

Analysis on the Employment Quality of Private Undergraduate Universities

—Taking Seven Private Undergraduate Universities in Shaanxi as an Example

Haifeng Li^{1, a}, Juan Du^{2, b} and Xiaoju Zhang^{2, c}

¹ Headmaster Office, Xi'an Traffic Engineering Institute, Xi'an 710300, China

² International Cooperation & Exchange Office, Xi'an Traffic Engineering Institute, Xi'an 710300, China

^a767101168@qq.com, ^b2391646434@qq.com, ^c191082093@qq.com

Abstract. The employment quality of college graduates' is increasingly valued by the state, schools and families, and has become an important indicator to measure the school-running level. This paper takes the graduates of seven private undergraduate universities in Shaanxi Province as research subject, analyzes the employment quality by using the big data induction method, and obtains the employment quality advantages and common deficiencies of the chosen objects, which provides a reference on improving employment quality for the private universities.

Keywords: private; Undergraduate universities; Employment status; job satisfaction.

1. Introduction

Private colleges and universities have flourished since the reform and opening-up in the 1980s. By July 2018, there were nine private undergraduate universities in Shaanxi Province, due to data collection issues, this paper only studies seven of them including Xi'an Peihua University (XPU), Xi'an Fanyi University (XFU), Xi'an Eurasia University (XEU), Xijing University (XJU), Xi'an Siyuan University (XSU), Shaanxi Institute of International Trade and Commerce (SIITC) and Xi'an Traffic Engineering Institute (XTEI).

2. Descriptive Analysis on Employment Quality

2.1 Working Location

In terms of employment region, more than 60% of the graduates choose to work in the province (Shaanxi), and mainly concentrated in city of Xi'an, fewer graduates are employed in coastal developed region and large cities. This is basically consistent with the goal of serving local economic development and follow the trend of the overall graduates' employment in Shaanxi Province, but it also reflects the limitations of employment region of college graduates. See Table 1[1, 2, 3, 4, 5, 6, 7].

Table 1. Statistic of the main employment region of college graduates (%)

School	XPU	XFU	XEU	XJU	XSU	SIITC	XTEI
Employment region							
Shaanxi Province	67.80	72.23	78.14	78.45	80.2	67.46	64.06
Xi'an City	44.93	51.91	-	53.18	60.29	-	47.72

2.2 Employment Rate

The number of graduates in colleges and universities has increased year by year in the past three years, and the initial employment rate has maintained a high level. Among the seven universities, only Xijing University (XJU) has graduate students at the postgraduate level and the employment rate is 100%; the largest number of graduates is Xijing University, with 6,343 graduates; the highest

employment rate is Xi'an Peihua University (XPU), with a total employment rate of 95.10%. See Table 2[1, 2, 3, 4, 5, 6, 7].

Table 2. Graduates' Level, Scale and Employment Rate (ER)

School	Master students		Undergraduate students		Junior college student		Total number of graduates	
	No. of graduate	ER (%)	No. of graduate	ER (%)	No. of graduate	ER (%)	No. of graduate	ER (%)
XPU	-	-	3980	95.00	2300	95.30	6280	95.10
XFU	-	-	3012	93.75	3051	92.59	6063	93.18
XEU	-	-	3185	92.40	2734	91.55	5919	92.01
XJU	30	100	3133	93.27	3180	92.36	6343	92.84
XSU	-	-	2193	92.20	3169	92.05	5362	92.11
SIITC	-	-	2010	94.08	1890	89.79	3900	92.00
XTEI	-	-	448	90.85	3188	90.59	3636	90.62
Total	30	100	17961	93.48	19512	92.04	37503	92.82

2.3 The Nature of Graduate Employment Unit

The study shows “other enterprises” (private enterprises) are the main employment destination of the graduate, accounted for 60% above, the highest of that is Xi'an Eurasia University (XEU), which is 82.87%; followed by further education and employed in state-owned enterprises. The highest enrollment rate is Xijing University (XJU) , which is 12.19%; the highest rate of employed in state-owned enterprises is Xi'an Traffic Engineering Institute (XTEI), which is the only university in Shaanxi Province that mainly focuses on rail transit major, many students are employed in the rail transit industries, whereas most of the enterprises in these industries are state-owned. Xi'an Peihua University (XPU), Xijing University, Xi'an Siyuan University (XSU) and Shaanxi Institute of International Trade and Commerce (SIITC), all of which have medicine and health major, whereby they have large number of graduates employed in medical and health unit. Both Xi'an Fanyi University (XFU) and the Xi'an Siyuan University have Secondary Teaching Institutions - Education College, whereby they have higher employment rates in the primary and secondary education units. See Table 3[1, 2, 3, 4, 5, 6, 7].

