

Original Paper

Research on the Team Construction of Network Education Counselors Based on the Easy Class Platform

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Abstract

In today's era, mobile Internet technology advances by leaps and leaps, promoting the explosive growth of we-media network platform. Cyberspace has not only become an arena for various social trends of thought, but also evolved into a place for the integration of diverse values, thus further highlighting the importance of online ideological and political education. As a clear and orderly network platform, Yiban is committed to providing students with high-quality network education and cultural life, which provides a solid foundation for teachers to carry out network education in easy class, and has become an important carrier of education and teaching activities. This kind of network education method can not only help to achieve the goal of network education, but also promote the deep interaction between college students and network culture, and enhance their sense of identity to network culture.

Keywords

easy class platform, online education, counselor, team building

1. The Significance of Online Education Counselor Team Building Based on the Easy Class Platform

During his inspection tour of the Chinese People's University, General Secretary Xi stressed that the majority of teachers should "strive to be the unifier of 'scripture teachers' and 'human teachers' who are proficient in 'preaching and teaching and solving confusion'". The work of educating people in the new era requires college counselors to develop in the direction of professionalism, specialization, and expertization, and strive to conduct in-depth research in a certain field of ideological and political education and become experts in this field. The research on the team building of online education counselors based on the easy class platform is an effective exploration and practice of using the

mainstream platform of online ideology and politics to carry out the ideological and political education of college students in the context of the new era, which is in line with the basic law of the interaction between theory and practice in ideological and political education.

2. Feasibility Analysis of the Integration of Easy Class Platform and Online Education Counselor Team Building

2.1 Open up a New Position for the Team Building of Online Education Counselors

As a new network media, easy class is an effective way for the development of ideological and political education in colleges and universities in China at this stage, which provides a diversified network platform for the team building of college counselors and opens up new channels. Through the easy class platform, the ideological and political work of college students breaks the shackles of traditional methods and concepts, effectively stimulates students' enthusiasm for learning, is conducive to real-time innovation and all-round development of ideological and political education, and organically combines ideological and political education with students' actual life and learning, and effectively enhances the effectiveness of online ideological and political education in colleges and universities to a certain extent. At the same time, through the easy class platform, the forms of counselors' work have become more open and diverse. This allows counselors to be available to students at any time and from any location, increasing the flexibility and efficiency of their work.

2.2 Improve the Work Efficiency of the Network Education Counselor Team

The easy class platform can realize the information management of students' work, make the flow of information smoother, and improve the transparency and democracy of decision-making. The easy class platform provides a wealth of data visualization tools, has powerful data analysis capabilities, collects and analyzes user behavior data, learns data, and helps team members understand and analyze data more intuitively. Through the analysis of these data, the counselor team can understand the learning needs and habits of students, and more easily understand the practical problems faced by students, so as to formulate more accurate education plans and counseling strategies. At the same time, the easy class platform also provides a variety of interactive forms and channels, so that the counselors can have a deeper understanding of the students' thoughts and emotional states, so as to guide students to participate more in the management of school and class affairs through the easy class platform, improve their subjective awareness and self-management ability, and improve the effectiveness of students' psychological counseling and education.

On the other hand, the easy class platform also supports multi-person online collaboration, which can easily form a team, assign tasks, share resources, etc., and the self-construction of the counselor team can use the easy class platform to support task assignment and progress tracking, so that the counselor team can efficiently organize and complete various tasks. Team members can view their task lists, progress, and deadlines on the platform to ensure that work is completed on time. In addition, the platform also provides a task reminder feature to help team members avoid missing important work.

Through the task management function of the eBan platform, the counselor team can advance their work in a more orderly and efficient manner, and improve work efficiency and quality.

2.3 Promote the Construction and Development of the Network Education Counselor Team

The easy class platform brings together a wealth of learning resources and training opportunities, including course materials, expert lectures, case studies, etc., which provide valuable learning opportunities for counselors, so that they can continuously update their knowledge reserves, improve their skills and abilities, and provide rich information resources and tools to make it easier for counselors to retrieve information and carry out various tasks, so that counselors can get in touch with the latest educational concepts, methods and technologies, constantly update their knowledge system, and improve their professional quality. At the same time, counselors can publish educational information, carry out online and offline training, and organize various forms of educational activities through the easy class platform.

