



## Counselors' Management for Students' Abilities at Nanhai College of Arts and Technology of Haiku University of Economics

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### Abstract

The objectives of this research were 1) to study the counselors management for students' abilities at Nanhai College of Arts and Technology of Haiku University of Economics (HUE), 2) to compare the college counselors management for students' abilities at Nanhai College of Arts and Technology of HUE on perceived by a senior student, classified by gender and major of the respondent, and 3) to propose a guideline for supporting the counselors management of students abilities. The sample consisted of 80 students selected through stratified random sampling by major. The research instrument was a 5 point rating scale questionnaire with validity (IOC values) ranging from 0.67 to 1.00 and a reliability value of 0.99. The data were statistically analyzed using percentages, means, standard deviations, t-tests, One-way ANOVA, LSD, and content analysis.

The results of the research were as follows: 1) The counselors' management for students' ability at Nanhai College of Arts and Technology of HUE was at the highest level in total. The highest mean was execution ability, followed by communication ability, Innovation ability, and high level was guidance ability. 2) The comparison of the means by gender and major showed that in the overall and individual aspects were no difference, but when considering every item found that there was a statistically significant in guidance ability at a level of .01 in counselors guide students to explore their worldview, life and values, and significant at level .05 in counselors guide students to reflect on their own

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worldview, life and values. 3) The proposed guideline was that administrators should provide relevant opinions and guidelines on the adjustment of the counselors' management for students' ability.

**Keywords:** Counselor Management, Student Ability

## Introduction

At the National Conference on Ideological and Political Work in Colleges and Universities held in Beijing, State president of China Xi Jinping, emphasized the importance of counselors' work and the need to strengthen the construction of the counselor team. At present, the overall quality of college counselors needs to be strengthened. The level of counselors' ability is directly related to the growth and success of students, and further to whether adhere to the strategic overall situation of developing socialism with Chinese characteristics and the realization of the Chinese dream. Therefore, it is necessary to vigorously strengthen the research on counselors' ability.

As the guide of students' daily life and the guides of their growth and development, counselors play a very important role in students' daily learning and future growth Yubeini (2023). In addition, counselors also play an indispensable role in the stable development of schools and society. Therefore, it is of great practical significance to improve the counselor's management ability in a targeted manner according to the characteristics of students in the new era. However, under the background of the new era, the job responsibilities, role positioning and working methods of counselors have experienced major changes, which also brings new challenges and opportunities to the development and growth of college counselors. In response to such problems, it is necessary to combine the development characteristics of colleges and universities with the growth goals of counselors to explore ways to improve the ability of counselors' students. The Ministry of Education of the People's Republic of China clearly pointed out that "counselors are an important part of the teaching and management teams of colleges and universities, and have the dual identities of teachers and cadres". Therefore, it is

necessary to focus on the cultivation of “qualified builders” and “reliable successors” and build a team of counselors with both moral integrity and strong leadership, which provides a theoretical basis and policy support for this article from the impact of leadership on the work of college counselors.

In Hainan, intensive training courses to improve the ability of college counselors are held every year, and each school needs to arrange counselors to participate in the training. This shows that Hainan Province attaches great importance to the improvement of counselors’ management abilities. At Haiku University of Economics, a counselor management ability improvement project is implemented every year, using the “Ingenuity·Education +” counselor growth plan as the carrier to establish a multi-level, multi-form, and fully-covered counselor ability improvement system.

Nanhai Institute of Art and Technology is an industrial college founded in reference Haiku University of Economics to integrate high-quality education and industrial resources at home and abroad, “integration of art and technology, integration of theory and practice, regional and internationalization, and practical and innovative”. According to the 2024 work report of Nanhai Art Vocational and Technical College, counselors have the following problems: First, counselors do not read particularly much, publish a small number of papers, and are not willing to actively participate in training; Second, counselors believe that the work content is complex and the work The pressure is high, the work efficiency is not high, and there is not enough time to innovate working methods; the ability for students to consciously abide by their own behavioral norms is not high. According to problems and concept of counselors management, researchers would like to study counselor management for student abilities. The research results will help improve counselors’ management student abilities and further complete the fundamental task of “establishing morality and cultivating people”. This can also provide valuable insights for other schools seeking to improve counselor management of student abilities.



