

Research on the Construction of College Counselor's Core Competence and Professionalization Construction in the New Era

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Abstract: The new era of high-efficiency counselors face a new education and teaching environment, in order to better achieve self-professional development and social requirements, need to build the core competence and professional construction. On the one hand, colleges and universities should pay attention to the core competence of counselors and the strategic goal of career construction, starting from the selection and employment, system, training and assessment, respectively, to effectively help counselors achieve the requirements of ability and career development; on the other hand, college counselors should make ideological changes, play subjective initiative, and achieve this goal through independent learning and further study. Based on this, this paper discusses the construction of the core competence of high-efficiency counselors and the content of professional construction in the new era, and puts forward targeted strategies.

1. Introduction

The core competence is the core part of the individual ability, and the counselor plays an important role in the teaching education in the university education. The core competence is the key ability to deal with the professional requirements, the social development and the completion of the target task. From the function point of view, college counselors are responsible for college students' daily life management, ideological and political education, and have higher requirements for them in the new era, which also promotes counselors to take the professional road and guide college students to develop actively. Therefore, the construction of core competence and professionalization has become an important task for colleges and counselors. They need to keep up with the pulse of the times and explore the most effective path of career construction and core competence promotion [1].

2. The Connotation of Constructing the Core Competence of High-efficiency Counselors in the New Era

In the process of constructing core competence and professionalization, college counselors should first have a comprehensive interpretation of the connotation of core competence, and then set development goals in a targeted and directional manner. In essence, the core competence is the central part of all people's abilities, and it is the most critical element. The connotation of the core competence of college counselors can be recognized from three levels. The first is the value level. From the function point of view, the core competence has special use value, and it has the potential development and long-term utilization advantage, it is the ability to play the value of sustainability; the second is the uniqueness level. In this perspective, core competence is not only independent but also individualized, which means that the content that the individual tries to acquire is unique and that there is no possibility of being copied or replaced; in addition, it refers to the internal structure of the core competence and the mechanism of its formation [2]. The core competence is formed in repeated accumulation and combination, so it is the type of competence established after continuous optimization and test.

3. The Construction of the Core Competence and the Strategy of Professionalization of the High-efficiency Counselors in the New Era

3.1. Improving the Core Competence and Career Development System of Counselors

Although the requirements for the construction of counselor's core competence and career construction in colleges and universities have formed a relatively perfect and unified system of system construction in the formal structure, in the process of practical implementation, each university is influenced by the policy conditions and environmental conditions, which makes the effect of practice very different, which undoubtedly brings difficulties to the professional development and ability construction of counselors. At the same time, the construction of core competence is not a single level of work, it is a more comprehensive competency system, so we should start from the system, comprehensively consider the influencing factors, and then improve the system of counselors'core competence and career development, so that different colleges and universities under the basic environment and conditions have scientific and comprehensive reference standards in the process of developing counselors'core competence management, selection and assessment, so as to promote the construction of counselors'core competence and professional construction as a whole. In concrete practice, the school should first establish a special development system for this work, from the training, assessment, responsibility and other aspects of clear, so that counselors have a clear reference object and standards, in the professional theory literacy and practical ability to strengthen, to ensure that counselors have the necessary core competence and professional level; secondly, also need to improve the student work management mechanism, so that supervisors have a clear sense of job responsibilities, directional construction of core competence; in addition, compared to professional teachers, high-efficiency counselors have a special position, to ensure the stability and quality of the team, the establishment of unimpeded promotion channels, to absorb a relatively strong professional literacy and strong management ability to build a team guide [3]. At the same time, the evaluation of counselors is standardized, and the promotion channels with broad prospects are provided, which makes counselors full of self-confidence in career building (Fig.1). Besides, high The school should establish incentive mechanism and evaluation system for the construction of counselor's core competence and career development, form scientific evaluation of this work, and give appropriate reward to counselors, so as to arouse their enthusiasm.



