Role Reconstruction and Effectiveness Enhancement: A Study on the Innovative Path of College Counselors' Work in the Context of Digital Transformation

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Abstract

Under the background of digital transformation of higher education, college counselors, as the core force of students' ideological and political education and daily management, are faced with the urgent need to reconstruct and optimize their functional positioning and working mode. This study focuses on the opportunities and challenges brought by digital transformation to the work of college counselors, and explores the path of transitioning the role of counselors from traditional "managers" to "digital collaborative educators" through a combination of theoretical analysis and practical research. The study proposes that through the strategies of technology empowerment, data-driven decision-making, construction of refined service model and iterative upgrading of professional competence, the scientific and precise level of counselors' work can be effectively improved, thus enhancing the timeliness and effectiveness of ideological and political education. At the same time, combined with typical case studies, the study summarizes the innovative practice mode of counselor effectiveness enhancement in digital transformation, with a view to providing theoretical support and practical reference for the optimization of the ideological and political education system in colleges and universities and the professional development of counselors, and helping to realize the goal of "three-round parenting" in the high-quality development of the digital era.

Keywords

Digital transformation

College counselors

Role digital transformation

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Role reconstruction

Effectiveness enhancement

1. Introduction: The role of counselors in colleges and universities

With the rapid development of digital technology, digital transformation has become an important trend in the reform and development of higher education. College counselors, as life tutors for college students' growth and success and intimate friends for a healthy life, are facing new opportunities and challenges under the wave of digitalization. The traditional working mode and role positioning can hardly meet the needs of students in the new era, and how to realize the role reconstruction and effectiveness enhancement employing digitalization has become the key topic of tutors' work innovation in colleges and universities. An in-depth study of this issue is of great practical significance for strengthening ideological and political education in colleges and universities and improving the quality of talent cultivation [1].

2. Opportunities and challenges of digital transformation on the work of college counselors

2.1. Opportunities

2.1.1. Enrichment of educational resources and means

In the current wave of digitalization sweeping the field of education, the Internet has become a huge treasure trove of resources, counselors can easily access the current political hot video, online lectures, classic case library and other massive ideological and political education materials, greatly enriching the content of education, so that the theoretical knowledge has become vivid [2]. At the same time, multimedia technology, virtual reality (VR), augmented reality (AR) and other cutting-edge technologies are constantly being integrated to innovate the form of education. Through immersive experience and interactive teaching, it breaks the limitations of traditional education, effectively enhances the attractiveness and infectious force of education, stimulates students' interest, significantly improves students' participation, and promotes the new vitality of ideological and political education [3].

2.1.2. Precise understanding of student needs

The application of big data technology enables counselors to collect and analyze students' data in various aspects of learning, life and social life, such as behavioral data on learning platforms, campus card consumption records, and online social dynamics [4]. Through the in-depth mining of these data, they can accurately grasp students' interests, learning status, psychological state and demand tendencies, providing the basis for personalized education and precise assistance.

2.1.3. Expanding communication channels

The rise of social media and instant messaging tools has built a more convenient and diversified communication bridge between counselors and students. Through WeChat, QQ, and other platforms, counselors can break through the limitations of time and space; whether it is after school or during the holidays, they can communicate and interact with students anytime and anywhere [5]. In this way, counselors can capture the student's thought dynamics, accurately identify their confusion, and quickly give professional guidance and intimate help, thus effectively narrowing the distance between teachers and students, so that the teacher-student relationship is closer and more harmonious.

2.2. Challenges

2.2.1. Insufficient digital literacy and skills

Under the wave of digital transformation, some counselors have obvious shortcomings in the mastery of digital technology. They lack professional skills such as data analysis and information technology application, making it difficult for them to fully harness various digital tools to carry out their work [6]. When faced with complex data processing, such as multi-dimensional behavioral data analysis of students, as well as the application of emerging technologies, such as intelligent management systems and educational APPs, they often feel overwhelmed, resulting in the potential advantages brought by digitalization not being able to be effectively transformed into actual work performance.

2.2.2. Information security and privacy issues

In the digital environment, the collection, storage, and use of student information face security risks. Once an information leakage incident occurs, it will cause damage to students' rights and interests, and also affect the reputation of the school and the normal teaching

order. Counselors need to ensure information security and privacy protection while utilizing student data, which puts higher requirements on their information management ability.

2.2.3. Increased difficulty in guiding students' thoughts and behaviors

The complexity and plurality of network information make students subject to the impact of various trends and values, and some undesirable information can easily mislead students' thoughts. Counselors face greater challenges in guiding students' thoughts and behaviors in the virtual space, and how to guide students to establish a correct worldview, outlook on life, and values in the vast amount of information has become an urgent problem to be solved.

