

On the Role and Impact of Higher Education Regulations in the Work of Counselors in Higher Vocational Colleges

Xinyi Wang*

Wuhan Technical College of Communications
Wuhan, P.R.China

Abstract - Higher education laws and regulations are the foundation of education management. Higher vocational colleges shoulder the responsibility of training national high-tech and specialized talents. This paper focuses on the teaching characteristics and student management methods of higher vocational colleges, which are different from those of undergraduate colleges. It explores the practicality and practicability of higher education laws and regulations, and deepens the understanding of higher education laws and regulations from the perspective of counselors, so as to guide their own work. This paper establishes a five-force model for the development of Higher Vocational colleges, and analyses the competitive pressure, intensity and importance of higher vocational colleges from five aspects: potential entrants, suppliers, buyers, substitutes and existing competitors of Regional higher vocational colleges. The paper puts forward the measures for higher vocational colleges to implement higher education laws and regulations, promote the development of education and its effect on the work of counselors, so that they can better do student work, serve the cause of education, and cultivate more excellent talents with high quality.

Key words: *Higher Education Regulations; Higher Vocational Colleges; Counselors*

I INTRODUCTION

With the development of society and the progress of education, people pay increasingly more attention to the work of colleges and universities. As a part of higher education, higher vocational colleges play an important role in the training of talents in the development of national education [1].

Throughout modern and contemporary history, China's education development path is very tortuous. In recent years, the educational reform has made remarkable achievements in higher education in China [2]. In the early 1990s, a set of higher education system has been formed in China [3]. With the development of the country and the continuous prominence of social characteristics, it is necessary and urgent to improve and put into practice the educational laws and regulations [4].

As the first responsible person and direct practitioner of student work, counselors in higher vocational colleges

shoulder the heavy responsibility of teaching and educating, leading students' value orientation, and responsible for carrying out ideological and political education and student affairs management of college students [5]. They should not only possess professional ability, but also have a certain degree of ideological and moral integrity.

Higher education regulations are not only the benchmark for counselors to carry out student work, but also the root of it [6]. The study of higher education regulations plays an important role in higher vocational education, especially in the work of counselors [7]. Counselors must study the laws and regulations of higher education in order to do a better job in student work, serve the cause of education, and train high-quality specialized personnel [8].

II THE SIGNIFICANCE OF HIGHER EDUCATION REGULATIONS FOR THE DEVELOPMENT OF HIGHER VOCATIONAL COLLEGES

Educational laws and regulations have been constantly revised and perfected, higher education laws have been formulated and promulgated, and the standardized management of educational work in colleges and universities has gradually become standardized and legalized [9]. Its meaning is undoubtedly significant [10]. The promulgation of the Education Law of the People's Republic of China marks the beginning of teaching according to law in China, but there are still many problems to be solved [11].

Strengthening the implementation and application of higher education laws and regulations in higher vocational colleges has the following significance [12].

A. *Favorable to Promote the Adaptation of Higher Vocational Education to Social and Economic Development*

The implementation of higher education laws and regulations can promote the progress of education, help China's higher vocational education to adapt to social and economic development, and train a large number of high-quality talents [13].

Vigorously developing vocational education is the task of higher vocational colleges, which can improve the

employment rate of talents, enhance the employability of labor force and adapt to the changing environment of work [14]. It plays a key role in improving the reemployment of the people, the scientific allocation of labor force, and solving the problem of employment.

B. It is conducive to the construction of higher vocational education system and the improvement of the quality of Higher Vocational education.

The formulation of policies and regulations for higher vocational education needs to be carried out in accordance with scientific attitude and serious school-running ideas [15]. Following the law of educational development, improving the system of higher vocational education and improving the quality of national vocational education can better guarantee the improvement of the quality of Higher Vocational education.

C. Promoting the Sustainable Development of Policies

The formulation of policies reflects the interests and intentions of the class. Therefore, in order to better promote the progress of higher vocational education policy, it is necessary to follow the main criteria of national socialist modernization construction, learn from the rich experience accumulated, constantly push forward the improvement process, and promote the higher vocational education policy to gradually develop in the direction of science, democracy and legal system.

Therefore, a thorough study of the laws and policies of higher vocational education can effectively promote the scientific development of higher vocational education.

III CURRENT SITUATION OF HIGHER VOCATIONAL COLLEGES AND THE PROBLEMS IN THE CONSTRUCTION OF REGULATIONS

A. Difficulties and Pressures in the Development of Higher Vocational Colleges

Professor Michael Porter of Harvard Business School proposed a "five forces" analysis model for industry competition analysis [16]. These five powers of competitiveness are: supplier's bargaining power, substitution threat, competition among existing competitors, entry barriers, and buyer's bargaining power. Professor Porter also believes that managers must choose strategies that can bring competitive advantages to their organizations and place enterprises in a strong competitive position that competitors do not have.

