

Exploration and research on transforming the traditional working methods of college student affairs in the post epidemic era

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Abstract. In the post epidemic era, although the COVID-19 epidemic is becoming stable under the strong control of the country, the complexity of the COVID-19 epidemic situation has brought great impact on the life and learning of college students. Therefore, the work of counselors is also facing great challenges in the post epidemic era today. The sudden COVID-19 epidemic has changed the actual work situation of college counselors. The work object requires refinement from face to point, the work position impacts the traditional mode from offline to online, and the difficulties in work face problems and contradictions. Faced with such a situation, college counselors need to change their work strategies, improve their work efficiency, study and judge the corresponding methods of emergencies, emphasize professional and role positioning and subdivide their work responsibilities, adhere to the fundamental and strengthen the ideological guidance in special periods. At present, college counselors should cultivate their internal skills, firm their beliefs, keep the "unchanged" and lead the "change". Through a comprehensive discussion on the work challenges faced by counselors during the COVID-19 epidemic and the main problems of college students, new ideas are provided for the work of counselors in the "post epidemic era".

1 Challenges faced by counselors in the "post epidemic era"

Although the post epidemic era has not had a great impact on colleges and universities, it has brought various impacts on college students in terms of employment, postgraduate entrance examination, daily study and life. As the front-line staff of colleges and universities, the counselors, facing the mode of combining the post epidemic era with the scattered student groups, are in line with the need to let students self-discipline in the process of home or online learning at school, and relieve the psychological pressure of students in the post epidemic era, as well as graduate employment and postgraduate entrance examination, which are the primary problems that college counselors need to face.

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1.1 The counselor's working style is constantly changing

Since the outbreak of COVID-19, the work mode of counselors also needs to be adjusted from offline face-to-face communication to online communication based on the new media platform according to the actual situation. Since the outbreak of COVID-19 in 2020, COVID-19 has been controlled to a certain extent. After nearly three years of online teaching mode, college students have been accustomed to online home learning to a certain extent, and face-to-face communication between offline teachers and students or students will also be limited, so the work of college counselors is limited by space conditions. Then how to do a good job in "online" management for counselors has become a new challenge. With the impact of the COVID-19 epidemic, the pace of non graduating students returning to school is blocked. Under the circumstances of college students' self-management at home, self-study, etc., due to time and space constraints, the workload of college counselors has correspondingly increased the difficulty. On the premise that the COVID-19 epidemic situation has been controlled to a certain extent, counselors need to break through the limitations of existing conditions to remotely manage students, such as through WeChat, Tencent Conference and other new media platforms.

On the one hand, counselors not only need to monitor students' health and travel conditions, but also need to carry out ideological and political education, mental health counseling, employment and entrepreneurship counseling and other work remotely. The communication mode between instructors and students needs innovation urgently. Due to the increasingly powerful function of new media, the function of new media network has developed to basically meet the needs of home learning and home office. However, for the work of counselors, only through "cold" network communication, it is impossible to truly understand the real psychological situation, learning state and ideological dynamics of students. Therefore, college counselors should rely on online education as the basis, and develop and create a communication mode of "advancing with the times" based on the post epidemic era, so as to carry out student work more conveniently and efficiently. The author learned through interviews that, Some students are on "hang up" for online teaching" In addition to the occasional questions from the teachers, the students' concentration ratio in most of the online classes is very small, which leads to an increase in the rate of students failing grades, leading to a series of problems such as demotion, which also adds a certain challenge to the difficulty of college counselors' work, so the counselors' work style also needs to keep pace with the times.

1.2 The difficulty of counselors' work continues to increase

In the post epidemic era, many students, especially medical students and science students who need offline experimental courses, have affected their academic progress because of the epidemic. In the post epidemic era, it is more difficult to obtain employment, so it is difficult to graduate, which is followed by the pressure of going to school and obtaining employment. The spread of the epidemic worldwide has made it difficult to go abroad for further education. Although some foreign schools have launched online teaching mode, some students or parents want to experience life abroad because of the epidemic, considering that such teaching mode is difficult to be certified or some students want to experience life abroad, Therefore, more and more college students choose to study in China, but some students will face the situation of "no study to go to" when the number of postgraduate enrollment remains unchanged. At the same time, due to the COVID-19 epidemic, it is not uncommon for recruitment units to reduce quotas or even cancel recruitment, and the employment situation of college students has become increasingly grim. Then the following problem is the increasing difficulty of college counselors' work.

In the post epidemic era, facing such a tense employment environment, it is particularly important to solve the difficulties of graduates, help them graduate smoothly and implement their graduation destination.

