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Innovative Research on the Daily Management of College Students from the Perspective of University Counselors

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Abstract: With the continuous deepening of higher education transformations and profound changes in the growth environments of college students, student management in universities currently faces unprecedented opportunities and complex challenges. Students in the new era are increasingly characterized by highly active thinking, distinct individual personalities, and diverse channels for accessing information. Consequently, traditional management approaches have become largely inadequate for meeting their comprehensive developmental needs and academic expectations. As the primary implementers of daily student management and ideological education, university counselors play a vital and irreplaceable role in maintaining campus stability, fostering positive student growth, and fulfilling the fundamental educational mission of cultivating virtue through comprehensive education. In direct response to the pressing demands of educational digital transformation and modernized university governance structures, innovative approaches are urgently required to update and optimize university counselors' daily management practices. Based on the practical realities of contemporary student management and thoroughly analyzing its broader academic significance, this paper systematically examines the current challenges faced by counselors in higher education institutions. Furthermore, it proposes a comprehensive work framework centered on conceptual innovation, systemic restructuring, methodological advancement, digital platform development, and professional team enhancement, while suggesting actionable optimization pathways. The study ultimately concludes that innovating daily student management practices significantly enhances the scientific rigor, standardization, and precision of administrative efforts. This provides robust, sustainable support for promoting students' holistic development and achieving high-quality, long-term university development in a rapidly evolving educational landscape.

Keywords: university counselors; student management; management innovation; student affairs; holistic education

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1. Introduction

Student management in higher education institutions represents a fundamental aspect of the educational system and plays a pivotal role in achieving the objectives of talent cultivation. The focus on fostering well-rounded development in students, encompassing moral, intellectual, physical, aesthetic, and other dimensions of education, is essential for ensuring the quality and effectiveness of higher education [1]. As a critical component of the university's operational framework, daily student management significantly influences the outcomes of ideological and educational initiatives, the maintenance of campus safety and stability, and the overall success of talent development strategies.

With the expansion of higher education and the increasing diversity of student populations, the landscape of student management has become more complex [2]. Advances in internet technology and the proliferation of new media have provided students with unprecedented access to information, contributing to a broader range of perspectives and experiences. Simultaneously, the widening spectrum of individual

differences among students has led to diverse needs in areas such as academic achievement, mental health support, career development, and social adaptation. These evolving dynamics present new challenges for universities in addressing the multifaceted requirements of their student bodies.

Counselors, as key facilitators of both ideological education and daily student management, are tasked with a wide array of responsibilities, including educational guidance, administrative oversight, service delivery, and personal mentorship [1]. However, the practical implementation of these responsibilities often encounters obstacles such as outdated management practices, limited innovation in methodologies, insufficient technological infrastructure, and a lack of cohesive collaboration across educational departments. To effectively address the unique characteristics and needs of contemporary students, it is imperative to develop innovative management models that enhance the relevance and impact of student affairs initiatives.

Exploring innovative strategies for daily student management from the perspective of academic counselors is of significant theoretical and practical importance. Such efforts are essential for promoting the high-quality development of university student administration, ensuring that management practices remain responsive to the evolving needs of students and aligned with the broader goals of higher education institutions [3].

2. The Essence and Value of Daily Management Practices for College Students

2.1. The Fundamental Essence of Daily Management Activities for University Students

Daily management of college students encompasses a range of educational management activities designed to support their growth and development. These activities address critical areas such as ideological education, academic integrity cultivation, safety management, mental health education, behavioral standards training, financial aid programs, career guidance, and campus culture development [4]. By focusing on these aspects, universities aim to create a structured environment that nurtures students' personal and academic growth while ensuring their overall well-being. Such management practices are integral to fostering a sense of responsibility, discipline, and community among students, ultimately contributing to their holistic development and preparation for future societal roles.

Daily management practices for college students serve as a vital component of student affairs, aiming to regulate and guide student behavior while fostering their holistic development. These practices emphasize the integration of education, administration, and service, utilizing scientific and systematic approaches to promote students' healthy growth. By addressing diverse aspects of student life, such as academic performance, personal conduct, and emotional well-being, these management activities create a supportive framework that encourages students to achieve their full potential. Furthermore, the emphasis on combining educational guidance with administrative oversight ensures that students receive comprehensive support tailored to their individual needs.

