

## Article

# Exploration on Integration Path of Ideological and Political Education and Employment Guidance for Counselors in Private Colleges from the Perspective of Three-Aspect Education

Jiangfei Xu <sup>1,\*</sup> and Siyao Li <sup>1</sup><sup>1</sup> Hainan Vocational University of Science and Technology, Haikou, China

\* Correspondence: Jiangfei Xu, Hainan Vocational University of Science and Technology, Haikou, China

**Abstract:** With the continuous expansion of college graduate populations across China and intensified structural contradictions in the domestic employment market, graduate employment has evolved into a core social issue. Student employment anxiety has emerged as a comprehensive problem requiring urgent targeted intervention, as it exerts a profound negative impact on students' physical and mental health while restricting their long-term career planning and sustainable development. As front-line practitioners and key agents of ideological and political education in universities, counselors shoulder the important mission of integrating value cultivation into the entire process of student growth and employment guidance. In the context of private higher education's rapid development, this integration has become an inevitable requirement to improve talent training quality. This study takes the "Three-Comprehensive Education" philosophy as a theoretical starting point and practical guide, systematically analyzing its core connotation, essential characteristics, and contemporary requirements for private college education. It comprehensively examines the theoretical foundation and realistic practical needs of the integrated development of ideological and political education and employment guidance. Focusing on the actual situation of private universities, this paper proposes targeted and operable paths for the deep integration of ideological-political education and employment guidance for counselors. These research results and practical recommendations aim to provide solid theoretical guidance and feasible references for front-line counselors, ultimately promoting the connotative development of private higher education and the comprehensive improvement of talent cultivation quality.

**Keywords:** three-aspect education; private higher education; counselors; ideological education; career guidance

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## 1. Introduction

In recent years, private universities have become increasingly significant in China's higher education system, playing a crucial role in cultivating a large number of applied and technical talents for social and economic development. However, these institutions are currently facing the dual pressures of continuous enrollment expansion and severe employment challenges, while the professional values of college students are in a critical and sensitive formative period. A prominent issue in the daily operations of most private universities is that ideological guidance and career counseling services are often treated as separate and parallel tasks, lacking organic connection and deep integration. Although counselors are responsible for both ideological and political value transmission and professional career guidance for students, their daily work is heavily occupied by routine administrative tasks, making it difficult for them to effectively integrate their roles as ideological educators and employment mentors [1, 2]. This work dilemma not only reduces the effectiveness of ideological and political education but also weakens the relevance of employment guidance, which is not conducive to the all-round development of students. The introduction and in-depth practice of the "Three-Comprehensive

Education" philosophy have provided solid theoretical support and practical solutions for addressing this long-standing dilemma in private colleges.

## **2. The Connotation Characteristics and Contemporary Requirements of Holistic Education**

The "Three-All Education" concept is a core guiding ideology in the reform and high-quality development of higher education in the new era, emphasizing the construction of a collaborative education mechanism with the participation of all staff, throughout the entire process, and across all dimensions [3]. This educational philosophy transcends the limitations of traditional single-subject and fragmented education, establishing a three-dimensional and integrated education pattern.

The all-participant approach highlights the diversity of educational subjects and the sharing of educational responsibilities. It requires full-time teachers, administrative managers, logistical support staff, and even off-campus cooperative enterprises to jointly undertake the responsibility of education, forming an inclusive education ecosystem where everyone participates in and is responsible for education. The whole-process education model reflects the continuity and systematic nature of education, embedding educational content and behaviors into the entire process of students' study and life from admission, study, practice to graduation, ensuring seamless connection and continuous cultivation. The multi-dimensional education framework emphasizes the spatial diversity and multi-dimensional characteristics of education, covering classroom teaching, practical activities, campus culture construction, network digital platforms, and other fields. In the new development stage, private universities urgently need to improve the quality of education and teaching and enhance their core competitive advantages in the higher education market, and the "Three-All Education" concept provides scientific and clear guidance for this [2].

Contemporary college students, especially those in private universities, exhibit new individual and group characteristics such as diversified value orientation, personalized career pursuits, and complex growth trajectories. The traditional fragmented and one-size-fits-all education model has struggled to adapt to the new needs of talent development in the current era [4]. As the key force undertaking ideological and political education and daily student management in private universities, counselors must take the "Three-All Education" framework as the core, re-examining, optimizing, and innovating their working methods and paths. Only by promoting the deep integration of ideological and political education and employment guidance can we better meet the dual needs of social development and student all-round growth.