Similarly, the psychological problems of college students in the post epidemic era are particularly prominent. The fear caused by COVID-19 has also caused collective anxiety to some extent, and this anxiety and fear will also appear in college students; Long term home isolation will make some family conflicts become increasingly prominent, thus increasing the negative impact on college students' psychology. In the face of the epidemic, many college students showed panic due to lack of scientific prevention and control knowledge. Moderate panic is normal, but many college students showed excessive tension and anxiety. The author interviewed students of different grades through interviews. The degree of psychological anxiety caused by the epidemic among freshmen is equivalent to that of students from junior to graduating. In particular, the students who are about to graduate are facing employment pressure, homework pressure, online class pressure, postgraduate entrance examination and re examination and other influences, and their psychological problems are becoming increasingly prominent. What needs to be vigilant is that these psychological problems are not transient. After the full resumption of work, production and schooling, they still need to be guided. When necessary, they should be guided to conduct psychological counseling or medical treatment to ensure the stability of their psychological state after returning to school, which adds some difficulties to the work of college counselors.

2 Change of counselor's work strategy in the "post epidemic era"

In the post epidemic era, college counselors should have political literacy, always pay attention to the latest trends of the epidemic and also recognize the impact of the epidemic on college students, so that they can improve their professional skills in a targeted way and better "prescribe the right medicine" for students in different situations. Fans economy and online celebrity economy are prevailing. With the advent of the epidemic, from Zhu Guangquan and Li Jiaqi's live broadcast of Hubei to General Secretary's arrival at the online live broadcast room of Qinling agricultural products, the power of the network economy has already affected the whole society. Only by grasping the key points shown by the times, discovering the problems existing in students, and understanding what students need, can we change students' concepts. Although the pandemic test was cruel, the dedication of countless medical staff turned the "battle of epidemic prevention and control" into the appearance of "patriotic education".

2.1 Improve work efficiency and study and judge emergency response methods

The COVID-19 epidemic has put forward higher requirements for college counselors' ability to deal with emergencies. The epidemic is coming fast, and it is in the winter vacation. Students are scattered all over the country, making management more difficult. To complete the sorting of large quantities of student health data in a short period of time is the first hurdle. Counselors must have the emergency ability to quickly handle transactions and all-around collaborative operation. Specifically, diseases threaten the life safety and health of college students. Home isolation may also cause a series of family conflicts and psychological crises. Online teaching can lead to poor learning results, network addiction and even extreme thinking. Although similar problems are also encountered in daily student

work, in the context of the epidemic situation, the problems are concentrated, the work tasks of counselors are urgent and large, and the working methods have been completely changed. We must adapt to various changes brought about by emergencies, improve our personal ability to deal with crisis events and information processing, and explore new working methods. Specifically, we should make good use of the network to speed up the information sorting; Make good use of student backbones and party and league organizations to improve the accuracy and height of work; Attention should also be paid to communication methods to improve the working temperature.

2.2 Emphasis on specialty, role orientation and job responsibilities

In order to meet the challenges brought by the COVID-19 epidemic and turn the crisis into an opportunity, college counselors need to clarify their work responsibilities and assume multiple roles. College counselors play the following roles in epidemic prevention and control: first, they are educators of faith, organizers of prevention and control work, do a good job of students' information sorting, strengthen guidance and publicity, guide students to treat the epidemic rationally and jointly overcome the epidemic; Manage the service providers, do a good job in daily class management, do a good job in the employment of graduates under special background, and do a good job in online teaching academic support; Psychological facilitators should do a good job in psychological health education, pay attention to the psychological health of college students, and relieve students of psychological problems caused by epidemic situation and other reasons; The public opinion guider should do a good job of information reception and integration processing, transmit the network information with attitude and temperature to college students, guide college students to treat the complicated network speech rationally, and do not believe, spread or fabricate rumors. The new role requires new breakthroughs. The challenges brought by the COVID-19 epidemic objectively put forward higher requirements for the professional ability of college counselors, and also prompted the counselors to re-examine themselves, especially in management and service capabilities, psychological counseling capabilities, network application capabilities, and public opinion response and guidance capabilities. The repositioning of counselors' roles and the subdivision of their responsibilities are new requirements for the ideological and political education of college students in the special context, which are based on the situation, the times and the situation. They are also the political responsibilities of college counselors, which directly affect the effectiveness of college students' work in emergencies, and also relate to the overall development of college students' work.

2.3 Adhere to the fundamental principle and strengthen the ideological guidance in special periods

No matter when, the core of ideological and political education is always unchanged. In the face of the epidemic, counselors need to first do a good job in self ideological education, improve their ideological and political position, always pay attention to the specific work deployment of the Party Central Committee, obey the command of the Party, take unified action, strengthen confidence, take the initiative to speak, and carry out ideological guidance work for college students as required. On this basis, counselors should seize the opportunity of ideological and political education provided in the special period, use bellicose "epidemic" materials, focus on strengthening the education of ideals and beliefs, patriotism, focus on the fundamental task of building morality and cultivating people, and grasp the "root" problem of educating people for the party and the country. At the level of daily words and deeds, counselors should focus on guiding college students to consciously