Table 3. Distribution of Employment Units of College Graduates (%)

Nature of employment unit	XPU	XFU	XEU	XJU	XSU	SIITC	XTEI
Other companies	71.20	69.58	82.87	66.56	77.79	62.71	73.06
Enrollment	7.38	-	9.75	12.19	-	8.31	-
State-owned enterprises	4.50	3.86	1.38	8.83	6.80	3.51	16.70
Primary and secondary education unit	2.32	7.97	3.05	1.14	7.98	1.64	0.26
Medical and health unit	4.82	0.10	0.31	3.57	2.51	2.65	0.16
Institutional unit	1.15	1.11	0.62	1.80	1.63	1.25	0.53
Other government-sponsored institution	2.26	1.83	1.60	2.78	1.36	1.51	0.95
Foreign-funded enterprises	0.68	1.79	0.09	1.21	0.95	0.78	7.55
Higher education institutions	0.21	-	0.06	0.31	0.52	0.17	0.49
Urban community	0.17	-	0.06	0.34	0.42	0.17	0.16
Force	0.30	-	0.04	0.03	0.04	0.17	0.07
Go abroad	0.37	-	-	0.25	-	0.08	-
Others	4.64	13.76	0.17	0.99	-	17.05	0.07
Total	100	100	100	100	100	100	100

2.4 Graduates' Salary

More than 40% of graduates are paid less than 3,000 yuan, which lags behind the expectations of graduates. 67.54% of the graduates salary of Xi'an Eurasia University are under 3,000 yuan, and the salary of graduates of Xi'an Fanyi University are relatively high. See Table 4[1, 2, 3, 4, 5, 6, 7] for details.

Table 4. salary survey of college graduates (%)

School	Below 2000	2000-3000	3000-4000	4000-5000	Above 5000
XFU	8.67	32.00	34.40	14.90	9.90
XEU	22.27	45.27	19.03	8.89	4.55
XJU	17.00	32.00	32.00	11.00	8.00
XSU	10.45	36.17	30.68	14.44	8.27

Note: (1) The average monthly income of the 2018 graduates of Xi'an Peihua University is 3897 yuan, and that of the Junior college level graduates is 3233 yuan; (2) The average monthly income of the 2018 graduates of Shaanxi Institute of International Trade and Commerce is about 3950 yuan, and that of the Junior college level graduates is about 3520 yuan. (3) The 2018 Employment Quality Report of Xi'an Traffic Engineering Institute does not show the salary status of graduates.

3. Analysis of Graduate Satisfaction Survey

The employment quality of college graduates refers to the degree of difficulty in obtaining jobs, the quality of jobs they obtained, and the degree of the job's inherent characteristics meet the needs of graduates, therefore, the employment satisfaction level is one of the important indicators to measure the graduates' employment quality [8].

Xi'an Peihua University conducted a questionnaire survey on the 2018 graduates, and the conclusion of graduates' satisfaction with employment status is: very satisfied 26.53%, satisfied 63.75%, dissatisfied 2.23%, very dissatisfied (very poor) 1.42%, unable to be evaluated 6.07%. Compared with 2017, the proportion of unsatisfied dropped significantly (6.87%), but the proportion of very poor and unable to be evaluated increases. The satisfaction with the employment development space is: very satisfied 24.76%, satisfied 65.68%, dissatisfied 8.54%, very poor 1.02%.

Xi'an Fanyi University collected 3467 valid questionnaires of student and 761 questionnaires of employers. The conclusion is: 89.61% of the graduates are satisfied with the current work. 88.68% are satisfied with the size of the work unit, the graduates' satisfaction with the career development prospect is 91.13%, working location 89.81%, salary 82.78%, working atmosphere 90.76%, and working intensity 87.55%. According to the survey, the "relevancy between employment and professional" of 2018 graduates is 72.06%.

