

Research on the Importance and Effective Strategies of Employment Guidance for College Students

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Abstract: This paper discusses the importance and effective strategies of career guidance for college students. First, the importance of college students' employment guidance should be made clear. Then, combined with the principles of college students' employment guidance, this paper analyzes the practical strategies of employment guidance in the new period. Finally, we provide five countermeasures: colleges should help students to establish correct employment values, give full play to the critical role of the Internet, create a sophisticated employment guidance mechanism for students, set up a professional employment guidance teacher team, and carry out career planning education by combining theory with practice.

1. Introduction

There are many contradictions to be resolved between China's economic development and college student employment. For example, enterprises lack professional and managerial talent, but the demand for jobs and labor is gradually decreasing. Some college students set too high employment goals and lack precise career planning. It will not only hinder the high-quality employment of college students but also be very unfavorable to enterprises and the economic development in China. Therefore, it is essential for universities to strengthen the innovation of students' employment guidance according to the employment situation of college students in the new era.

2. The Importance of Employment Guidance for College Students

High-quality career guidance can help students establish a correct concept of employment. To a great extent, their employment concept determines whether college students can get employment and use their talents. Specifically, colleges and universities should help students to dive into their abilities and related posts through vocational guidance and connect their wishes with the development and progress of the country and society so that they can take a positive and enthusiastic attitude towards future work. Secondly, employment guidance can assist college graduates in choosing a career, helping them combine their strengths and characteristics to choose the most suitable career conducive to social stability and development. Finally, career guidance can create a two-way choice bridge between graduates and enterprises. For example, administrators organize various recruitment activities in schools. In addition, the employment guidance department of the school can further understand employers' needs for talent and combine the work conditions of graduates to optimize guidance for teaching, talent, and employment [1].

3. The Principles to Be Followed in the Work of College Students' Employment Guidance

To start with, colleges and universities should take student employment as the core of employment guidance. It is the basic feature of the employment service guidance system for college students and the critical prerequisite for enhancing students' competitiveness. Meanwhile, it is the unity of the

process and the result and runs through the employment guidance for college students. To be specific, universities should formulate a scientific and perfect employment guidance plan based on graduates' situation and the enterprises' specific needs. Based on this, strengthen the institutionalization and standardization of employment guidance services to improve the employment success rate of college students [2]. In other words, colleges and universities must clarify the service objects of employment guidance. The administrators should regard "taking students' employment as the center" as the value of the construction of the employment guidance service system, focusing on the student's development and the actual effect of the employment guidance service. Therefore, they can provide a higher degree of security for enhancing college students' ability to find employment and for the perfection of the employment guidance service system in colleges and universities.

Second, colleges and universities should always adhere to the unity of policy and science in employment guidance. The construction of college students' employment guidance service system is a high embodiment of the national will in education. Therefore, when constructing the employment guidance system, colleges and universities should notice that the practice is from the national policy but also to serve the national policy, considering the policy as the basic requirement of the system construction. Scientificity is a prerequisite for employment guidance to meet the needs of graduates. By blending organically, we can genuinely realize the two purposes of being closely related to the national employment policy and helping most graduates solve employment problems, thus fundamentally improving the quality and proportion of students' employment [3].

4. Effective Strategies for Students' Employment Guidance in the New Era

4.1 The Establishment of Correct Employment Values

In the new era of employment guidance for college students, we must encourage students to establish the correct employment values in the first place. In the new era, Influenced by the family environment and learning environment, many college students have irrational thoughts, such as unclear self-cognition and blind pursuit of a high salary. These are also the main reasons they cannot successfully find a job and achieve success. Therefore, colleges and universities should pay special attention to these issues in employment guidance and rationally adopt ideological education to correct students' employment values so they can plan their careers down-to-earth. The following steps can make it. In the first place, colleges and universities can start by optimizing and adjusting career guidance courses. After eliminating the old contents that do not conform to the current social and employment situation, we supplement the contents that can better reflect the characteristics of the times and, at the same time, appropriately add in the ideological and political elements. Secondly, colleges and universities should carry out employment guidance, career planning, and students' social practice in coordination so that students can obtain more profound experience and establish correct employment concepts. These activities are also beneficial for the docking of graduates and jobs.

4.2 Give Full Play to the Role of the Internet

Above all, with the help of the Internet, colleges and universities should integrate resources and establish a comprehensive employment information system to provide strong support for the college students' employment guidance services. Specifically, the university should pay attention to enriching that platform and modules of employment information system, including recruitment information issued by various types of enterprises, employment situation analysis, and college students' entrepreneurship and employment policies. At the same time, colleges should implement all kinds of information screening and integration for teachers of different majors to ensure that the resource library can be updated in real-time by category. In the resource library, the detail and richness of information should also be guaranteed. In addition, colleges and universities must actively introduce advanced database management technology to improve the security of protection, storage, and use of information resources based on enhancing the efficiency of content extraction and import of resource libraries [4].

