

Analysis of the Professional Identity of College Counselors and Their Job Engagement

Shaopu Xu^{1,2*}, Hatairat Lertjanyakit²

1. Geely University, Chengdu, 61000, China.

2. Stamford International University, Bangkok, Thailand.

Abstract: The overall level of professional identity and job involvement of college counselors affects the quality of ideological and political education of college students. This paper conducted a sample survey of college counselors in the form of questionnaires and interviews, collated and analyzed the collected statistical data, expounded the status quo and causes of college counselors' career identity and work involvement, and analyzed the correlation between the two. On this basis, the author puts forward some countermeasures, such as setting reasonable goals, creating a good atmosphere, ensuring the allocation of resources, and establishing a career system, hoping to provide reference for the professional and expert development of college counselors in our country.

Key words: College Counselor; Professional Identity; Job Engagement

According to the National Bureau of Statistics, the number of university students has increased from 270,000 in 1977 to 10.14 million in 2022, with an enrollment rate of 85 percent. In particular, the average employment rate of college graduates aiming at cultivating application-oriented talents is higher than that of public colleges of the same scale, and the social recognition of universities is also increasing year by year. With the increase of enrollment and the improvement of social recognition, universities are no longer just marginal supplements, but gradually developing into an important force in China's higher education system. As one of the important components of the university, the university counselor is also playing a power that cannot be underestimated. Fully mobilizing the creativity and enthusiasm of university counselors is not only conducive to strengthening and improving the ideological and political education of contemporary college students, but also conducive to the stable development of universities.

1. Correlation Analysis between Career Identity and Job Involvement of College Counselors

1.1 Description of Research Objects and Tools

In this study, 50 university counselors were randomly selected as research objects, questionnaire survey and random interview were conducted by using grade scale, and statistical analysis was carried out by using scientific statistical tools.

1.2 Current Situation and Reason Analysis of College Counselors' Professional Identity

The research data show that the professional identity of college counselors is affected by gender, working age, professional knowledge, marital status and other factors, and the degree of professional identity is slightly different. In terms of gender, male counselors are higher than female counselors in job recognition dimension. Because male counselors are good at obtaining job-related external support from the external environment, their resource integration is relatively good, and they tend to rationally analyze and solve problems in the process of carrying out work. In terms of seniority, the newly hired college counselors have a higher career identity than the instructors with longer seniority. The reason is that most of the newly hired

college counselors are fresh graduates of undergraduate and master's degree, and master's degree students account for a large proportion. These new counselors are undergoing the transformation process from students to teachers, and have high aspirations and expectations for the position of counselors. At the same time, I have a high sense of freshness in the surrounding working environment, full of enthusiasm and confidence in work, and more actively strive for the support of external conditions to carry out professional activities, and I have a good recognition of my career. With the passage of time, instructors and teachers face greater work pressure and economic pressure. They not only need to work overtime to complete work tasks, but also have difficulty in coordinating the relationship between work and family life. The smooth promotion channel and the contradiction between work and family are intertwined, which ultimately leads to the decline of professional identity. In terms of professional knowledge, counselors who maintain continuous learning have a higher level of professional identity.

1.3 Current Situation and Reason Analysis of University Counselors' Job Involvement

College counselors face a group of college students full of youthful vitality and passionate dreams. In order to truly care for students, be strict with students, and treat students fairly, counselors and teachers need to devote more time and energy, and show the spirit of selfless dedication in their work. According to the survey data, college counselors' work involvement is affected by factors such as gender, length of service, title and rank, but the overall level is at a medium level. In terms of gender, the level of male counselors' work involvement is higher than that of female counselors, especially in the degree of work involvement and dedication. Male counselors are more inclined to the former in professional activities and family life, because male counselors are subjectively willing to spend more time and energy dealing with daily affairs at work.

1.4 Correlation between Occupational Identity and Job Engagement

Through the analysis and statistics of the questionnaire and interview results, it can be clearly seen that the level of career identity of college counselors positively affects the level of job engagement. When college counselors identify with the job they are engaged in, they will devote a lot of energy and time to the management of students. To put it simply, in a class management, counselors with high professional identity will set up personal files for every student in the class, pay attention to the growth of students, and maintain a fair and rigorous attitude towards every matter related to the interests of students. In the process of college students' growth and development, counselors with high professional identity will create a good environment through a series of activities organized by the party group. When students' understanding and support are obtained, this subjective initiative will be further stimulated and maintained, and the counselors will be more willing to think and pay in their work. It is also easier to complete related matters efficiently with creative and breakthrough thinking, and improve happiness while obtaining results. In addition to student recognition, recognition from the school and society is also crucial to promote the work of university counsellors in professional activities. In short, when employees think that their income and expenditure ratio is compared with others and history, if it is relatively fair and reasonable, employees will be able to maintain a happy mood and work hard, whereas their hearts will be dissatisfied and negative towards work. When college counselors receive social attention, they will perceive the improvement of their social status, and at the same time, their professional identity will also be improved, and they will take the initiative to push themselves into work and enjoy the fun brought by work.

