

The Way of College Counselors Guiding College Students' Social Practice Activities from a Professional Perspective

Taking the Dream Building Economy as an Example*

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Abstract—The social practice of college students is an important way and channel to carry out ideological and political education for college students. As the organizer, implementer and director of the daily ideological and political education and management of college students, counselors play an important role in the process of leading the team to carry out social practice of college students, and at the same time, they improve their personal professional quality and ability. In the past two years, the author has led the "dream building economic man" social practice team to carry out the theme research and practice of "agricultural products e-commerce development" in Jiayu, Xiangyang and other places in Hubei Province by taking advantage of winter and summer holidays and weekends, and to carry out the research and practice of "financial management concept" and "financial fraud prevention" knowledge publicity in communities of Wuhan City, which are closely combined with the professional social practice activities of the school of economics, to explore the counselors in the college professional perspective to build the social practice of college students' work mode.

Keywords: *counselor, social practice, ideological and political education*

I. INTRODUCTION

In 2012, several opinions on Further Strengthening Practical Education in Colleges and universities pointed out that "colleges and universities across the country should further strengthen and attach importance to practical education, actively mobilize and integrate resources in Colleges and universities and all aspects of society, gradually form a joint force of practical education, strive to explore and build a long-term mechanism of practical education, so as to substantially improve the quality of talent training in Colleges and universities." In 2017, the implementation outline of the project of improving the quality of Ideological

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and political work in Colleges and universities proposed that "practical education should adhere to the combination of theoretical education and practical cultivation, integrate various practical resources, strengthen project management, enrich practical content, innovate practical forms, expand practical platforms, improve support mechanisms, and educate and guide teachers and students to enhance practical ability and establish feelings of home and country in personal participation " College counselors are the backbone of Ideological and political education for college students. They organize and guide college students' employment and entrepreneurship, social investigation, public welfare activities, voluntary service, work study and other work in the practical education. Therefore, counseling is an important part of practical education in Colleges and universities.

The author has led the college's "dream building economic man" social practice team for two years to carry out social practice activities related to the economic specialty, and summed up the "three types and four combinations to build three mechanisms" social practice work development mode.

II. MAIN TYPES OF SOCIAL PRACTICE ACTIVITIES COMBINED WITH SPECIALTIES

There are various types of social practice activities. From the perspective of specialty, there are three types: social investigation, knowledge propaganda and post practice.

A. Social surveys

Counselors organize students to carry out investigation activities of national and social conditions related to economic development. At the stage of project selection, guide students to do a good job of research projects related to their majors as the theme of practice before the winter and summer vacation. For example, the practice team of "dream building economic man" has been conducting research on the theme of "Hubei agricultural products e-commerce development" for two consecutive years, focusing on the

research of agricultural products business subjects, e-commerce brands and e-commerce profit models. The social survey on the same subject for two consecutive years has deepened their understanding of the profession. It is beneficial for students to have a deeper understanding of their major to carry out social practice research activities in the front line.

B. Knowledge dissemination

Counselors guide students to carry out professional knowledge into grassroots activities. Counselors organize students to form a propaganda group or service team to participate in "three going to the countryside" or community activities in the form of holidays. Students can not only serve the public, but also improve their professional level by preaching economic related knowledge, such as financial management, fraud prevention, e-commerce, etc. For example, in the process of practice, the practice team of "dream building economic man" carried out the propaganda of "e-commerce knowledge going to the countryside", let farmers understand the use of the Internet, and carried out the propaganda of "preventing financial fraud" in the community of Wuhan City, popularized common financial knowledge for the public. These practice activities can further consolidate the professional knowledge of students, and carry out moral quality education for college students, which is to improve the quality of students and the important means of students' basic moral quality and professional quality.

C. Post practice

To do a good job in the practice of economic related majors in winter and summer, counselors can coordinate resources in all aspects, let students enter the economic posts in the enterprise, or directly enter the financial enterprises for practice, such as the financial posts in banks, insurance, securities enterprises or other enterprises. Through these on-the-job practices, students should be exposed to the industry and knowledge related to their own major as much as possible, guide their practice with theory, improve their ability to solve problems with professional knowledge, and consolidate their understanding of professional knowledge.

III. THE PRACTICE PROCESS PAYS ATTENTION TO THE COMBINATION OF FOUR

A. Paying attention to the combination of social practice and ideological and political education

We should integrate the education of ideals and beliefs into the social practice activities, and integrate the party's relevant lines, principles, policies and socialist core values into the students' fresh practice activities. For example, during the investigation of "development of agricultural e-commerce" conducted by the "dream building economic man" practice group, the counselors publicized the national strategies and policies such as "Rural Revitalization" and "targeted poverty alleviation" in the process of practice, so that students can feel the major policies and policies of the country in the new era, actively participate in the practice, use the Chinese dream to stimulate the youth dream, and educate the social practice and social responsibility Combine.

B. Paying attention to the combination of social practice and innovation and entrepreneurship

In the process of social investigation activities, students are encouraged to find business opportunities by understanding social conditions and people's conditions, cultivating their innovative and entrepreneurial thinking, opening their ideas in the process of investigation. In the process of social practice research, if you encounter students who are sensitive to innovation and entrepreneurship thinking, you can timely guide and create entrepreneurship projects. In 2017, a member of the "dream building economic man" practice group, in the process of investigating the business subjects of rural e-commerce, established the "jiabiabang agricultural product e-commerce platform" entrepreneurship project and participated in the school Internet + entrepreneurship competition through dialogue with businesses, understanding and analyzing the business status, and combining his great interest in the Internet. The combination of practice and innovation and entrepreneurship under the guidance of counselors can further stimulate students' interest in participating in social practice activities.

