

Current Situation of Career Planning for College Graduates

Zhang Yuhan

Gele University, Bunken, Bangkok, 10220, Thailand

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Abstract: With the continuous progress of the times, at present, China's teaching not only requires college students to have basic learning knowledge during their studies, but also requires colleges and universities and teachers to help and guide college students to analyze and plan their careers. In the context of the new curriculum reform, it has been clearly required to cultivate the comprehensive abilities of college students, such as self-awareness, understanding of career planning, and the relevance of learning and future careers. Only after fully understanding can you have a clear goal and plan your career. However, after investigation and research, it has been found that there are still many problems and deficiencies in many colleges and universities in China for the cultivation of students' career education and planning ability, and they still need to be continuously improved. Therefore, in the context of difficulty in choosing a job and finding employment, how to seek a practical path to cultivate the career planning ability of college students in the new era, so that students can better develop and better employment is an important problem that needs to be solved urgently, so this paper explores the current situation and problems faced by contemporary college graduates in China through personal interviews, literature research and other methods, and gives feasible countermeasures and suggestions to the problems, so as to improve the career planning ability of college graduates in the new era and help college students find the best positioning of life planning. Realize the dual benefits of personal development and social development.

In recent years, the problem of "employment difficulty" has frequently rushed to the hot search, and for college graduates, how to establish an advantage in the fierce job market competition has become a problem that cannot be ignored. In this context, it is necessary for college teachers to be able to guide students to complete career planning and carry out employment guidance, so that students can understand their own personality characteristics and quality advantages, and be able to determine career goals from their own interests, hobbies, professional abilities and other aspects, so that they can establish advantages in employment competition.

1. Analysis of the current situation of career planning for college graduates

1.1 Insufficient penetration of career planning education in the field of practice.

China's career planning education has been continuously developed, and it has made great achievements in the theoretical field, but it still needs to be improved in the practical field. At present, the development of career planning education in China still relies on theory, colleges and universities generally have insufficient understanding of the development of career planning education, only take career planning education as an effective channel for students to obtain credits, the main goal of teachers is to complete relevant teaching tasks, and students take the examination standard as the ultimate goal; In addition, because career planning education is a discipline that is compatible with theoretical and practical content, the difficulty of conducting research at the theoretical level is slightly lower than the practical level, and China already has a relatively complete theoretical foundation in career planning education, so researchers' academic research generally tends to theoretical research, and there is less research on the practical level. ^[1]

1.2 Colleges and universities lack the awareness of building a professional teaching team.

The faculty team is the key to the development of colleges and universities, the focus of universities, and a key part of the development process of universities. At present, the career guidance courses of some colleges and universities only analyze the employment problems of college students from the theoretical level, and even lack a professional and systematic career planning knowledge and theoretical system. College students choose career guidance courses more to complete the credit requirements, and do not pay enough attention to the guiding significance of the course. The neglect of career guidance at the two levels of colleges and universities and students has led to the formalization and superficiality of career guidance courses, and has not realized the original intention of opening courses.

1.3 College students in China generally lack awareness of career planning.

Although China's education has begun to advocate quality education, due to the early stage of the development of the education system, the main education is examination-oriented education, resulting in the weak awareness of college students' career planning, which has caused great obstacles to college students' employment preparation and employment choice. ^[2]Most college students fill out the volunteer without targeting, and do not receive guidance on the employment direction of related majors, and only consider the popular majors that their scores can enter, rather than choosing the major they are suitable for or liked. After entering the university, there is no awareness of actively seeking career planning guidance, and in the process of studying in college, there is a lack of comprehensive understanding of professional knowledge and career planning, and it is believed that as long as the test score is passed, he will definitely find a good job after graduation. Therefore, the lack of awareness of college students' career planning is one of the important factors in the current severe employment situation of college students.

2. The analysis of problems in the career planning of college graduates

2.1 Schools

In recent years, colleges and universities have gradually attached importance to the career planning guidance of college students, and have also opened a variety of career planning guidance

channels, such as opening career planning courses for college students, setting up student employment guidance departments, and listing the employment rate of graduates as an important indicator of the school. However, there are still many problems with career planning guidance at the school level, which are mainly manifested in the following points:

First, as for career planning instructors, instructors are unprofessional and do not fully understand the importance of college students' career planning. At present, the career planning instructors for college students are mainly counselors and other administrative staff, and the instructors themselves lack professional knowledge of career planning, and even some teachers have not experienced the complete job search process and have only received relevant employment training. On the other hand, instructors pay more attention to students' learning and school life management due to their status as the main work, and do not pay enough attention to the importance of students' career planning and employment guidance.

Second, in terms of the content of career planning guidance, the guidance is superficial and does not target the characteristics of different professions. Due to the lack of professional career guidance teachers, career guidance lacks targeted and refined ability, the content of counseling is mostly personality test, personality test and other superficial content, the counseling theory is weak, the form is single, and the results of counseling do not substantially help career planning and employment;

Third, in terms of career planning guidance methods, there is a lack of information tracking and feedback mechanisms, and there is no complete career planning system. Many college career guidance work focuses on the employment of college students, the time is short, the process is not perfect, cannot give different guidance methods according to the employment needs of students at different stages, and does not collect feedback on the career guidance that graduates expect to receive during their studies, ignoring the systematic nature of career guidance.