### **Research Objectives**

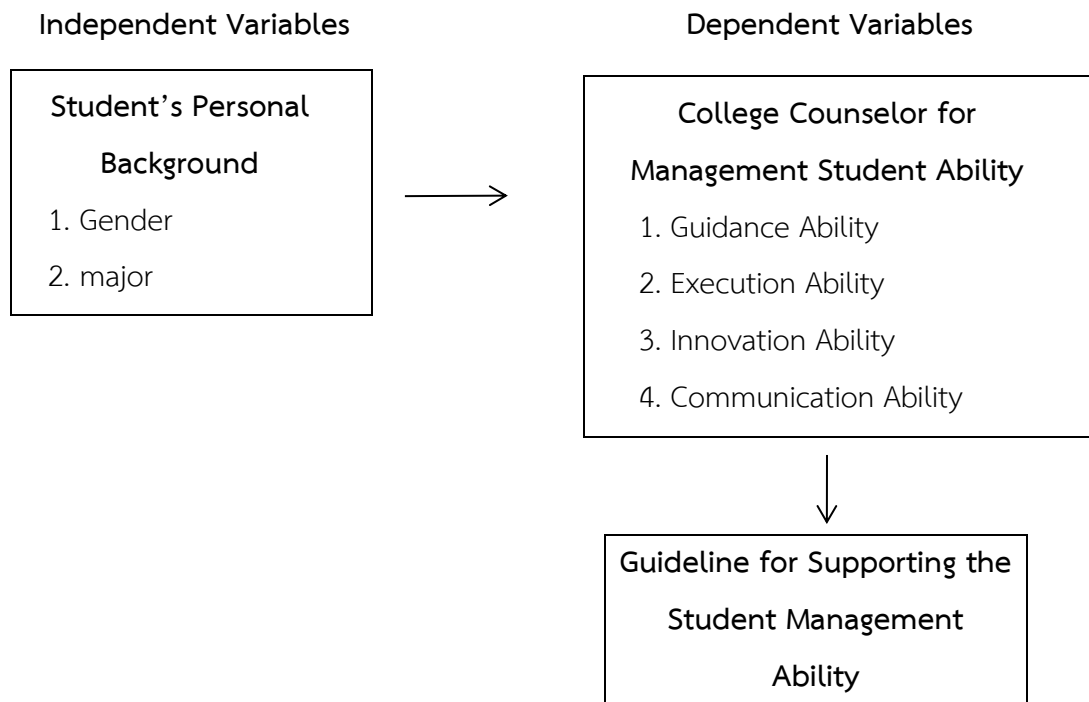
- 1) To study the college counselor management of student abilities at Nanhai College of Arts and Technology of Haiku University of Economics.
- 2) To compare the college counselor management of student abilities at Nanhai college of arts and technology of Haiku University of Economics classified by gender and major of the respondent.
- 3) To propose guidelines for supporting the counselor management of students abilities.

### **Research Hypothesis**

The senior students classified by different gender and majors have different opinions on counselors' management for students' abilities at Nanhai College of Arts and Technology of Haiku University of Economics.

### **Conceptual Framework**

The independent variables are gender and the major of students in the Nanhai College of Arts and Technology of Haiku University of Economics. Linjie (2024) proposed in “How counselors guide students to establish a correct world view, life view and values”; Zuguang and Yuguang (2015) said in “Constructing a long-term mechanism to improve the execution of college counselors”; Qiuxu and Lingfei (2019) proposed in “Research on the Innovation Ability of College Counselors under the Perspective of Double Innovation Talent Cultivation”; Xiang proposed in (2018) “Analysis of the Impact of College Counselors' Communication Ability on Student Work Enthusiasm”.



## Research Methodology

### Research Design

The research selected respondents from Nanhai College of Arts and Technology in Haiku University of Economics. In selecting the 80 respondents, the researcher used stratified random sampling according to majors, following by Krejcie and Morgan's table (1970) to determine the sample size for a given population and selected by simple random sampling (Krejcie and Morgan, 1970 cited in Laddawan Petchroj, 2019).

The research instrument was a questionnaire for collecting data was a questionnaire which was checked validity by three experts, it was a questions value at 0.67-1.00 and reliability by Cronbach' alpha co-efficient at .99 Interview form conclude question about adjustment in the management.

