

The inner logic and integration path of new quality productivity and vocational education counselor construction

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Abstract: This paper explores the intrinsic connection and integration path between new quality productivity and the construction of vocational education counselors. As the driving force of modern industry, new quality productivity puts forward new requirements for vocational education. As a key role, counselors need to adapt to the development of new quality productivity and improve their professional quality. The article analyzes the logic of mutual promotion between the two, extracts successful experiences through case studies, studies the links that need to be improved, and proposes integration paths such as building professional standards, strengthening the understanding of new quality productivity, innovating education models, deepening school-enterprise cooperation, and strengthening innovation and entrepreneurship capabilities. In summary, the construction of vocational education counselors under the background of new quality productivity will continue to move towards new heights and contribute greater strength to vocational education and economic and social development.

1 Introduction

With the rapid development of the global economy and the rapid advancement of science and technology, new quality productivity has become an important engine for promoting social progress and economic growth.^[1] With scientific and technological innovation as its core, new quality productivity is generated through revolutionary technological breakthroughs, innovative allocation of production factors, and deep industrial transformation and upgrading. It has subversive and revolutionary characteristics.^[2] This change not only brings impact to traditional industries, but also poses new challenges and opportunities for the development of vocational education. As an important way to cultivate high-quality skilled talents, the status and role of vocational education are becoming increasingly prominent. As an important part of the vocational education system, counselors^[3] their construction and development are of great significance to improving the quality of vocational education and promoting the development of new quality productivity.

2 The inner logic of new quality productivity and the construction of vocational education counselors

There is a close internal logic between the new quality productivity and the construction of vocational education counselors. On the one hand, the development of new quality productivity has put forward higher requirements for the professional

quality and innovation ability of counselors; on the other hand, the improvement of counselors' quality has further promoted the development of new quality productivity. Therefore, strengthening the construction of vocational education counselors and improving their professional quality and innovation ability are of great significance to promoting the development of new quality productivity.

2.1 Productivity development needs drive counselors' capacity improvement

With the rapid advancement of science and technology and the continuous transformation of social economy, new productivity (such as information technology, artificial intelligence, big data, cloud computing, etc.) has gradually become a key force in promoting social and economic development. This innovation of productivity has not only profoundly changed the industrial structure and employment pattern, but also brought unprecedented challenges and opportunities to the education system, especially vocational education. In this context, as a bridge connecting students and educational resources, the professional quality and innovation ability of vocational education counselors are directly related to whether students can effectively adapt to and lead the development of new productivity.

The introduction of new productivity requires counselors to not only have traditional student management and psychological counseling capabilities, but also to have a deep understanding of the development trends of new technologies, new industries, and new formats in order to better guide

students in career planning and learning path design. At the same time, in the face of a rapidly changing environment, counselors need to have innovative thinking and problem-solving skills, encourage students to explore unknown areas, and cultivate their innovative thinking and practical abilities to adapt to the needs of future society.

2.2 Counselors play a more important role in new productivity

Against the background of the rapid development of new productivity, the role of counselors is becoming more and more important and diverse. First, counselors are guides, guiding students to correctly understand the significance and value of new productivity, stimulating their interest and motivation in learning, and helping them establish a correct career and life outlook; second, counselors are bridge builders. As a bridge between schools and society and enterprises, counselors need to actively build platforms to promote the deep integration of industry, academia and research, and provide students with more practical opportunities and employment channels; at the same time, counselors are literacy cultivators. By organizing various scientific and technological innovation activities, professional literacy training, etc., students' scientific literacy, information literacy and professional literacy can be improved, so that they have the ability to survive and develop in the new productivity environment.

2.3 Mutual promotion between the two

On the one hand, new quality productivity provides resources and support for counselors. The development of new quality productivity has brought about a rich variety of educational resources, such as online courses, virtual laboratories, intelligent teaching systems, etc., which provide counselors with more convenient and efficient teaching methods. With the transformation and upgrading of enterprises, the demand for talents with new technologies and new skills is increasing. Counselors can take this opportunity to organize students to participate in corporate internships, project cooperation, etc. to enhance students' practical ability. On the other hand, the improvement of counselors' quality will feed back to the development of new quality productivity. Through the careful cultivation of counselors, students can quickly integrate into the new quality productivity environment after graduation and become a vital force to promote economic and social development. In the process of guiding students to innovate and practice, counselors themselves also need to continue to learn and innovate to form a virtuous circle and inject new vitality and motivation into the development of new quality productivity.

3 The integration path of new quality productivity and vocational education counselor construction

3.1 Establish a comprehensive professional and occupational standard system

Under the background of new productivity, the role positioning and scope of responsibilities of vocational education counselors have undergone profound changes. Therefore, it is particularly important to build a complete set of professional and professional standard systems. This includes: refining the professional competence standards of counselors. According to the characteristics and requirements of new productivity, the professional competence of counselors is refined and quantified, and their specific competences and requirements in ideological and political education, academic guidance, career planning, mental health education, and employment guidance are clarified; a complete training and assessment mechanism is established. A regular training system is established, covering new productivity knowledge, modern educational technology, psychological counseling skills, career planning guidance, etc., to ensure that counselors can keep up with the times and continuously improve their own quality. At the same time, a sound assessment mechanism is established to comprehensively evaluate the work performance of counselors through regular assessments, student evaluations, peer reviews, etc., to encourage counselors to keep making progress.

