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Transformation and Practice of Enrollment Consulting Service Model from the Perspective of Home-School Collaboration

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Abstract: With the deepening implementation of the new college entrance examination reform, significant structural changes have occurred in university admission processes, presenting both unprecedented challenges and strategic opportunities for higher education institutions. As students face increasingly complex choices regarding their academic and professional futures, how to effectively advance admission practices under the new examination framework has become a critical focus for educators and administrators alike. This study adopts the home-school collaboration theory as a foundational theoretical framework to systematically analyze the practical difficulties and underlying causes inherent in traditional admission counseling models, such as severe information asymmetry, insufficient parental involvement, and a lack of personalized guidance. To address these systemic deficiencies, this research proposes a comprehensive, five-dimensional transformation pathway encompassing conceptual innovation, content restructuring, channel expansion, mechanism innovation, and capacity building. Specifically, it advocates for shifting from passive information dissemination to proactive, collaborative engagement, utilizing digital platforms to broaden communication channels, and enhancing the professional competencies of counseling staff. The ultimate objective is to establish a highly responsive, student-centered admission counseling model characterized by deep, sustained home-school collaboration. By fostering a synergistic relationship between educational institutions and families, this transformed model aims to provide robust, effective support for broader educational modernization initiatives and to facilitate students' holistic, personalized development and long-term career planning.

Keywords: home-school collaboration; admissions counseling; service model; educational reform; career planning

1. Introduction

Key highlights: Since its implementation, the new college entrance examination reform has been comprehensively advanced nationwide. 29 provinces, autonomous regions, and municipalities had adopted the "New Gaokao" system. This reform has introduced significant improvements in various aspects, including the selection of examination subjects, the mechanisms for student admissions, and the processes for college applications. These changes have infused new energy into university enrollment practices, fostering a more dynamic and adaptable educational environment. However, despite these advancements, enrollment consultation services continue to face numerous challenges. The traditional one-way model of information exchange has proven inadequate in addressing the increasingly diverse and complex educational needs of students and their families. To address these limitations, the concept of home-school collaborative education has emerged as a promising approach [1–3]. This innovative framework emphasizes the importance of cooperation between families and educational institutions, aiming to create a more inclusive and effective consultation model. Consequently, there is an urgent need to establish service frameworks that are not only

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more open and professional but also capable of operating with greater efficiency to meet the evolving demands of modern education.

2. Realistic Review and Reflection on Traditional Enrollment Consultation Service Models

In China's admissions counseling sector, the prevailing one-way information transmission model has significant limitations. Schools primarily act as information providers, while parents and students remain passive recipients, often lacking opportunities for meaningful interaction and personalized communication. Current counseling practices are largely centered on basic tasks such as interpreting policies, announcing admission score thresholds, and introducing academic programs. However, the uniformity of these offerings fails to address the diverse and evolving needs of families. Traditional consultation methods, including admission brochures, on-site seminars, and telephone hotlines, are constrained by spatial and temporal limitations, making it difficult to provide real-time updates and meet the expectations of parents in the digital age. Furthermore, these models often neglect systematic career planning guidance, focusing narrowly on academic information while overlooking students' long-term development, personal interests, and strengths. This gap in service provision leaves families without the tools to make informed decisions about their children's educational and career paths. The lack of robust home-school communication mechanisms exacerbates information asymmetry, resulting in parents relying on incomplete data and schools struggling to understand the actual needs and expectations of families. Additionally, the professional qualifications of admissions counselors vary widely, with some lacking expertise in critical areas such as educational psychology and career planning, which undermines the quality of guidance provided. Traditional evaluation systems further compound these issues by prioritizing metrics such as consultation volume and admission rates over comprehensive assessments of service quality and satisfaction. This approach creates barriers to implementing sustainable improvement cycles [4]. In summary, the traditional enrollment counseling service model is increasingly inadequate in addressing the demands of modern educational development. Systematic reforms are urgently needed across multiple dimensions, including the conceptual framework, content offerings, and methodologies, to create a more responsive and effective counseling system that aligns with the needs of students and families in the contemporary era.