## **3. The Importance of Integrating Ideological and Political Education with Employment Guidance**

### *3.1. Debunking Value Myths and Overcoming Short-Sighted Employment Challenges*

Currently, there are noticeable value deviations among students in private higher education institutions, such as prioritizing professional skills over ideological literacy, having high employment expectations with low alignment to actual positions, and a blind pursuit of high salaries. These value deviations have directly led to issues like unclear career orientation, weak employment motivation, and frequent job-hopping [5]. The root cause of this employment dilemma lies in the fragmentation and disconnection of the education process. Traditional career guidance often remains superficial, focusing only on resume optimization, interview skills training, and other operational skills, while lacking in-depth value orientation and scientific life planning guidance for students.

Ideological and political education that is detached from the actual professional and employment context struggles to resonate with students, resulting in a significant disconnect between educational theory and practical application. Influenced by social utilitarianism, some students equate career choices with salary comparisons, overlooking the long-term significance of professional development and the realization of social value.

The deep integration of ideological and political education with employment guidance can effectively help students move beyond short-sighted and utilitarian thinking patterns, cultivating a professional identity that transcends immediate economic interests [6]. When students can closely align their personal professional ideals with national development strategies and social progress needs, fundamental issues such as lack of employment motivation and frequent job-hopping will be significantly alleviated, enabling students to embark on a more stable and sustainable career development path.

### *3.2. Enhancing Employment Competitiveness and Educational Outcomes*

Modern employers and social industries have set higher and more comprehensive requirements for college graduates, with the demand for talents extending beyond professional technical skills. Qualities such as personal integrity, a strong sense of responsibility, good stress resilience, positive patriotic feelings, and team spirit have increasingly become core criteria for enterprises in selecting and training talents [7].

Counselors effectively integrate ideological and political education into every stage of employment guidance, transforming teamwork spirit, craftsmanship, legal awareness, and professional ethics into core competitive advantages for students. Embedding these elements throughout the employment guidance process is a crucial strategy [8]. During job interviews, students with excellent professional ethics and strong teamwork abilities often make a better impression on employers than those with only professional skills. In internships and workplace adaptation, students with a solid ideological and political foundation are more likely to be recognized by colleagues and supervisors, leading to smoother career development. This integrated education model not only improves the employment rate and quality for students but also promotes their all-round development, achieving coordinated enhancement of employment outcomes and education quality through mutual promotion and integration.

### *3.3. Promoting Connotative Development and Brand Building of Private Higher Education Institutions*

In the increasingly competitive higher education market, the core advantage for the survival and development of private universities lies in whether their talent training quality is widely recognized by society and continuously favored by employers. The deep integration of ideological and political education with employment guidance is a crucial method for private universities to shape their educational characteristics and enhance their core competitiveness [4].

This integration helps private universities cultivate applied talents with both solid professional skills and correct values. Graduates with such comprehensive qualities often exhibit excellent traits such as "rooting in grassroots communities, serving social development, and daring to innovate and create," enabling them to play significant roles in their positions and receive high evaluations from employers. Additionally, graduates with correct values demonstrate stronger job stability and professional loyalty, and the significantly reduced turnover rate directly improves employer satisfaction and trust. The outstanding performance of graduates in various industries creates a positive social reputation, gradually helping private universities establish a unique employment brand and good social standing. This value-driven brand effect provides essential support for private universities to enhance their enrollment competitiveness and social recognition, laying a solid foundation for the long-term sustainable development of private higher education [9].

## **4. Integration Path of Ideological and Political Education and Employment Guidance under the Perspective of "Three-All Education"**

### *4.1. Full-staff collaboration to strengthen the "Ideological Education-Employment" responsibility network*

To realize the effective integration of ideological and political education and employment guidance for counselors in private universities, the first step is to build a full-staff collaborative education model, break the isolated working barrier of traditional education departments, and form a joint education force. This requires all educational subjects in the school to perform their own duties and cooperate closely, and jointly build a dense responsibility network of ideological and political education and employment guidance.

As the main communicators of professional knowledge, professional teachers should take the initiative to assume the responsibility of value guidance, and organically integrate ideological elements such as professional ethics and industry spirit into the daily teaching process. At the same time, they should combine the characteristics of their own disciplines to provide students with forward-looking and professional career development advice. School administrators need to complete the role transformation from simple task executors to active participants and promoters of education, and integrate ideological guidance and career concept cultivation into daily management work. Enterprise mentors and industry experts from off-campus practice bases should deeply participate in the whole process of talent training, not only imparting practical professional skills, but also playing the role of industry role models to help students establish correct career ideals and value systems. The collaborative education between counselors and professional teachers is an important part of the full-staff education system. The role of student cadres and peer mentors should also be fully utilized, because their self-management and peer education effects are often more direct and easier to be accepted by students.