Secondly, the employment guidance department in the school should use Internet technology to

diversify and expand the employment guidance path so as to further play the critical role of the employment information resource system. For example, colleges can establish an employment platform and allow students to accurately fill in their student number, major, and employment intention when registering. Then, the managers assign special personnel or use big data to push timely and accurate information, such as recruitment and entrepreneurship policies, to students according to the students' majors and employment intentions. It is also necessary to set up a bulletin board on the homepage of the career guidance platform, which can effectively prevent students from missing key information. Managers should also set up an employment Q & A column, arrange for professional online one-on-one answers, and allow students to leave messages. In addition, the employment guidance department should also be clear about the social situation and push rich and diverse employment and entrepreneurship information to students through employment guidance on WeChat public accounts and other channels. At the same time, they can develop targeted employment guidance software based on the specialty setup of the school and add career assessment, job matching, and other functions to provide more convenience for students. It needs to emphasize that the software should also include alumni interactive forums to enhance the immediacy and comprehensiveness of information interaction [5].

4.3 Establishment of a Perfect Mechanism for Students' Employment Guidance

The traditional concepts and methods of employment guidance service management for college students have been unable to adapt to the social development of the new era. Therefore, if colleges and universities want to provide practical guidance for students, they must put multi-factor innovation and the improvement of employment guidance service mechanisms on the agenda and formulate a system consistent with the current employment situation. For instance, university leaders had better first clarify the importance of improving the employment guidance mechanism. While incorporating this into the long-term development strategy of the university, they need to strengthen the supervision and management of employment guidance work to ensure that problems can be found and resolved in the first place. Subsequently, the managers should take the comprehensive strength of schools as the basis, select the enterprises whose strength and credibility are up to the standard and then establish cooperative relations. Therefore, after graduation, students can directly join the enterprise, which can not only decrease the difficulty of employment but also help enterprises solve the talent shortage problem. Thirdly, colleges should divide the employment guidance mechanism into several modules: resource management, employment service, and information consultation, so that college students can choose services according to their actual needs, which is more conducive to improving employment guidance level and efficiency [6].

4.4 Set up a Professional Teaching Staff Team for Career Guidance

Employment guidance teachers in colleges must possess rich professional knowledge, excellent professional ethics, flexible thinking, and good language skills to promote and guide students' career planning. Therefore, in recruiting instructors, colleges and universities should combine sociology, psychology, and pedagogy to design examination papers, including written examinations and interviews. At the same time, candidates should have good communication skills and enthusiasm for employment guidance. The guidance work must treat students warmly and ensure their personal information is confidential [7].

Because in China, college students' career planning in higher education and promotion does not last long. With fewer reference cases, the process of employment guidance for guidance teachers in the school is often full of difficulties. Today, universities can hire professional teacher-training faculty and encourage teachers to gain advanced counseling experience in other schools. They are broadening access to the latest condition in education and employment while enhancing their professional ability and skills as much as possible so that they would provide students with better career planning and guidance services.

For college employment guidance teachers, if they want to realize self-improvement in teaching, they can pay attention to the progress achieved overseas, combine it with the reality of China, and gradually establish the teaching concept that conforms to the employment demand of graduates. In

addition, teachers can also take each student's personality and professional knowledge as a basis to reasonably divide them into academic and skill types. Then, according to one's own advantages, one should plan one's career, and make it more scientific and accurate as possible. In addition, teachers can use techniques such as psychological and vocational skill assessments to help students understand which type of work is more suitable for their personality and major and choose the best path for future development [8].

4.5 Carry out Career Planning Education Combining Theory and Practice

First, employment guidance theory teaching includes not only theoretical knowledge. In actual teaching, it is also crucial for teachers to intersperse with some cases, which can give students a more intuitive understanding of the meaning of career planning and finding the right direction. Next, colleges and universities can allow students to enter cooperative enterprises for a short-term internship or observation experience according to specific circumstances so that students can experience various occupations in person. In this way, They choose the type and difficulty of future work on the basis of feeling the working atmosphere and rules within the enterprise. Furthermore, the school has established its career counseling room to support the adaptation and improvement of career plans for students who are unclear about their career plans after completing their internships or who are worried about their future careers during their internships. When necessary, appropriate ideological and political education and psychological counseling should be added to avoid college students' psychological problems or serious consequences.

5. Conclusion

To sum up, if we want to reduce the difficulty of employment in the context of rapid development and change of the times, we must always adapt to the society. And on the basis of ensuring innovation and creativity, reasonably integrate our students' characteristics with the needs of enterprises. In this process, colleges and universities should also provide students with career planning guidance to help them carry out precise self positioning and evaluation, so that they can choose the career most suitable in the future, realize values and play a greater role in promoting the development of the country and society.

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