comply with epidemic prevention requirements, trust the leadership of the Party and the country, establish correct epidemic prevention concepts and put them into action. Counselors should guide students to firmly believe that the party and the state can lead the people throughout the country to win the fight against epidemic prevention and control, so that students can consciously regulate their words and deeds in accordance with epidemic prevention requirements and drive others. At the ideological level, counselors should explore the materials of fighting "epidemic", guide college students to correctly understand the advantages of the socialist system with Chinese characteristics in focusing on major events, and achieve the unity of loving the party, patriotism and socialism. The war epidemic has written the "Chinese spirit", "Chinese speed", "Chinese value", "Chinese power" and "Chinese plan". The counselors should guide students to "look at the epidemic out of the epidemic", correctly view the Communist Party of China and the socialist system with Chinese characteristics, compare the development trend of the world and China, and carry out education in ideals and beliefs, patriotism. Students should be aware of the advantages of the system, learn from the heroes of anti epidemic, and understand the spirit of dedication, and strengthen the guidance and education of students through online second class, cloud politics and other forms.

3 Work innovation of counselors

3.1 Firm belief

Listening to the Party's words and following the Party is the fundamental principle of college counselors' daily work. In the face of major tests and challenges, we need to stand firm, obey the unified command and coordination of the Central Committee of the Party, implement the policy requirements of the school and college party committee, standardize our own behavior with the highest party spirit, be ready to fight at any time, and carry out all work at the height of political tasks. Only in this way can we be fearless, calm, shoulder heavy burdens, and bite the bullet. Secondly, we should clarify the main line of work: to ensure the life, health and safety of students in an all-round way, and to do a good job in management, service and education. In any case, counselors should closely focus on the job responsibility requirements in the regulations, solve students' actual difficulties, and ensure students' basic life needs, academic and personal development needs during the epidemic prevention and control period. This management and service awareness should also be extended to daily student work. Finally, we should implement the fundamental task: to cultivate morality, educate people for the Party and the country. While comprehensively protecting the physical and mental health of students, we should carry out the education of ideals and beliefs, patriotism, and responsibility throughout the work, continue to give play to the power of the war "epidemic" story, tell a good story about the Chinese road and system, establish a model of war "epidemic", let life come first, the whole country unite, sacrifice their lives, respect science The great anti epidemic spirit of shared destiny has become an important source of ideological and political education for college students. At the same time, we should take this opportunity to mobilize college students to actively move closer to the party organization and develop a group of student party members who are truly learned, understand and believe.

3.2 Weaknesses

A comprehensive understanding of the basic situation of students is the basis for all student work. Counselors should go to dormitories, canteens, and classrooms to strengthen regular

contact with students, implement the "one-on-one" conversation requirements, master student information in daily work, establish work accounts, and understand the situation of each student, especially the psychological situation, so that they can better deal with emergencies in the face of. The work ability and energy of a counselor is limited. While managing services and guiding all students with ideas, the counselor should also focus on building a backbone team of students, and drive a group of people in terms of ideas and behavior. When it comes to the critical time, the counselor can be reliable and useful. In daily work and emergencies, a group of student backbones can take responsibility and be ahead of others, Counselors should give full play to the subjective initiative of student backbones, and urge them to promote collective development while making personal progress. At the same time, counselors should clearly realize that the epidemic prevention and control work is long-term, and the post epidemic era does not mean that the epidemic has completely ended, but has entered the stage of normalization of epidemic prevention, the global epidemic is still spreading, and the domestic sporadic and local cluster epidemic in early 2021 has also sounded an alarm for us. Counselors should strengthen learning and lifelong learning, constantly adapt to the development of the times and changes in the environment, arm themselves from multiple angles and in all directions, make learning a habit, strive to make themselves become "generalists" in work, and forge ahead on the road of cultivating new youth in the new era.

3.3 Stand on the foundation of ten thousand changes

The importance of the network has shown itself thoroughly in the prevention and control of the epidemic, so the sensitivity of college counselors to new media and the ability to handle online business are also crucial. First of all, the ability to skillfully use the network should be improved. With the rapid development of the Internet, counselors should keep up with the situation and make full use of the advantages of new media. For example, they can take some simple short videos to warn students how to improve their psychological quality in the post epidemic era and how to correct negative emotions such as stress and anxiety. College students are young, and may not be able to accurately judge the network information. The network information is rich in content, so there will be different voices. So college counselors must be rational, mature, and objective to screen from it, and pass the correct and positive information to students, Let the national official voice be heard and seen by students. Not only that, counselors should also be able to speak, be able to speak, explain the truth to students, and explain the truth while emphasizing the authenticity of information. In a word, college counselors should firmly grasp the initiative of the network education position, carefully study the network behavior habits of contemporary young students, create a network atmosphere that students like and full of positive energy, and let the party flag fly high in the cyberspace.

This research is a project of the Heilongjiang Provincial Education Science Planning Office (No.GJB1422446)

This research was financially supported by 2021 higher education teaching reform research project (No.SJGY20210977)

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