The functions set up by the easy class platform can provide a wealth of team building activities and support for the team of counselors, and by participating in team activities and sharing sessions on the platform, team members can enhance their understanding and trust with each other, and form a closer team relationship. In addition, the platform also provides guidance and support in team building and development, such as team building training, team development planning, etc., to help the team continuously improve cohesion and combat effectiveness. Through the support and guidance of the easy class platform, the team of counselors can build and develop the team more effectively, and improve the overall effectiveness and influence of the team.

3. Exploration of the Path of Online Education Counselor Team Building Based on the Easy Class Platform

3.1 Clarify the Original Intention of the Construction of the Counselor Team, and Firmly Grasp the Correct Development Direction of Political Guidance

Compared with offline student work, online ideological and political education work is more extensive and disseminable, which requires our counselors to be more rigorous in their work and accurately grasp the political issues involved in students' concerns. In the team building of counselors, we must insist on taking politics as the first attribute of construction, and put political standards in a prominent position.

(1) Strictly control the entrance and build a reservoir. Taking political competence as the basic premise for selecting and employing people, we must ensure that the members of the counselor team we have formed are always highly consistent in terms of political positions, political principles, political directions, and political paths. Through strict political review and comprehensive investigation, those outstanding talents with firm political beliefs, strict political discipline, and adherence to political rules are screened out to ensure that the political background of the counselor team is clear.

(2) Strengthen theoretical learning and improve political literacy. Closely focusing on the study and

implementation of Xi Thought on Socialism with Chinese Characteristics for a New Era, we continue to strengthen theoretical learning, and organize all counselors in the team to regularly read the original works to learn the principles of the original texts through reading and sharing, joint lectures, special seminars and other forms, so as to continuously strengthen the theoretical armament and improve the political theory literacy. Comprehensively carry out a series of learning and sharing activities of "General Secretary Xi's Seven Years of Educated Youth", recite the four-character formula of "learning, speaking, researching and acting", and guide counselors to keep in mind the earnest entrustment and take on the mission of educating people.

(3) Organize a red research tour and tell a good red story. Focusing on improving the political ability of counselors, belief training classes were held, and team counselors were organized to regularly go to Shaoshan, Yan'an, Jinggangshan and other places to carry out "red tour" field research, so that counselors could further improve their ability to educate people. At the same time, we will set up different types of counselor theory preaching groups, regularly preach on online platforms such as the easy class platform, and lead the majority of young students online and offline demonstrations, follow the footsteps of General Secretary Xi, go to grassroots communities, industry enterprises, reform demonstration zones, red education bases, etc. to carry out theoretical preaching, carry out on-site teaching of "big ideological and political courses", and launch a series of special micro-courses to promote learning and action. Consciousness of thought and action.

3.2 Enhance the Vitality of Counselors' Innovation and Development, and Create a Distinctive Business Card for the Counselor Team

In order to cultivate a unique brand awareness, it is necessary to give full play to the professional strengths of each member of the team and make use of the rich resources of the school. Through the close cooperation within the team and the complementarity of their respective advantages, combined with the easy class platform, we focus on the field of online ideological and political education in students' work, and carry out refined and in-depth work. At the same time, it actively carries out academic research and practical exploration, and strives to explore efficient student work concepts and methods. It is also necessary to stimulate the sense of competition of counselors, and extract the work highlights with unique, innovative and professional characteristics, so as to form the brand image of the counselor team. This will not only enhance the team's influence and competitiveness, but also promote the team's development in a more professional, professional and branded direction.

(1) Create a counselor team brand based on the easy class platform

The team building of online education counselors based on the easy class platform refers to the fact that the members of the counselor team can make full use of the easy class network platform in the practice of online ideological and political education, and form the easy class network ideological and political work concept and work mode with a certain degree of popularity and recognition, so as to enhance their influence and guidance in cyberspace. At the same time, through continuous innovation and practice, it can also promote the continuous improvement and optimization of the functions of the easy class

platform, and inject new vitality and impetus into the ideological and political work of colleges and universities.