3. The path of role reconstruction of college counselors

3.1. Transformation from "manager" to "digital collaborative educator"

The traditional counselor's work focuses on the management of students' daily affairs, but in the context of digital transformation, it should be transformed into a student-centered, collaborative resource to carry out parenting work. Counselors should make full use of the digital platform to strengthen communication and collaboration with professional teachers, parents, psychological counselors and so on, to form a joint force of parenting. For example, through the online teaching platform and professional teachers pay attention to students' learning, timely detection and resolution of students' learning problems; the use of home-school communication software to maintain close contact with parents, and jointly promote the growth of students.

3.2. Become a "digital navigator" for students' development

With the help of digital tools, counselors can provide students with more accurate career planning and development guidance. By analyzing students' academic performance, interests and strengths, career assessment data, etc., they can customize personalized development paths for students. At the same time, the online platform

is used to push employment information, internship opportunities and vocational training resources for students, helping them to enhance their employment competitiveness and realize a smooth transition from academics to careers.

3.3. Acting as a "promoter" of campus digital culture construction

College counselors should actively participate in the construction of campus digital culture and create a healthy online cultural atmosphere. On the one hand, they should organize and carry out various online cultural activities, such as online cultural festivals and online essay competitions, to guide students to create positive digital cultural works. On the other hand, they should strengthen the monitoring and guidance of campus online public opinion, find and deal with undesirable information in time, and maintain the harmony and stability of the campus online environment.

4. Strategies to enhance the effectiveness of college counselors' work

4.1. Technical empowerment to enhance work efficiency

4.1.1. Utilize intelligent office software

Introducing student management information system, intelligent attendance software, online document collaboration tools, etc., to realize centralized management of student information, automated processing of daily affairs, and work collaboration. For example, through the student management information system, students' basic information, award and punishment records can be quickly queried, reducing the workload of manual access and statistics; the use of intelligent attendance software can grasp the attendance of students in real time, and find out the anomalies in time.

4.1.2. Work through new media platforms

Give full play to the advantages of new media platforms such as WeChat, Weibo and Jitterbug to carry out ideological and political education, policy publicity and activity promotion. Through the production of short videos, illustrated tweets and other forms, students' attention is attracted and the efficiency and effect of

information dissemination is improved. For example, a college counselor released the short video "Party history story every day" through the Jitterbug platform, which was widely praised by students and effectively enhanced the influence of ideological and political education.

4.2. Data-driven decision-making to realize accurate parenting

4.2.1. Establish student data files

In the era of digital education, it is crucial to collect and integrate student data from multiple sources. By establishing a comprehensive and dynamic student data file, we gather multi-dimensional information such as students' academic performance, classroom performance, participation in extracurricular activities and psychological assessment results. Continuous tracking of these rich data and in-depth analysis of the patterns can accurately grasp the trajectory and trends of students' academic growth, interest development, psychological state, etc., thus providing educators with powerful data support for the implementation of accurate parenting.

4.2.2. Personalized education based on data analysis

With the help of advanced data analysis technology, student groups can be segmented scientifically and accurately. Through in-depth mining of massive data, students are categorized into different types based on multi-dimensional characteristics such as fluctuations in performance, interests and preferences, and psychological status. For students with learning difficulties, we analyze their learning data in depth, locate knowledge loopholes, learning methods and other problems, and then provide one-on-one tutoring and exclusive learning advice; for students with high psychological pressure, we closely integrate psychological assessment data, develop accurate psychological intervention plans, and provide effective guidance, to help students grow up in a healthy body and mind.

4.3. Constructing a refined service model to meet students' diversified needs

4.3.1. Provide one-stop online services

To optimize students' experience at school, a one-stop student service platform has been created. The platform integrates multiple functions such as student affairs handling, counseling services, complaints and suggestions, etc. Students only need to log on to this one platform to solve all kinds of problems. For example, when applying for scholarships and grants, students do not need to run around between multiple departments, but can submit their applications directly online and check the processing progress in real time. They can also check the progress of the process in real time. If they encounter any problems in their daily life, they can also give feedback through the platform at any time. The one-stop service platform breaks down information barriers, makes the service more efficient and provides great convenience for students.

4.3.2. Focus on students' personalized needs

Adopting the mode of integrating online and offline, we have gained in-depth insight into students' personalized needs and are committed to providing students with exclusive customized services. Online, we collect students' demands with the help of big data analysis and questionnaires; offline, we accurately grasp students' actual needs through thematic symposiums and one-on-one interviews. For students with dreams of innovation and entrepreneurship, professional entrepreneurship training is organized, and mentors are arranged to provide project guidance, helping them transform their creativity into practice; for students with artistic talents, a diversified display platform is set up, and professional equipment and resources are provided to support them, so that they can show their talents to their heart's content and achieve all-round development.