Taking the "Marketing" major as an example, teachers can invite outstanding alumni entrepreneurs to enter the classroom, so that students can feel the entrepreneurial spirit and business ethics while learning marketing theories. Professional teachers can use case analysis to guide students to think about social responsibility issues in marketing activities, and counselors organize after-class discussion activities on the relationship between career planning and personal value realization, so as to form a synergistic education effect inside and outside the classroom. In addition, the construction of this full-staff collaborative responsibility network needs to be supported by a sound communication and coordination mechanism, including regular joint meetings, so as to jointly solve the problems encountered in students' growth process and formulate targeted education plans, and ensure the consistency and coherence of education objectives in all stages. Under the "Great Ideological and Political" pattern, counselors should further clarify their role in employment guidance and continuously improve their professional ability.

#### *4.2. Full-process integration to build a "value-career" growth chain*

To build a "value-career" growth chain running through the four-year university study of students, it is necessary to realize the seamless integration of ideological and political education and employment guidance in the key stages of talent training. This full-process integration follows the law of students' physical and mental development and cognitive growth, and carries out progressive education guidance step by step [10].

In the freshman entrance education stage, counselors should guide freshmen to integrate their value pursuit into professional cognition, help students recognize the internal connection between professional learning, personal ideal and social responsibility. The freshman stage focuses on cultivating students' value awareness and professional identity; the sophomore stage focuses on improving students' comprehensive ability and deepening their value system; the junior stage relies on practical experience to strengthen the implementation of values; the senior stage focuses on guiding students to adhere to correct values in the process of career choice [9]. This progressive education system ensures the all-time integration of ideological and political education and employment guidance. Each stage needs to formulate targeted education themes and practical methods in line with students' cognitive development level, while maintaining the consistency of value guidance.

Taking the Accounting major as an example, integrity education can be integrated into the freshman "Principles of Accounting" course to help students understand the professional ethics and norms of accounting [11]. In the sophomore "Financial Management" course, corporate social responsibility cases can be added to gradually cultivate students' sense of social responsibility and mission. In the junior stage, through targeted internships in different types of enterprises, students can experience the value of accounting professionals in the real working environment. In the senior stage when students face employment choices, thematic education activities such as "My Career Values" can be carried out to help students maintain correct value judgment in the face of diverse employment opportunities. At the same time, the school can establish a "growth file" tracking system to record the ideological changes and ability improvement of students in different stages, and provide data support for personalized guidance. This full-process integration mode not only enhances the systematicness of education, but also forms a synergistic relationship between value education and career planning, and builds a virtuous circle of students' growth.

#### *4.3. Comprehensive Coordination to Build an Educational Environment Integrating In-Class and Out-of-Class Activities*

Counselors in private universities should break through the limitations of traditional education space, integrate ideological and political education and employment guidance into multiple fields such as classroom teaching, social practice, campus culture and digital space, and build an all-round and three-dimensional education framework. This all-round coordination breaks the boundary between classroom and extracurricular, online and offline, and realizes the full coverage of education scenarios [12].

Classroom teaching is still the main position of education. Educators should give full play to the ideological elements and career development implications contained in professional courses, and integrate value guidance and ability training into the process of knowledge teaching. When teaching professional knowledge, teachers should combine the development trend of the industry and professional ethics norms to guide students to establish correct career ideals and professional conduct. Extracurricular activities such as student associations, volunteer services and innovation and entrepreneurship competitions can effectively improve students' comprehensive quality and employability. The construction of campus cultural environment is also crucial. A positive campus cultural atmosphere can imperceptibly influence students' ideological concepts and behavioral habits. Digital education space is highly consistent with the learning characteristics and communication habits of contemporary college students in the digital age, and has become an important carrier of education.

Taking the "Artificial Intelligence" major as an example, teachers teaching machine learning algorithms can integrate the practical applications of technology in medical diagnosis, environmental protection, poverty alleviation and other fields, guide students to think about the social responsibility and ethical boundaries of technological development. Inviting industry experts to carry out career planning lectures can help students understand the talent demand and career development prospects of the artificial intelligence industry. Organizing students to participate in the practical projects of smart cities can let students experience the practical value of technology serving social development. This all-round linkage mechanism not only enriches the content and form of education, but also realizes the organic integration and mutual promotion of different education scenarios, making ideological and political education and employment guidance form a synergistic effect in multiple contexts and develop in a coordinated way.