2.2 Students

Students' awareness of career planning is weak. Students' awareness of career planning guides students to make reasonable career planning, and scientific career planning is the compass for students' future career development, but under the indoctrination of traditional ideas such as examination-oriented education and graduation package distribution, students have little understanding of career planning education, lack of career planning awareness and clear self-awareness, and are still insufficient in career preparation and communication skills and targeted vocational quality ability training. The lack of awareness of career planning makes college students lack goals and motivation in the future development of career paths, and without the guidance of goals, they are like a ship without a rudder, floating and uncertain; In addition, there is a lack of self-awareness, so that students lack a practical plan for their own characteristics, and cannot make full use of or correct their own strengths and weaknesses.

2.3 Social aspects

In society, the important role of career planning education has not been fully highlighted. The development of vocational planning education in China is intermittent and still immature, people generally have insufficient understanding of career planning education, and their understanding of the importance of vocational planning education is not as comprehensive as that of other disciplines, and the lack of government support for the development of vocational planning education is the main reason, that is, the important role of vocational planning education is not clearly recognized. The important role of career planning education includes:

One is to improve college students' career planning ability and explore the most suitable career

path for college students;

The second is to improve the education system of colleges and universities, make teachers more professional, help students better find employment opportunities, and thus enhance the internal competitiveness of colleges and universities;

The third is to create more knowledge-based and strategic talents for the country and promote national development and prosperity^[3].

2.4 Family aspects

The family aspect restricts students from making career plans. At present, the family economic situation of college students is generally at the middle and lower level, and in career planning, good economic situation is a necessary condition for students to carry out career planning, under the constraints of economic conditions, the career planning formulated by students will be different from the actual implementation of career planning, and at the same time make students stick to the status quo, and the career planning formulated will lack progress.^[4]

Therefore, family financial situation is an important factor that restricts students from making career plans.

2.5 Government

Government support for the development of career planning education is inadequate. The government is in an auxiliary position in the development of vocational planning education in China, and strong and effective government support will undoubtedly become the driving force for the development of vocational planning education in China, but at present, the support of the government for the development of vocational planning education is still lacking:

First, the lack of directional documents, policies or measures to guide and encourage the development of career planning education in China has failed to make all colleges and universities become an organic and unified whole in carrying out career planning education, so that colleges and universities have no guide when carrying out career planning education;

Second, there is a lack of platform to improve the career planning ability of college students in the new era, so that students have no basis for career planning education practice.

In summary, in order to make China's career planning education move forward on the road of benign development and gradually enhance the career planning ability of college students in the new era, it is necessary to pay attention to the importance of the government in promoting the development of career planning.

3. Countermeasures and suggestions on the career planning of college graduates

3.1 Student level

First, students should enhance their awareness of career planning and strive to improve their hard and soft skills. As the main recipient of career planning education, students' own career planning awareness is particularly important, in order to effectively improve the career planning ability of college students in the new era, it is necessary to strengthen students' awareness of career planning. First, individual students should establish a correct sense of career planning, establish realistic career goals in a timely manner, pay full attention to curriculum education in career planning theory and practice, and make corresponding career preparations; The second is to adhere to the combination of theory and practice, actively participate in practice under the premise of having good theoretical knowledge of career planning, and improve their career planning ability in practice;

Third, students should pay attention to the cultivation of professional ethics and develop their own career path under the guidance of correct professional ethics.

Second, clarify career goals and strengthen planning awareness. College students should also strengthen their awareness of career planning, take the initiative to understand the importance of career planning, abandon the old concept that "as long as you study well, you can find a good job," and consciously seek guidance for career planning while learning professional knowledge. Nowadays, with the rapid development of the social economy and the rapidly changing employment situation, college students should actively explore their own advantages and the employment direction they are interested in after entering the university, clarify their career goals as soon as possible, and improve their skills according to the professional direction and personal interests and advantages in the context of social needs.

Third, pay attention to practical ability and explore the practice of career planning education through multiple channels. The practical results of college students' career planning education can reflect their mastery of career planning education.

To this end, colleges and universities must explore the best way to provide career planning education, which can be done through the following ways: First, to further promote the development of training practice, cultivate students' practical ability, and enable students to carry out practical activities according to unified arrangements after receiving the theoretical knowledge of formal and scientific career planning education through training practice; The second is to make full use of the Internet and other new teaching methods to form a good career planning education learning atmosphere, in the face of the "Internet +" background, schools can use the Internet, new media and other new teaching methods, and gradually use online teaching and other methods to increase the proportion of career planning education class hours.