3. The Significance of Transformation in Enrollment Consultation Service Models from the Perspective of Home-School Collaboration

3.1. Reconstructing Educational Subject Relationships and Building a Community for Education

Traditional admissions counseling services have historically operated under a unilateral model where schools primarily disseminate information, leaving parents and students in passive roles with limited opportunities for meaningful engagement. This approach often resulted in a lack of dynamic interaction and collaboration between key stakeholders in the educational process. The adoption of home-school collaboration concepts has significantly reshaped this paradigm, fostering a more integrated and cooperative framework [5]. In this evolved model, schools transition from being sole providers of information and decision-makers to sharing responsibilities with families in nurturing student development. Parents are no longer confined to passive roles but are empowered as active participants and partners in the educational journey. Similarly, students are encouraged to move beyond passive decision-making, developing autonomy and critical thinking skills essential for their growth. This collaborative approach dismantles traditional hierarchical structures and power imbalances within the education system, paving the way for a more inclusive and equitable educational ecosystem. By leveraging the complementary strengths of schools, families, and students, this model promotes mutual advantages and creates a supportive environment conducive to holistic development. Such transformation underscores the importance of fostering

interconnected relationships and building a community for education that prioritizes shared goals and collective progress.

3.2. Extending the Service Value Chain to Empower Students' Career Development

The enrollment counseling service model has evolved significantly, transitioning from a narrow focus on academic guidance to encompassing broader aspects of career planning and development. This transformation reflects a strategic shift in educational services, emphasizing long-term developmental goals over short-term academic achievements. Within the collaborative framework of home-school partnerships, counseling services now integrate a wide array of support mechanisms, including major selection, institution matching, exploration of student interests, competency evaluations, career awareness initiatives, and the design of developmental pathways. By combining institutional expertise with the emotional support provided by families, this model delivers personalized growth plans tailored to the unique needs of each student. Such comprehensive services enable students to gain deeper insights into their own abilities and aspirations while aligning them with societal demands. Through diversified options, students are empowered to identify career paths that best suit their individual strengths and ambitions. This extended service value chain not only enhances students' overall competencies but also cultivates essential future-ready skills, ensuring a seamless transition from academic education to practical societal engagement. By fostering adaptability and resilience, this approach prepares students to navigate the complexities of modern career landscapes effectively, equipping them with the tools necessary for sustained personal and professional growth. The integration of these elements underscores the importance of holistic educational strategies in shaping well-rounded individuals ready to contribute meaningfully to society.

3.3. Optimize the Allocation of Educational Resources and Enhance School Governance Efficiency

In conventional educational frameworks, schools often allocate significant human and material resources to repetitive tasks such as disseminating information and providing explanations, which can lead to inefficient utilization of resources. The collaborative model introduces a more refined mechanism for identifying specific demands, allowing schools to tailor their services and delivery methods to better align with the actual needs of families and students. This targeted approach minimizes the risk of misallocated resources and enhances overall efficiency. By fostering active parental involvement, schools can establish diverse feedback channels, enabling more informed and scientifically grounded decision-making processes. This two-way interactive governance model not only improves transparency but also enhances the responsiveness of educational services, thereby increasing satisfaction and trust among all stakeholders. Furthermore, the seamless integration of resources from both schools and families creates a synergistic effect. Schools contribute their professional expertise, while families provide personalized support, resulting in a comprehensive and well-rounded educational service framework. This integrated approach reduces the burden of unilateral cost expenditures and enriches the educational experiences available to students. By leveraging this model, schools can deliver higher-quality educational outcomes, ensuring that students benefit from a more diverse and supportive learning environment that is both efficient and effective in meeting their developmental needs.

4. Transformation and Practical Pathways of Enrollment Consultation Service Models from the Perspective of Home-School Collaboration

4.1. Conceptual Innovation: Shifting from "Management-Oriented" to "Service-Oriented"

Schools must transition from traditional one-way information dissemination methods to demand-driven, personalized service models that prioritize the needs of families and students. This transformation requires admissions counselors to deeply

understand each family's educational expectations, students' individual interests and strengths, and their long-term development goals. By tailoring consultation advice to these unique factors, schools can move beyond generic school profiles and provide meaningful, customized guidance. This shift also necessitates a fundamental change in service attitudes. Counselors should engage with parents and students as equals, fostering open and respectful communication. They must proactively address concerns, patiently resolve inquiries, and offer extended educational resources when needed. To ensure the effectiveness of this service-oriented approach, schools should establish comprehensive service standards and quality assurance mechanisms. For example, detailed service commitment letters can outline response timelines, service content, and quality benchmarks. Schools might commit to responding to inquiries within 24 hours or assign dedicated contact persons to each family, ensuring continuity and professionalism in service delivery. Regular satisfaction surveys can further help monitor and improve service quality. Beyond the admissions process, this service-oriented philosophy should extend to post-enrollment support, including adaptation guidance for students and ongoing parental engagement. By creating a comprehensive service ecosystem, schools can enhance satisfaction levels among parents and students, thereby strengthening their social reputation and educational influence [6, 7]. This approach lays a solid foundation for fostering harmonious home-school relationships, which are essential for the holistic development of students. Ultimately, such innovative practices not only address immediate needs but also contribute to the long-term success of both students and educational institutions, reinforcing the importance of collaboration between schools and families in achieving shared educational goals.