#### *4.4. Precision-oriented Policies: Establishing a "Data-Profile" Intervention Pool*

Counselors in private universities should make full use of modern information technology to build a multi-dimensional student data collection and analysis system, so as to provide a scientific basis for the integration of ideological and political education

and employment guidance. In the era of big data, data-driven precision education has become an important trend in the innovation of college students' work.

The system should comprehensively collect key information such as students' academic performance, classroom performance, extracurricular activity participation, mental health status, family economic background and career interests, and form a dynamic student growth profile. Based on these data resources, counselors can use data mining and machine learning algorithms to dig out the cognitive characteristics, learning tendencies and employment needs of different student groups, so as to formulate a personalized education intervention model. This precision-oriented guidance method breaks the limitations of the traditional "one-size-fits-all" education model and greatly improves the pertinence of education guidance. At the same time, a corresponding early warning mechanism should be established to timely start the intervention plan when abnormal fluctuations in students' ideological dynamics or employment preparation status are found.

Taking the "E-commerce" major as an example, teachers can analyze students' consumption behavior data, online learning tracks and internship feedback. If students show signs of excessive pursuit of short-term interests or lack of professional ethics awareness, counselors can timely carry out thematic education activities such as "Business Integrity and Social Responsibility", such as inviting outstanding alumni to share their stories of adhering to values in the process of entrepreneurship, so as to help students establish correct business ethics concepts. This data-driven precision intervention not only enhances the relevance and effectiveness of education, but also realizes the seamless integration of ideological and political education and employment guidance, allowing students to naturally complete value shaping while improving professional skills [8].

#### *4.5. Contextualized Embedding: Establishing "Choice-Value" Anchoring Points*

Contextualized value integration is a key strategy to deepen the integration of ideological and political education and employment guidance. It abandons the empty and abstract indoctrination education, and turns to situational and experiential value guidance, which is more in line with the cognitive law of contemporary college students [12].

This strategy requires that value-oriented elements be embedded in the key nodes when students make important choices, so as to realize the seamless integration of value education and career planning in real scenarios [9]. Counselors should take the initiative to find the "value-sensitive moments" in students' growth process, including key scenarios such as major selection, internship choice, career path decision and professional ethical dilemma, and establish a targeted value anchoring mechanism at these critical moments. Educators should use scenario simulation, case analysis, role playing and other teaching methods to let students experience value conflicts in simulated workplace scenarios, so as to cultivate their ability to make value judgments and ethical choices in complex situations. The socialist core values should be transformed into specific professional ethical standards and behavioral norms, turning abstract theoretical concepts into concrete expressions in professional practice scenarios.

Taking the "New Media and Digital Communication" major as an example, teachers can design thematic activities such as "Ethical Dilemmas of New Media Practitioners", and create real scenarios such as false information dissemination, commercial advertising ethics and user privacy protection. These activities guide students to make correct value judgments when facing the temptation of commercial interests and professional ethics. Through this way, students learn to balance commercial interests and social responsibilities, and deeply understand the professional mission and ethical norms of media practitioners. Contextualized value cultivation not only enhances students' professional identity, but also imperceptibly strengthens their value awareness, lays a solid professional ethics foundation for students, and provides value benchmarks and behavioral guidance for future career choices [7].

## 5. Conclusion

The "Three-Aspect Holistic Education" philosophy provides a systematic and complete theoretical framework for counselors in private universities to break the separation between ideological and political education and employment guidance, and realize deep integration. This educational philosophy conforms to the development law of higher education and the growth law of college students, and is an important guide for solving the practical problems of private college students' work. Through the all-staff, whole-process and all-dimensional integrated education, this path can not only meet the internal development needs of students, but also fit the contemporary requirements of cultivating applied talents in the new era.

The implementation of this integration strategy requires the continuous interaction between school system innovation and counselors' professional awareness improvement. Only by deeply embedding value-oriented guidance into every link of students' career choice and career development can we truly achieve the educational goal of enhancing students' employment confidence and laying a solid foundation for their all-round development. In the future, private universities should continue to deepen the practice of the "Three-All Education" concept, promote the continuous innovation of the integration path of ideological and political education and employment guidance, and contribute more to the cultivation of high-quality applied talents.

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