

## Research on the promotion of College Counselors' professional ability from the perspective of organizational identification

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### Abstract

The organizational identity of the counselors is closely related to the performance level of the counselor, so it is an effective way to improve the professional ability of the counselors by the promotion of the degree of organizational identity of the counselors. The university should optimize the career growth environment of the counselors to improve the self-identity of them, improve the sense of professional belonging by formulating a reasonable salary system, raise the level of organizational commitment and enhance the professional identity and the internal coordination of counselors.

**Keywords:** counselors; organizational identification; professional competence

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With the continuous development of higher education, the work of counselors in Colleges and universities has got more attention. Many scholars began to study the work of university counselors from all angles. By research, they found that although the current counselor team construction has made a lot of achievements, there are still many deficiencies. Therefore, how to combine the practical work of the counselor and take the targeted incentive measures to improve the satisfaction of the counselors is an important problem in front of us. It is of great significance to introduce organizational identification theory to fully explore how to enhance the professional ability of college counselors under the guidance of this theory.

## **1. THEORY ABOUT ORGANIZATIONAL IDENTIFICATION**

S Al-bert and D.A.Whetten first proposed the concept of organizational identity in 1980s, which actually comes from social psychology's social cognizance (Social Identity). It refers to the individual's cognition and cultural cognizance (Cultural Identity) on the identity, values and emotional maintenance of the organization. It is the sense of belonging and inner commitment of the individual to the cultural and cultural groups of the organization. <sup>[1]</sup> Research shows that organizational identification is related to job satisfaction of organizational members. When members identify with the organization, they will gain inner satisfaction in the process of striving for the organization's goals and their job satisfaction is high. The degree of organizational identity affects the flow of members. If the members of the organization have a high degree of recognition, the rate of mobility is low, while the rate of mobility is high if the members of the organization are incompatible with the organization. There are four dimensions of organizational identification: value identification, cultural acceptance, organizational commitment and internal cooperation.

## **2. ANALYSIS OF ORGANIZATIONAL IDENTIFICATION**

The incentive effect of organizational identification on instructors is manifested in the following four aspects.

### **(1) The incentive effect of value identity to counselors**

The value identity of the counselors is mainly reflected in the identity of the counselors on the spiritual concept, values, cultural connotations and school models of colleges and universities, as well as the self orientation and approval of the counselors in the expectations of their colleges and universities. Value identity plays a great role in promoting the work of college counselors. Only when a counselor Identify with a university, regarded himself as a member of a university, could he give

full play to his ingenuity and creatively finish his work. Otherwise, when the counselors do not identify the value of colleges and universities, they are not willing to devote themselves to their work wholeheartedly. They can not see the importance and value of their work. Instead, they will feel that work is a kind of torture which greatly bruising the enthusiasm of the work. In the same way, only when the counselors achieve their value recognition, can they join the organization in honor and woe, so that they can devote themselves to their work. Therefore, value identification is inseparable from the enthusiasm of counselors.

## **(2) The incentive effect of cultural acceptance to counselors**

University culture is the embodiment of the overall spirit of the University. Its cultural atmosphere and value orientation are spiritual incentives. If the college counselor can accept the culture of the college, maintain and carry forward the culture of the college, it will greatly stimulate his work potential, enhance his enthusiasm of the work, and he finally realize the common development of the counselors and colleges.

## **(3) The incentive effect of organizational commitment to counselors**

The organizational commitment of a counselor refers to the satisfaction of a counselor to the various physical and mental conditions that his college provide for him. The level of organizational commitment of counselors is closely related to the work performance and working attitude of the counselors, and also affects the overall function of the college. The counselors with higher organizational commitment also have a higher sense of identity and the sense of belonging to the college. They will combine the overall goals of the college with their personal goals and devote themselves to their work, thus having a higher level of work performance, which will promote the progress and development of the whole college.

