

A Study on the Effectiveness of Career Information Collection as a Way to Promote Graduate Students' Employment

Bin Cai¹

¹Graduate School, Capital University of Economics and Business, Beijing 100070, China

Keywords: *graduate student, career information, collection and utilization, new education skills*

ABSTRACT Under the background of Economic Globalization and Global Economic Fluctuation, the employment environment of graduate students, especially graduated students, is getting worse and worse, and the situation of employment difficulties is endless. With the pressure of employment, the information-based means and information dissemination speed of the employment service in universities have been gradually accelerating. How to collect and use the employment service information well is very important. The purpose of this paper is to study the function, content, method and importance of vocational information collection, discuss how to use the new modern means of communication and Internet communication, improve the utilization efficiency of graduate employment service information, explore the timeliness of vocational information collection as a path to promote graduate employment, and promote the smooth and high-quality employment of graduates.

1. Introduction

These days, the demand for high-quality education is becoming more and more intense. The scale of graduate education in Colleges and Universities is expanding rapidly. In 2003, the total enrollment of graduate students in China was more than 260000. In 2017, the number has reached a record of 584416. The improvement of the total enrollment of graduate students has brought the continuous change of graduate employment system, and a new era has come. Graduate employment has changed from a single "National Distribution" to a "Two-way Choice, Independent Job Selection", from a "high-level work" to a basic work "starting from scratch", from the original "one person is hard to find" to "one post is hard to find". The advantages of graduate employment in the new era have no obvious characteristics. When graduate students graduate, they are faced with ever-changing workplace, which is affected by global economic fluctuation and industrial structure adjustment, poor employment channels for graduate students, mismatch between supply and demand of graduate students; employment structure, disconnection between the structure of some disciplines and the demand of human resources market, and incomplete matching between graduate students; employment ability and job requirements. As a result, the employment pressure of graduate students has been greatly increased. In order to be more competitive in the job market, graduate students must not only strengthen their comprehensive ability and quality, but also understand the market and adapt to changes. If you can get the career information you need in time, you will undoubtedly seize the opportunity of employment and get the initiative. In the process of employment preparation, the more extensive the information obtained, the wider the vision of job-hunting; the more accurate the information obtained, the higher the hit rate of job-hunting. Therefore, graduate students have a strong sensitivity to career information, and can realize that the rational use of career information will play a crucial role in the process of obtaining employment opportunities. In the early stage of the job-hunting process, it is necessary to collect career information in the largest range and sort, classify and file it to establish a smooth employment channel and ensure that graduate students can use what they have learned. The application of career information provides a strong guarantee for improving the employment rate of graduate students.

2. Literature Review

Scholars have done a lot of research on the construction of vocational information collection and employment public service platform. Xiao Bo pointed out in the research on the importance of vocational information collection in Colleges and universities that the three-level employment public service platform of Province, University and Department should be established, and the virtual technology of cloud computing should be used to realize the reasonable and effective sharing of various institutional resources, on Share employment information and integrate services to improve the utilization rate of employment information resources^[1], in *Journal of Heihe University*, 2017(07). Guo Hongfei put forward a personalized and self-service employment information service platform for college graduates following the pace of the new era in the research on the acquisition and service construction of employment information for college graduates, which realizes the hierarchical management mode of informatization, full membership and systematization, and provides a way to promote the full employment and high-quality employment of graduates^[2], on *Research on employment information collection and service construction of college graduates*, in *Education Modernization*, 2018(28). A lot of research work of scholars provides us with a lot of valuable information.

3. The Definition of Career Information and the Role of Career Information

3.1. Definition of Career Information

Career information is a general designation of all information related to career^[3]. Complete career information includes practice resource information, career news information, career policy information, career evaluation information, etc. According to the different objects of vocational guidance, we can divide the vocational information into several parts, such as new growth labor market vocational information, laid-off and unemployed personnel vocational information, rural surplus labor market vocational information, and on-the-job personnel professional information.

3.2. Role of Career Information

With the development of modern technology innovation, especially the development of global communication and Internet, the basic role of career information in career guidance process is particularly important. In the process of vocational guidance, it is necessary for vocational guidance personnel to collect and process all kinds of vocational information to provide job seekers and workers with corresponding vocational information, exchange vocational information with all aspects, and help vocational guidance objects to make decisions.

