

The teleworking strategy for vocational counselors in the era of convergence media

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Abstract. With the rapid development and widespread application of convergence media, the student management work of vocational college counselors is facing new development opportunities and challenges. In the era of convergence media, improving and innovating remote student management for vocational college counselors is an urgent research topic. Analyze the problems and reasons in the current teleworking of student management by vocational college counselors using convergence media. Starting from the job responsibilities of counselors, explore the improvement and perfection of teleworking for vocational college counselors in the era of convergence media, and propose specific measures and strategies to enhance the teleworking ability of counselors from the aspects of concept, carrier, form, platform, etc. In order to provide practical reference for the application of convergence media in teleworking of vocational college counselors, and further enhance the effectiveness of counselors using convergence media to carry out student management work.

Keywords: Convergence media; Vocational college counselors; Teleworking; Strategy.

1. Introduction

Information dissemination has entered the era of convergence media. The convergence media is a new type of media that fully utilizes media carriers, comprehensively integrates media, and achieves "resource integration, content integration, publicity integration, and interest integration". Counselors, as organizers, implementers, and guides of ideological and political education and management work, play a bridging role, carry out effective education work, and ensure the effectiveness of education, which is currently a problem faced by various vocational colleges at the same time. How to transform passive situations into active situations, transform passive education into active learning, cultivate a rational, peaceful, and positive attitude, strengthen students' confidence, promote learning motivation, and achieve effective implementation of convergence media ideological and political education.

2. The Current Situation and Existing Problems

2.1 The Current Situation and Existing Problems of Teleworking for Vocational Counselors

The Regulations on the Construction of Counselors in Ordinary Higher Education Institutions point out that the main responsibilities of counselors include ideological and theoretical education and value guidance, academic style construction, daily student management, psychological health education and counseling, campus crisis response and class construction, etc. In teleworking, the vast majority of counselors fulfill their duties and responsibilities, a few counselors have developed a relaxed mentality towards their main responsibilities. They believe that since students are not in school, they only need to attend classes on time and complete the tasks assigned by the teacher at home. Work such as class meetings, daily student management assessments, and student cadre meetings can be appropriately cancelled. In fact, in the use of convergence media for teleworking, students may need more care and love from counselors, such as whether economically disadvantaged students have the basic conditions for online classes, whether students have psychological problems, whether their learning efficiency is efficient, and whether their physical

health is good. These are all responsibilities and missions of counselors. Once they develop a mentality of relaxation and paralysis, It may cause incalculable consequences. At present, the current situation of counselor work can be summarized as a heavy workload, urgent tasks, disruptive work style, and a greater test of their comprehensive abilities.

2.2 The Current Situation and Existing Problems of Students

At present, among college students born in the 2000s, some vocational college students exhibit significant differences in their mental state compared to adults who have had social experience. On the one hand, some college students lack awareness of harm, have insufficient ideological awareness, and do not attach enough importance to it. Under relaxed living conditions, self-restraint is low, and the level of active participation and cooperation is poor. On the other hand, their advantages in adapting to the "cloud" lifestyle and "cloud" learning under convergence media are highlighted, showing a promising side. The current vocational college students need to further cultivate their sense of responsibility and dedication in the face of social opportunities and challenges.

3. Analysis of the Advantages of Teleworking for Vocational Counselors under the Convergence Media

3.1 The Advantages of Remote Ideological and Political Education under the Convergence Media

The digitization of educational resources not only promotes the development of educational technology, but also brings revolutionary changes to educational models and teaching methods. The implementation of remote network teaching in vocational colleges is precisely the application of technological development to practical work. In teleworking, counselors need to use various online platforms to understand and grasp relevant information about students, such as their current location, health status, and learning situation. In the convergence media environment, students have transitioned from centralized classroom learning to decentralized online learning. The transformation of student learning modes also requires counselors to transform their work methods according to the situation of the student population, from a hybrid offline work mode to an online network work mode. The use of various online platforms to quickly grasp the situation of students, maintain smooth communication between counselors and students, and timely grasp student information are prerequisites for the smooth implementation of student work.

3.2 Advantages of Application Carriers and Forms under the Convergence Media

In the context of convergence media, the degree of network openness is relatively high, information acquisition channels tend to be diversified, and information search is more convenient. At present, the integration function of big data in the Internet supports convenient and fast data acquisition. Users can quickly obtain the required information through platforms such as Tencent QQ and WeChat. The multi end platform "DingTalk" for communication and collaboration not only enables students to clock in daily, helping counselors to understand their daily situation with just one click, but also has the home school cooperation function in "DingTalk", which can form a parent group for students in the class, allowing counselors to directly communicate with parents and further understand the physical and mental status of students.

In the face of complex and ever-changing realities, counselors can also create online questionnaires to understand the ideological dynamics of students, such as their physical and mental health, learning situation, safety awareness, attitude towards online teaching, goal planning, and other aspects. By creating online questionnaires, counselors can conduct online surveys on the students in their class to understand the overall situation of the students in the class, To identify potential problems among students and provide data support for subsequent assistance and

counseling work. In addition, there are many other software and online channels that can help counselors quickly grasp student information. Counselors can adopt one or more combined methods to carry out their work according to their own habits and the actual situation of students.

4. Measures for Teleworking of Vocational Counselors under the Convergence Media

4.1 Strengthen Ideological Guidance and Implement the Fundamental Task of Cultivating Morality and Talent

To nourish oneself with righteousness is a sacred achievement. Guiding vocational college students to maintain the correct ideological direction, counselors should improve their professional abilities, overcome instinctive panic, and continuously adjust their work methods and conditions to do a good job in education. Vocational colleges should fully mobilize the enthusiasm of the student management team and other management teams, systematically study and plan, grasp key issues, and take the path of comprehensive education.