C. Paying attention to the combination of social practice and professional education

On the one hand, counselors should actively guide students to choose practical topics. They can strive for professional characteristics on the basis of national current affairs. On the other hand, they can also mobilize professional teachers to join the guiding team of social practice activities, so as to improve the overall professional quality of practical guidance. For example, the practice team of "dream building economic man" has been taking "Hubei agricultural product e-commerce development" as the theme for two consecutive years. In the process of practice, it is equipped with two instructors, one counselor to lead the team, and one professional teacher to track and guide. In the process of practice, it innovates the practice form and takes the special activities such as "e-commerce knowledge to the countryside" as the carrier, so that students can use themselves in the process of practice to benefit farmers. In the later stage of practice, using the first-hand information and data collected in the practice process, combining with their own specialties, to form valuable practice reports, and actively make suggestions for the local government's decision-making and operation of the main body.

D. Paying attention to the combination of social practice and league learning

When guiding students to carry out practical activities, counselors can also integrate into the construction of the party and the league, strengthen the team construction of student cadres and student party members in social practical activities, give full play to the leading role of counselors and the main role of students, cultivate the sense of responsibility of Party members and student cadres by using the cohesion and combat effectiveness of the party and the league, so as to promote more students to participate in social practice, It makes social practice have strong attraction. For example,

the "dream building economic man" practice team established a "temporary League branch" during the practice activities to innovate the vitality of grassroots League organizations, promote team building with League building, and enhance team cohesion. At the same time, we should give full play to the role of theme group day and theme party day activities, so that student cadres and student party members can really play a leading role among students, and make ideological and political education better in practical activities.

IV. GRADUALLY BUILDING A PRACTICAL WORK SYSTEM INTEGRATING THREE MECHANISMS

A. Results incubation mechanism

The purpose is to build a result Incubation Mechanism of "project initiation, social practice, report writing, achievement incentive". Before the start of the activity, project the objectives and themes of social practice activities, divide the practice team into key teams and general teams according to the project application process and specific circumstances, fully demonstrate the feasibility of the practice project based on the practice project, formulate the project implementation plan according to the practice theme, and fully ensure the effectiveness of the practice activities. In the process of social practice, it is necessary to grasp and monitor the dynamic of practice projects in real time, on the one hand to ensure the safety and smooth progress of practice, on the other hand to timely adjust and improve the problems in the process of practice activities. At the end of the practical activities, according to the implementation of the project, write social practice research or summary report according to the plan. At the same time of practice, it can guide students to declare the practice projects or achievements to the relevant discipline competitions and scientific research achievements of college students, such as: Challenge Cup scientific and technological works competition, college students' scientific research achievement award, college students' innovation and entrepreneurship competition, etc., so as to realize the transformation of social practice achievements, and at the same time, the tutor will give corresponding incentives to social practice activities, and carry out the training for the students who are outstanding in practice Model publicity, further stimulate students' enthusiasm for practice, and finally form a normal operation mechanism.

B. Capability improvement mechanism

The purpose is to build the mechanism of "solicitation, training, practice, and summary" to improve the practical ability. Before the start of the activity, we should first mobilize and publicize social practice activities, call on students to actively participate in them, and then collect and select team members. According to the needs of practical ability, we should screen them to form a practice team with different strengths and division of labor. In the preparation stage of practice, the counselor invites relevant professional teachers to conduct topic selection and practice training for the team members, and guides the team members to make rigorous and detailed planning for the practice activities from

a professional perspective, and makes plans to ensure the successful completion of the practice. In the process of practice, guide the practice team members to give full play to their subjective initiative, keep learning and conscientiously carry out social practice activities. At the end of the activity, we should summarize in time, be good at finding problems, accumulate successful experience, and improve students' social practice ability.

C. Cooperation and win-win mechanism

The purpose is to build a win-win mechanism of "School, Local, Enterprise, Student" cooperation. According to the characteristics of the students and the school, the college bases itself in Wuhan and radiates to Hubei. Through grass-roots research, service publicity and other grass-roots practical activities, the college sets up the belief that students take root in the grass-roots and serve the local economic development. Through practical activities in the form of social mobilization, knowledge publicity, post practice, etc., suggestions and human resources are provided for the economic development of enterprises and local areas. Make students accept the education of party situation, social situation, ideal and belief in practical activities, apply theoretical knowledge to practical activities and practical work, strengthen the understanding of professional knowledge, supplement the learning effect of the first classroom, and constantly improve the comprehensive quality of students. At the same time, through the practical activities of serving the local grass-roots level and the cooperation between schools and enterprises, it is also conducive to further expand the influence of schools and colleges, promote the combination of production, learning and research, serve the local area and serve the society, and train qualified talents for the local economic and social development. Finally, the cooperation between school and enterprise, school and land will be realized to win each other, and students will grow into talents.

V. CONCLUSION

College counselors can play a more effective role in the second classroom by guiding students to participate in social practice activities. On the one hand, it can stimulate students to participate in the rise of practical activities, make ideological and political education more effective; on the other hand, it can constantly consolidate students' professional learning. It is also an effective way to improve the quality and ability of counselors to build a practical education model from a professional perspective.

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