4.2. Content Restructuring: Focus on "admission Guidance" and "career Planning"

Under the new-era home-school collaboration model, service content must undergo a fundamental transformation from "information dissemination" to "in-depth guidance." Admissions counseling services should no longer merely provide mechanical interpretations of admission brochures and admission score thresholds, but instead establish a systematic framework for academic guidance and career planning services. At the student self-awareness level, counseling services should collaborate with parents to conduct comprehensive assessments of students' interests, strengths, learning abilities, personality traits, and value systems, thereby guiding students in exploring personal potential and developmental tendencies. For instance, multiple intelligence assessment tools can be utilized to help students identify their strengths, while parental participation in observation and documentation can contribute to creating more multidimensional student profiles. These profiles enable a deeper understanding of students' unique characteristics, fostering tailored guidance that aligns with their individual needs and aspirations [8, 9]. Path selection guidance services should be grounded in understanding educational diversification trends, offering policy interpretations and suitability analyses for various growth pathways including academic development in regular high schools, vocational education, and international education programs. For example, students with strong practical skills and active problem-solving abilities should receive detailed explanations about the advantages of modern apprenticeship models, helping families break free from traditional constraints and broaden educational horizons. Counseling services must incorporate scientific career planning concepts and methodologies, linking students' current academic decisions with future career development and life goals to guide both students and parents in formulating forward-looking growth plans. A guiding framework of "Three-Year Plan + Ten-Year Vision" can be established to help families build a clear logical chain between short-term academic advancement goals and long-term life aspirations. This framework encourages families to adopt a strategic perspective, ensuring that immediate educational choices are aligned with broader life objectives. The in-depth restructuring of content enables enrollment counseling services to truly fulfill their educational mission, serving as a crucial support for promoting students' comprehensive development and individual growth. By integrating these advanced

methodologies, counseling services can effectively empower students to navigate their academic and career journeys with confidence and clarity.

4.3. Channel Expansion: Building a Multi-Dimensional Interactive Network of "online and Offline" Channels

The construction of digital platforms has emerged as a pivotal mechanism for fostering collaboration between schools and families. Schools must prioritize the development of comprehensive service systems that seamlessly integrate functions such as information dissemination, online consultation, and interactive communication. These systems enable parents to access tailored information, including detailed interpretations of enrollment policies, professional introduction videos, and analyses of historical admission data, at their convenience. For example, intelligent Q&A robots can be implemented to address frequently asked questions, while professional selection assessment tools can assist students in aligning their interests with potential academic or career paths. Additionally, online live streaming sessions can be organized, where current students share their authentic learning experiences, providing valuable insights to prospective students and their families. The creation of mobile applications further enhances accessibility, offering features such as push notifications for timely updates and parent forums that encourage experience sharing and interactive dialogue. Offline activities, however, remain indispensable. Events such as campus open days, professional experience camps, and parent symposiums require innovative content design to maximize engagement and effectiveness. Mock classes can be conducted to allow students to experience academic environments firsthand, while outstanding alumni can be invited to share their career trajectories, offering inspiration and practical guidance. Group discussions can also be organized to deepen parents' understanding of the school's educational philosophies and approaches. Community extension services play a crucial role in broadening the reach of consultation efforts, incorporating regular community lectures and educational salons into everyday scenarios to make enrollment counseling more accessible. Schools can also harness the power of new media platforms, such as WeChat official accounts, TikTok short videos, and educational apps, to publish original content, thereby expanding their informational reach and influence. Partnerships with professional educational consulting agencies and career planning service providers can further enrich the range of services offered by leveraging external expertise [5, 10]. When constructing a multi-dimensional interactive network, it is essential to focus on the integration and utilization of data. User behavior data and feedback collected across various channels should be systematically analyzed to provide actionable insights, enabling schools to deliver precision services that meet the specific needs of students and parents. This holistic approach ensures that both online and offline channels work in synergy to create a robust and effective network for home-school collaboration.

