



การประชุมวิชาการนำเสนอผลงานวิจัยระดับชาติ ครั้งที่ 4

“GRADUATE SCHOOL CONFERENCE 2022 iHappiness: ความสุขและคุณภาพชีวิตที่ดีอย่างยั่งยืนในยุคสังคมดิจิทัล”

## Analysis on the Work and Team Building of College Counselors Based on SWOT

Dongna Weng<sup>1</sup>

Email: 1172691098@qq.com

Dr. Ganratchakan Lertamornsak<sup>2</sup>

Email: ganratchakan.le@ssru.ac.th

<sup>1,2</sup>Educational Administration Program, Graduate School Suan Sunandha Rajabhat University

### Abstract

Educational management is the most important subject in university management. Through the SWOT analysis method, the current situation of the college counselor team is studied and suggestions for the future development of the counselor team construction are made.

**Keywords:** SWOT, Education, College Counselors

### Introduction

The construction of college counselors is an essential guarantee for promoting the growth of college students. College counselors play an important role in the development of our country's university education. The counselor's words and deeds, outlook on life, values, and worldview will directly or indirectly affect the growth of students and the formation of these three views. But, in most colleges and universities, the daily management of students is cumbersome, taking up a lot of time and energy of counselors and affecting their work efficiency of college counselors. Based on the counselor's daily work, by combining SWOT analysis, this paper finds out the favorable and unfavorable factors for the counselor team and seeks methods to improve the work efficiency of college counselors, which is of great significance to college counselors and society.

### Objectives

The basic status and existing problems of the work of college counselors are studied, and methods to improve the work efficiency of college counselors are discussed.

### Research Scope

#### 1. Population scope

Counselors in a higher vocational college in Guangdong Province.



การประชุมวิชาการนำเสนอผลงานวิจัยระดับชาติ ครั้งที่ 4

“GRADUATE SCHOOL CONFERENCE 2022 iHappiness: ความสุขและคุณภาพชีวิตที่ดีอย่างยั่งยืนในยุคสังคมดิจิทัล”

## 2. Scope of content

Taking counselor's current work status as the research content.

## 3. Time boundaries

Conducted from October 2021 to April 2022.

### Literature Review

With the introduction of a large number of regulations related to the counseling team, research on counselors has also increased. College counselors are not only members of college teachers, but also frontline workers in ideological and political education in colleges and universities and play an important role in educating people. However, it also faces many restrictive problems. This requires updating the educational concept in the new era, clarifying role positioning, adapting to the needs of social development, changing working methods according to local conditions, exploring innovative working mechanisms, and promoting the all-around development of college counselors (Yu He, 2011).

In the evaluation of the social role of counselors, scholars such as Wang Jiulong studied from multiple perspectives and found that the public's evaluation of counselors was positive, and they believed that counselors were working. It also shows the content of the work of educating students. The relationship between counselors and students is close, and the educational work they undertake is very important (Wang Jiulong, Xu Yujun, Wang Ting, Dai Dai, 2013). By sorting out the documents and policies on college counselors in the past 10 years, it is found that the state is paying more and more attention to the group of counselors (see Table 1).

Table 1 Summary table of national policies and documents related to college counselors in our country in the past 10 years

Year	Document
2020	1."Regulations on the Construction of Teachers of Ideological and Political Theory Courses in Colleges and Universities in the New Era" Order No. 46 of the Ministry of Education of the People's Republic of China 2."Opinions on Accelerating the Construction of Ideological and Political Work System in Colleges and Universities"
2019	"Opinions on Strengthening and Improving the Construction of Teachers' Morality and Style in the New Era"
2018	"Opinions on Comprehensively Deepening the Reform of Teacher Team Construction in the New Era"



การประชุมวิชาการนำเสนอผลงานวิจัยระดับชาติ ครั้งที่ 4

“GRADUATE SCHOOL CONFERENCE 2022 iHappiness: ความสุขและคุณภาพชีวิตที่ดีอย่างยั่งยืนในยุคสังคมดิจิทัล”

Year	Document
2017	1."Regulations on the Construction of Counselors in Ordinary Institutions of Higher Education" Order No. 43 of the Ministry of Education of the People's Republic of China 2."Outline for the Implementation of the Quality Improvement Project of Ideological and Political Work in Colleges and Universities".
2014	"Professional Competency Standards for College Counselors (Provisional)"
2013	1."Training Plan for Counselors in Ordinary Colleges and Universities (2013-2017)" 2."Several Opinions on Strengthening and Improving the Ideological and Political Work of Young Teachers in Colleges and Universities" 3."Notice on Strengthening the Grass-roots Practice Exercise of College Counselors"
2012	"National College Students Ideological and Political Education Work Evaluation Index System"

Given the importance of the work of college counselors, in the face of complex and ever-changing situations, the work of counselors directly affects the future development of students, and it also puts forward higher requirements for the work of counselors. Counselors are not only administrators of student affairs, but also life coaches who promote students' freedom, health, and well-being. The literature research on the current college counselor team construction is helpful to sort out the current college counselor work, and then provide a practical reference for the counselor team construction.