This study will use a questionnaire survey to collect data, using a quantitative research method.

The researcher distributes questionnaires via WeChat to students to understand their views on counselors' management abilities. This study focuses on 80 senior students from the Nanhai College of Arts and Technology, Haiku University of Economics.

Through data analysis, according to senior students' views on counselors' management abilities, the latest ideas for counselors' management abilities guidelines are proposed.

## Results

1) Analysis results of the research on “Counselors Management for Students’ Abilities at Nanhai College of Arts and Technology of Haikou University of Economics”, according to Table 1.

**Table 1** Mean and standard deviation of the counselors’ management for students’ abilities at Nanhai College of Arts and Technology of Haikou University of Economics  
(n=80)

Aspect	Counselors Management	$\bar{X}$	SD	Level	Rank
1	Guidance Ability	4.48	.77	High	4
2	Execution Ability	4.56	.75	Highest	1
3	Innovation Ability	4.53	.81	Highest	3
4	Communication Ability	4.53	.77	Highest	2
Total		4.52	.76	Highest	

From Table 1, it was founded that the total was at a high level ( $\bar{X}$ =4.52, SD=.76). The highest mean of aspect was the execution ability ( $\bar{X}$ =4.56, SD=.75) followed by communication ability, innovation ability, and high level was guidance ability.

2) Comparison counselors’ management for students’ abilities classified by gender and major

**Table 2** Comparison of the management of students' abilities classified by gender

(n=80)

Aspect	Counselor Management	Gender				t	p-value
		Male		Female			
		$\bar{X}$	SD	$\bar{X}$	SD		
1	Guidance Ability	4.36	.79	4.59	.76	-1.27	.21
2	Execution Ability	4.43	.81	4.66	.69	-1.31	.19
3	Innovation Ability	4.39	.90	4.64	.71	-1.42	.16
4	Communication Ability	4.38	.84	4.65	.70	-1.57	.12
Total		4.39	.82	4.63	.70	-1.41	.16

From Table 2, it was found that there was not different between males and females in total and individual aspects.

**Table 3** Mean and standard deviation of counselor management for students' abilities classified by major

(n=80)

Aspect	Counselors Management	Major									
		Performance		Animation		Film and TV Technology		Art Education		Radio and TV Director	
		$\bar{X}$	SD	$\bar{X}$	SD	$\bar{X}$	SD	$\bar{X}$	SD	$\bar{X}$	SD
1	Guidance Ability	4.25	.78	4.90	.29	4.47	.91	4.43	.99	4.51	.67
2	Execution Ability	4.39	.78	4.91	.23	4.44	.90	4.50	.97	4.61	.64
3	Innovation Ability	4.34	.90	4.92	.25	4.35	.93	4.48	.97	4.64	.64

Table 3 (Con.)

Aspect	Counselors Management	Major									
		Performance		Animation		Film and TV Technology		Art Education		Radio and TV Director	
		$\bar{X}$	SD	$\bar{X}$	SD	$\bar{X}$	SD	$\bar{X}$	SD	$\bar{X}$	SD
4	Communication Ability	4.40	.78	4.83	.50	4.39	.92	4.49	.97	4.58	.65
Total		4.35	.79	4.89	.31	4.41	.91	4.47	.97	4.59	.64

From Table 3, it was found that the major of Animation was the highest mean ( $\bar{X}$ =4.89, SD=.31) followed by Radio and Television Director, Art education, Film and Television Technology, and Performance. When considering each item by One-way ANOVA, as showed in Table 4.

Table 4 The analysis of variance for counselors' management of students' abilities

(n=80)

Aspect	Counselors Management	Variance sources	SS	df	MS	F Ratio	p-value
1	Guidance Ability	Between groups	4.20	4	1.05	1.82	.13
		Within a group	43.51	75	.58		
		<b>Total</b>	<b>47.35</b>	<b>79</b>			
2	Execution Ability	Between groups	3.03	4	.76	1.37	.25
		Within a group	41.42	75	.55		
		<b>Total</b>	<b>44.45</b>	<b>79</b>			



