

Research on the Core Quality Construction of College Counselors in the New Era

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Abstract

Higher education is an important link that deeply affects the improvement of the overall quality of the nation and the development of the national economy. Our party and state attach great importance to higher education, especially the ideological and political education of college students in the new era. The core literacy construction of college counselors in the new era should keep up with the pace of the times. With the rapid development of society and the complex changes in the growth environment of universities, the standards should be continuously improved, strategies should be adjusted, and construction plans should be optimized.

Keywords: college counselors, core literacy, construction

College counselors, as managers, servers, and guides of college students' study and life, are of vital importance to college students' education management and ideological and political guidance, and they have a long way to go. College counselors should enhance their professional identity and sense of responsibility, strictly perform their duties, continuously improve their core qualities, and enhance the effectiveness of college student management.

1. The Connotation Interpretation of the Core Quality of College Counselors in the New Era

Core literacy is the key quality formed by college counselors during their careers to meet the needs of professional development and the needs of healthy growth of students. The core literacy of college counselors in the new era is mainly composed of four parts: political literacy, moral literacy, professional literacy and cultural literacy.

Political literacy: strong political literacy is the first of the core literacy of college counselors, and it is also a comprehensive representation of the personal worldview, outlook on life, values, and political outlook of counselors. It plays an important leading role in guiding the healthy growth of college students. Counselors should arm their minds with Xi Jinping's great thoughts on socialism with Chinese characteristics in the new era, constantly enrich their own political theoretical knowledge, improve their own ideological and political literacy, consolidate their own political theoretical system, and guide college students to think positively, distinguish right from wrong. Firmly grasp the correct orientation of talent cultivation in colleges and universities, and ensure that talent cultivation has a clear political background.

Moral literacy: People's teachers, especially college counselors, shoulder the heavy responsibility of precept and deeds in the daily management of college students. Only by continuously improving their own moral accomplishment can college students have a sincere sense of admiration and obedience to the counselors. Counselors should continuously improve their sense of responsibility in education, be dedicated to every student, and continue to penetrate into college students to grasp the overall situation. Counselors should continuously raise their awareness of fairness and justice, and give full play to the effective evaluation role based on the principle of fairness, fairness and openness when carrying out evaluation and selection, scholarship distribution, student cadre selection, and development of student party members. Counselors should continuously improve their moral qualities and give full play to their own value and role.

Professional literacy: Professional literacy is also a necessary work ability and quality for the job of a counselor. Specifically, it includes not only the career philosophy, attitude, and style of counselors, but also the counselors' professional knowledge, teaching ability, management ability, scientific research ability and many other factors related to the work. Therefore, counselors not only need to teach and educate people with a sense of

responsibility, but also be full of passion and enthusiasm for doing student work. At the same time, they need to have strong language expression ability, organization and coordination ability, emergency response ability, and education and guidance ability, can they be able to handle the specific student management work well, and can win the respect and trust of students.

Cultural literacy: General Secretary Xi Jinping pointed out at the National University Ideological and Political Work Conference that more attention should be paid to educating people through culture and culture. Cultural literacy demonstrates a person's rich cultural knowledge, sincere humanistic feelings and noble aesthetic taste, It is rooted in people's inner self-cultivation and moral cultivation, showing the distinctive personality characteristics full of human brilliance. As an excellent counselor, every word and deed will exude a strong cultural literacy, show an elegant work and lifestyle, and make students admire from the heart. It is necessary to give college students important humanistic care and spiritual guidance in time, so that they can become life mentors and close friends of healthy life.

2. The Important Significance of the Construction of the Core Literacy of College Counselors in the New Era

In the new era of comprehensive reform of higher education, counselors are an indispensable force for colleges and universities to foster morality. Core literacy is the endogenous motivation and core competitiveness of counselors' career development. Improving core literacy is important for promoting college counselors. Career development plays an important role.