## **(4) The incentive effect of internal cooperation to counselors**

An organization with high internal cooperation must be a harmonious and mutual aid organization. Harmonious environment is the cornerstone of organizational development and staff development. The exchange and cooperation between young and old counselors, counselors and teachers can enhance the work ability and confidence of counselors. In this environment, the counselors feel the safety and happiness, form a strong emotional dependence, and effectively relieve the work pressure, which make them devote themselves to work and study with full spirit and full energy, so that they can easily get a higher level of development.

### **3. MEASURES**

#### **(1) optimizing the career growth environment**

Firstly, colleges and universities should fully recognize the important position of the counselors in the training of talents. They should change the prejudice of despising the work of the counselors in the society, strengthen the recognition and respect the work of the counselors and shape a good atmosphere in the whole society through various ways. Secondly, colleges and universities should build a harmonious environment, often communicate with counselors, listen to the counselor's heart, create good conditions and opportunities for the counselors, take the counselor's needs as the core, truly respect, understand and care for the counselors, and improve the self-identity of the counselors. Thirdly, improve the performance appraisal system of counselors. Colleges and universities should try to improve the working conditions of the counselors as far as possible. At the same time, a scientific and reasonable performance appraisal system should be formulated in combination with the characteristics of the counselors' work. The results of the assessment should be linked to the counselors' rewards, penalties and promotions to form an efficient and pragmatic evaluation system which can indirectly enhance the sense of professional identity of the counselors. Finally, we should improve the democratic management system and enhance the sense of responsibility of the counselors. We can encourage the counselors to actively participate in the management of the college through a reasonable way, make suggestions for the development of the college, and improve the sense of ownership and organizational identity of the counselors.

#### **(2) creating a good campus culture**

Organizational culture is the "adhesive" to coordinate the relationship between individuals and organizations. It can not only maximize the overall interests of the organization, but also satisfy the personal interests of the members, so the value of individual can be realized. Therefore, organizational culture enables employees to have strong internal motivation, encourage their employees and achieve common development of employees and organizations. Colleges and universities should focus on fostering a shared value system between teachers and students, create a good campus culture and unite people with it. Colleges and universities must uphold the spirit of pragmatism and innovation, respect knowledge, talents and creativity, and create a cultural atmosphere conducive to the cultivation of counselors' innovative ability. We must recognize the diversity of personal values, respect individuality and create a tolerant and diverse cultural atmosphere. We should also help, trust and respect the counselors, and let the counselors feel the profound humanistic feelings of the college, thus forming a lively, healthy and enterprising counsellor team.

### **(3) developing a reasonable salary system**

Most of the counselors are young people who undertake the responsibilities of getting married, buying houses, raising the next generation, supporting their parents, and so on. So they have a strong demand for material. However, compared with teachers and other administrative staff, the salaries of counselors are generally low. Establishing a reasonable salary system is the key factor to promote the enthusiasm of counselors and enhance their job satisfaction. The counselor's salary standards can be formulated in accordance with the standards of teachers and administrative cadres and equity should be taken into consideration. The salary should be linked to the work performance of the counselor. In addition, we should also pay attention to the spiritual needs of counselors, attach importance to the career management of counselors, and pave the way for future development. It is necessary to establish a scientific promotion mechanism for counselors, such as the establishment of a professional level system for a counselor. Counselors can be promoted to the corresponding level according to their usual performance and years of service, and get the corresponding treatment.

### **(4) strengthening internal cooperation**

According to McClelland's theory of achievement motivation, individual needs in his work include three aspects: achievement need, rights need and affinity need. Among them, affinity need is a desire to be loved and accepted by others. College counselors often prefer cooperation rather than independent working environment. They want to communicate with others. Therefore, colleges and universities need to create a harmonious environment for counselors. Firstly, colleges and universities can set up a counselor's working team according to their personal needs and work mode. For example, employment guidance team, academic guidance team and psychological counselor working team can be set up to promote the communication and exchange of counselors. Secondly, we can encourage counselors to set up instructors salon or club according to their hobbies and organize activities regularly. Finally, we should guide counselors to conduct research on student work. We can set up different task groups and assign counselors to the corresponding group, which can not only arouse the enthusiasm of the counselors to engage in scientific research, but also improve the level and ability of the counselors to carry out scientific research.

### **Notes:**

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