The collection and application of career information build a bridge for individuals, enterprises and society. Influence individuals, promote work and achieve growth through career guidance. In terms of personal impact, professional information provides corresponding information support, explains that individuals understand the specific requirements of society for different professional roles, cultivates the awareness of professional roles, understands corporate culture, values, experience and norms, determines professional ideals, enhances personal social adaptability, is conducive to the socialization of individuals, and is conducive to the establishment of a correct professional outlook. Through these information and the guidance of vocational guidance practitioners is conducive to making wise career choices for individuals, and to the physical and mental health and personal development of workers.

4. Contents of Career Information Collection

Paying attention to the integrity of career information collection can improve the operability of information application. Based on the actual situation of students, it is necessary to adjust and flexibly select the contents of collecting professional information in time, generally including the following aspects:

4.1. Relationship between Major and Career

Higher education should change its educational thought, establish a new concept based on ideological quality, comprehensive quality and ability, and train high-quality comprehensive talents with comprehensive professional ability. Therefore, the school's professional education must be combined with the needs of work practice and academic development, with the professional industry in which it is engaged, and with the training of professional talents for social occupation. Collecting the relevant information about the professional needs of the occupational categories can not only help the students understand the employment direction of their major, assist the graduates to determine the type of graduate employment units, but also play a good role in guiding the orientation of professional knowledge learning of the students in school and the setting of school running Majors.

4.2. Social Status of Career and Relevant Policy

Most of the students who enter the graduate study stage are in the state of "school door to school door", they do not fully understand the social characteristics of the profession, and even confuse the relationship between the major they study and the social profession they will be engaged in. For example, some of the students who have just entered the financial major study only know that they want to work in the bank after graduation, and think that the financial industry is cash in and cash out business, that is to serve at the bank counter, they can only rely on seniority, and they are not aware of the urgency and importance of professional skills and social professional needs. The introduction of the information about the social status of the occupation can help the students to understand the characteristics of the occupation, and make the students develop from loving the profession to loving the profession, loving every profession, even every type of work. In addition, to cultivate students, we need to have high professional ethics and solid professional skills. At the same time, to do a good job in graduate employment, we need to collect and inform the state's macro-control policies, collect information about the development prospects and economic market development needs of all walks of life under the existing policies of the state, so that students can understand the state's policy support for various occupational categories, It provides certain reference factors for graduates' career choice.

4.3. Professional Unit Information

Vocational unit information is the main content of vocational information collection, it is the embodiment of vocational information, and it is an important reference index for graduates to make career choices. Generally, it includes: Unit Nature, Unit Composition and Scale, Historical Evolution, Industry Type, Business Situation, Main Business, Social Reputation, Position Name and Category Provided, Quality Conditions Required for Graduates, and Cooperation. Work or employment methods, work content, labor security, assessment, promotion and development, unit address and contact information, etc. detailed information collection of vocational units is an important guarantee for successful recommendation of graduates for employment.

5. Methods and Approaches of Career Information Collection

Professional information collection is a long-term and lasting work. The collectors should have good personal quality and high collection skills. They should have the working style of perseverance and excellence. They should also have the working attitude of being honest and trustworthy, being kind to others, being smart and courageous, and being meticulous.

5.1. Direct Collection Method

Direct collection is a method of obtaining first-hand information through field investigation, interview, personal experience and witness. The carrier of vocational information is all kinds of vocational units. The collection of information should be divided into various vocational units

according to the types of majors learned by graduates, supplemented by the division of national administrative regions as the basis to determine the collection objects. In order to ensure the collection quality, it is not appropriate to determine too many collection units each time. Before collecting professional information, we should determine the collection objectives and contents, screen the collection objects, and make full use of the social relations of the collection objects to complete the collection task. In addition, it is necessary to draw up a careful collection plan and prepare for the psychological and data before collection. To collect professional information directly, the collectors should have high individual comprehensive quality and strong appeal. The collectors should pay attention to their own image, speech and behavior, timely recommend the characteristics of colleges and universities and the employment advantages of graduates, at the same time, timely grasp the demand information of employers; pay attention to the collection skills, pay attention to the access system of industry characteristics, do not collect industry economic secrets, and respect the collection objects; directly collect information should be carefully recorded. After the completion of on-site collection, the collector shall pay attention to the timeliness of information and timely feedback relevant results to the employer, so as to be trustworthy, accurate and efficient.

