

The Connotation Definition of “Double-Qualified and Double-Ability” Counselor in Application-Oriented Universities

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Abstract. The introduction of the “Decision on Accelerating the Development of Modern Vocational Education” by the State Council in 2014 and the implementation of the “Guiding Opinions on Guiding Some Local Universities to Transform into Application-Oriented Universities”(Ministry of Education document [2015] No.7) by Ministry of Education, the National Development and Reform Commission and the Ministry of Finance in 2015 are all promoting the transformation and development of counselor team in application-oriented universities. “Double-qualified and double-ability” counselors meet the development direction of new counselors of vocational and technical education in China. This paper defines the connotation of “double-qualified and double-ability” counselors in application-oriented universities, and provides a theoretical basis for the identification of “double-qualified and double-ability” counselors in the future.

New Orientation of Counselors in Application-Oriented Universities

With the introduction of the “Decision on Accelerating the Development of Modern Vocational Education” by the State Council in 2014, China has begun to fully deploy and accelerate the development of modern vocational education. The core idea proposed is “to guide a number of ordinary undergraduate colleges to transform into applied technology colleges, strengthen the combination of vocational education and general education, and open up the promotion channels from secondary vocational, junior college, undergraduate to graduate students, so that students have a variety of choice space, and can become multi-path talents and build a “flyover” type of education network.”

Therefore, in recent years, the concept of application-oriented undergraduate began to appear frequently, and its number was quite large. Among the 1,200 undergraduate colleges and universities nationwide, more than 600 need to be transformed into application-oriented universities, and their new orientation focuses on the word “application”. That is to say, guided by the talent view, quality view and education view needed by the spirit of the time and social development, under the new situation of higher education, a new discipline direction, professional structure, and curriculum system should be constructed to meet and adapt to the needs of economic and social development, the teaching content, teaching links, teaching methods and teaching means should be updated, the teaching level should be improved comprehensively, and the high quality applied talents with strong social adaptability and competitiveness should be trained. Its core link is practical teaching^[1-2].

With the new orientation of application-oriented universities, there must be new requirements for the teaching staff of universities. This paper focuses on the study of the definition of the counselors in application-oriented universities.

Counselors are the teachers who have the most contact with students in colleges and have a great influence on students. The development of counselor team in China is relatively early. In the 1950s, counselors were set up in colleges and universities. In 1961, it was proposed to set up full-time counselors in colleges and universities, and to implement and improve them. In 1978, the State Education Commission issued a document to restore the counselor system in colleges and

universities. During the Cultural Revolution, counselors were seriously transferred to other posts, so professional teachers worked part-time as political instructors, and counselors gradually turned to ideological and political education. Until the 1990s, with the deepening of reform and opening up, there have been many new situations in colleges and universities, such as helping the poor, psychological counseling, vocational counseling and other work, which have become a part of the counselor work. In the 21st century, the Party and the state pay more and more attention to ideological and political education, especially the promulgation of document No.16 in 2004, which expands the professional functions of counselors, including helping the poor, psychology, employment, career planning, interpersonal relations and so on^[3-4]. The professional development of counselors has made preliminary progress. In Order No.24 of the Ministry of Education of 2015 “Regulations on the Construction of Counselors’ Teams in Universities and Colleges”, the direction that counselors should develop professionally has been further strengthened, and adjustments or new regulations have been made in terms of proportion of teachers and students allocated, the criteria for selecting and recruiting counsels, the conditions and paths for the training and development of counselors in the future, and the post responsibilities, so as to improve the status of counselors in colleges and universities, highlight the role of political education and moral education of counselors, and gradually develop towards professionalism.

According to the “Outline of the National Medium and Long-Term Education Reform and Development Plan”(2010~2020), the Ministry of Education’s “Several Opinions on Improving the Quality of Higher Education in an All-Round Way”(Higher Education [2012] No.4) and “Guiding Opinions on Guiding Some Local Universities to Transform into Application-Oriented Universities”(Ministry of Education document [2015] No.7) issued by Ministry of Education, the National Development and Reform Commission and the Ministry of Finance, the counselor team needs to be given more new contents. The construction of the “double-qualified and double-ability” teaching staff is the new development direction of the teaching staff in colleges and universities proposed in the document [2015] No. 7 issued by the Ministry of Education. Counselors, as an important part of college teaching staff, should also adapt to the needs of the development of higher education in China, and be transformed into “double-qualified and double-ability” counselors’ team.

