy to Ignore.

Educating people for the Party and the country is the mission and central link of college counselors, and it is the only way to adhere to the socialist direction of running a school. "Have both ability and integrity, Reason and practice at the same time" It is also the foundation of college counselors. The evaluation of the work of the counselor should first be based on the personal ideological and moral evaluation of the counselor. "Cultivate people with virtue" Based on, with "World vision" "The feelings of family and country" Take your own responsibility and complete the work of educating people with the vision of development. As the educator Suhomlinsky said: The moral quality of educators is the key to the success of education. If counselors want to complete the work of educating people with high quality and become the leader of the student group, they should first establish a noble political character and personal cultivation.. As a life mentor of college students in school, the counselor's world view, Life outlook, Values can directly or indirectly affect students' views on things, and the impact is long-term. Indelible. As Ma Dongxin, the winner of the 9th National Counselor of the Year, said, counselor of the Department of Chemistry of Tsinghua University. "Counselors want to cultivate students into what kind of person they should be.". Therefore, the evaluation of counselors should first be based on moral quality, and scientifically evaluate the daily work and ideological and moral quality of counselors.. Noble moral sentiments, Good moral character, A noble moral demeanor is a necessary foundation for becoming an excellent counselor, and it is also a tutoring.

The focus of the assessment of staff requires college counselors to be reasonable and reasonable., Use all your work as a tool for educating people, and complete the work of educating people with high quality through the combination of explicit and implicit.

Counselors belong to teachers of ideological and political theory courses in colleges and universities. In terms of the nature of the position, they belong to professional and technical personnel, but unlike other professional and technical personnel, counselors also have to undertake the daily management of students, and counselors in different grades also have to undertake different daily management tasks.. For example, for freshmen, counselors should provide college adaptability education for freshmen., Enlightenment education for joining the Party, Academic method guidance, etc.; for sophomores, for different majors, it is often necessary to carry out professional diversion., Professional sailing education, Innovation and entrepreneurship, Training for party activists, etc.; for the third grade, it often focuses on postgraduate entrance examination guidance and employment and entrepreneurship planning; the graduation grade often involves employment management., Choice of department promotion, Improvement of graduate information, etc.. In contrast, the work of counselors in the graduation grade is often easier to do well. First, counselors have been with students for four years, and students have passed through the school., After four years of shaping, the comprehensive quality of teachers has been greatly improved compared with that before entering school. Second, for the graduation grade, the school tends to give more preference to graduation students in terms of honors. Compared with students, it is easier to get more personal honors and collective honors. The continuous efforts of the four years of college often lead to the graduation grade. It will bloom, and the graduation grade involves students' employment and further education, which can highlight the work performance of the counselor.. In contrast, freshmen counselors often face more pressure. First of all, freshmen have just entered the university.

The school is still in the process of adapting to college life, and counselors need to invest more experience to help students complete the role change. Second, due to the short time of admission, it is not possible to obtain personal and collective honors in a short time, and the

work results of counselors are not easy to be quantified.. Therefore, the work evaluation of counselors should be based on the students of different grades, according to the characteristics of students in different grades and the particularity of the work of different grades, overall planning., Reasonable assessment, System construction.

### **2.2.1. The Job is the Foundation, and the Degree of Detail is Determined by Success Or Failure.**

The development of everything is a wave of progress and a spiral rise, and so is the work of a counselor. Application development of work evaluation of college counselors.

Look at the problem from the perspective and evaluate it objectively and systematically. At present, there are two contradictory problems in the work of counselors that are easy to be ignored but always exist: the first is the safety of students and the stability of the campus under the normalization of the epidemic, and the second is the management of students' daily affairs. The pressure of the former often stems from the absence of unpredictable emergencies, such as emotional entanglements in the process of students' love, family conflicts caused by students' special families of origin, and psychological problems caused by the long-term approval system entry and exit of the school in the context of the epidemic. These events can never be predicted at what time. Where and how it happens, and once it happens, the counselor needs to deal with it properly in the shortest time. Once such an incident occurs, all the existing work at hand will be shelved and fully deal with the above problems. Another main line of counselor's work pressure comes from the trivial daily management of students: eating and drinking. Reward and punishment loan. Counselors need to stand at the height of the whole team to balance students from different regions and have different growth environments to establish harmonious interpersonal relationships, so that poor students can find opportunities to work and study, students with learning problems can complete their studies on time, students with psychological problems can complete psychological counseling, etc. Therefore, accurately evaluating the counselor's own work is still the key to the counselor's assessment.