Counselors, as the primary implementers of student management, play a crucial role in organizing, coordinating, educating, guiding, and supporting students throughout their developmental journey. Their responsibilities involve achieving an organic integration of management-based education, service-oriented education, and cultural education. By fostering an environment that balances structure and support, counselors help students navigate academic challenges, personal growth, and social interactions. Their efforts are essential in creating a campus culture that prioritizes student well-being and development, ensuring that students are equipped with the skills and knowledge necessary to thrive both during their university years and beyond [5].

2.2. The Significant Value of Daily Management for College Students

The daily management of college students plays a pivotal role in achieving the fundamental goal of fostering virtue and cultivating talent. By implementing structured management practices and providing educational guidance, students are encouraged to

develop a sound worldview, a positive outlook on life, and a robust value system. These efforts contribute to the enhancement of their ideological and moral qualities, which are essential for their personal and academic growth [6]. Additionally, such management practices create an environment conducive to nurturing ethical behavior and intellectual development, ensuring that students are well-prepared to face societal challenges.

Daily management initiatives are instrumental in ensuring campus safety and stability. By focusing on the regulation of student behavior, the dissemination of safety education, and the implementation of risk prevention strategies, institutions can effectively mitigate potential emergencies. These measures not only safeguard the physical and emotional well-being of students but also ensure the uninterrupted functioning of academic and extracurricular activities [7]. A proactive approach to risk management fosters a secure and harmonious campus environment, which is vital for maintaining the integrity of educational operations and promoting a sense of community among students.

Effective and scientifically grounded student management practices are essential for promoting the holistic development of college students. Through initiatives such as academic support programs, psychological counseling services, and career planning education, students are provided with the tools to enhance their overall competencies and adaptability [8]. These efforts help students build resilience, improve their interpersonal skills, and develop a clear sense of direction for their future endeavors. By addressing both academic and personal development needs, such management strategies lay a strong foundation for students to thrive in their professional and social lives, ultimately contributing to their long-term success.

3. Real Challenges Facing Daily Management of College Students in the New Era

3.1. Students' Ideological Perspectives Have Become Increasingly Diverse and Significantly More Complex.

In the rapidly evolving digital age, contemporary college students are exposed to an extensive and swift influx of information from diverse sources [7]. This dynamic interaction of global social ideologies and value systems, spanning both virtual and physical spaces, has a profound impact on the ideological development of students. As a result, many students display a marked diversity and individuality in their value orientations, often challenging the effectiveness of traditional educational management approaches. The complexity of this environment necessitates that university counselors adopt innovative strategies to address these challenges. They must continually refine their theoretical understanding of ideological education and value orientation, while also developing practical methods to engage students effectively. By doing so, counselors can enhance the precision, relevance, and appeal of ideological and political education initiatives, ensuring they resonate with students' evolving perspectives. This requires not only a commitment to ongoing learning but also the ability to adapt to the shifting dynamics of the digital and social landscape, fostering a more inclusive and responsive educational framework.

3.2. Students' Personalized Needs Continue to Grow and Exhibit Increasing Diversity.

In the current era, college students increasingly prioritize their unique growth trajectories, comprehensive development, and the fulfillment of their individual potential [9]. Significant differences among students are evident across various dimensions, such as their familial circumstances, personal passions, professional ambitions, and overarching life objectives. This growing diversity has rendered traditional, standardized approaches to student management and support services insufficient in addressing the nuanced and evolving needs of the student population. As a result, there is a pressing need to reimagine and transform the underlying philosophies and operational models employed by university counselors. The focus must shift from conventional roles centered on oversight and uniformity to modern frameworks that emphasize guidance, empowerment, and

tailored support. This transition represents a pivotal challenge and an essential direction for innovation in the practices of student counseling and support services.