Graduates of Xi'an Eurasia University have a satisfaction rate of 79.60% for their current employment units, which is 5.6% higher than that of 2017's. The main reason for dissatisfaction with employment units is "low income" (81.3%), followed by "insufficient development space" (64.7%).

The consistency of job-career expectation of 2018 graduates is 57.9%, which is 3.9% higher than that of 2016's. The main reason for career failure to meet the expectation is "not in line with my career development plan" (23.6%), followed by "not in line with my interests and hobbies" (9.2%). The job and professional relevance level of 2018 graduates was 64.4%, a decrease of 3.6% compare with 2017's. The main reason for this is "forced by the reality, employment before choosing a career" (40.5%), followed by "professional work does not meet their career expectations" (28.3%).

Xijing University issued 6,000 questionnaires to 2018 graduates, and collected 4,958 valid questionnaires. 13.93% of the graduates are very satisfied with their employment, 60.93% are satisfied, 14.38% think they are basically satisfied, and 10.76% are not very satisfied. 65.7% of the graduates believe that their major was completely matched or closely related to the work, while 24.2% think their major had little or no connection with their work. The survey shows graduates pay more

attention to development opportunities and salary during the job seeking process, and also consider factors such as the location and working environment of the unit, whether the work is professional counterpart, whether it is consistent with their interests and etc..

The graduate questionnaire survey of Xi'an Siyuan University has lasted 30 days, and a total of 1792 valid questionnaires were received. The graduates' overall satisfaction with the work is 71%. Satisfaction with development prospect is 69.2%, with location is 68.8%, with salary is 62.8%, with team is 71.2%, with work content is 70.2%, and environmental satisfaction is 69.2%. 38.46% of the graduates think their jobs are in line with their major, 26.15% think their job basically matches their major, the professional counterparts totaled 64.61%. The main reason for professional mismatch is "the counterpart job requirement is high "(23.04%), followed by "less employment opportunities" (21.27%), the third is "low income" (21.18%), "disinterest in counterpart work" counted for 17.64%, and "bad working environment" counted for 16.88%.

Shaanxi Institute of International Business and commerce has carried out self-evaluation of graduates' employment quality and satisfaction evaluation of employers. In self-evaluation of employment quality, attention has been paid to the aspects of job stability, salary and treatment, job adaptability, job expectation coincidence, professional counterpart rate and so on. The school collected 2731 valid questionnaires, according to the statistics of undergraduate, junior college and major, the overall satisfaction rate was more than 70%.

Xi'an Traffic Engineering Institute's "2018 Employment Quality report" does not show the graduates' satisfaction survey status.

4. Evaluation and Analysis on Employment Quality of Seven Universities

Xi'an Peihua University is the earliest private undergraduate university in Western China, which has the tradition and characteristics of female education and vocational education. The ratio of male to female undergraduate students is 1:2.09 and for junior college students is 1:2.52, which shows the advantages and traditions of female education and training in the school. Under the circumstances that the number of Chinese college students is increasing year by year and the employment situation become tough, especially for female college students, Xi'an Peihua University has done a lot of work in this area, such as strengthening the links between Government and schools, cooperating successively with Shaanxi Women's Federation, Shaanxi Women Entrepreneurs Association and other units, holding special recruitment fairs for female college students. which has achieved good results, whereby most female college students have obtained good employment.

Xi'an Fanyi University was founded by Mr. Ding Zuyu, a pioneer of Chinese private universities and a contemporary outstanding educator, who was once well-known in China. He created the "foreign language + professional + modern skills" and "professional + foreign language + modern skills" compound and practical talent training mode, which enables graduates to have strong employment competitiveness and have good prospects in the employment market. The school actively brings alumni into play the role as a bridge and link in the employment process. In 2018, 79 alumni companies returned to the school to recruit 113 graduates, and held 16 employment and entrepreneurship reports. The Xi'an Alumni Association provides Teacher Employment Training in advance for preschool education major graduates, Jiangsu Alumni Association provides employment information service sector for graduates called "translation-transit-bridge", Henan Alumni Association provides employment financial support for graduates from Henan province, Zhejiang Alumni Association provides free accommodation for graduates who will work in there, and Guangzhou, Shenzhen Alumni Association provides employment channels for graduates in foreign trade industry.