## Methodology

### 1. Research methodology

Through the SWOT analysis method. In the early 1980s, Heinz Wehrich, a professor of management at the University of San Francisco, proposed the SWOT analysis method. SWOT analysis method, also known as the situation analysis method, is a method to formulate a scientific development strategy through the in-depth and comprehensive analysis of the research object's situation (Guo Dong, 2018).

### 2. Research process

First, take counselors of a higher vocational college in the province of Guangdong as the research object and summarize the information obtained through observation and interview. Then, analyze and study the current situation. Finally, carry out a strategic analysis.

### 3. Data collection

The data of the report are summarized by observation and random interviews with counselors of different ages and educational backgrounds from a vocational college in the province of Guangdong.



การประชุมวิชาการนำเสนอผลงานวิจัยระดับชาติ ครั้งที่ 4

“GRADUATE SCHOOL CONFERENCE 2022 iHappiness: ความสุขและคุณภาพชีวิตที่ดีอย่างยั่งยืนในยุคสังคมดิจิทัล”

#### 4. Data analysis

Through SWOT analysis, the matrix is listed and the correlation analysis is carried out.

#### SWOT analysis

Analysis of the work and team-building of college counselors based on SWOT (see Figure 1).

INTERNAL	
Strengths	Weaknesses
<p>1. The counselor's love for the job.</p> <p>2. The counselor team has an age advantage and the age level is younger. In recent years, the recruitment of college counselors has often been limited by age, and most of them are under 35 or 30.</p> <p>3. The counselor's educational background and professional advantages. In recent years, the recruitment of counselors in Chinese colleges and universities has given priority to education majors and psychology, and some colleges and universities require at least a postgraduate degree in the recruitment of counselors.</p>	<p>1. The work content is complex and the main functions are weakened. Due to the shortage of personnel in some colleges and universities, counselors have multiple roles and the daily work has strong timeliness. The different subjects involved also require the cooperation of each subject, which makes the work more difficult. The function of educating people is weakened.</p> <p>2. Lack of practical experience and poor ability to control related work.</p> <p>3. The major of the counselor does not match the major of the student and cannot provide professional help and guidance to the student.</p> <p>4. The team has high mobility, low career promotion willingness, lack of scientific research ability, and serious job burnout.</p> <p>5. The counselors have a low sense of self-worth.</p>

NEGATIVE



การประชุมวิชาการนำเสนอผลงานวิจัยระดับชาติ ครั้งที่ 4

“GRADUATE SCHOOL CONFERENCE 2022 iHappiness: ความสุขและคุณภาพชีวิตที่ดีอย่างยั่งยืนในยุคสังคมดิจิทัล”

Opportunities	Threats
1. The social recognition of counselors has been continuously improved. 2. The state and colleges and universities continue to improve the work policies of counselors, and there are rules to follow for career development (see Table 1). 3. Through the wide application of tools such as multimedia networks, the work of counselors can get rid of time and space limitations.	1. The diversity of students makes education difficult. 2. Lack of an effective assessment mechanism for counselors. The motivation and professional development of counselors are ignored.
EXTERNAL	

Figure 1 SWOT analysis-the current situation of college counselor work

### SWOT strategy analysis

Strategic analysis is carried out based on SWOT model analysis. The sequence of SWOT strategy analysis is to utilize the SO strategy first, then the WO strategy, then the ST strategy, and finally the WT strategy (see Figure 2).

	Strength (S)	Weakness (W)
Opportunity(O)	Leverage Opportunities, Take Advantage (SO)	Take advantage of opportunities, avoid weaknesses (WO)
Threat(T)	Leverage Strengths, Reduce Threats (ST)	Reduce Weaknesses, Reduce Threats (WT)

Figure 2 SWOT Analysis Matrix

#### 1. SO strategy

On the one hand, we must give full play to our inherent advantages, and on the other hand, we must grasp the preferential policy support for counselors from relevant national policies, take the initiative to give full play to our advantages, seize development opportunities, and effectively improve our comprehensive quality and professional ability. To further enhance the counselor's professional competence (Liu Xiaomin & Shi Miaomiao,2021).



การประชุมวิชาการนำเสนอผลงานวิจัยระดับชาติ ครั้งที่ 4

“GRADUATE SCHOOL CONFERENCE 2022 iHappiness: ความสุขและคุณภาพชีวิตที่ดีอย่างยั่งยืนในยุคสังคมดิจิทัล”

## 2. WO strategy

It is necessary to seek to take advantage of every opportunity to master more knowledge fields, deeply master the basic knowledge of different professions, rationally integrate knowledge fields, gradually establish a knowledge system, and comprehensively improve one's knowledge literacy and subject ability.