3.2 School level

First, attach importance to teacher training and build a professional and specialized teaching team. In the field of career planning education, it is particularly important to build a professional and specialized teaching team, so that colleges and universities can first conduct regular expert lectures on career planning education for teachers, so that teachers can grasp the cutting-edge knowledge of career planning in a timely manner; Secondly, incentives can be introduced to increase teachers' enthusiasm for participating in career planning education and strengthen the teaching team; In addition, relevant teachers can be urged to conduct academic research on career planning education to ensure their professionalism in career planning education.

Second, promote the integration of government and school, and promote the issuance of relevant government incentive policies. In the field of education, the government and colleges and universities are closely linked and inseparable organic wholes, on the one hand, through the cultivation of students by colleges and universities, high-end talents can be sent to the government and the country, and the realization of the Chinese dream of the great rejuvenation of the Chinese nation can be promoted; On the other hand, the government can guide and support the development of higher education institutions, and the exclusive documents and encouraging policies issued by the government for colleges and universities will be a powerful driving force for the development of higher education institutions. In the 21st century, when society is undergoing rapid changes, we should all the more earnestly promote the integration of government and schools, so that the government can understand the problems in the development of career planning education in colleges and universities in the process of exchanges with colleges and universities, and provide targeted measures and policy support, so as to help and promote the development of vocational planning education in colleges and universities.

Third, attach importance to curriculum practice. In order to cultivate students' life planning ability and help students recognize themselves, the environment and society, schools should attach importance to the study of curriculum practice, and educators themselves must have relevant practical experience. Therefore, schools should encourage educators to conduct practical research, and integrate practical experience with classroom teaching, subtly affect students' cognition of life planning, and encourage students to dare to carry out practical activities. University teachers should actively participate in some learning exchanges, teaching, research and teaching reform activities, and learn new methods and strategies for cultivating university career planning practice teaching from the research, lectures and discussions of experts and scholars. Secondly, university life planning teachers should continue to participate in research on life planning topics and contact cutting-edge issues in life planning, so as to improve their teaching ability, and at the same time help teachers form long-term research directions.

Fourth, attach importance to home-school cooperation. Due to the relatively weak awareness of college students' independent choice ability and independent development, schools and teachers should guide college students to understand themselves, the environment and society through scientific and reasonable life planning education, so as to gradually build a future career plan. Parents have never been bystanders to college students' career planning. Especially for life planning education, for college students, the support and guidance of school and family are very important, and parents should give more attention and care to their children during the critical period of life planning. As the second environment that college students have the most contact with, schools should make efforts in students' family life planning education, which is also the basis for helping them better and faster integrate into society.

3.3 Social aspect

First, integrate the resources of all parties and give full play to the functions of the government. The government can unite the forces of enterprises, colleges and universities, students and other aspects, integrate all resources, give full play to government functions, and provide employment information and resource guidance for college students' career planning. And it can organize and unite universities and enterprises, establish school-enterprise cooperation mechanisms, give students close contact with enterprises, help students establish a clear self-professional image, and explore the intrinsic connection between students' interests, skills and values. At the same time, it organizes enterprises to enter schools to publicize and recruit processes to provide more job search opportunities for college students.

Second, establish professional career counseling institutions. The employment of college students is related to the stable development of society, so the social level should also take effective measures to guide college students' career planning, and earnestly do a good job in the construction of college students' career planning. First of all, the government needs to supervise the establishment of professional consulting institutions, guide and supervise the basic work of career planning courses and guidance departments of colleges and universities according to relevant policies and the actual situation of regional education, improve university career planning guidance education, and ensure the implementation of relevant policies and measures. Second, it is necessary to provide professional and targeted career planning consultation channels for college students. On the basis of career guidance in colleges and universities, social career planning consulting institutions are set up to help students fully accept career planning guidance with strong professional matching, high social demand and fast information update rate before employment^[5].

3.4 Government level

Promote the integration of government and school, and promote the issuance of relevant government incentive policies. In the field of education, the government and colleges and universities are closely linked and inseparable organic whole, on the one hand, through the cultivation of students by colleges and universities, high-precision talents can be sent to the government and the country, and the realization of the Chinese dream of the great rejuvenation of the Chinese nation can be promoted; On the other hand, the government can guide and support the development of universities, and the exclusive documents and encouraging policies issued by the government for universities will be a strong driving force for the development of universities. In the 21st century, when society is undergoing rapid changes, we should earnestly promote the integration of government and schools, so that the government can understand the problems in the development of career planning education in colleges and universities in the process of exchanges with colleges and universities, and give targeted measures and policy support, so as to help and promote the development of career planning education in colleges and universities^[6].

4. Conclusion

To sum up, university education should not only pay attention to the current development of students, but also pay attention to the future growth of students. University education should guide students to complete the planning and educational tasks from physical and mental to academic to future careers, which is not only the requirement of students' own development, but also the requirements of social and national development. Therefore, through career guidance and other methods to guide students to form correct career goals and life ideals, give full play to the subjective initiative of teachers and students, promote the reform of school employment guidance model, and enable students to complete career planning more efficiently and with higher quality, in order to lay a strong foundation for the career planning of college graduates.

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