

Multiple Measures to Guide College Students' Employment in the New Era

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Keywords: Multiple measures; Guide students to find jobs

Abstract: Under the influence of epidemic and global economic depression, in addition, our higher education has stepped into the period of popularization, in order to carry out the fundamental task of establishing moral education, it is very important to carry out effective employment guidance for students; Students should be guided to correct their employment concept, improve their employment skills and build a platform for employment services, so as to continuously improve their employment competitiveness.

1. Employment under the situation of popularization of higher education

In 2021, the number of college graduates in China will reach 9.09 million, and in 2022, the number of college graduates will exceed 10 million. By 2021, the number of college students in China has reached 44.3 million, with a gross enrollment rate of 57.8%, ranking first in the world. It has achieved a historic leap from popularization to popularization of higher education. Due to the expansion of enrollment, the number of employed students has also increased significantly, and there has been a "surplus" situation to varying degrees in the employment market. According to data released by the Ministry of Education, since the "13th Five-Year Plan", the total number of college graduates has reached 40.88 million, and the initial employment rate has been above 77% for many consecutive years^[1]. According to this calculation, more than 8 million graduates did not find jobs in time in the five years, and more than 1.8 million graduates did not find jobs in time in 2021. On the other hand, according to the statistics on the number of students admitted to the college entrance examination from 1977 to 2017, a total of 115.182 million students have graduated in the past 40 years, accounting for 8.9% of the total population of college students and only 4.4% of undergraduates, which is still far behind developed countries. Therefore, the number of university students in our country is a relatively surplus, and now it is far from the level of saturation, but there is great imbalance between regions and industries, and the full employment has not been realized. In addition, in recent years, the epidemic and the global economic situation is not optimistic, many students currently have the problem of difficult employment, so it is more urgent to study how to provide effective employment guidance for students.

2. Problems in the employment of college students

2.1 The self orientation of students is unclear, and some students are passive in employment

Students' self-orientation is unclear. The higher education has passed from popular education to popular education, but many students fail to adjust their mentality in time. In terms of salary, students pay more attention to high salary, good welfare and more vacations, but ignore the development potential of the unit; In terms of geographical choice, most students take Beijing, Shanghai and Guangzhou, provincial capital cities or economically developed regions as the first goal, and are often reluctant to go to the central and western regions; In terms of unit selection, we focus on "stability", and are keen on civil servants, public institutions and central enterprises, but look down on private enterprises and units with difficult conditions.

Some students have incorrect attitudes towards employment. Nowadays, most students are only children. With the rapid development of China's economy, the pressure of family members to ask students to find jobs as soon as possible to change their family's economic conditions has decreased year by year. At the same time, students tend to devote more energy to their studies and less to thinking about what they will do in the future. In the process of employment, some students once hit a wall, choose to escape, in recent years, no matter what the results are, the first to take the postgraduate entrance exam again, can not continue to take the exam again. Some students rely on their parents, relatives and friends to find connections. With this attitude, it is easy for students to choose between high and low, miss a lot of employment opportunities, and the phenomenon of slow employment and non-employment is becoming more and more serious.

2.2 Students lack understanding of employment channels and recruitment units

Some students lack the common sense of employment, the national employment policy and ways are not enough to understand. For example, many college students expressed that they did not know the "Western Plan", "three supports and one support", and did not know the relevant policies of the national innovation and entrepreneurship policy. Some students lack knowledge about recruitment companies. For many well-known enterprises, such as China Resources, whether it is a central enterprise or a private enterprise, there is no answer, nor is it clear what is a public institution. Moreover, some students are only willing to go to the wind tunnel industry, believing that such industry often means more opportunities, greater development space and broader prospects. For example, some students one-sided think that civil engineering is a sunset industry. The conditions are difficult, the competition pressure is great, and the industry has a clear downward trend, so they are unwilling to apply for related enterprises.

2.3 Students lack skills and experience in applying for jobs

Employers have increasingly high and detailed requirements for students in recent years. In addition to the regular written examination and structured interview, recruitment units often add psychological tests, leaderless group interviews, etc., which put forward higher requirements for students. Many students are so busy with their studies that they fail to devote enough energy to preparation and research. In the production of resumes, detailed understanding of the employer, in-depth analysis of the industry and other aspects of insufficient effort, resulting in the inability to stand out in the employment competition, repeatedly frustrated.

3. Take multiple measures to guide college students to full employment

It is of great strategic significance to promote student employment and innovate employment guidance. Graduates should be helped to overcome the adverse impact of the pandemic and the global economic downturn on employment. Guide students to understand the employment situation, and make good preparation and employment planning. Give full play to the advantages of the Party organization's ideological guidance, organizational guarantee, talent training and resource guarantee, and strive to achieve fuller and higher quality employment based on the development of disciplines and specialties^[3].