4.4. Iterative upgrading of vocational ability to meet the needs of digital development

4.4.1. Strengthen digital literacy training

At a time when the wave of digitization is sweeping through the field of education, colleges and universities should attach great importance to the enhancement of counselors' digital literacy. Regularly organize counselors to participate in systematic digital literacy training courses, the course content focuses on data analysis, information technology applications, network security, and other core areas, through the combination of theoretical explanations and practical operation, to effectively improve the level of digital skills of

counselors. In addition, we actively create a good learning atmosphere, encourage counselors to take the initiative to carry out independent learning, enthusiastically participate in all kinds of online courses and cutting-edge academic seminars, keep abreast of the latest industry trends, and constantly update the knowledge system, to better adapt to the new requirements of student work in colleges and universities in the era of digitization, and to enhance the effectiveness of parenting.

4.4.2. Cultivate innovative thinking and ability

In the critical process of digital transformation of colleges and universities, the cultivation and development of innovative thinking is crucial for counselors as an important force in student work. Counselors need to break the shackles of the traditional work mode and actively explore new methods and modes that meet the needs of the times. Colleges and universities can play a leading role by regularly carrying out innovative practical activities, such as digital work case competitions, collection of creative solutions, etc. At the same time, they can set up special scientific research projects to encourage counselors to focus on the difficulties and pains in student work and conduct in-depth research. In this way, we can stimulate the counselors' innovative consciousness and ability, promote them to deeply integrate big data, artificial intelligence and other digital technologies into their daily work, and carry out more innovative and effective parenting practices.

5. The typical case study of counselor effectiveness improvement in digital transformation in colleges and universities

5.1. Case 1: A college "intelligent academic work" platform to help counselors work

In the wave of digital transformation of education, a university actively explored innovation, built a "smart academic work" platform, student management, ideological and political education, mental health education, career guidance and other core functions integrated into one. With this platform, counselors can break through information barriers, real-time, comprehensive grasp of student learning, life and ideological trends.

Take the learning module as an example; the system uses data analysis technology to automatically capture students' behavioral data, such as course grades, classroom interactions, and homework submissions, and triggers an early warning mechanism for students with academic risks. Counselors take the initiative to intervene based on the early warning information, communicate with students in depth, and tailor-made personalized help plans. The mental health education module also plays a key role. Students complete self-assessment through the online psychological assessment system, which divides them into risk levels based on the assessment results, and counselors provide accurate psychological counseling and intervention for students in different situations accordingly.

The use of the "intelligent academic work" platform not only significantly improves the efficiency of counselors but also optimizes the student service experience, realizes the transformation of academic management from traditional mode to intelligent and precise, and wins the widespread praise of teachers and students.

5.2. Case 2: Counselors use new media to carry out ideological and political education

In the context of the Internet boom, a college counselor Li actively follows the trend, fully explores the nurturing value of the new media platform, and innovates ideological and political education work. He has crafted the WeChat public number "Youth Pilot" to attract students' attention with rich and diversified contents: he regularly releases hot interpretations of current affairs with depth and temperature to help students grasp the pulse of the times; he pushes systematic and comprehensive learning materials on party history to pass on the red gene; and he shares inspirational articles to motivate students to be positive. In addition, he also breaks through the traditional class meeting form, with the help of live broadcast to carry out the theme class meeting, inviting experts and scholars in various fields to give online lectures, and through real-time pop-ups, connecting the microphone and other means of interaction and communication with the students, to enhance the sense of participation in education.

During the epidemic, the new media platform became an important communication bridge. Through the public number and live broadcast platform, Xiao Li timely and

accurately conveyed the school's prevention and control policies and requirements, while combining the actual needs of students and carrying out mental health education and counseling, which effectively alleviated students' anxiety. The novel form of education makes ideological and political education lively and interesting, greatly enhancing students' acceptance and participation. Thanks to Li's efforts, the students in his class have significantly improved their ideological and moral quality and comprehensive ability, and his work has been widely praised and highly recognized by the school and the students.

6. Conclusion

Digital transformation has brought new opportunities and challenges to the work of college counselors, and it is an inevitable choice for college counselors to adapt to the development of the times by realizing role reconstruction and effectiveness improvement. Through the transformation from traditional "managers" to "digital collaborative educators," they can play the roles of "digital navigators" for students' development and "promoters" for the construction of campus digital culture. By adopting strategies, such as technological empowerment, data-driven decision-making, building a refined service model, and iterative upgrading of professional competence, college counselors can effectively improve the scientific and precise level of their work and enhance the timeliness and effectiveness of ideological and political education. Meanwhile, it can be seen through the typical case analysis that the application of digital transformation in the work of college counselors has achieved remarkable results. In the future, colleges and universities should further strengthen the training of counselors' digital ability, increase the investment in digital construction, promote the ideological and political education work of colleges and universities to achieve high-quality development in the digital era, and help achieve the goal of "three-full education."

Disclosure statement

The author declares no conflict of interest.

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