

The Employment Situation and Countermeasures of Colleges and Universities in Heilongjiang Province

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Abstract: Based on the micro-data of employment of college graduates in Heilongjiang Province in 2020, this paper analyzes the overall employment situation, employment gender, educational structure and other aspects of the data statistics, and defines the characteristics of the total employment volume and structural characteristics of college graduates in Heilongjiang Province in 2020. Finally, the paper puts forward countermeasures and suggestions to solve the "difficult employment" from the three aspects of the government, colleges and universities and students themselves, so as to provide certain references for improving the employment rate and employment quality of college graduates in Heilongjiang Province.

1. Introduction

In August 2021, The State Council issued the 14th Five-Year Plan for Employment Promotion, which pointed out that achieving more adequate and high-quality employment during the 14th Five-Year Plan period is an inherent requirement for promoting high-quality development and comprehensively building a modern socialist country, as well as an important foundation for practicing the people-centered development philosophy and advancing common prosperity. Heilongjiang Province is the northernmost and easternmost provincial administrative region in China. It has abundant educational resources. In the past five years, the number of graduates from ordinary colleges and universities in Heilongjiang Province is about 200,000 each year. The destination of these 200,000 graduates is not only a livelihood issue that the local government and the state pay close attention to, but also a supply-side structural adjustment issue that the state and local government urgently needs to guide the rational flow of talents through policy formulation and promote high-quality economic development.

Based on the employment data of graduates confirmed by Heilongjiang Provincial Employment Guidance Center in 2020 from 88 important universities in Heilongjiang Province (including junior college students, undergraduates and postgraduate students), this study focuses on the analysis of the total employment of college graduates and the structural characteristics of employment. And from the three perspectives of the government, colleges and universities and students themselves respectively put forward countermeasures and suggestions to solve the "difficult employment"

dilemma, to provide reference for improving the employment rate and employment quality of college graduates in Heilongjiang Province.

2. Analysis of the overall employment situation of college graduates in Heilongjiang Province

2.1. The proportion of lifetime employment in colleges and universities in Heilongjiang Province is low.

According to the statistics released by the Ministry of Education on the employment rate of college graduates in Heilongjiang Province, in 2020, there are about 210,000 graduates in Heilongjiang Province and more than 160,000 employed people, with an employment rate of 75.75% ("waiting for employment", "other waiting for employment" and "freelance" are classified as "unemployed"), among which the number of self-employed people accounts for 0.48% of the employed people. There is a large gap in the employment of college graduates in 2020.

2.2. Private enterprises become the main attracters of graduates, while stable units such as state-owned enterprises retain great attraction.

From the nature of the employed units, the structure of the units presents the following characteristics: (1) Other enterprises account for the largest proportion, accounting for about 48.4% of the total number of employed persons. The main job categories are clerical personnel, commercial service personnel, engineering and technical personnel, and other professional and technical personnel, which are generally private enterprises. (2) The proportion of college students with "blank" employment ranks the second, accounting for 24.7% of the total number of employed students. Their main destination is to study or go abroad, accounting for almost 1/4 of the total number of employed students, indicating that studying or going abroad has become an important choice for graduates. (3) State-owned enterprises ranked third, accounting for 13.3% of the total employment. (4) The rest are mainly engaged in education, medical care, three capital, government agencies, scientific research and other industries. The above data show that with the deepening of the market economic system, social organizations outside the system have witnessed explosive growth, providing a pillar employment channel for college students. In the current severe employment situation, going abroad and studying further has become an important choice for graduates in Heilongjiang Province. Relatively stable employment units such as state-owned enterprises and medical and education industries still show great attraction.

3. Gender structure of graduates' employment in Heilongjiang Province

The proportion of male and female students in the total employment of 88 colleges and universities in Heilongjiang Province in 2020 showed a relatively balanced state, with equal numbers of male and female students employed. However, the employment gap of female students is large and the employment difficulty is greater. There are both social factors and students' own factors. Social factors are generally reflected in the inherent social concepts caused by gender discrimination in enterprises. From the perspective of students themselves, the possible reason is that girls' social attributes, personal abilities, psychological conditions and other factors may limit their probability of successful employment and range of employment choices [1-2]. In addition, more female students choose to go abroad and study abroad, perhaps because they want to avoid the difficult employment situation and improve their self-worth.

4. Educational structure of college graduates in Heilongjiang Province

The education structure of college graduates in Heilongjiang Province in 2020 includes eight types: junior college students' completion and graduation, undergraduate students' completion and graduation, master students' completion, graduation and doctoral students' completion. In the total number of employed graduates, undergraduates graduate the largest number, accounting for 57 percent of the total employment; Junior college graduates accounted for 32% of the total employment; Master's degree graduates accounted for 10% of the total employment, and doctoral degree graduates accounted for about 1% of the total employment. Among these eight degrees, the number of graduates is relatively small, and the number of graduates of junior college, bachelor's degree, master's degree and doctor's degree almost occupies the absolute volume. This phenomenon is the result of a variety of factors, including the national education policy, the school talent training system and the individual factors of students.