3.3. The Network Environment Continues to Evolve, Posing Multidimensional Management Challenges.

The rapid evolution of new media platforms, including social media and short video applications, has deeply influenced the daily lives, learning habits, and social interactions of college students. These platforms have introduced significant changes to how information is accessed and shared, creating an environment where the development and spread of online public opinion events are increasingly unpredictable. This unpredictability places higher demands on universities to enhance their ability to anticipate, respond to, and manage such situations effectively. In practice, challenges such as excessive engagement with virtual environments, exposure to various online risks, and the need to address cybersecurity concerns and public opinion management have become more pronounced [3]. These issues add layers of complexity to the tasks of student management, ideological guidance, and risk prevention. Universities must adopt multifaceted strategies to address these evolving challenges, ensuring that their approaches remain adaptive and comprehensive in this dynamic digital landscape.

3.4. The Workload of Counselors Continues to Increase, and Their Professional Competencies Face New Demands.

University counselors are currently tasked with a wide array of responsibilities, encompassing students' ideological and political education, daily administrative management, mental health education and counseling, career planning and employment guidance, Party and Youth League development, academic atmosphere cultivation, and financial aid programs. These multifaceted duties result in an extensive workload, with routine and procedural tasks consuming a significant portion of their time and energy. This often limits their capacity to systematically implement core initiatives in ideological and psychological education. Furthermore, as the scope of student affairs continues to broaden and methodologies evolve in response to the demands of the modern era, counselors face increasing challenges in adapting to these changes. Many require substantial improvement in their depth of specialized knowledge, systematic theoretical foundations, and proficiency in leveraging information technology tools and big data analytics for targeted management and educational strategies [8]. These gaps in competencies create significant pressures, as counselors strive to meet the high standards and emerging demands of contemporary student management practices, which necessitate both adaptability and advanced professional skills.

4. Fundamental Principles for Innovating Daily Management of College Students from the Perspective of University Counselors

4.1. The Core Guiding Principle of Student-Centeredness Must Be Consistently Upheld and Continuously Deepened.

In the context of student management in higher education institutions during the new era, the primary focus and ultimate goal should be firmly anchored in fostering students' comprehensive growth and individualized development. This necessitates a deep respect for and active support of students' central role within the educational management process. Efforts must consistently prioritize their genuine needs, unique strengths, and long-term aspirations. To achieve this, management practices should move beyond traditional control-oriented methods and instead emphasize proactive service, meticulous attention to detail, and a strong commitment to humanistic care. By doing so, institutions can cultivate an environment that is more conducive to students' academic achievements, skill development, and overall physical and mental well-being. Furthermore, it is essential to establish a robust support system that not only addresses immediate challenges but also promotes sustainable personal and professional growth. Ultimately, the aim is to ensure that management practices serve as a means to empower

individuals and that education becomes a transformative force shaping a brighter future for all students.

4.2. It Is Imperative to Consistently Uphold and Implement the Principle of Deep Integration and Mutual Reinforcement between Education and Management.

Student management within higher education institutions extends far beyond the simplistic notions of maintaining order or enforcing behavioral norms. It represents a comprehensive and systematic educational endeavor imbued with significant pedagogical value [7]. Counselors, as pivotal figures in the ideological and moral development of college students, should actively embed essential educational components—such as guiding ideological values, fostering moral integrity, and nurturing a sense of social responsibility—into the fabric of daily management practices. This integration should be executed in a manner that is both organic and adaptable to varying contexts. By harmonizing the design and implementation of management and educational strategies, external frameworks of oversight can be effectively internalized, transforming them into voluntary and self-regulated behaviors among students. Furthermore, routine management interactions can be reimagined as dynamic and impactful opportunities for educational engagement. This approach ultimately facilitates the seamless convergence of "management-oriented education" with "service-driven education," thereby achieving the overarching objective of shaping, mentoring, and holistically developing individuals into responsible and capable members of society.

4.3. It Is Essential to Consistently Uphold and Further Advance the Principle of Differentiated and Refined Precision Management.