Xi'an Eurasian University is the leading business university of China's private universities, it ranked first in the "Ranking of China's financial and economic private universities" for six consecutive years on China Alumni Association's Website. Xi'an Eurasian University attaches great importance to the employment of graduates, takes serving Shaanxi's economic construction as the main line, focuses on improving the quality of personnel training, adheres to the working idea of

“taking comprehensive care for personal growth, guiding career development throughout the whole process”, and promotes graduates’ high-quality employment through Career guidance, order-training, job recommendation and follow-up research, etc.. The school establishes a supply and demand platform, understands the employment status and willingness of each graduate through the Employment Commissioner, records the employment intention of graduates in detail such as job location, intention, salary and so on, establishes the database of graduates' job-seeking intention. At the same time, the school input the recruitment information such as the nature of the employer, the location, the requirement of educational background, job requirements, etc. into the employer’s job demand information database, compare the graduates’ job intention with the requirements, smart-matching key information such as education, major and location, deliver accurate recruitment information that meets the requirements for graduates.

Xijing University is the first private university in China to pass the undergraduate qualification assessment by the Ministry of Education, it is also one of the first five private universities in China to obtain the qualification of cultivating master’s degree students. Xijing university utilizes modern information technology to provide full guidance, full service and comprehensive promotion for students to employment and entrepreneurship. A total of more than 90 job recruitment activities for 2018 graduates have been held, with 1,816 employers offering 60,058 jobs, and have achieved good result. The university implements Key-assistance policy, provides 1,000 yuan one-time job-seeking and entrepreneurship subsidies per person for 801 graduates of 2018 with family difficulties, provides 1-2 yuan economic meals for graduates with financial difficulties, and provides sufficient work-study jobs on campus.

Xi'an Siyuan University is the first private college in Shaanxi Province that has been approved to recruit students from Hong Kong, Macao and Taiwan, it actively responds to the call of “public entrepreneurship and innovation”, continuously to be guided by a culture of innovation, leads entrepreneurship with innovation, promotes students’ employment enthusiasm through entrepreneurship, and promotes steady improvement of employment quality. The school has built a “Students Entrepreneurship Base” to provide free entrepreneurial service for students; introduced management systems such as “Management Methods for Students Entrepreneurship Bases”, “Management Methods for Entrepreneurial Mentors”, etc. to “escort” students' innovation and entrepreneurship activities. The university successively signed “Strategic Cooperation Agreement on College students' innovation and entrepreneurship practice base” with “Economy” magazine, and jointly established "College Students' Entrepreneurship Coffee", signed agreement with Shaanxi SME Service Center to set up "Shaanxi SMEs Venture Incubation Base for College", applied to set up KAB venture club, jointly established “Xi 'an Iron Lion Incubation Base” with alumni, and formed a service system of “on-campus pre-incubation and off-campus precise hatch”.

Shaanxi Institute of International Trade and Commerce (SIITC) is a business and medicine-based undergraduate college founded by Buchang Pharma Group, and its pharmacy major is unique in Shaanxi province. Enterprise-run school has certain advantage in employment, especially for the graduates who are professional counterparts. The school are aggressively planned and actively contacted with the production and sales system of Buchang Group, organized on-campus career talk given by various branches of the Group and held 6 job fairs, 281 graduates signed up for working in Buchang Pharma Group.

Xi'an Traffic Engineering Institute is a general undergraduate university with rail-transit major as its specialty, the majors offered meet the urgent needs of the rapid development of the rail transit industry in contemporary China. The school strengthened cooperation between school and enterprise through actively established a broad contacts with all branches of China State Railway Group Co., Ltd. (CHINA RAILWAY), China Railway Group Limited (CREC), China Railway Construction Corporation Limited (CRCC), local railway companies and local subway companies, invited them come to the university to recruit, which has achieved good results.

5. Summary

Above all, these 7 private universities in Shaanxi Province have their own specialties in employment, and have made great achievements, however, there is still a gap compared with the public undergraduate universities, which is more visible when compare with first-class undergraduate universities. In order to continuously improve the quality of graduate employment, the schools should orient correctly, control the scale, construct the teaching team constantly, strengthen connotation construction, adjust major structure, strengthen the cooperation between school and enterprise, and pay more attention to the students' career planning, employment and entrepreneurship education, and continuously expand the new form of education by taking the advantages of developing information technology [9].

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