"Five Forces" analysis model is a very effective tool for modern management. It helps to systematically analyze the main competitive pressures of enterprises and to judge the strength and importance of each competitive pressure. This paper uses this analytical theory, and establishes a five forces model for the development of higher vocational colleges to explore the competitors and competitive pressures faced by higher vocational colleges in China, as shown in figure 1.

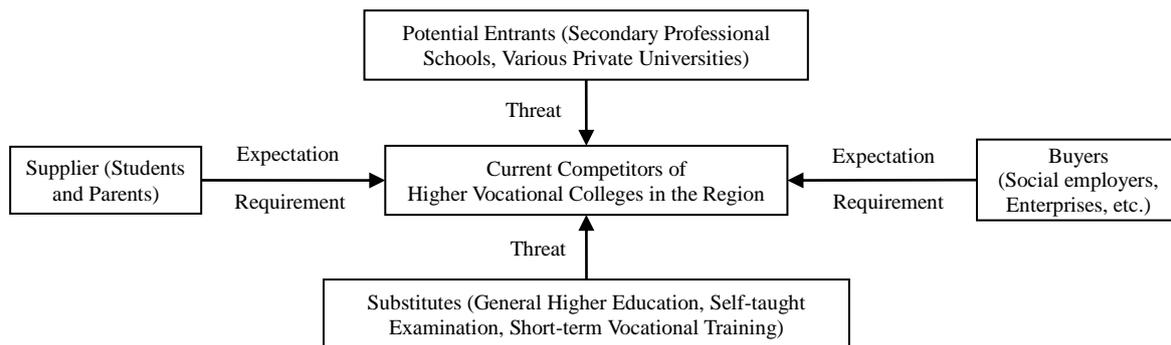


Fig. 1. Michael Porter's Five Forces Model

In the figure, the potential entrants at the top mainly include secondary professional schools and various private colleges; the substitutes at the bottom refer to general higher education, self-study examination, short-term vocational training and other types of education; the supplier on the left refers to students and parents; the buyer on the right refers to social employers, enterprises and so on; the middle shows the existing competition pairs of higher vocational colleges in the region.

The two forces on the left and right have both expectation and requirement for the middle.

The power of both up and down sides poses a major threat to the middle.

B. Current Problems in Policies, Regulations and Management System of Higher Vocational Colleges

Higher education laws and regulations are the guiding programs to conduct all institutions of higher learning to carry out educational and teaching activities [17]. They provide guidance for university teachers according to law, and also provide basis for students' work.

Although the establishment of higher education laws and regulations has achieved results, there are still some problems. The determination of some laws and regulations lacks certain practical significance, and the determination of relevant rules and regulations needs to be strengthened. However, due to the different levels of education in separate regions, the relevant

regulations have unified interpretations of the management provisions of the same matter.

All these problems reveal that there is a lack of a unified overall planning of educational laws and regulations. It is necessary to strictly examine the registration documents of higher education laws and regulations issued by various localities to ensure that their regulations and policies are ideologically consistent with the Education Law of the People's Republic of China.

C. Work Pressure and Problems of Counselors in Higher Vocational Colleges

1) The management system of student education is not perfect enough.

The students in higher vocational colleges are relatively younger than those in ordinary colleges because of their different sources and types of students. This period of time is the most critical time quantum for the formation of their three outlooks (outlook on life, world outlook, values) and quality personality.

Students spend most of their time in school, and most of the information they receive comes from their teachers and classmates [18]. Counselors' behaviors, words and ways of dealing with things will have a direct impact on them. This requires counselors to standardize their words and deeds in dealing with students' work, and to be strict and standardized in management.

At present, many higher vocational colleges do not have strict regulations and unified and detailed evaluation criteria for counselors in student management methods, and sometimes they may be more casual in dealing with students' problems. The result is that students' education is not rigorous and there is an unfair phenomenon in the management of students' education.

2) The communication between teachers and students is relatively monotonous.

As the direct administrators of students in campus life and learning, counselors in higher vocational colleges have the right of choice and dominance in dealing with student affairs and management methods. With the development of information network, college counselors mostly communicate and interact with the students through network software (such as QQ, WeChat, etc.).

It must be admitted that this kind of network communication is convenient, fast and efficient, and improves work efficiency to a certain extent. But this form of communication will reduce the chances of face-to-face communication with students, and it will not be able to get real communication and perception of students' psychological state, which invisibly alienates the distance between counselors and students, and leaves the hidden dangers to students' mental health to some extent.