Figure 1 Assessment of Counselors in a School

3.2. Starting from the Training, Strengthen the Training of the Overall Professional Ability of the Counselors

In view of the construction of the core competence and occupation of the high-efficiency counselors, the school is a very key link. It is necessary to formulate the strategic guiding goal, set the training and development plan, provide the counselors with multi-channel and wide-ranging learning and communication space, give sufficient support in resources and funds, and expand the platform of the core competence and career building of the counselors, which makes the construction of this ability and the construction of the profession have the depth and breadth. At the same time, the establishment of professional, professional talent training base (figure 2), and related

institutions to work together to provide a stable and long-term development channel for the core competencies and career building of counselors. Because the connotation of core competence is diverse, including ideological and political, professional ability, professional level and so on, in addition to comprehensive training, it is necessary to carry out specialized and targeted training, especially the management ability and research ability of counsellors [4]. From the actual point of view, college counselors have basically formed a fixed personal work career model in the relatively specific work environment, but the real environment of the new era is changeable, the supervisor needs to break through the rigid work phenomenon and receive training from various channels. There are many ways to receive training, first of all, a series of training organized by the state and schools, such as the main body of the training has unity and integrity; secondly, the communication and learning sharing between counselors, including online and offline, not only targeted, but also can help counselors broaden their thinking, obtain a variety of resources, and improve the quality of core competence construction. In addition, the research level of efficient counselors is very important for their professional and professional development. Therefore, to strengthen their own research awareness, schools need to provide a variety of research opportunities to create a high level of research and professional ability of management education team. At the same time to provide counselors with a variety of research methods and training skills, in resources and funds to give full support, so that counselors and their own work can be combined to develop more excellent results.



Figure 2 Professional Talent Training Base Figure

3.3. From the Self-Start, Play the Counselor's Core Competence and the Subjective Initiative of Career Construction

The construction of college counselors' core competence and career construction have a variety of influencing factors, including the guidance of the school, the practical requirements of students, in addition to this, the most important is their own factors. In the new era, in the face of the new requirements of career development, counselors should first start from self, change their thinking consciousness in time, give play to their subjective initiative, enhance their core competence through learning, participating in group training, and further study, so as to achieve the goal of career construction. First of all, professional knowledge ability is the basis of counselor's core competence and career development, so we should continuously strengthen and improve the content of this aspect, and apply it flexibly in practical work. The concrete practice consciously exercises the individual's theoretical knowledge application level, at the same time reflects on the various problems and defects in the application process, increases the accumulation of professional experience; secondly, actively grasps many kinds of further study opportunities. Fundamentally speaking, further study and learning are the core competence of counselors and the very professional means in career construction, in addition to the enhancement of ability, it will expand the thinking of counselors, broaden their horizons, and develop their innovative and creative ability. Therefore, in addition to the use of school resources to achieve personal core competencies and career advancement, but also through their own efforts to achieve transition, so as to improve

the overall quality of college counselors; in addition, college counselors need to actively participate or self-formed group competence training model, that is, in the concentration of space for unified training, learning and cooperation. In the course of this training, the role and tasks performed by the counselor are not fixed, but only the choice of patterns, and the roles are changed and adjusted among group members. This way can maximize the use of resources and allocate the appropriate way, thus showing the remarkable effect of ability training. In the process of training, counselors need to compare and reflect, have a more comprehensive understanding of the degree of core competence and career construction path of individuals, and then continue to use the power of group learning and cooperation to improve and improve the development effect.



Figure 3 Group competency training in a school

4. Conclusion

In the new era, the construction of core competence and professionalization of college counselors is facing a new challenge. In order to realize the goal of construction and strengthen the core competence of high-efficiency counselors, it is necessary to explore the influencing factors on this work, and then formulate strategic planning to implement it concretely from different angles and levels. Because the construction of core competence and career construction is the long-term and systematic work content, it is necessary to establish a perfect system to promote the core competence and career development of counselors through training, assessment and effective management. In addition, it is also necessary for counselors to proceed from their own, actively carry out further studies and continue to study, so that individuals can strengthen the construction of core competencies and have good career construction conditions.

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