Considering the diverse characteristics and varying needs of student groups, including differences in academic focus, personality traits, developmental stages, and individual circumstances, the traditional approach of uniform management has proven insufficient [10]. To address this, university counselors must adopt a precision-oriented perspective that emphasizes tailored strategies. By utilizing advanced information technology tools and scientific analytical methods, counselors can gain a comprehensive understanding of each student's unique situation. This enables the categorization and stratification of students into distinct groups based on their specific attributes and developmental requirements. Subsequently, customized guidance plans and personalized services can be designed to align with the unique characteristics and evolving needs of these groups. Such an approach not only enhances the relevance and adaptability of management practices but also ensures the efficient allocation of educational resources. Ultimately, this refined strategy aims to better support students' individualized growth and foster their academic and personal development effectively.

4.4. It Is Essential to Consistently Uphold and Actively Promote a Systematic Educational Principle Characterized by Participation from Multiple Stakeholders and Coordinated Collaboration.

Student management represents a multifaceted and systemic undertaking that requires addressing various dimensions to achieve optimal outcomes. Relying exclusively on counselors working in isolation often proves insufficient in meeting the complex needs of students. Consequently, it becomes imperative to transcend the limitations and insular nature of traditional management approaches. A more effective strategy involves the establishment and continuous refinement of a "holistic collaborative" educational framework. This framework emphasizes the active participation and coordinated efforts of diverse stakeholders, including university departments such as student affairs, academic units, and logistical services, as well as students' families, the broader community, and the students themselves. By fostering robust and regular communication channels, this approach facilitates the integration of resources and the complementary strengths of all involved parties. Such a system ensures the provision of comprehensive, sustained, and multifaceted support for students' development. This collaborative effort not only enhances the overall effectiveness of student management but also creates a more

resilient support network, ultimately contributing to the holistic growth and success of students.

5. Innovative Approaches to the Daily Management of College Students by University Counselors

5.1. Implement Systematic Innovation in Management Philosophy to Establish a Developmental Student Management Model Centered on Promoting Students' Holistic Development.

Student management in higher education institutions in the new era must undergo a fundamental transformation, shifting from the traditional "management-control model" to a "development-service-oriented approach," and truly placing students' growth needs at the core of all efforts. Counselors should adopt a people-centered philosophy that emphasizes the importance of fostering student development. This approach requires prioritizing the holistic growth of students, ensuring that all management activities are aligned with the ultimate goal of supporting their comprehensive development. By moving away from rigid control mechanisms, this model encourages a more dynamic and adaptive framework that responds to the evolving needs of students in a rapidly changing educational landscape. Such a transformation not only enhances the effectiveness of student management but also creates an environment where students feel valued and supported in their academic and personal journeys [4].

Through systematic, comprehensive growth guidance and personalized development services, students' intrinsic motivation can be effectively stimulated. This approach encourages them to take an active role in their own education, fostering self-management and enabling them to independently plan their personal development. By providing tailored support that addresses individual needs, counselors can help students build a stronger sense of agency and engagement in campus life. This participatory model not only enhances students' ability to navigate challenges but also cultivates a deeper connection to their academic and social environments. Furthermore, by promoting self-directed learning and personal accountability, this method equips students with essential skills that extend beyond their time in higher education, preparing them for lifelong success in both professional and personal contexts.

5.2. Innovate Working Mechanisms and Establish a Comprehensive, End-To-End Student Management System.

A student personal growth portfolio system should be implemented to dynamically record and analyze various aspects of students' development, including their ideological growth, academic achievements, psychological health, and individual needs. This system enables a comprehensive understanding of each student's progress and challenges, facilitating the provision of personalized guidance and targeted support. By leveraging data-driven insights, educators can better address specific developmental requirements, ensuring a more tailored approach to fostering student success and well-being.

Additionally, the system enhances class management practices, refines dormitory community management structures, and strengthens academic and psychological early-warning mechanisms. These improvements contribute to the establishment of a cohesive framework that integrates various aspects of student development [11]. By promoting collaboration among different management systems, the approach raises the standards of student management, ensuring it is more systematic, professional, and scientifically grounded. This integrated model supports a holistic development strategy that aligns with the evolving needs of students.

