

# Establishment of Career Development and Employment Guidance Service System for Modern College Students

Wei Qiqi

Guangxi University of Science and Technology, Liuzhou, Guangxi, China

**Keywords:** college students; career development; employment guidance; service system

**Abstract:** This paper expounds the necessity of constructing college students' career development and employment guidance service system, and points out the problems existing in college students' career development and employment guidance, such as the mismatch between supply and demand of employment guidance courses, the imperfection of employment guidance service system, the imperfection of employment guidance service system, the "fragmentation" of employment information release The professional level of employment guidance is low, the guidance of independent entrepreneurship needs to be improved, the construction of teaching staff needs to be strengthened, and the employment quality evaluation system needs to be improved This paper puts forward the construction path of College Students' career development and employment guidance service system from six aspects of talent team construction and employment quality evaluation mechanism, so as to promote college students' career development and employment guidance.

## 1. Introduction

In recent years, the number of college graduates has increased year by year, and the employment situation is becoming more and more serious. In 2020, the number of graduates will reach a new high of 8.5 million, which will have a significant impact on the employment of college students. At present, China's College Students' career development and employment guidance service system is not perfect, which affects the effect of College Students' employment and career development. Therefore, it is imperative to establish a scientific and reasonable service system for college students' career development and employment guidance.

## 2. The Necessity of College Students' Career Development and the Construction of Employment Guidance Service System

The current employment situation of college students is not ideal. We should establish career development and employment guidance institutions to improve their employability. According to the research on the employment quality of Chinese college students in 2020:

From 2018 to 2020, the employment satisfaction of junior college students was 65.89%, 53.39% and 52.44%, with an average of 57.24%, the turnover rate was 39.75%, 40.26% and 42.43%, with an average of 40.81%, and the salary satisfaction was 44.14%, 36.15% and 33.14%, with an average of 37.81%. College Students' satisfaction with the three indicators decreased significantly.

The employment satisfaction of undergraduates was 62.40%, 50.70% and 55.04%, with an average of 56.05%; The turnover rates were 20.83%, 19.64% and 20.06%, with an average of 20.18%; Salary satisfaction was 39.35%, 36.44% and 37.72% respectively, with an average of 37.84%. Undergraduate employment satisfaction decreased significantly.



Figure 1 Employment of junior college students. (Unit/%)

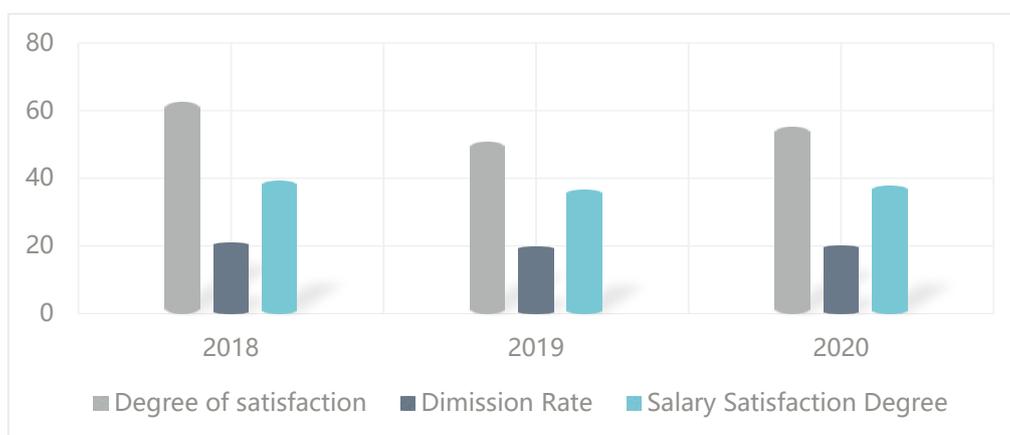


Figure 2 Undergraduate employment. (unit/%)

This series of figures reflects many problems existing in the employment of college students in China. Employment satisfaction decreased year by year, turnover rate increased year by year, and salary satisfaction was low. It reflects the gradual improvement of College Students' career development requirements from different levels. Therefore, it is necessary to reform and upgrade the current employment system according to the requirements of College Students' career development, and build a new employment service system that scientifically integrates college students' career development and employment guidance.

The career development plan of college students is not clear, so it is necessary to combine career development with employment guidance. College students pay attention to the study of professional knowledge and skills in school. Social experience is relatively lacking, social cognition is relatively few, self-awareness is not deep enough, can not scientifically understand and evaluate themselves, and lack of clear self positioning and job search objectives. In the process of job hunting, college students rely too much on their parents and teachers and lack the ability to choose their own jobs. In addition, the severe employment situation has brought them great pressure. It's not easy to find a job. How to talk about career development, there is no time to plan career development scientifically and reasonably in combination with personal characteristics, so that most students do not have a good understanding of career development. Schools should incorporate career development into employment guidance, help college students understand themselves more accurately, grasp the employment needs and development prospects of their major more comprehensively, select appropriate careers in combination with their own conditions, plan the future scientifically and help their personal development; We should also aim at clarifying the direction of career development, guide college students to improve their ability and make career development plans(2019,Li Jun).

### **3. Problems in College Students' Career Development and Employment Guidance**

#### **3.1. Supply and demand mismatch**

The supply and demand of employment guidance courses do not match, and the “supply side” reform of employment guidance is imminent. According to statistics, college students' satisfaction with employment courses is only 36.62%. Most students think that the employment guidance course is boring and not helpful to employment. The focus of employment guidance courses in Colleges and universities is mostly limited to solving the specific problems encountered in college students' employment, while ignoring helping college students establish a correct outlook on employment, career selection and development. At present, employment guidance courses and career development courses are separated from each other. Career development courses are mostly elective courses, which fail to organically combine career development and employment guidance, so it is difficult to give full play to their complementary role.