## 3. ST strategy

Focus on highlighting the important role of part-time counselors in school management, maximize the work potential of counselors, and strengthen the school's multi-channel and multi-angle training for counselors, to improve the workability of counselors. On the other hand, a normalized training system of pre-job, mid-job, and post-job can be formed in colleges and universities.

## 4. WT strategy

The objective environment, human environment, and personal quality will affect the overall quality of the individual, and job skills will change with the accumulation of work practice.

## Findings

Based on the SWOT model, find out the main factors that affect the work of counselors. To get results according to SO strategy, WO strategy, ST strategy, and WT strategy. And then find out the way for college counselors to work effectively.

### 1. Factors affecting the work of counselors

First, the humanistic environment is another influencing factor for counselors to carry out related work, including students' quality level, work atmosphere, social atmosphere, career development, etc., which affect the development of related work.

Finally, the work of counselors is mainly for college students. The work of students is unified, but each student has his personality. Therefore, the degree of mastery of students' situations is an important factor affecting the development of work. How to grasp the combination of unity and individuality is the difficulty of the counselor's work.

### 2. Ways for college counselors to work effectively

#### 2.1 Improve the working environment

First, it is necessary to improve the relevant objective material environment. For example, using information technology and modern technical equipment to collect information on the current situation of students, giving early warning to problems, intervening in emergencies in advance, and better carrying out reasonable and efficient management work.

Finally, improve the humanistic environment for counselors to work. Improve the teacher-student relationship by carrying out various forms of practical activities.



การประชุมวิชาการนำเสนอผลงานวิจัยระดับชาติ ครั้งที่ 4

“GRADUATE SCHOOL CONFERENCE 2022 iHappiness: ความสุขและคุณภาพชีวิตที่ดีอย่างยั่งยืนในยุคสังคมดิจิทัล”

## 2.2 Improve the workability of counselors

The first is to conduct regular job training for counselors.

Finally, organize relevant work experience exchange activities, design a scientific and efficient learning platform, and improve the quality and workability of counselors.

## 2.3 Establish a sound counselor mechanism

First, improve the assessment mechanism of counselors, clarify the career path of counselors, and improve the sense of identity of counselors in the profession.

Finally, expand the part-time team of counselors, reduce the pressure on counselors, and better implement refined education management.

## Summary

Through the in-depth exploration and research of the previous achievements and the use of the SWOT method, the article gives a method to improve the effective work of counselors, but it is found that the difficulties faced by counselors in improving their professional ability are not only from the counselor's construction. It also comes from the education system and current social cognition. The strategies provided for the development of counselors' professional abilities are not comprehensive enough. I hope to continue to further explore and analyze the professional ability of counselors in the future to promote the development of ideological and political education in our country.

## Conclusion

To sum up, the development of educational modernization calls for the innovation of educational management methods, emphasizing that pluralistic co-governance is the direction and main feature of the transformation of educational management methods (Geng Chao, 2018). In the educational work of colleges and universities, the work of counselors is an indispensable part of the current education system for college students. The construction of the college counselor team has both rare opportunities and many challenges. Only by continuously improving their educational ability can counselors truly implement the work of educating people. Only when everyone fully realizes the importance and influence of counselors can we open a new path for the construction of counselors and better cultivate talents for the country.

## Suggestion

### 1. Suggestions for implementing

First, clarify the scope and field of the counselor's work and enhance the counselor's sense of work identity. Second, improve the professional quality of counselors and promote



การประชุมวิชาการนำเสนอผลงานวิจัยระดับชาติ ครั้งที่ 4

“GRADUATE SCHOOL CONFERENCE 2022 iHappiness: ความสุขและคุณภาพชีวิตที่ดีอย่างยั่งยืนในยุคสังคมดิจิทัล”

full-time growth. Finally, colleges and universities continue to improve the construction of the counselor team and promote the professionalization and professionalization of counselors.

## 2. Suggestions for further research

This study is time-sensitive for current research on counselors. It is suggested that in the next research, a questionnaire survey can be added based on interviews and observations, to have a more comprehensive analysis of the counselors' work.

## References

- Geng Chao. (2018). Diversified co-governance: Transformation of educational administration methods. *Journal of East China Normal University (Educational Science Edition)*, 36(01), 35-41.
- Guo Dong. (2018). Research on the management and construction of college counselors from the perspective of human resources. *School Party Building and Ideological Education* (16), 76-78.
- Liu Xiaomin & Shi Miaomiao.(2021). "Four Ones" employment guidance model for counselors based on SWOT analysis. *Science and Technology Vision* (26), 189-190.
- Wang Jiulong, Xu Yujun, Wang Ting, & Dai Dai. (2013). Social evaluation and attribution analysis of the role of college counselors. *Jiangsu Science and Technology Information* (24), 28-29
- Yu He. (2011). Several Thoughts on Current Development of College Students Counselor's Work. *Asian Culture and History*, 3(2)