Building a great team of online education counselors must focus on shaping a unique team culture and brand. This unique team culture strengthens unity and collaboration within the team, making team members feel more engaged and accomplished. However, at present, the formation of the counselor team with the network as a platform for education is still in its infancy, and the number is not sufficient, so it is necessary to truly carry out characteristic research around the theme of easy class platform network education, continue to create a characteristic brand of easy class network education, and truly build a characteristic counselor team of "easy class platform network education".

(2) Build a network of counselors to educate famous teachers

Efforts should be made to cultivate a group of "star lecturers" for online education, create a number of "high-quality online courses", form a series of "typical cases" of online education, and guide the majority of young students to strengthen their ideals and beliefs and cultivate their feelings for their family and country.

In order to comprehensively and profoundly interpret the concept of "famous teachers", we need to carefully cultivate and shape counselor famous teachers from the three key aspects of knowledge structure, comprehensive ability and scientific research. The primary task is to guide the counselors to form a professional career orientation, and ensure that they choose one of the nine major job responsibilities for in-depth research and exploration on the basis of systematic business training and solid theoretical learning through systematic business training and solid theoretical learning. In this way, they can continue to accumulate and deepen their knowledge in this direction and form their own unique academic advantages. In addition, we also need to equip counselors with efficient work skills and proficiency in handling various student affairs through special training and interactive exchanges. At the same time, we also encourage them to continue to deepen their learning in the professional field, continuously improve their professional ability and level, and strive to become expert talents in this field. Finally, we should also motivate counselors to make use of their personal professional expertise, combine team strength, and conduct scientific research with the help of the easy class network platform to become real famous teachers.

3.3 Driven by Capacity Building, Enhance the Momentum of Professional Development

Colleges and universities should strengthen the construction of online education counselor teams, do a good job in the top-level design and systematic planning of counselor team building, reasonably set up counselor teams, and make building a professional and expert counselor team an important measure to improve the quality and ability of college counselors.

(1) Reasonably set up an online education matrix to create a professional counselor team

According to the professional expertise and interests of the counselors, the network education counselor team matrix is constructed, and colleges and universities can create a network education counselor team with different professional characteristics and research priorities. Each counselor has

unique professional abilities and personal interests. Some are good at responding quickly to emergencies, some are good at dealing with daily trivial matters, some are good at psychological counseling, some are good at career guidance, some are passionate about teaching, and some are keen on research. Therefore, when building a team of counselors, we need to comprehensively consider the strengths and work needs of each counselor, such as setting up a team of online education innovation counselors, theoretical research counselors, etc. Counselors can choose the most suitable team based on their professional background, career interests, and career goals. Through the platform of the counselor team, they carry out in-depth work and research, continuously improve their professional abilities and specialties, and give full play to and further strengthen their professional advantages to achieve professional growth. This can not only promote the professionalization and expert process of counselors, but also build a more professional and efficient counselor team.

(2) Cohesion of cultural guidance and promotion of management improvement

A cultural beacon that leads the team to advance together. Culture is not only the soul of the team, but also the beacon that leads the team forward. The core mission of the team of counselors is to cultivate a team spirit of positivity, teamwork, dedication, courage to break through and continuous improvement. With the depth of our culture, we can guide our team members to understand and live this spirit as a guide to their inner beliefs and actions. In this way, an atmosphere of harmony and close cooperation will be formed within the team, and the team will continue to move towards new heights.

Build emotional bridges with shared values. A good team needs not only to have clear common goals, but also to build emotional bridges based on shared values. The team of counselors should aim to build such bridges and provide members with a clear direction and sense of belonging. Through the guidance of a common vision, we can enable team members to form a consensus on ideas, agree on goals, and form a strong team cohesion. At the same time, strengthen humanistic care, promote emotional exchanges and interactions between members, resolve conflicts, enhance the sense of belonging and collective honor, and enable team members to grow together in mutual understanding, respect and support.

Culture-driven team dynamics. The power of culture can spark energy and creativity in a team. The team of counselors should encourage healthy competition and mutual learning among members to form a positive team atmosphere. Through continuous learning and communication, we can promote the growth and progress of our team members. At the same time, establish and publicize the advanced models in the team, give full play to their role models, and stimulate the learning enthusiasm and enterprising spirit of other members. The radiant power of culture will promote the continuous innovation and development of the team, and inject a steady stream of vitality into the realization of higher goals.