3.2 Strengthen the understanding and awareness of counselors on new quality productivity

In order to better guide students to adapt to the development of new productivity, counselors themselves must have a deep understanding and knowledge of new productivity. This requires: Organizing special training. Invite industry experts and scholars to explain the basic concepts, development trends, and impacts of new productivity on vocational education to counselors, helping counselors broaden their horizons and update their concepts; Encourage independent learning. Provide counselors with rich learning resources, such as online courses, professional books, research reports, etc., and encourage counselors to use their spare time for independent learning to continuously improve their understanding and application capabilities of new productivity.

3.3 Deepening school-enterprise cooperation

School-enterprise cooperation is an important way to closely integrate vocational education with industrial development. Deepening school-enterprise cooperation can not only broaden the career development space of counselors, but also provide students with more practical opportunities and employment resources. To

strengthen school-enterprise cooperation, we must first focus on establishing a long-term school-enterprise cooperation mechanism to ensure that the cooperation between the two parties is stable and in-depth, jointly design talent training programs, and maximize the use of resources and complementary advantages; [5] Secondly, we must actively broaden the career stage of counselors, encourage them to engage in practical fields such as enterprise project research and development and technical consulting, enhance practical skills and professional qualities, and serve as a bridge to deliver high-quality talents to enterprises, creating a win-win situation for schools and enterprises; at the same time, we must also focus on providing students with practical opportunities and employment resources, and provide students with rich internship and training opportunities through the school-enterprise cooperation platform to help them accumulate experience and improve their employment competitiveness. At the same time, we should recommend outstanding graduates to enterprises to solve the employment problems of enterprises.

4 Case analysis and empirical research

4.1 Typical case: Cooperation between Changzhou Information Vocational and Technical College and Sangfor Technologies Co., Ltd.

Both sides take the two high professional groups of software technology, information security and management as the starting point. , Carry out a variety of social services to reach cooperation. The project relies on the college's own strong scientific and technological background and rich educational resources to implement the integration of production and education integration projects, and integrate the latest achievements of new productivity into the vocational education system, the relationship map as shown in fig1.



Fig. 1. Relationship map.

During the implementation of the project, counselors have worked more closely in student career planning and internship arrangements. Counselors no longer just provide academic guidance, but also work closely with enterprises to build a bridge for students' career development and provide more personalized guidance and support. [6] The college introduced the enterprise mentor system and hired enterprise experts as part-time counselors to provide students with career planning, skills training and innovation and

entrepreneurship guidance. At the same time, the college and enterprises jointly built a training base to simulate real scenes and help students master new technologies in practice. Counselors are mainly responsible for coordinating school-enterprise resources to ensure the smooth implementation of students' internships and training, and to track students' career development. In addition, counselors have become the core force of school-enterprise cooperation, responsible for connecting with enterprises to jointly develop employment guidance courses, teaching materials and teaching cases: jointly build an employment service center to provide employment guidance and employment support services, including pre-employment planning guidance, on-demand assistance during employment, and continuous tracking after employment; jointly develop a 24-hour course on professional literacy and job search ability improvement, including three series of career planning, job search skills improvement, and workplace improvement; and cooperate with enterprises to develop an employment service platform to improve students' high-quality employment. The counselors also actively participate in the enterprise technology research and development projects, transforming scientific research results into teaching resources and improving students' innovation and practical abilities. The school has also established a complete counselor training system to continuously improve the counselors' professional quality and innovation ability.

4.2 Successful experiences and areas for improvement

Analyzing the above cases, the main replicable and popularizable experiences are as follows: Deepen school-enterprise cooperation. Establish a long-term and stable school-enterprise cooperation relationship, jointly formulate talent training plans, realize resource sharing and complementary advantages; [6] Introduce the enterprise mentor system. Hire enterprise experts as part-time counselors to participate in the entire process of student training, provide cutting-edge industry information and practical experience; jointly build a training base. Simulate the real production environment, so that students can master new technologies and new processes in practice, improve their professional quality and employment competitiveness; strengthen counselor training. Establish a complete counselor training system to improve counselors' professional quality, innovation ability and service awareness; promote the transformation of scientific research results, encourage counselors to participate in enterprise technology research and development projects, transform scientific research results into teaching resources, and promote the deep integration of industry, academia and research.

The main aspects that need to be improved are: avoid formal cooperation. School-enterprise cooperation should focus on effectiveness, avoid staying at the level of superficial cooperation, and ensure that the resources of both parties are truly

effectively utilized; pay attention to the personalized needs of students. In the process of promoting the integration of industry and education, we should fully consider the personalized needs of students, provide targeted guidance and support; and continuously optimize the curriculum system. With the continuous development of new quality productivity, the curriculum system should be continuously optimized and updated to ensure that the teaching content keeps pace with the forefront of the industry; strengthen the construction of the counselor team. The counselor team is the key force in the integration of industry and education, and the team building should be continuously strengthened to improve the overall quality and level.

Through the above case analysis and empirical research, we can clearly see the internal logic and integration path between the new quality productivity and the construction of vocational education counselors. In the future, we should continue to deepen school-enterprise cooperation, strengthen the construction of the counselor team, promote the deep integration of industry, academia and research, and contribute to the cultivation of more high-quality skilled talents that meet the needs of the new era.

5 Conclusion and Outlook

With the surging development of new quality productivity, the construction of vocational education counselors will usher in an unprecedented broad stage. Driven by technological progress and industrial upgrading, the professional quality and innovation needs of counselors will continue to improve, encouraging them to constantly learn cutting-edge knowledge, master emerging skills, and keep up with the pace of the times. At the same time, the deepening and expansion of school-enterprise cooperation will open up a rich window of practice and career growth for counselors, and will also pave a smoother path for students to connect between school and work. In summary, the construction of vocational education counselors under the background of new quality productivity will continue to move towards new heights and contribute greater strength to vocational education and economic and social development.

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