

Research on the Path of Improving Vocational College Counselors' Employment Guidance Ability

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Abstract: The employment rate of students in higher vocational colleges is an important basis to measure the level and quality of school education. With the increasingly fierce social competition, students in higher vocational colleges can't choose the right direction of employment when they graduate in the face of severe employment situation. Counselors, as the key guides and closest companions of students, have an important impact on students' employment. This paper studies the role of vocational college counselors in the employment guidance work and the current problems of counselors in the employment guidance, puts forward the ways to improve the vocational college counselors' employment guidance ability to help vocational college students get employment successfully.

1. Introduction

The vocational college counselors' employment guidance ability has a direct impact on vocational college students' employment situation. If vocational college counselors lack professional ability and service ability, do not have a comprehensive understanding of the professional knowledge of students' employment guidance, do not understand the work skills of employment guidance, it may cause serious guidance errors, mislead students to choose employment, and fail to play a role in improving the employment rate of higher vocational colleges. This requires the counselors of higher vocational colleges to strengthen the study of professional knowledge in their daily work, improve the working ability of employment guidance for vocational college students, and provide high-quality guidance services for college students' employment.

2. Role of Vocational College Counselors in Employment Guidance

Compared with professional teachers, counselors in higher vocational colleges have closer relationship with students and more convenient communication, which can help students grow up healthily and guide students' employment correctly. Therefore, counselors play an important role in college students' employment guidance.

2.1 Help Students to Establish A Correct Concept of Employment and Career

Higher vocational colleges are mainly to cultivate professional and practical talents, but the students of higher vocational colleges tend to be ambitious. When they are looking for jobs, they like to choose state-owned enterprises or large units with high wages and good treatment. They are very picky about enterprises, resulting in employment difficulties and waste of post resources. The counselors in higher vocational colleges undertake the important task of ideological education and management for students. Through ideological guidance and moral quality cultivation in daily life and study, they can lay a certain foundation for students' career planning. In addition, the higher vocational college counselors can consider students' actual situation, provide scientific employment guidance for students, help students to establish a correct concept of employment and career.

2.2 Dredge Students' Employment Psychology

College students in the face of severe employment situation may have serious psychological

barriers. Therefore, in higher vocational colleges, counselors should strengthen communication with students, cooperate with the school to carry out employment psychological lectures, help every student to develop psychological counseling, relieve students' employment pressure, cultivate students' positive employment psychology and pressure resistance ability, so that higher vocational students in the face of difficulties and setbacks can make timely self-adjustment, solve various problems encountered in employment with a good mentality and firm confidence and calm attitude.

2.3 Help Students to Establish A Correct Concept of Career Planning

After entering the school, most of the higher vocational students begin to relax in their thoughts and actions because they have no pressure of further study. They only hope to graduate smoothly, but they have not considered the future employment direction, and they have no full understanding of their majors and hobbies ^[1]. As soon as the students enter the higher vocational colleges, counselors should supervise them to study hard, instill the sense of competition, let the students recognize the seriousness of employment, cultivate their ability to resist pressure, and help them make correct self-positioning according to their actual situation, combined with their interests, hobbies, specialties and other advantages, so as to help the students establish the correct career planning, so that they can find an ideal career suitable for their own development.

3. Problems of Vocational College Counselors in Employment Guidance

At the present stage, most of the counselors in China's higher vocational colleges are young teachers. Their teaching experience and employment guidance ability are not mature enough, and there are more or less some problems in the employment guidance for students. First, they lack professional ability. Because most of the counselors are young teachers without rich experience in employment guidance, comprehensive professional knowledge of employment guidance and professional guidance ability, so they can't start from the actual situation of students when guiding college students, which has a negative impact on employment guidance ^[2]. Second, they lack good service capabilities. Because the counselors in higher vocational colleges have not yet established the correct sense of service, and their professional quality and work ability need to be improved, and they have no correct understanding of college students' employment guidance work, ignore the importance of employment guidance service, and have not formulated a perfect service mechanism, and a scientific and effective service scheme for college students' employment problems. As a result, it is difficult to make good guidance service for the employment of college students. Third, the effect of employment guidance is not obvious. Due to the lack of professional employment guidance knowledge and ability, and the lack of correct employment guidance concept and good service ability of counselors in higher vocational colleges, students can't establish correct employment concept and follow blindly in the face of employment, which not only affects the smooth employment of students, but also reduces the effect of employment guidance.