5.2. Indirect Collection Method

Indirect collection method refers to the collection method of obtaining career information indirectly through a certain medium^[4]. Usually through telephone, newspaper, books, TV, Internet, oral introduction to complete the collection work. After a period of direct collection, telephone contact, popular oral introduction, network information transmission, recommendation of previous graduates back to school and so on become the main form of vocational information collection. To collect career information indirectly, we should be sensitive to career information at any time in our work, and we should not tire of summarizing and sorting out all kinds of information. Not only that, in the information collection activities, it is necessary to mobilize all aspects of the school staff to provide professional career information, to contact the employed graduates through the employment WeChat group, to mobilize all, mobilize the masses, and fully tap the employment information of various occupations. Indirect acquisition method has the characteristics of large amount of information, economy and efficiency. However, the application of employment information should pay attention to employment safety. The authenticity and reliability of information need to be strictly verified and screened in the collection. Compared with direct collection, indirect collection of career information needs more acute wisdom and rigorous work attitude.

6. The Importance of Career Information Collection

At present, employment not only depends on personal knowledge, ability, physical strength, social and economic factors, but also depends on the quantity and quality of professional information. The amount and quality of information, often become the key to determine the success of a career. Therefore, vocational information is of great significance for college graduates to apply for jobs. Its importance is mainly reflected in the following 5 aspects.

6.1. Career Information is an Important Basis for Graduates to Choose a Job

In order to make a good decision, we must have the guarantee of employment information. For example, the national employment policy, the employment policies of all localities and industries, the employment rules of their own institutions, relevant employment agencies, specific responsibilities, etc. Of course, what's more important is the employer' demand information. The accuracy of graduate students' decision-making will be greatly reduced if the occupation of these information is insufficient.

6.2. Career Information Stimulates Students' Enthusiasm for Employment

Integrating the collection of vocational information into the employment guidance and education of

Postgraduates can help students to establish a correct career ideal and outlook, and promote students to improve their professional quality and comprehensive professional skills. The students who have just entered the postgraduate stage have a vague concept of "occupation" and are more passive in employment^[5]. Their social experience is relatively shallow and simple. Most of their knowledge sources are mainly taught by teachers and they form a habit of dependence. In the employment education, we guide students to carry out career planning, directly participate in collecting career information, understand career characteristics, make students' psychology transition from curiosity, excitement and timidity to nature, richness and maturity, stimulate students' employment desire, make them feel the urgency of mastering comprehensive vocational skills, and change students' career outlook and outlook on life.

6.3. Career Information is a Reliable Guarantee for the Smooth Interview of Graduates

In today's society, almost all enterprises and institutions attach great importance to the overall quality of talents, and the main way to fully understand and inspect the overall quality is interview. Interview is the key link in the process of job application. If you want to pass the interview successfully, you must have a deep understanding of the situation of the employer. If in the interview process, you can only show your intention to apply for a job in an abstract way, but you have no idea about the nature of the unit, its main functions, personnel structure, its past history and future development, then you can imagine the result of the interview.

6.4. Career Information is Conducive to the Future Development of Graduates

For many graduates who feel dissatisfied after delayed employment or employment, having certain career information can help them understand the society and themselves, facilitate their future development, and also be conducive to the realization of independent entrepreneurship, self-development and career design in the future.

6.5. Collecting Information is Conducive to Improving the Popularity of the University

In order to collect professional information, colleges and universities need to strengthen contact with the outside world, start regional, go to the whole country and look at the world. While collecting Career information, colleges and universities are constantly promoting themselves, introducing the University's characteristics, promoting the quality of vocational information collection and shaping a good image by closely promoting the combination of "production", "learning", "research" and "business". The good performance of graduates in the employment unit will also push the good image of the University further.

Acknowledgment

I would like to extend my sincere gratitude to Ms. Meng Cai, for her instructive advice and useful suggestions on my paper. I am also deeply indebted to all the other teachers in Graduate School for their direct and indirect help to me. Finally, I am indebted to my family for their continuous support and encouragement.

References

- [1] Xiao Bo, Research on the Importance of Vocational Information Collection in Colleges and Universities. *Journal of Heihe University*, 2017(07)
- [2] Guo Hongfei, Qi Qiaoling, Dong Yongfeng. Research on Employment Information Collection and Service Construction of College Graduates. *Education Modernization*, 2018(28)
- [3] Wang Qi, Xu Yanli. A Study on the System Construction of Vocational Guidance for College Students. *Journal of Liaoning Institute of technology*, 2007

- [4] Yu Xiuping. Focusing on the Development of Employment Resources from the Perspective of Employment Flow of Higher Vocational Students. China University Student Employment, 2007 (13)
- [5] Luo Jinlian, Zhang Hong. Study on the Construction of Career Guidance System. Talent Development, 2007 (5)