Through further reflection on the ideological and political work of "cloud", the characteristics and advantages of doing well in "cloud" ideological and political work can be effectively transformed into the ability to cultivate national builders and successors. It is necessary to understand students, get close to them, integrate into their discourse system, and better serve their growth and development.

4.2 Utilizing Online New Media Platforms to Ensure the Timeliness of Education

In order to give full play to the advantages of new online media platforms, we will take WeChat official account, WeChat group, Tencent QQ group and other online platforms as important positions, comprehensively use audio and video and other publicity carriers, deeply tap the online education function, and make ideological and political education more effective.

One is to release work information in real-time and actively spread positive energy. The platforms continuously deliver work arrangements to students in a timely manner, provide popular science knowledge, promote legal knowledge, and educate and guide students not to spread rumors or believe them.

The second is to carry out relevant thematic guidance and mental health education. Launch specialized guidance and mental health knowledge for students of different age groups through online platforms, reminding and helping students adjust their mindset.

The third is to carry out themed essay collection activities at various stages, support and guide students to find and promote the most beautiful people and things in life or study, constantly fill their spiritual world, consciously work hard and take on responsibilities, and have confidence in the future.

4.3 Strengthen Online Psychological Counseling and Enhance the Emotional Impact of Ideological and Political Education

Vocational colleges counselors have established deep emotions through frequent interactions with students and are the closest people to college students during their time in school. Counselors should fully leverage this emotional advantage, respect the personal status of students, prioritize their life safety and physical health, adopt an approachable attitude, act with sincerity, and strengthen their humanistic care for students.

One is to carry out targeted ideological work for each student while conducting investigations. In the face of individual students who are prone to emotional excitement, counselors can use the internet and phone to appeal to their emotions, explain their reasoning, patiently and meticulously guide and soothe their emotions.

Secondly, in response to various psychological problems faced by college students, while counselors and teachers advise and guide them, the role of the school's mental health education center should also be fully utilized. Through various forms such as psychological counseling hotlines and mental health education, special period mental health knowledge should be transmitted "point-to-point" to help college students improve their personal psychological adjustment, cultivate a rational and peaceful sunny mentality, and enhance their ability to respond to major emergencies, We also need to answer various psychological questions of students one-on-one.

By fully utilizing the emotional nature of ideological and political education, respecting the status of students as the main body, and caring for their physical and mental development, counselors can correctly guide them to cultivate rational thinking, actively strive for excellence, and establish a correct outlook on life, the worldview, and values.

4.4 Carry out Online Career Planning Education to Reduce Employment Costs and Pressure on Graduates

For graduates, their chosen career is influenced by multiple factors such as economic trends, industry development trends, and new formats, so employment depends on complex and diverse factors. Although some students have received job offers during the autumn recruitment, there are still many graduates waiting for the opportunity of the spring recruitment, and the changes in job search plans are random. Therefore, the ideological and political education of counselors should focus on carrying out education on student career planning, and enhance students' internal motivation for learning. Counselors should be the backbone and family members of graduates, maintain uninterrupted information flow, and strive to eliminate worries for graduates. For graduates, employment information is the key to whether they can find their ideal job. During the peak recruitment period, various recruitment information is overwhelming and the authenticity of the information is mixed, and the time for submitting resumes or registering is limited. It is easy to miss the recruitment information if you are not careful.

Taking into account the possible issues mentioned above, counselors should understand the employment intentions of different graduates, help them timely organize and push various employment information, and carry out refined employment information push to reduce the cost and anxiety of graduates going out, so that graduates can feel the care and love of counselors, and effectively improve their employment rate.

4.5 Building an Ideological and Political Education Work Battlefield on Convergence Media Platforms

An excellent convergence media platform is an important carrier of ideological and political education work. Vocational colleges should fully utilize the advantages brought by convergence media. In the implementation process, they must strictly control safety, increase control over student public opinion discussions and illegal online dissemination, and create an environment where everyone purifies the internet. At the same time, regular inspections should be carried out to safeguard the ideological and political education position, and to safeguard the ideological and political work of vocational colleges.

4.6 Building an Excellent Convergence Media Education Team

An excellent team of convergence media education workers is an important guarantee for improving ideological and political work. It is necessary to actively select high-quality counselors and department student secretaries with good ability to use integrated media as important components of the work team. Inviting excellent experts in convergence media ideological and political education for training, vocational colleges must adhere to the concept of "promoting excellence through learning", encourage ideological and political work teams to go out more, and study and inspect exemplary schools that convergence media ideological and political work has done. And based on the characteristics of their respective schools, analyze and summarize the work

methods and approaches of convergence media ideological and political education that are suitable for their own characteristics, form a specialized and representative team, and conduct lectures in the form of exemplary demonstrations to impart valuable experience.

5. Summary

The remote controllability of education driven by information technology is a manifestation of the direct application of convergence media in the field of education. With the arrival of the era of convergence media, vocational counselors need to respond to the challenges of student education in the new situation, actively explore teleworking strategies in the era of convergence media, explore new models of counselor work, and provide reference for effectively promoting the construction of the counselor team.

The research team analyzed the current situation and existing problems of teleworking for vocational counselors; Deeply explored the advantages of remote ideological and political education, application carriers, and forms for vocational counselors under convergence media. Based on the analysis of current problems and the advantages of teleworking under convergence media, the research team provides teleworking strategies in areas such as ideological guidance, moral education, timeliness of educational information transmission, emotional interaction among students, and remote guidance for employment, providing valuable ideas and measures for vocational counselors to carry out teleworking.

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