Between teachers and students, there is only the transmission of written information, which lacks the taste of

human feelings. This kind of single communication with students hinders counselors from carrying out student work and cannot fully play the role of education guidance.

3) The management atmosphere of higher vocational colleges is lax

With the impetuous atmosphere of society, the management of teachers in many higher vocational colleges is somewhat scattered, lacking unified standards and norms. If this trend is allowed to spread, it will have a very bad impact.

Higher vocational colleges should also strictly abide by and implement the relevant education laws and regulations, and strengthen the construction and management of teachers. Only when teachers set an example and show good teachers' ethics and positive working attitude in front of students, can they carry out student education more effectively and achieve greater new results.

IV MEASURES TO IMPLEMENT HIGHER EDUCATION REGULATIONS AND IMPROVE THE WORK OF COUNSELORS

A. Basic Duties of Counselors in Higher Vocational Colleges

Higher education regulations are the fundamental basis of teaching according to law in colleges and universities, as well as the fundamental method of implementing management. The spirit of counselors' practice of higher education laws and regulations is to achieve the following aspects:

1) Abide by discipline and law;

2) Love his work; conscientiously implement the tasks of education, teaching and scientific research;

3) Protect students' rights and interests, respect students' personality; and

4) Constantly improve his level.

Counselors in higher vocational colleges must follow the pace of the times, constantly improve the working mechanism, carry out education work in accordance with the actual situation of the school and the growth needs of students, and give full play to the guiding significance and role of higher education laws and regulations.

B. Measures to Improve the Work of Counselors in Higher Vocational Colleges

As a counselor in Higher Vocational colleges, the work should be student-centered, everything from the perspective of students. Specific measures include the following three points.

1) Improve the form of education and work efficiency

As far as student management is concerned, the effect depends largely on the work attitude of counselors. Therefore, counselors must maintain a positive, patient and tolerant attitude in dealing with the daily tedious student affairs, in order to better guide and manage students, excavate the excellent ideological and moral qualities of students, and cultivate them to develop in a better direction, which is also the value and responsibility of counselors in higher vocational

colleges.

Counselors can enhance students' cultural literacy, exercise their moral qualities and cultivate their positive and healthy psychology and attitudes by carrying out a series of various activities in their academic life (such as the selection of excellent college students, the evaluation of top ten singers on campus, the battle of hundreds of associations, etc.).

Under the guidance of the principle of teaching according to law, it should be vital to not only deal with daily student affairs, but also grasp the moral education of students, and to keep an optimistic attitude and complete the work efficiently.

2) Improving Teachers' Morality and Style, Enhancing Professional Level and Professional Ability

With the construction of teaching according to law, higher vocational colleges must improve teachers' morality and style, professional level and professional ability. For the counselors in Higher Vocational colleges, excellent teacher ethics and style are the ideological basis for students' work.

Instructions No. 43 of the Ministry of Education requires counselors to cultivate moral heart and educate students, which is the requirement of the dual abilities of political literacy and professional ability of counselors. Professional ability is the necessary condition for counselors to carry out student work and is also the basis for counselors. Teachers' morality and professional competence are the cornerstones of implementing the Higher Education Law. Only when we have a good teacher ethics and professional standards can we implement the Higher Education Law in higher vocational education.

Counselors must thoroughly study the spirit and significance of documents of higher education laws and regulations, strengthen theoretical learning and practical activities under the guidance of this document, always strictly require themselves by the standards of excellent teachers, and establish a good image of teachers in front of students. Improve the teaching level, keep pace with the times, constantly learn new knowledge, carry out research and exploration, keep up with the pace of educational reform, and better train students.

In addition, we should improve the methods of managing students. With the development of the Internet, it is needful to make full use of the Internet to strengthen communication with students, stimulate students' interest and understanding, and form a good learning habit.

3) Promoting school-enterprise cooperation and strengthening the teaching concept of practical education

With the development of education reform, more and more colleges and enterprises in China have established cooperative relations, especially higher vocational colleges. According to the training objectives of students, they have signed school-enterprise cooperation agreements with relevant enterprises to train students and formulate comprehensive professional development and employment plans.

In addition to learning textbook knowledge, another useful way is to arrange students to practice in enterprises to let them visit enterprises, combine theoretical knowledge with practice, absorb more advanced management methods and operation modes of enterprises, help them adapt to the changes from schools to enterprises in advance, to train students of higher vocational colleges in the whole process and all-round way, so as to cultivate the students become professional and adaptable, technical personnel with strong practical ability.

The students trained under the school-enterprise cooperation mode have stronger advantages in specialty and technology. After graduation, they can integrate into the actual working environment and grow faster. In the process of internship, counselors need to supervise and guide the whole process.