One is to enhance the pride and sense of responsibility of counselors in teaching and educating people through the construction of core literacy. How do the instructors summarize and improve the tedious daily work so that the experience can be upgraded to scientific theories or scientific research results, and further guide the optimization of future work, and this transformation and improvement process is inseparable from the core literacy as a support. Counselors must return to their original aspirations and missions, be good at learning, reflecting, summarizing experiences, and constantly sharpening themselves in trivial daily work, practicing hard work, improving their overall quality, enhancing core qualities, and enhancing professional pride and responsibility.

The second is to improve the professional influence of counselors through the construction of core literacy. The team of counselors is playing an important role in the establishment of morality in colleges and universities with their outstanding political literacy, excellent moral literacy, superb professional literacy, and strong cultural literacy. They have a greater impact in the society and gained a good reputation. It also lies in the improvement of the core literacy of counselors. The improvement of core literacy can be transformed into the improvement of the work ability of counselors, so that the guidance of counselors is correct and unbiased when working, prompting counselors to stand out from the team of college teachers, and have a more positive impact on students, parents, and society.

The third is to unblock the promotion channels for counselors through the construction of core literacy. Higher education institutions should combine actual conditions and reasonably set up corresponding teacher positions for full-time counselors based on the proportion of full-time teacher positions. Full-time counselors may appraise and hire professional and technical positions in ideological and political education or other related disciplines according to the requirements of teacher positions or titles. The promotion of position, rank or title is inseparable from strong political quality, good teacher ethics and outstanding work performance. The improvement in these aspects reflects the core quality of counselors. The improvement of core literacy can promote counselors to obtain practical results in their work. Excellent work ability, work performance, sense of responsibility and mission for counselors win core competitiveness, and they are in an advantageous position in the promotion of job ranks.

3. Ways to Improve the Core Literacy of College Counselors in the New Era

On one hand, we must grasp the entrance to selection and employment, and lay a solid foundation for the core literacy of college counselors. Establishing a person first establishes the heart, and rectifying a person first rectifies oneself. Counselors are the benchmarks in student management, and the politically clear requirements are particularly prominent. When selecting and hiring counselors, colleges and universities should focus on and in-depth investigation of the political literacy of candidates through a variety of methods such as structured interviews, file review, field visits and investigations, and face-to-face conversations. Our university is a university under the leadership of the Communist Party of China, a socialist university with Chinese characteristics.

On the other hand, we must strengthen education and training to improve the core qualities of college counselors. The education and training of college counselors should not only involve the major of ideological and political education, but also integrate the knowledge of pedagogy, psychology, sociology, situational policy, traditional culture and other disciplines. Reasonable and detailed education and training programs should be formulated. At different time points such as pre-job training, induction training, and post-employment training for counselors, different learning methods such as intensive learning, free learning, online learning, and offline learning are adopted, which is reflected in the initial knowledge reserve stage and role shifting of the counselor Stage, mature and stable stage, set up different training time and training content, run through the process of improving the professional competence and core literacy of counselors. With core literacy as the goal, promote counselors to enhance advanced work concepts, improve working methods, broaden their horizons, and expand Broaden ideas and improve the core literacy of college counselors.

In addition, institutional support must be strengthened to stimulate the motivation of college counselors to improve their core literacy. Formulate feasible policies for the evaluation of professional titles of college counselors, encourage counselors to actively conduct theoretical and practical research, and carry out targeted and effective scientific research. The promotion channel for counselors' positions and ranks promotes a leap in the quality of counselors' core qualities.

As the backbone of higher education talent training, college counselors must recognize the situation, keep up with the pace, actively experience, and gradually improve, so as to achieve common growth and common progress with students. The improvement of the core literacy of college counselors should adhere to the student-centered educational philosophy. In the process of realizing the improvement of the core literacy of counselors in the new era, it will lay a solid foundation for the healthy growth and all-round development of college students, and cultivate qualified successors for the great rejuvenation of the Chinese nation.

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