For comrades who can become full-time counselors in colleges and universities, their personal ability has been fully proven. If you want to become a college counselor, First of all, its political outlook must be a Communist Party member, secondly, it has the experience of major student cadres during college, and finally, it needs to go through a series of qualification examinations in colleges and universities. Written examination interview, Only through comprehensive assessment can you become a college counselor. Therefore, the personal quality and work ability of counselors often do not need additional proof. But compared with other positions, counselors need to be more careful., Patience and sincerity, mountain of transactional work every day, Uninterrupted greetings from different students, Approval system in the context of the normalization of the epidemic, The additional workload related to the filing system and the surge in students' psychological problems caused by long-term closure and control can test the working ability of a counselor, and even become the key to assessing whether a counselor is qualified for his job.. Moreover, none of the above work can be lost. The paralysis of any work will form a barrel effect, resulting in the situation of losing the whole market.. Therefore, the work of a counselor is often determined by details.

## **3. Work Evaluation Method for Counselors**

### **3.1. Build a New Evaluation System and Build a Variety of Evaluation Methods**

Counselor career and scientific research in colleges and universities, Teaching and other work involving the development and growth of the school are equally important and are an important part of the development of the school. For the work of the counselor, a separate scientific evaluation system that conforms to the actual situation of the school and the counselor's own development should be established, and the evaluation system should keep pace with the times.

Continue to develop and grow, and actively adapt to the work of counselors in the new stage. Secondly, a variety of evaluation methods should be used, such as: based on CIPP Evaluation model of ideological and political education for college counselors, 360 Degree of performance appraisal, KPI A variety of advanced evaluation methods such as performance evaluation methods are effectively built.

### **3.2. Characteristic Thinking and Moral Characterization, Daily Work Quantification**

The work of counselors is an important part of the ideological and political work of colleges and universities. The assessment of the work of counselors should first be based on moral considerations. "Have both ability and integrity, Reason and practice at the same time" It is the foundation of college counselors, so the evaluation of counselors is first of all moral assessment, and moral assessment is more through qualitative evaluation. The qualitative evaluation emphasizes analysis and evaluation, which is the evaluation data. "Nature" The analysis is the application of analysis and synthesis. Comparison and classification, Logical analysis methods such as induction and deduction, and the data obtained from the evaluation, Data for thinking processing. Therefore, the moral evaluation of the counselor should pass through the students themselves. Parents of students, Each functional department shall combine the personal conduct of the counselor., Shaping the student's personality, Multi-angle and multi-dimensional evaluation of ideological value leadership and other aspects. Quantitative evaluation emphasizes quantitative calculation, which is to use mathematical methods to collect and process data and make a value judgment of quantitative results for evaluation objects.. For the quantifiable transactional work in the daily work of the counselor, quantitative analysis is used for objective evaluation.

### **3.3. Horizontal Comparison Tree Typical, Vertical Comparison to Find the Gap**

To evaluate whether a counselor's work is excellent and whether he can continue to be competent for the counselor's work should be horizontally compared to all counselors in the counselor group.

In comparison, find a unit counselor team with good comprehensive quality. Strong working ability, Excellent counselors with a high level of business, set a benchmark in the group of counselors, play a positive leading role in the journey, actively publicize and recommend to the outside, in the region, Even build a well-known counselor brand nationwide and set a banner for the career of counselors. Lead the way. You can also find your own shortcomings through horizontal comparison, and try to find the gap for your own shortcomings. Pay attention to the implementation, keep moving towards benchmarking counselors, narrow the competency gap with excellent counselors, and strive to form their own highlights and work characteristics. In each stage of the assessment, the counselor can also make a vertical comparison of their own work schedule, leave a mark at each stage of the counselor's career, and form a summary. This is not only a vertical comparison of their own counselor's work, but also a ledger summary of the personal counselor's career. Compare yourself to find out the highlights and shortcomings. It will burst into energy for the next stage. College counselors are an important part of the growth of college students. They are the spiritual mentors of college students. In order to ensure the advanced and purity of the team of counselors, they need to be scientific and reasonable. The evaluation system keeps pace with the times and builds science in the context of the new era. A reasonable evaluation system allows counselors to make continuous progress in the evaluation suitable for their own development.

Step by step, let the counselor do his job well, and let the superior department, School teachers understand, Recognize this group and ensure that the counselor's career will always move forward.

## 4. Conclusion

Buddhist employment is a common phenomenon in the job hunting and employment of college students in China. It is a key issue affecting social and economic construction. Local undergraduate colleges and universities for promotion.

The employment success rate of students, to curb the spread of Buddhist employment, should be combined with the basic performance of Buddhist employment, from the assistance mechanism, Employment service system, Ideological guidance, From the perspective of top-level design and talent training, we can alleviate social contradictions, The adverse effects of psychological development and physical life help students get faster. Better, More comprehensive Build a network service platform for students' employment, In-depth analysis of enterprise employment and other data to help students obtain sufficient enterprise recruitment information in a timely manner.. In addition, local undergraduate colleges and universities should also build a dynamic evaluation mechanism for college students. "Employment situation" Conduct an evaluation, Evaluation and assessment. Clarify employment by evaluating the employment situation of college students "Guide" "Serve" "Catch up" "Assist" The problems existing in work, so as to improve the success rate of students' job hunting and employment, and lay a solid foundation for the healthy development of China's social market economy.

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