5.3. Innovate Working Methods to Enhance the Effectiveness and Appeal of Educational Management

By utilizing a diverse range of educational approaches, such as themed class meetings, in-depth counseling sessions, social practice activities, and peer support programs, the aim is to foster greater interactivity and experiential engagement. These methods are designed to make ideological guidance and value cultivation more relatable

and impactful for students. By creating opportunities for active participation and meaningful experiences, educational management can better address the cognitive and emotional needs of learners, ensuring that the intended messages resonate deeply and contribute to their holistic development.

Recognizing the unique developmental characteristics and individual needs of various student groups is crucial for effective educational management. Tailored career guidance, psychological support, and growth counseling should be provided to address these diverse requirements. Implementing differentiated educational strategies allows for a more precise and impactful approach to student services. By aligning educational interventions with specific needs, institutions can significantly enhance the overall effectiveness of their support systems, fostering an environment that promotes personal growth, academic success, and emotional well-being among students.

5.4. Innovate the Development of Information Platforms to Empower Student Growth through Smart Management.

Through the implementation of campus digitalization initiatives, a comprehensive student information management platform has been developed to facilitate the dynamic collection and real-time analysis of various student-related data. This platform integrates information on students' basic profiles, behavioral patterns, and developmental indicators, enabling a more holistic understanding of their academic and personal growth. By centralizing and streamlining data management, the platform enhances the efficiency of monitoring and evaluating student progress [6]. Furthermore, it supports the identification of trends and patterns that can inform targeted interventions and personalized support strategies. This approach not only optimizes administrative processes but also contributes to creating a more responsive and adaptive educational environment that aligns with the evolving needs of students.

The application of big data technology enables a detailed analysis of students' learning behaviors, tendencies, and developmental trajectories, providing a robust foundation for informed decision-making in academic evaluation and management. This data-driven approach supports the implementation of academic early warning systems, allowing for timely identification of potential challenges and the development of proactive solutions. Additionally, the integration of digital tools such as official accounts on social media platforms, short-video applications, and online service systems extends the reach of educational initiatives. These tools facilitate the delivery of ideological and political education in innovative ways, fostering a seamless integration of digital education with management services. This comprehensive strategy enhances the overall effectiveness of educational and administrative efforts, ensuring that they remain relevant and impactful in a rapidly evolving digital landscape.

5.5. Innovate Campus Culture Development to Create an Immersive Educational Environment and Atmosphere.

A wide range of academic, scientific, cultural, artistic, volunteer, and social practice activities are organized to provide students with enriching extracurricular experiences. These initiatives aim to foster a sense of belonging within the campus environment, enhance interpersonal connections, and cultivate a strong sense of social responsibility [12]. By engaging in these diverse activities, students are encouraged to develop both personal and collective growth, contributing to a harmonious and inclusive educational atmosphere that supports their holistic development.

Efforts are directed toward establishing a distinctive campus cultural brand that reflects contemporary values and institutional identity. Through the subtle yet impactful influence of cultural immersion, value orientation, and behavioral development, students are guided to improve their ideological and moral standards alongside their overall character. This approach ensures that the educational impact of culture is deeply ingrained and enduring, promoting a comprehensive framework for character building and intellectual growth within the academic environment [13].

6. Safeguard Measures to Enhance Innovation Capabilities in Daily Management Practices for College Students

6.1. Strengthening the Professional Development of the Counseling Staff

To effectively enhance the professional development of counseling staff, it is essential to continuously refine and optimize the training systems designed for counselors. This involves focusing on the development of their professional skills and career competencies, particularly in areas such as ideological and political education, mental health counseling, and the management of daily student affairs. By fostering a culture of continuous learning, counselors can be encouraged to integrate scientific research and practical exploration into their work. Supporting their active participation in academic exchanges, innovative projects, and professional development initiatives will further enhance their expertise. These measures aim to cultivate a team of highly skilled and innovative counselors who can provide sustained momentum and contribute significantly to the advancement of student affairs management practices [12].