4.4. Mechanism Innovation: Establishing a Closed Loop of "two-Way Feedback" and "dynamic Adjustment"

Under the framework of home-school collaboration, establishing a systematic two-way feedback and dynamic adjustment mechanism is crucial for achieving continuous optimization of service quality. The essence of the two-way feedback system lies in fostering regular communication channels between families and schools, allowing parents to share authentic feedback regarding service content, delivery methods, and outcomes in a timely manner. Schools, in turn, should provide parents with updates on student progress and tailored development recommendations. Practical implementations include organizing monthly parent-teacher conferences that involve parent representatives from various grade levels to discuss enrollment consultation processes, gather feedback, and address concerns promptly. Additionally, digital survey systems can be utilized to periodically collect parental insights on service satisfaction and evolving needs. Schools should establish dedicated feedback teams tasked with categorizing, analyzing, and

identifying service gaps through systematic evaluations. Dynamic adjustment mechanisms are essential for timely optimization of service strategies and content design based on feedback. For example, if parents consistently express interest in career prospects within specific academic fields, schools should enhance professional analysis and provide industry insights. Similarly, if participation rates in certain programs remain low, schools should reassess the effectiveness of event design and engagement strategies. Establishing a robust service quality monitoring system is equally important, incorporating quantitative metrics such as response timeliness, information accuracy, and personalization levels, alongside qualitative assessments like parental satisfaction and student adaptability. Regular publication of evaluation results serves as critical benchmarking data for service improvement. Furthermore, it is necessary to implement a cross-departmental coordination mechanism to ensure the effective circulation of feedback information within the school. This enables relevant departments to collaborate efficiently in optimizing services, ensuring that adjustments are both comprehensive and responsive to the needs of families and students. By integrating these mechanisms, schools can create a sustainable model for enhancing service quality and fostering stronger home-school partnerships [11–13].

4.5. Capacity Building: Empowering "teacher Professionalism" and "parent Competence"

The transformation of enrollment counseling services from a home-school collaboration perspective relies heavily on enhancing the capabilities of key stakeholders, particularly teachers and parents. Teachers, as direct providers of professional services, must broaden their expertise beyond traditional subject instruction to encompass career guidance, psychological counseling, and data analysis. Schools should adopt tiered training models to systematically enhance teacher competencies. Regular workshops focusing on college admission policies, career planning theories, and family education guidance are essential. Additionally, schools can integrate external expertise by inviting university admissions officers, career planners, and psychological counselors to provide practical insights. Establishing a professional certification system for "Admissions Consultants" could further motivate teachers to pursue relevant qualifications, linking these certifications to performance evaluations and career advancement opportunities. This approach ensures that teachers are well-equipped to address the diverse needs of students and families.

Equally important is the development of parental competencies. Many parents face challenges in making informed decisions about their children's educational paths due to a lack of scientific decision-making frameworks and effective communication skills. Schools should design comprehensive parent education programs that cover key areas such as policy interpretation, academic program selection, parent-child communication strategies, and mental health support. Initiatives like "Parent Academies" could serve as platforms for regular lectures, workshops, and experience-sharing sessions, enabling parents to adopt evidence-based educational practices. Furthermore, leveraging parents' professional expertise and social networks can foster cross-industry knowledge exchange, creating a collaborative learning environment that benefits all stakeholders.

To ensure the effectiveness of these capacity-building efforts, schools must establish robust competency assessment and improvement mechanisms. Regular evaluations of teacher and parent participation outcomes are crucial. Feedback should be systematically collected and analyzed to refine training content and methods, ensuring that programs remain targeted and effective. This iterative approach promotes continuous improvement and alignment with the evolving needs of the educational community.

5. Conclusion

In conclusion, the transformation of service models from the perspective of home-school collaboration holds significant practical implications for the advancement of educational systems. Education authorities and schools must prioritize conceptual

innovation to redefine the foundational principles guiding enrollment consultation services. This includes restructuring content to align with diverse stakeholder needs, expanding communication channels to ensure accessibility, and fostering mechanism innovation to streamline processes. Capacity building is equally critical, as it equips educators and administrators with the skills necessary to deliver precise and efficient services. By embracing these changes, the new enrollment consultation model can significantly enhance the quality of educational services, fostering an environment that supports personalized student development and holistic growth. Looking ahead, it is imperative to deepen theoretical research to uncover underlying principles and best practices, while simultaneously engaging in practical exploration to refine implementation strategies. Institutional safeguards should be strengthened to ensure sustainability and consistency, and efforts should be directed toward advancing enrollment consultation services with greater specialization and precision. This comprehensive approach will not only address current challenges but also pave the way for innovative solutions that benefit students, families, and educational institutions alike.

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