#### **3.2. Information fragmentation**

Employment information release is “fragmented”, and the comprehensive service platform of employment guidance needs to be integrated and optimized. The employment information of college students in China is lack of statistical processing and change trend prediction, the collection of recruitment information is insufficient, and the release form is single. At present, college students mainly understand employment policies and recruitment information through school employment information network, teacher introduction, relatives and friends introduction, news media and other channels. The channels for obtaining information are scattered, which consumes a lot of manpower and material resources.

#### **3.3. Low level of specialization**

The specialization level of employment guidance is low, so it is urgent to establish a long-term mechanism combining career development and employment guidance. At present, the employment guidance of colleges and universities in China is only for graduates. “Graduation season” provides employment guidance lectures and employment skills training, lacking long-term employment guidance, professional career assessment, scientific career planning, systematic vocational ability training and personalized employment consulting help. Work orientation has the characteristics of limitation, dispersion and stage. The survey shows that college graduates have an urgent demand for employment services such as career assessment, career planning and career counseling, which is more than 80%, but the actual penetration rate and implementation rate are less than 40%. The reasons for this phenomenon are the long-term isolation and lack of cooperation in the teaching of career development and employment guidance, the insufficient attention to career development and employment guidance, and the lack of professionals.

### **4. Career Development of College Students and the Construction of Employment Guidance Service System**

#### **4.1. Establish a new curriculum system**

Establish a curriculum system combining college students' career development and employment guidance.

First, through strengthening vocational education, make college students realize the impact of employment and career development, as well as the relationship and role of mutual promotion between them, and organically combine career development and employment guidance into the whole process of College Students' training.

Second, in classroom teaching, combined with the characteristics of different majors in each grade, carry out layered, phased and personalized employment consultation, help college students establish a correct outlook on career selection and employment, reform teaching modes, expand diversified teaching means, and mobilize the interest of students in learning.

Third, invite the human resources manager of the employer, graduates who have successfully

applied for a job, and alumni with successful career or excellent development to the podium, explain the real selection and employment standards to the students, teach the experience of successful job search, and teach the wonderful struggle process and career development process, so as to realize the improvement of students' learning effect, employment knowledge and job-hunting skills. In terms of professional self-development ability, effectively improve the employment competitiveness of college students(2021, He Wenjun).

#### **4.2. Integrated information service platform**

Build a highly integrated and accurate comprehensive employment information service platform.

First, according to the supply and demand of graduates and employers, realize the intelligent matching of employment supply and demand, accurately push the recruitment information to the students with matching conditions and needs, and improve the job search efficiency of college students.

Second, we should improve the functions of the new media platform, such as employment information network, WeChat official account, micro-blog, campus forums, mobile phone App, and create a multi-channel comprehensive employment information platform.

Third, make full use of the comprehensive employment information service platform, tap alumni resources, invite graduates to settle in the platform, give play to the role of alumni in educating people, and provide recruitment information more in line with the actual situation of school students, so as to greatly improve the success rate of students' job hunting.

Fourth, invite outstanding alumni to share successful employment experience on the platform, or set up a "micro classroom" for career development and employment guidance to help students better understand their future industries and careers.

Fifth, use the platform to carry out dynamic investigation, make scientific statistical analysis of employment big data, and establish and improve the statistical feedback mechanism of employment status in Colleges and Universities Based on the information comprehensive service platform. Feedback from multiple dimensions such as industry demand, employment rate, employment quality and satisfaction. Then, through the employment level, respond to the enrollment specialty and training effect of college students, realize the organic linkage of College Students' enrollment, training and employment, and promote college students' employment and career development.

#### **4.3. Upgrade refined conductor system**

We will improve and improve employment guidance and establish a sound employment guidance system.

First, according to the national and industrial development requirements, combined with the training process of college students and students' needs, provide all-round employment services such as unit internship, professional practice, special training, employment consultation and personalized consultation.

Second, according to the changes of employment situation, employment market demand and students' characteristics, timely adjust the standardized employment direction, update the work content, innovate methods and means, and improve the employment effect.

Third, help students understand the employment situation, the latest national policies and guidance, industry development trend, market talent demand, enterprise employment standards and other relevant information, and interpret and analyze these information, so that students can have a more comprehensive and correct understanding of the employment related situation from the macro and micro levels, so as to have a relatively scientific Reasonable prediction.

Fourth, according to the personalized needs of college students, combined with the career evaluation system, carry out personalized consultation and guidance to help college students correctly understand their work ability, values, advantages and disadvantages, so as to better formulate career development plans and employment plans suitable for personal development.

Fifth, carry out point-to-point key assistance to difficult graduates, find out the specific causes of difficulties, unswervingly implement the concept of accurate assistance, and realize the dynamic management of "one policy for life".

## 5. Conclusion

Vocational education is an important prerequisite and guarantee to help college students obtain employment smoothly. It is part of the content of employment guidance. It is an important way to help college students explore themselves, explore the external work world, improve their career planning ability and job-hunting competitiveness, tap their own potential and fully develop their personality. Colleges and universities attach importance to and effectively carry out college students' career planning education, which not only meets the requirements of employers for college talent training, but also an important responsibility entrusted to colleges and universities by the society.

## Acknowledgments

Fund information: 2021 research project on the theory and practice of Ideological and political education for college students in Guangxi Zhuang Autonomous Region, China , (Fund code: 2021LSZ081)

## References

- [1] Li Jun.*On the improvement of College Students' employment guidance service system.*[J].Journal of Jiangsu Economic and Trade Vocational and technical college, 2019,(03):80-82.
- [2] He Wenjun.*Research on the construction of College Students' career development and employment guidance service system.*[J].Think tank era, 2020,(06):2