

# Research on the Problems and Countermeasures of College Students' Career Development and Employment Guidance

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**Abstract:** Based on the problems of employment guidance in colleges, this research focuses on the four major causes: the mismatch between supply and demand of employment guidance courses, the fragmentation of employment information, the low level of specialization in employment guidance, the lack of professional guidance personnel, and the poor employment quality evaluation system. The countermeasures of college students' career development and employment guidance service is put forward by the course construction, comprehensive service platform, professional employment guidance work, employment quality evaluation mechanism, so as to promote the career development and employment guidance work in colleges and universities.

## 1. Introduction

The career development and employment guidance education for college students is an educational practice carried out to better help universities to develop self-recognition, comprehensively understand the society, choose professional roles scientifically, improve their own abilities and enhance social competitiveness.[1] In terms of current social needs, contemporary college students need not only professional knowledge and skills, but also a sound personality and high ideological quality. Ideological and political education plays an important role and positive influence in helping college students' career development and employment guidance.[2] It is self-evident that through ideological and political education to shape students' thinking, so as to help them to better carry out career development planning and smooth employment.

## 2. Analysis on the Problems of College Students' Career Development and Employment Guidance

### 2.1 Mismatch Between Supply and Demand of Career Guidance Courses

College students' satisfaction with employment courses is low, most of them think that career guidance courses are boring and less helpful to employment. The focus of employment guidance courses in colleges is mostly limited to solving the specific problems encountered in the employment of college students, but neglects to help students build a correct view of employment, career choice and development concept. At present, career guidance courses and career development courses are separated from each other.[3] Most career development courses are set as elective courses, which fail to combine career development and career guidance organically, and it is difficult to give full play to the complementary role of the two.

### 2.2 "Fragmentation" of Employment Information Release.

The comprehensive service platform of employment guidance needs to be integrated and optimized. In China, the statistical processing and trend prediction of college students' employment information are relatively lacking, the number of recruitment information collection is insufficient, and the form of release is single. At present, college students mainly understand the employment policy and recruitment information through the school employment information network, the introduction of teachers, relatives and friends, and the news media. The channels for obtaining

information are relatively scattered, which consumes a lot of manpower and material resources.

### **2.3 Lack of Professional Guidance Personnel**

Most of the professional development and employment guidance team of college students are young teachers who have just entered the school and are engaged in student work. They have less experience in ideological and political education and lack of experience in innovation and entrepreneurship and practical guidance for employment. On the one hand, the existing courses for career development and employment guidance for college students are mainly set at the level of theoretical knowledge, and teachers give more theoretical guidance than practical guidance when teaching students. [4] However, in the actual process of job selection and employment, pure theoretical teaching can not solve the outstanding problems in the process of job selection and employment of college graduates. On the other hand, the existing career development and employment guidance for college students focuses on the tools and means as well as the professional consultation process to provide consultation and guidance services. There are more professional guidance and employment services, but not enough connection with ideological and political education.

### **2.4 Uncomprehensive Employment Quality Evaluation and the Evaluation System**

At present, the evaluation of the employment quality of colleges is still focused on the level of static evaluation indicators such as employment rate, employment satisfaction and salary satisfaction, ignoring the evaluation of the subsequent career development of college students, which is the dynamic level evaluation indicator, namely the post-evaluation of the employment quality. This kind of planar dimension evaluation based only on static indicators is not comprehensive enough and ignores the important role of vocational development education for the future growth of college students.

## **3. Construction of College Students' Career Development and Employment Guidance Service System**

### **3.1 The Establishment of a Curriculum System Combining Career Development and Career Guidance for College Students**

Firstly, through strengthening career education, college students can realize the influence of employment and career development, as well as the mutually promoting relationship and function between them, and combine career development and career guidance organically throughout the whole process of college students' training.[5] Second, in classroom teaching, we should combine the characteristics of different grades and majors to carry out stratified, staged and personalized employment consultation, so as to help college students to establish a correct outlook on career choice and employment, and through the reform of teaching mode, expand the diversity of teaching methods, and mobilize the interest of the majority of students in learning. The third is to invite the human resource managers of employers, graduates who have successfully applied for jobs, and alumni who have achieved outstanding career or career development to the podium to explain the real criteria for selecting and employing people, impart successful experience in applying for jobs, and teach the struggle and career development process to the students. Through cordial interaction, students can improve their learning effect, employment knowledge, job-hunting skills, and ability of independent career development, so as to effectively improve their employment competitiveness.