The Definition of “Double-Qualified and Double-Ability” Counselors

In “Guiding Opinions on Guiding Some Local Universities to Transform into Application-Oriented Universities”(Ministry of Education document [2015] No.7) issued by Ministry of Education, the National Development and Reform Commission and the Ministry of Finance, it is pointed out clearly that we should strengthen the construction of “double-qualified and double-ability” teaching staff. The main spirit of the document is to strengthen the construction of “double-qualified and double-ability” teaching staff by means of “introducing” and “going out”. Under the guidance of this spirit, some application-oriented universities have begun to define “double-qualified and double-ability” teachers and formulate evaluation criteria in the past two years. These definitions are mainly for full-time teachers, but few for counselors, so we must first define the “double-qualified and double-ability” counselors^[5].

Combining with the definition of “double-qualified and double-ability” teachers in higher vocational colleges and application-oriented colleges, the following points can be summed up:

Firstly, the “double-qualified and double-ability” teachers should be closely linked with enterprises, and must have the experience of counterpart industries and the front-line work in enterprises.

Secondly, the “double-qualified and double-ability” teachers should have a strong professional concept of teaching and educating people. They should not only guide students’ professional practice and increase their professional knowledge, but also understand students’ ideological changes, strengthen ideological exchanges with students and educate students on the three views.

Thirdly, the two source ways of “double-qualified and double-ability” teachers are: employing

personnel who have rich professional and technical skills in enterprises and industries, and sending some teachers to enterprise through the school to work. Teachers who meet the requirements are identified as “double-qualified and double-ability” teachers.

Referring to these points, we define the connotation of “double-qualified and double-ability” counselors according to the special positions of counselors and the current development trend of application-oriented universities.

The application-oriented universities mainly cultivate the application-oriented technical personnel. Their future work direction is to face the enterprise, face the workshop, and engage in the front-line production work as skilled technical personnel. Therefore, when students enter the school, they should be clear about their post positioning. During school learning, school should cultivate students’ awareness and behavior as employees. For the acquisition of these knowledge and skills, in addition to professional teachers, counselors have the same responsibility and obligation. The “double-qualified and double-ability” should also be closely related to counselors. Counselors should first understand students’ expectations and understanding on the enterprise and students’ psychological changes. When students are confused about this, they should first think of counsels. Therefore, we believe that “double-qualified and double-ability” counselors meet the development requirements of application-oriented universities, and are more in line with the needs of application-oriented students.

Therefore, “double-qualified and double-ability” counselors should have the following characteristics:

Firstly, they should have a strong ideological and political consciousness, correct outlook on life, values and world, and meet the requirements of the mainstream value view of the society. As the counselor in the new era, the ideological and political awareness should be high. No matter when and where they are, they must firmly uphold the Party’s leadership and authority, play a role as the fighting bastion in grassroots party organizations, guard the position of their student party members and be the political leaders and ideological progress teachers of the students.

Secondly, they should have the idea of strengthening moral education and cultivating people, and have noble character. As a counselor, one should have noble moral character, and shouldn’t have “two skins” personality problems, not to mention bad deeds of moral corruption. It takes a good blacksmith to make steel. Only when they are decent, will they build up prestige among students, and students will convince counselors, and twice the result with half the effort can appear when counselors guide students to be virtuous.

Thirdly, they are required to have the experience of holding a post or living in enterprises or industries, and fully understand the current situation of the development and the general trend of the enterprises or industries. If counselors want to answer students’ puzzles and questions about enterprises and industries, they should first understand the current development of enterprises and industries. The best way is to work or live in enterprises or industries, constantly communicate with enterprise employees to comprehensively understand the development status and trends of enterprises and industries. In this way, when they come back, they can accurately introduce them to students, and can correctly answer the daily puzzles and questions of students, students’ trust in counselors will be deepened, and other work of counselors will be development better.

Fourthly, some professionals from enterprises and industries can be introduced as the fresh blood of counselors. While teaching students ideological and political education and moral law, they can explain the requirements and taboos of internship and work for students, so that students can directly obtain career experience.

Fifthly, they should pay attention to the explanation and analysis of legal knowledge related to students’ major and work, so that students can fully grasp the relevant legal knowledge in the process of employment and avoid being deceived. Our country is building a society ruled by law. College students are the main people who study and abide by the law. Colleges and universities are the main position of law dissemination. In the future, students also need to know a lot of laws and regulations. During the school period, through the gradual explanation and analysis of counselors, students can understand the law early, and abide by the law after work.

According to the above five characteristics, the “double-qualified and double-ability” counselors have high ideological and political consciousness, listen to the Party’s command, take root in the grass-roots level, have noble moral character and correct “three views”, and strengthen moral education and cultivate people. They are convinced by their students and are the political leaders and mentors of students. At the same time, they have a certain work or life experience in enterprises and industries, fully understand the development and dynamics of enterprises, intimately answer puzzles and related legal questions about enterprises and industries for students, and serve students in technical learning and career planning.

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