**Table 4 (Con.)**

Aspect	Counselors Management	Variance sources	SS	df	MS	F Ratio	p-value
3	Innovation Ability	Between groups	3.88	4	.97	1.54	.20
		Within a group	47.35	75	.63		
		<b>Total</b>	<b>51.23</b>	<b>79</b>			
4	Communication Ability	Between groups	2.13	4	.53	.87	.47
		Within a group	44.97	75	.60		
		<b>Total</b>	<b>47.09</b>	<b>79</b>			
	<b>Total</b>	Between groups	3.20	4	.80	1.40	.24
		Within a group	42.66	75	.57		
		<b>Total</b>	<b>45.87</b>	<b>79</b>			

From table 4, it was found that counselors management for students' abilities at Nanhai College of Arts and Technology of Haikou University of Economics by majors was not different, when concern in each item, according to table 5.

**Table 5** The analysis of variance of guidance ability in each item

(n=80)

Item	Guidance Ability	Variance Sources	SS	df	MS	F Ratio	p-value
1	Counselors guide students to explore on their own worldview, life, and values.	Between groups	11.07	4	2.77	3.81**	.01
		Within a group	54.48	75	.73		
		<b>Total</b>	<b>65.55</b>	<b>79</b>			



Table 5 (Con.)

Item	Guidance Ability	Variance Sources	SS	df	MS	F Ratio	p-value
2	Counselors guidance students to reflect on their own worldview, life, and values	Between groups	10.21	4	2.55	3.16*	.02
		Within a group	60.54	75	.81		
		<b>Total</b>	<b>70.75</b>	<b>79</b>			
3	Counselors guide students to establish correct academic values	Between groups	2.55	4	.64	.97	.43
		Within a group	49.40	75	.66		
		<b>Total</b>	<b>51.95</b>	<b>79</b>			
4	Counselors guide students to establish correct norms	Between groups	3.07	4	.77	1.29	.28
		Within a group	44.73	75	.60		
		<b>Total</b>	<b>47.80</b>	<b>79</b>			
5	Counselors guide students to complete their successfully studies	Between groups	1.40	4	.35	.49	.75
		Within a group	54.28	75	.72		
		<b>Total</b>	<b>55.67</b>	<b>79</b>			
6	Counselors guide students to healthy ideology morality	Between groups	4.48	4	1.12	1.85	.13
		Within a group	45.51	75	.61		
		<b>Total</b>	<b>49.99</b>	<b>79</b>			

Table 5 (Con.)

Item	Guidance Ability	Variance	SS	df	MS	F Ratio	p-value
7	Counselors guide students to establish correct life values	Between groups	4.17	4	1.04	1.57	.19
		Within a group	49.82	75	.67		
		<b>Total</b>	<b>53.99</b>	<b>79</b>			
8	Counselors guide students to thought healthily	Between groups	4.01	4	1.00	1.31	.25
		Within a group	53.99	75	.72		
		<b>Total</b>	<b>57.99</b>	<b>79</b>			
9	Counselors guide students to establish a correct outlook on employment	Between groups	3.33	4	.83	1.40	.24
		Within a group	44.55	75	.59		
		<b>Total</b>	<b>47.89</b>	<b>79</b>			

\* Statistically significant at level .05

\*\* Statistically significant at level .01

From table 5, it was found that counselors' management for guidance abilities at Nanhai College of Arts and Technology of Haikou University of Economics, classified by majors there showed statistically significant at results at the level .01 in counselors guide students to explore on their own worldview, life and values, and significant at the level .05 in counselors guiding students to reflect on their own worldview, life, and values.

**Table 6** The pair difference of items for counselors guides students to explore and to reflect on their own worldview, life, and values by LSD

Counselors Guide							
Item 1	Students to Explore on Their Own Worldview, Life, and Values		Perfor- mance	Anima- tion	Film and TV Technology	Art Education	Radio and TV Director
	Major	$\bar{X}$	4.00	5.00	4.38	4.44	4.67
	Performance	4.00	—	-1.00**	-.38	-.44	-.67
	Animation	5.00		—	.43	.56	.33
	Film and TV Technology	4.38			—	-.06	-.29
	Art education	4.44				—	-.23
	Radio and TV Director	4.67					—
	Major	$\bar{X}$	4.00	5.00	4.38	4.38	4.42
	Performance	4.00	—	-1.00**	-.38	-.38	-.42
	Animation	5.00		—	.62	.62	.58
	Film and TV Technology	4.38			—	.00	-.04
	Art education	4.38				—	-.04
	Radio andTV Director	4.42					—