### **3.2 The Establishment of a Highly Integrated and Accurately Pushed Comprehensive Employment Information Service Platform.**

Firstly, according to the demand and supply requirements of both graduates and employers, the intelligent matching of supply and demand of positions can be realized, and the recruitment information can be accurately pushed to the students who are qualified and in need, so as to improve the job-hunting efficiency of college students. Second is to improve the functions of the existing employment information network, WeChat public account, Weibo, campus forum and other

new media platforms, develop supporting mobile APP, and strive to build a multi-channel employment information comprehensive service platform. Third is to the comprehensive employment information service platform to fully tap alumni resources, invite alumni to stay on the platform, give play to the feedback role of alumni to the school, and provide more suitable recruitment information for the actual situation of our students, so as to greatly improve the success rate of students' job hunting. Fourth, outstanding alumni are invited to share their successful employment experience or set up a "micro-class" for career development and career guidance, so as to help students have a clearer understanding of future industries and careers. Five is to use the platform to carry out the dynamic investigation, scientific statistics and analysis of large data of employment, based on comprehensive information service platform, and establish and improve the employment statistics and feedback mechanism of colleges and universities, from the industry demand, employment rate and employment quality, satisfaction, and many other dimensions of feedback, through employment level responding to the university admission and training effect, In this way, the organic linkage and scientific interaction of college students' enrollment, training and employment can be realized, and the employment and career development of college students can be systematically promoted.

### **3.3 The Establishment of a Refined Employment Guidance System**

First, according to the national and industrial development requirements, combined with the training process of college students and the needs of students to provide unit internship, professional practice, special training, employment consulting, personalized counseling and other full range of employment services. Second, according to the employment situation, employment market demand and changes in students' characteristics, we should timely adjust the normal employment orientation, update the work content, innovate methods and methods, and improve the employment effect. The third is to help students understand the employment situation, the latest national policies and guidance, industry development trend, market demand for talents, enterprise employment standards and other relevant information, the interpretation and analysis of these information, so that students can have a more comprehensive and correct understanding of the employment related situation from the macro and micro. Thus the employment and future career development has a relatively scientific and reasonable forecast. Fourthly, according to the personalized needs of college students, combined with the professional career assessment system, personalized consultation and guidance can be carried out to help college students correctly understand their working ability, values and advantages and disadvantages, so as to better formulate the career development plan and employment plan suitable for individual development. Fifth, we should give point-to-point assistance to the graduates with difficulties, find out the specific reasons for the difficulties, unswervingly implement the concept of accurate assistance, and realize the dynamic management of "one policy in one's life".

### **3.4 The Improvement of the Personnel Guarantee Mechanism for College Students' Career Development and Employment Guidance**

One is to set up the College Student Career Development and Employment Guidance Studio, and formulate corresponding policies and systems to ensure the normal operation of the studio, including facilities, facilities, venues, financial support, etc. Second is to establish the professional quality and expert level of professional employment guidance team. Team members should have professional background in human resources, psychology, management, education and other related fields, and have good teaching ability, counseling ability and career guidance related work experience. Third, relying on the studio and professional team, to carry out systematic and professional consultation and guidance for the career development and employment of college students. The fourth is to pay attention to the training of the professional ability of the talent team through the development of industrial structure and talent matching, human resources demand and gap, social productivity, total output growth, social income and other indicators of evaluation. The post-employment quality evaluation system provides a directional reference for the top-level design of the university education development plan, a realistic reference for talent cultivation and teaching

reform, and a new development direction and focus for the employment work, that is, to build a comprehensive education service system integrating career development education and employment guidance.

#### **4. Conclusion**

This paper analyzes the current situation and existing problems of the career development and employment guidance for college students in China, and puts forward the corresponding countermeasures to improve the scientificity and effectiveness of the career development and employment guidance for college students. In addition, colleges should establish a dynamic evaluation and feedback mechanism to continuously track and evaluate the effect of employment guidance, establish reasonable evaluation standards and evaluation system, and timely feedback the evaluation results to relevant departments, so as to timely adjust and improve the relevant work, and comprehensively promote the career development and employment of college students.

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