4. Effective Ways to Improve the Employment Guidance Ability of Counselors in Higher Vocational Colleges

The counselors of higher vocational colleges should constantly improve their professional knowledge and employment guidance services in the actual work to provide high-quality employment guidance services for higher vocational students. Therefore, the counselors' ability should be improved from the following points.

4.1 Enhance Their Own Professional Knowledge

If counselors want to improve their ability of employment guidance, they should strengthen the study of professional knowledge of employment guidance, and improve their professionalism and ability. In general, employment guidance needs to have excellent professional knowledge and rich practical experience as support, which requires counselors to learn all kinds of theoretical knowledge, have a certain understanding of China's relevant employment policies, and provide

employment guidance for students according to the actual demand for talents^[3]. At present, most of the counselors in higher vocational colleges have no professional knowledge and rich experience, so they can't standardize and systematize their own work in the process of employment guidance for students, provide perfect employment guidance programs and services for students, and guarantee the service effect of employment guidance. Based on this situation, the counselors of higher vocational colleges must actively learn relevant professional knowledge, master advanced skills, establish a correct concept of employment guidance, and improve their working ability.

First of all, counselors should master sufficient professional knowledge in the employment guidance work, and actively study pedagogy theory, psychology theory and other disciplines. By learning all kinds of theoretical knowledge, they can make correct service for the employment guidance of college students, and ensure the continuous improvement of their work ability.

Secondly, counselors should strengthen the study of employment information processing and analysis knowledge, strive to improve their research and prediction ability to help students choose the direction of employment, and have the ability to correctly judge the employment trend, so that in the process of career guidance for college students, they can deepen the communication with students, help students choose the right employment and effectively implement employment guidance.

4.2 Improve Service Capability

First of all, the counselors of higher vocational colleges not only undertake the education and management of students, but also undertake the service of employment guidance. They need to develop a perfect employment guidance program for college students, establish a correct concept of employment for college students, help college students make correct career planning, and choose the right direction of employment from the actual needs of college students.

Secondly, when conducting employment guidance services for college students, counselors must correct their service attitude, establish correct service concept, enhance their service awareness, carry out effective service methods, improve their service quality, and provide high-quality employment guidance services for college students^[4]. Especially when developing the guidance service plan and program, they must proceed from the reality, take the market demand for talents as the guidance, clear the main problems in employment, carry out targeted employment guidance service, and improve the innovation and practicability of guidance service, so as to provide professional and systematic guidance service for college students' employment.

4.3 Improve the Effect of Employment Guidance

First of all, as soon as college students enter higher vocational colleges, counselors should instill a sense of competition into them, help them establish a correct concept of employment, make them understand the relevant employment knowledge, preliminarily understand the current social employment situation and talent demand, cultivate their ability to resist pressure when facing employment, and enable them to establish a correct concept of employment and career, make career planning suitable for their own development according to the students' own advantages, specialties, hobbies, make psychological preparation in advance, lay a certain foundation for future employment.

Secondly, counselors in higher vocational colleges should actively encourage students to actively participate in the group activities organized by colleges in the process of college students' growth. They can also actively participate in internship activities according to their own interests and hobbies, enrich their practical work experience, improve their practical work ability, give full play to their strengths, master relevant employment knowledge, improve employment competitiveness.

Finally, in the process of career guidance service for students, counselors should take corresponding career development guidance and ideological education guidance according to each student's employment direction, and take targeted career guidance programs according to each student's actual situation, so as to enhance the level and effect of career guidance for college students by continuously improving the current working conditions, provide high-quality guidance services for the students' employment.

5. Conclusion

To sum up, the employment guidance ability of vocational college counselors has an important impact on the employment of college students. Only by ensuring that the counselors have professional knowledge, advanced skills, correct service concept, can they develop a perfect guidance scheme for the employment of students, and constantly improve their service awareness and ability, so as to improve the effect of the employment guidance of college students, play a key role of counselors to achieve the expected goals.

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