5. Regional distribution of college graduates' employment in Heilongjiang Province

Taking four regions of China as the unit of analysis for the regional distribution of college graduates' employment in Heilongjiang Province, it is found that about 45 percent of graduates stay in northeast China, while 42 percent of graduates flow out to eastern coastal areas, especially Beijing, Guangdong, Zhejiang, Shandong, Jiangsu and Shanghai. About 8 percent and 5 percent of graduates leave for the western and central regions, respectively. This indicates that the proportion of brain drain is relatively high, and the main outflow place is the eastern region [3]. It is worth noting that in the total number of employed graduates, 39.4% of the employment units are located in Heilongjiang, and 92.6% of the graduates originate from Heilongjiang, which to a certain extent indicates that the advantage of the origin of students is an important reason why a large number of college graduates from Heilongjiang Province stay in Heilongjiang for employment.

6. Heilongjiang Province college graduates employment promotion countermeasures

According to the employment characteristics of 88 college graduates in Heilongjiang Province in 2020, this paper puts forward the employment countermeasures of college graduates from three perspectives: government, colleges and students.

6.1. Governments

Governments at all levels have adopted macro-policies that are more conducive to college students' employment through macro-control of economic and social development. It includes the following aspects: first, it provides necessary financial support to enterprises and promotes them to actively fill necessary jobs; Secondly, relevant laws and regulations and local laws on the flow of talents should be established to promote the rational flow of talents in various regions. Third, increase the employment subsidy policy for less developed areas and increase the job supply of rural and grass-roots employment units [4-5]. Fourth, support college students to start their own businesses, and give them corresponding preferential subsidy policies in finance, taxation, entrepreneurship training and other aspects.

6.2. Universities

Under the current situation, the talent training system of colleges and universities presents the phenomenon of decoupling from social needs. Facing the market demand, it is the guiding principle

that colleges and universities should adhere to to realize the complementarity of education and social undertakings. Specifically, colleges and universities can improve from the following aspects: The first is to comprehensively analyze the characteristics of the demand for talents of social enterprises, and on this basis, to set and improve the professional setting and talent training program, to expand the professional enrollment of talents in urgent need of society, to reduce the enrollment of majors with reduced social demand, and to revise the talent training program and set up practical courses according to demand[6]; Second, the school actively carries out cooperation with enterprises, builds school-enterprise cooperation platform, recommends students to enter enterprises for internship or participate in social practice activities, and opens up the "last mile" for students to enter society from school; Third, strengthen employment guidance, improve the employment service system of the school, set up courses such as career planning for college students, and help students to develop the study and work plan aiming at employment as soon as possible; The fourth is to activate the effectiveness of psychological counseling services at all levels of the school to enhance students' self-metacognition and self-positioning.

6.3. Students.

To solve the problem of employment difficulties for college students, we must not only rely on the reform of national and local governments and higher education, but also rely on the efforts of students themselves. He stressed that college graduates should change their employment concept, as long as they have the ambition to have a career, as long as they have the ability to have a stage[7]. To set up the correct employment concept and strengthen the employment foundation is the key to students' successful employment and good career [8]. To be specific, (1) first employment before choosing a career, discard the wrong attitude towards employment, resolutely avoid overambitious, can be employed before failing to find an ideal job, after the accumulation of a certain amount of work experience and then combined with their own needs for selective employment; (2) Avoid following the trend, blindly pursuing higher education, going abroad and stable state-owned enterprises, adjust the mentality in the face of employment pressure, do not give up easily; (3) Formulate and implement career planning, define my career goals on the premise of understanding national and local economic development and job market demand, combine my own advantages and interests, focus on consolidating my study of basic professional knowledge during university study, and actively participate in social practice and enterprise internship to improve my comprehensive ability.

7. Conclusions

Facing the complicated environment and the impact of Xinguan epidemic, college graduates are facing difficulties such as difficult total employment and maladjustment of employment structure. The employment of college graduates in Heilongjiang Province is influenced by both the macro social factors and the cultivation factors of the school as the main body of education, as well as the individual factors of the students themselves. Giving full play to the "trinity" of employment promotion function of the state, schools and students will be the key to improve employment efficiency and strengthen employment quality. As students themselves, it is the most urgent task for students to establish correct employment concept, enhance self-learning efficiency, and strengthen the strategic adaptation between personal professional quality and social demand.

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