(3) Create a positive atmosphere and enhance the centripetal force of the team

Counselors should adhere to the principle of "building consensus and focusing on key points" in team building, enhance the team's centripetal force, and create a positive atmosphere. First of all, we must

adhere to the core position of online ideological and political education and training. This includes two aspects: one is the systematic training of network ideological and political education, we can equip the team with professional tutors, and regularly carry out targeted relevant training courses, covering network education case writing, network education academic paper writing, network ideological and political work thinking training and method mastery, etc.; at the same time, encourage team members to learn from each other, through sharing and discussion, and improve together. The second is the accumulation of practical experience, colleges and universities should set up practical projects, encourage the team to declare in the overall form, and deepen understanding through practical research; in addition, the counselor team can also set up research reports, questionnaire research, thesis writing and other practical projects, and by professionals to comment on and guide the results. Second, we need to continue to promote the exchange of experiences. The selection of the topic of the discussion should be targeted, the organization should be rigorous and orderly, and the effectiveness of the exchange should be ensured; at the same time, the content of the exchange should be summarized on a regular basis to find and solve problems. Finally, we need to focus on the diversity of team building activities. Activities are not only the "lubricant" of team building, but also an important way to relieve the work pressure of counselors, deepen the understanding and trust between team members, and also consider organizing some outdoor activities, so that counselors can relax in a relaxed environment and enhance their sense of belonging and achievement to the team.

3.4 Broaden the Career Development Path with System Construction as the Guarantee

Continue to strengthen the four-in-one team development model of "selection, training, evaluation and development". In order to ensure the effective functioning of the team of counselors, it is first necessary to establish clear development goals and team members to sign detailed mission statements. This task statement not only clarifies the direction of each member's work, but also serves as a basis for team members to evaluate their work performance. Team members' work outcomes will be directly linked to rewards and punishments, motivating the team to strive for excellence. At the same time, task assignments need to be refined within the team to ensure that each member is clear about their responsibilities and goals. In the team of counselors, the reward and punishment mechanism is an indispensable part. It is based on an unbiased and fair appraisal and is designed to stimulate the motivation and creativity of team members. The reward and punishment mechanism not only focuses on the overall assessment results of the team, but also pays attention to the individual performance of the team members. When it comes to rewards, we value the individual performance of our team members. In terms of reward mechanism, it is necessary to adhere to the dual incentives of material and spiritual, aiming to reward those teams and individuals who perform well. In terms of constraints, it is necessary to closely link the assessment results with team performance, project application, award selection and other links, so as to motivate the team and individuals to continuously improve themselves. In addition, in order to further enhance the comprehensive ability of the team, it is necessary to establish a supporting system. For some counselors whose educational literacy needs to be

improved, we make full use of the collective wisdom and strength of the team to help them achieve personal growth. Help them improve their capabilities by pairing them with each other. The assistance mechanism focuses on clarifying the goals, specific measures and expected results of the assistance to achieve the improvement of the overall level of the team.

In the operation of the counselor's research team, financial security is also crucial. In order to ensure the smooth progress of scientific research, universities need to provide adequate financial support. This includes funding academic activities such as research, research, and publications, as well as the day-to-day expenses of team activities. By establishing a sound funding guarantee mechanism, we are able to provide a solid material foundation for the development of the team.

To sum up, by establishing development goals, establishing reward and punishment mechanisms, implementing assistance plans and providing financial guarantees, the vitality of the counselor team can be stimulated, and the team can be promoted to develop in the direction of full participation, collaboration and innovation. This will help to improve the overall strength of the team and make a greater contribution to the development of the school.

4. Summary

Colleges and universities need to fully integrate internal and external resources, carefully plan and form an efficient network education counselor team, and create a network education counselor team with unique advantages. Through this team-building process, the facilitators can be provided with in-depth theoretical guidance and practical training, encouraging them to conduct empirical research and scientific exploration. Such a move will greatly improve the professionalism and work ability of counselors, and further consolidate their core competitive position. This will promote the development of the counselor team in a more professional and expert direction, inject new vitality and impetus into the student work of colleges and universities, and achieve connotative and sustainable development.

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