\*\* Statistically significant at level .01

3) Guidelines for supporting the counselor management for student abilities at Nanhai College of Arts and Technology of Haikou University of Economics are as follows: Counselors should help students reflect on their own worldview, life, and values

by organizing in-depth dialogues, sharing life philosophies, and guiding students to participate in social practice. They encourage students to examine their own growth experiences, think about personal values and social responsibilities, and compare the impact of different life choices. Counselors can keep abreast of students' thoughts through regular one-on-one talks, class meetings, and participation in students' extracurricular activities. Counselors should remain calm and optimistic, proactively analyze the root causes of problems, and actively seek solutions. Counselors should have a deep understanding of students' daily ideological and moral conditions.

## Discussion

1) The highest mean was the aspect of execution ability, which might be because the strength of execution ability might be that directly related to the quality of student training, school management efficiency, and the realization of educational goals. It was similar to Zuguang and Yuguang (2015) said in “Constructing a long-term mechanism to improve the execution of college counselors” that their execution was the key to the success of ideological and political education in colleges and universities. All colleges and universities must effectively build a long-term mechanism to improve the execution of counselors.

2) The comparison found in terms of gender and major, students majoring in Animation believe that counselors guide students to explore and reflect their own worldview, life, and values were higher than students majoring in Performance, and the differences were statistically significant ( $p\text{-values} < .05$ ). This may be because students majoring in animation usually pay more attention to self-exploration and the excavation of their inner world. Compared with students majoring in performance, animation creation relies more on personal creativity and the construction of their inner world. It was similar to Lixing (2018) “A Preliminary Study on Ideological and Political Education Methods for College Animation Students” that animation students need to do a lot of painting during their studies. Painting requires keen observation. Therefore, most animation students have a rich inner world and outstanding imagination.

3) According to the research results, guidance ability is the lowest mean, and the lowest item is Counselors guide students to reflect on their own worldview, life, and values. Because it might be that the lack of in-depth psychological knowledge and effective communication skills makes it difficult to trigger students' self-reflection, or the failure to fully understand students' individual differences leads to guidance methods that are not precise and effective enough. It was similar to Linjie (2024) "How counselors guide students to establish a correct world view, life view, and values". Counselors should listen to students' views, doubts and confusions, and give students the opportunity to express their own worldviews, outlooks on life, and values. Every student is unique, and teachers should respect and understand their differences and provide personalized guidance and education.

### **Recommendation**

According to the research results, the following suggestions are put forward for the counselor management students' ability at Nanhai College of Arts and Technology of Haiku University of Economics:

First through heuristic questions and feedback, counselors prompt students to recognize the limitations of their own concepts and encourage them to open their minds and accept multiple perspectives to form a more mature and positive life concept system. Practical Exploration of University Counselors in Guiding Students' Values" (Jing, 2024) states that through interaction and communication with students, university counselors can gain an in-depth understanding of students' personal characteristics, family background, social environment, and other factors, in order to provide targeted guidance.

Second counselors also use questionnaires and psychological assessment tools to systematically collect students' feedback information in order to more comprehensively grasp the students' ideological status, and then provide targeted guidance and help to promote the healthy growth of students. Junjie (2020) said in "The Path to Building the Execution Ability of Counselors in Local Colleges and Universities in the New Era": The execution ability of college counselors is different from the execution ability in the



ordinary sense. The execution ability of local college counselors are as follows timely understand the ideological dynamics of students, actively integrate into students, and actively carry out ideological guidance work.

Third counselors focus on self-reflection and ability improvement. Here is the correct English translation, keeping the original context and emphasis: According to Xue (2011), in “On the Cultivation of Innovative Ability of College Counselors,” college counselors must dare to face difficulties in their work, so as to achieve innovation in thinking, action, and theory in their work.

Fourth, they pay close attention to students’ words and deeds, and capture the signals of students’ ideological changes in a timely manner. According to Caicha and Huixin (2022), in “The Necessity and Path of Improving the Communication Ability of College Counselors under the New Situation,” counselors, as guides and close friends of students’ growth, should give full play to their good communication skills, enter students’ hearts, thereby gaining students’ trust and making students accept counselors’ suggestions.

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