2. Countermeasures to Improve Professional Identity and Work Involvement of College Counselors

Through investigation and research, college counselors are affected by individual expectation, school atmosphere, family factors, social support and other aspects, which have a great impact on career identity and job involvement. Therefore, in view of the current group characteristics and practical needs of college counselors, it is expected that the following four measures can be helpful to improve the professional identity and work commitment of college counselors.

2.1 Set Reasonable Goals and Clarify Job Responsibilities

With the steady development of the university, the group of counselors shows a trend of younger. Young counselors should correct their working motivation and set up reasonable career goals after entering the job. Constantly explore scientific management methods in education, and strive to serve students while respecting individual independence. In the process of daily affairs management, we should guide students to grow up with correct values. While gaining students' trust and

recognition, we can also firm the development direction of career goals. Only by further clarifying their own scope of responsibilities, maintaining strong professional feelings, constantly supplementing professional knowledge, deepening their understanding of the counselor's work, and expanding its connotation and extension, can college counselors' professional identity be improved. The research shows that the degree of professional identity of college counselors can promote their degree of work commitment in a large sense. College counselors should give full play to their own advantages, and actively respond to emergencies in work with calm thinking, so as to realize the importance of counselors' work in an all-round and multi-dimensional way, and further deepen their professional identity for counselors' positions.

2.2 Improve Relevant Mechanisms to Ensure Resource Allocation

In addition to improving the self-knowledge of college counselors, it is particularly important to improve the university's training, admission, training, assessment and other related mechanisms for counselors, which lays an external foundation for improving the career identity and overall level of work commitment of college counselors. In terms of the admission mechanism, universities should follow the principles of fairness, fairness and openness and conduct a comprehensive assessment of job seekers in accordance with post requirements and relevant national laws and regulations. In the admission mechanism, it should specify the professional knowledge, basic skills, psychological quality and moral sentiment that job seekers should possess. Through a variety of assessment methods to select the best candidates who meet the job needs. In terms of training mechanisms, universities should pay attention to the frequency and quality of pre-service training and on-the-job training. In the process of training, we should help the young counselor teachers to establish the correct post values and master the necessary vocational skills, help the young counselor teachers to adapt to the working environment, and support the young counselor teachers to display their talents in the work. In terms of training mechanism, universities should create conditions to encourage counselors to improve their academic qualifications and professional knowledge, and regularly hold exchange and study activities with domestic and foreign universities.

2.3 Create a Good Atmosphere and Get Rid of Negative Emotions

The results of the survey showed that a balanced relationship between family and work contributed to a higher level of professional identity and job engagement among college counselors. A harmonious family relationship can make the counselor maintain a good mental state in the work, and it is easier to promote the counselor to obtain the happiness of the family and the sense of achievement in the career. On the contrary, when the negative emotions in work permeate into family life, it is easy to cause the counselors to have pessimistic negative emotions, resulting in the conflict between professional activities and family life, thus affecting the normal work of the counselors. By creating a good environment and establishing a clear sense of role, counselors can help to coordinate the relationship between work and family. In their work, counselors should be aware of their dual identities as teachers and cadres, and their main responsibility is to organize, implement and guide students' daily ideological and political education and management, and to be strict with themselves and complete various work tasks while serving as a role model for students. In the family, we should take the initiative to assume the responsibilities of the family, and earnestly fulfill the responsibilities and obligations of honoring the elderly and raising children.

University counselor team is an indispensable force in the process of the development of higher education in our country, and is also the ideological and political education workers of university students. On the one hand, it is necessary to invest a lot of time and energy to complete the management of students' daily affairs. On the other hand, it is necessary to complete the relevant content of students' academic guidance and mental health education with enough patience and confidence. Enhancing the professional self-confidence and professional sense of belonging of college counselors, improving their professional identity and overall level of work involvement, will play a positive role in promoting the college counselors to stay true to their original intention, forge ahead, and develop toward specialization and professionalism.

References

- [1] Reconsidering research on teachers' professional identity. Douwe Beijaard; Paulien C. Meijer; Nico Verloop. *Teaching and Teacher Education*, 2004.
- [2] Exploring the Teacher's Professional Knowledge: Constructing Identity and Community. Ivor F. Goodson; Ardra L. Cole. *Teacher Education Quarterly*, 1994.