6.2. Improving the Institutional Support Framework

To enhance the effectiveness of daily student management, it is essential to establish a standardized, systematic, and scientifically grounded framework. This involves clearly defining the responsibilities, authorities, and workflows associated with management roles at all levels. Such clarity ensures a management structure characterized by well-defined accountability and high operational efficiency, thereby creating a robust institutional foundation for the execution and innovation of various management tasks. Furthermore, it is crucial to continuously revise and refine the system's content in alignment with practical work requirements and the evolving needs of educational development. This iterative process promotes the standardization, institutionalization, and innovation of management practices, ensuring that daily student management remains adaptable and optimized within a structured institutional framework. By fostering sustained innovation and refinement, the system can effectively address emerging challenges and support long-term educational goals [14, 15].

6.3. Strengthening Resource Support and Guarantees

To further advance the digital transformation of student management systems, it is essential to significantly increase investment in this area. This involves a comprehensive optimization and upgrade of the student management platform to enhance its data sharing capabilities and intelligent processing capacity. By improving system stability and operational convenience, the platform can provide robust technical support for modernizing and innovating student management practices. Additionally, efforts should focus on the integration and expansion of diverse resources, including human expertise, material assets, and informational tools. Establishing a well-rounded resource support network will ensure the effective implementation and promotion of innovative measures, ultimately driving student management toward higher levels of precision, intelligence, and efficiency.

6.4. Improving the Collaborative Education Mechanism

To enhance the collaborative education mechanism, it is essential to actively promote consistent and multi-level communication among counselors, subject teachers, mental health educators, and parents. Establishing robust systems for information sharing and coordinated action can significantly improve the integration of educational resources from all stakeholders. This approach fosters a unified strategy for student development, emphasizing joint participation and comprehensive management to enhance the systematic and overall effectiveness of daily student administration. Regular exchange meetings, collaborative activities, and specialized training sessions play a pivotal role in deepening mutual understanding and consensus regarding educational initiatives [3]. By building a multi-tiered educational framework, stakeholders can drive continuous innovation and improvement in student management through effective synergy and dynamic interaction.

7. Development Trends in the Daily Management of University Students

Future student management in higher education institutions is anticipated to increasingly prioritize precision, digitalization, and a human-centered approach. The integration of advanced technologies, such as artificial intelligence and big data, is expected to enable more sophisticated analysis and the provision of personalized services tailored to individual student needs. This technological evolution will not only streamline administrative processes but also enhance the ability to monitor and support students' academic and personal development. By leveraging these tools, institutions can create a more responsive and adaptive management system that aligns with the dynamic needs of modern educational environments [10].

In addition, the management of students will increasingly focus on encouraging active participation by fostering a collaborative and diversified educational framework. This shift involves transitioning from traditional management models to service-oriented and guidance-based approaches. By doing so, institutions aim to empower students to take a more proactive role in their educational journeys. This evolution is expected to contribute to the continuous improvement of both educational quality and management standards, ensuring that the system remains relevant and effective in addressing the challenges and opportunities of contemporary higher education [15].

8. Conclusion

In the contemporary higher education context, daily student management in universities is confronted with increasingly complex environmental conditions, diversified student needs, and more demanding practical requirements. As the primary practitioners responsible for organizing, coordinating, and implementing student affairs, university counselors should consistently uphold a student-centered orientation and respond to these changes with greater professionalism, adaptability, and strategic awareness. This requires not only attention to students' immediate developmental needs, but also continuous innovation in management concepts, institutional mechanisms, working methods, and digital support systems, so as to improve the scientific basis, operational efficiency, and precision of student management in a sustained manner.

By building a student management system that is developmental in orientation, service-focused in function, and intelligent in operation, universities can create a more responsive, coordinated, and effective framework for supporting students' academic progress, personal growth, and overall well-being. Such a system can strengthen the integration of education, guidance, support, and risk prevention, thereby promoting the healthy development and comprehensive formation of college students. At the same time, it can provide a stable institutional foundation for improving educational quality, optimizing governance capacity, and supporting the long-term, high-quality development of universities.

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