V CONCLUSION

With the continuous advancement of national education reform and the continuous improvement of higher education laws and regulations, higher education has reached a crucial stage. The amendment, perfection and implementation of higher education laws and regulations can promote the progress of education, promote the normalization and legalization of university management, and improve the quantity and quality of high-quality personnel training.

Vigorously developing vocational education is the task of higher vocational colleges, which can improve the employment rate of talents, enhance the employability of labor force and adapt to the changing environment of work. It plays a key role in improving the scientific allocation of labor force, and solving the problem of employment effectively.

As educators in higher vocational colleges, teachers and counselors have the responsibility and obligation to play a good leading role in improving the laws and regulations of higher education and the educational and teaching environment.

Counselors must continuously ameliorate the form of education, improve teachers' morality and style, and promote school-enterprise cooperation, in order to increase the interest of higher vocational education, raise professional level and professional ability, strengthen the teaching concept of practical education, carry out student work while effectively implementing the spirit of documents such as higher education laws and regulations, and contribute their own strength to the cause of education in China.

REFERENCES

- [1] Yingqiang Zhang. Reflections on the Reform of Higher Education in China [J]. Journal of Shenzhen University: Humanities and Social Sciences Edition, 2016, 33(1): 140-155. "in Chinese"
- [2] Afnan A. Alkhatlan, Ahmad A. Al-Daraiseh. An Analytical Study of the Use of Social Networks for Collaborative Learning in Higher Education[J]. International Journal of Modern Education & Computer Science, 2017(2):1-13.
- [3] Xue Zhao. Strengthening the Infrastructure Construction of Higher Education Regulations [J]. Literature Education (Part II), 2017(05): 146-147. "in Chinese"

- [4] Huiqiong Yan, Xiuqiong Chen, Qiang Lin. A Brief Talk on the Guidance and Practice of Higher Education Laws and Regulations to College Educators [J]. *Shandong Chemical Industry*, 2018, 47(21): 150+152. "in Chinese"
- [5] Zhenzhao Luo. A Brief Analysis of the Guiding Effect of Higher Education Regulations on the Work of College Counselors in the New Period[J]. *Intelligence*, 2017(13): 63+65. "in Chinese"
- [6] Zipeng Guo. How to Promote the Consciousness of Educational Laws and Regulations for College Teachers [J]. *Technology vision*, 2017(34): 74+132. "in Chinese"
- [7] Seghedin E. From the Teachers Professional Ethics to the Personal Professional Responsibility[J]. *Acta Didactica Napocensia*, 2014, 7(4): 13-22.
- [8] Yi Jin. On the Necessity of Strengthening the Professional Ethics of Counselors in Higher Vocational Colleges[J]. *Educational Modernization*, 2017, 4(38):61-62. "in Chinese"
- [9] Yang Yang. Thoughts on Learning Higher Education Regulations[J]. *Knowledge Economy*, 2017(11): 150+152. "in Chinese"
- [10] Owen G T. Qualitative methods in higher education policy analysis: Using interviews and document analysis[J]. *The Qualitative Report*, 2014, 19(26): 1-19.
- [11] Yang Li, Ting Chen. On the Practice of Higher Education Laws and Regulations in Higher Education[J]. *Science and Education Educational Guidance Journal (Previous Periodicals)*, 2017(03): 16-17. "in Chinese"
- [12] Yusheng Ying, Wei Lv. A Study on Higher Vocational College Students' Academic Procrastination Behavior and Related Factors[J]. *International Journal of Modern Education & Computer Science*, 2012(7): 29-35.
- [13] Tianping Yang, Zhaoxin Liu. Analysis and Comparison of Contribution Rate of Higher Education to Economic Growth in China[J]. *Educational Management of Colleges and Universities*, 2014, 3: 7-16. "in Chinese"
- [14] Zhanqiu Li. The construction of counselors' morality should adhere to the unity of internal accomplishment and external norms [J]. *Literature Education (Part II)*, 2017(12): 158-159. "in Chinese"
- [15] Zheng Y, Bai Y. Research on Counselor Team Management Based on Two-factor Theory[C]//2018 3rd International Conference on Humanities Science, Management and Education Technology (HSMET 2018). Atlantis Press, 2018.
- [16] Yijing Chen. Analysis of "Five Forces Model" of Competitiveness of Higher Vocational Colleges in Henan Province [J]. *Education and Occupation*, 2014(8):20-22. "in Chinese"
- [17] Guram N. Beltadze. Game Theory - basis of Higher Education and Teaching Organization[J]. *International Journal of Modern Education & Computer Science*, 2016(6):41-49.
- [18] Yong Li. On the Guiding Role of Higher Education Laws and Regulations in the Relationship between Teachers and Students in Colleges and Universities [J]. *Intelligence*, 2017(13): 60+62. "in Chinese"