3.1 Help students to establish a correct concept of employment and explore the construction of a full range of employment guidance

It takes a good blacksmith to make steel. Counselors should be encouraged to participate in the training of career planners, career assessors, senior teachers for entrepreneurial guidance, and employment competency coaches. It is necessary to guide students to change their employment concept. In choosing a job, we should not only consider personal abilities, interests and needs, but also consider the needs of the country and society to find an accurate position. Invite outstanding alumni such as national model workers back to school for exchange, guide students to establish a correct outlook on career, employment and career selection, and integrate personal pursuit of ideals into the cause of the Party and the country. Measures should be taken to establish a whole process employment guidance system. Specifically, it is necessary to accurately grasp students' ideological trends and employment needs through the school employment system, questionnaires, interviews, class meetings and other forms. The employment work should start with the freshmen, make plans and carry out regular employment guidance. First of all, carry out personality ability tests among students to understand their personality, hobbies, strengths, potential, etc., guide students to correctly understand and evaluate themselves, and tailor personalized career planning and training programs for students. Secondly, we should set up courses to cultivate college students' professional quality, professional ethics and entrepreneurial ability, so as to strengthen their professional consciousness, concept and sense of responsibility. Well, carry out targeted activities to allow students to evaluate their own abilities and advantages, improve the knowledge structure needed for their future career in practice, and promote the promotion of professional quality, the shaping of professional ability and the cultivation of professional ethics. Once again, internship and training activities will be carried out among students, interview guidance will be provided, and lectures will be provided on entering a higher school, going abroad and taking public examination, so as to cultivate students' creative and entrepreneurial ability, communication and coordination ability and psychological adjustment ability. Finally, through the grade assembly, class committee, student discussion to carry out employment mobilization, employment policies, procedures and job selection skills, to make students understand that "employment first, then employment". These four stages not only have their own emphasis, but also connect with each other, accompanying the whole process of students' growth^[2].

3.2 Accurately push employment information and actively help students with employment difficulties

To explain the situation to students, prepare and distribute the Employment Guide, including employment policy, employment information release website, job fair schedule, employment activity process, employment service agency address, employment agreement, etc. It is necessary to count the employment information of students every year, including the location of the recruiting

unit, treatment, requirements for students, employment procedures, etc. Organize the representatives of the last graduates to attend the school, and share their employment experience with the next students in time. It is necessary to set up a special employment committee in each class, and publish the demand information of employers through the establishment of qq WeChat group and employment service group for graduates, so as to remind students to pay attention at any time and ensure that every student can know the employment information in a timely and convenient way. It is necessary to make statistics on students' employment willingness and contact information, so as to facilitate timely and targeted recommendation to employers. It is necessary to strengthen school-enterprise exchanges and carry out regular school-enterprise activities. Regularly organize students to carry out social practice in high-quality units in the industry and summer employment internship activities, and guide students to deeply understand the units they are interested in through various channels. Establish an unemployed QQ group, contact students one-to-one online at any time to push employment information, and keep an eye on unemployed students. For students who cannot find employment in time every year, the counselor can divide the students into students with academic difficulties, students with economic difficulties, students from ethnic minorities, students with psychological problems, and students from poverty-stricken families who have established cards. A standing book should be established to provide targeted guidance by category and batch. According to the survey of students' wishes, the work needs are classified, such as the location, nature and type of work units, and accurate recommendations are made. Through telephone, QQ and video conference, we should learn about the progress and specific difficulties of students with employment difficulties, and give individual guidance and recommendations. At the same time, we should guide them to correctly position themselves and encourage grass-roots employment.

3.3 Teach employment skills to improve students' competitiveness

We should help students analyze their own conditions in the light of their families, personalities and learning conditions. By assigning students to write their resumes in advance, carry out resume clinic, career planning group assistance and other activities, so that students can accumulate experience in writing resumes and find their own shortcomings. Organize simulated job fairs and other activities to give each student a chance to think and exercise before looking for a job. Invite writers from employment guidance, head of the expert, the enterprise human resources management, outstanding alumni, etc., with lectures, workshops, group counseling and individual counseling and other forms to carry out the employment situation analysis, career planning and selection, career decision-making guidance, resume writing, interview guidance, professional quality and career guidance theme activities, to improve students' employment core competitiveness.

When making the teaching plan, we should fully consider the needs of the employer to start professional courses. We should investigate and understand the key issues that employers pay attention to when recruiting graduates and the factors that employers value when students apply for jobs by organizing school-enterprise exchange meetings for innovative talents training. For example, in the graduation topic selection stage, according to the types of units signed by students, the corresponding classes can be redivided, relevant courses can be set up, and well-known teachers in this field can be hired to teach and lecture. It will lay a solid foundation for students to work in the unit in the future and reduce the difficulty of students' employment adaptation. In the process of graduation design and thesis, students are organized to go to relevant industry units to carry out practice activities, which is also conducive to students to adapt to the needs of employers as soon as possible.

There is no trivial matter in employment guidance. Employment work is a systematic project and

livelihood project, which requires all college staff to invest in an all-round way. We should adhere to the student-centered, innovative thinking, take multiple measures to effectively carry out work, and achieve full employment of students with high quality.

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