

Analysis and Countermeasures of the Employment Difficulties of College Students

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ABSTRACT

In recent years, with the rapid development of higher education, the number of university graduates has increased year by year. While meeting the society's demand for advanced talents, it has also brought about serious employment problems. Difficulties in obtaining employment for college students are not only social factors, their own factors, but also factors of colleges and universities. The problems of employment difficulties for college students must be solved from the perspectives of colleges and universities society, college students themselves and universities and other aspects. It requires the joint efforts of all parties to promote the employment of graduates to get rid of the current difficulties and get on the right track.

Keywords: *College students, Employment difficulties, Reasons, Countermeasures.*

1. INTRODUCTION

In recent years, with the rapid development of higher education, university education has moved from elite education to mass education, and the number of enrolment has gradually increased. As a result, a large number of graduates have entered the society, which not only meets the society's demand for advanced talents, but also brings severe employment problems. In particular, the current employment system for college graduates in China has shifted from the past state contracted distribution to independent job selection. On the one hand, it provides graduates with more employment options and opportunities; on the other hand, it also makes the employment problems of college graduates increasingly serious. According to data from the Ministry of Education, in 2004, there were 2.8 million college graduates, with a one-time employment rate of 61.3%; in 2005, it was 3.38 million, which surged to 4.13 million in 2006, and 4.95 million in 2007, and the employment rate was around 70%; in 2008, there were 5.32 million college graduates, with an employment rate of 70%; in 2009, it reached 6.1 million. As of the end of October 2009, the

employment rate of college graduates across the country had reached 83%, and there were more than 1 million college students who had not been employed in previous years. The employment of university graduates is not only related to the future of each student, but also related to the major events of China's social human resources and economic development.

2. REASONS FOR COLLEGE STUDENTS' DIFFICULTY IN OBTAINING EMPLOYMENT

2.1 Social Factors

In just a few years, higher education has entered the era of massification. One of the direct results of large-scale enrolment expansion in ordinary colleges and universities is the rapid growth of college graduates. The problems, such as the number of college graduates has increased year by year, coupled with the continuous increase in the number of registered unemployed in urban areas, the reform of the national personnel system and institutional reforms have scattered some corporate personnel to the society and re-employed, and the impact of the international financial tsunami, have made the economic growth to create jobs far from being able to meet the needs of employment, and

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have made the severe situation of the overall labor supply and demand imbalance in China constitute the basic background of the difficulty of employment for college students.

Due to the regional imbalance in social development, the eastern developed areas and coastal areas provide graduates with a good living environment and career prospects, and become areas where graduates are rushing in. But in small cities, grassroots and rural areas, as well as the western regions, there are almost no college graduates coming to work. Moreover, factors such as household registration, files and even gender differences are still stumbling blocks to the employment of college students. Because there is no registered permanent residence in the place where the employer is located, college students can only look forward to many good job opportunities and sigh. Nowadays, many employers set their own employment thresholds, requiring job seekers to have more than two years of work experience. Many recent graduates often find it difficult to find a job due to lack of practical work experience. Students from rural areas and female college students are even more disadvantaged in the process of employment.

2.2 The Factors of College Students' Their Own

2.2.1 The Concept of Employment Is Unreasonable

Most of the college students choose to work in developed areas and high-paying sectors, and fewer are willing to work in underdeveloped areas. A survey of more than 3,000 undergraduate graduates shows that 74.8% of them first choose to go to work in Beijing, and only 2% of them choose the central and western regions as their work places. The aspiration value of income of these graduates is 2,000 to 4,000 yuan per month, and they resolutely do not do anything when the salary is less than 2,000 yuan per month. This shows that college graduates may have the initiative to not find employment.

Their overall quality is not high, especially their practical skills are poor, which makes it difficult to meet the requirements of employers. Many college students only focus on the courses they have learned in the school, lacking knowledge accumulation in multiple fields and the ability to solve practical problems. In addition, their ability to communicate with others is not strong, language

skills are insufficient, and social experience is lacking. They are nervous and flustered in the application situation and cannot fully demonstrate themselves, thus missing many good job opportunities.

2.2.2 Most College Students Lack Career Planning

Most students lack a clear positioning of themselves and do not have a good plan for their careers. Many college students have a mentality of "studying decades in a poor condition and becoming famous in one fell swoop", so their expectations for the job selection are quite high. High expectations drive graduates to always yearn for high salaries, high positions, and high starting points, and they do not consider factors such as their career interests, abilities, career development prospects, etc. As long as it is an occupation that is not closely related to their own profession, as long as the job is of low income and poor treatment, they would not consider about the job. They seldom consider whether their employment expectations are in line with reality. Doing so can only artificially increase the difficulty of their employment and lose many employment opportunities.

2.3 The Factors of Colleges and Universities

2.3.1 The Effective Supply and Structural Imbalance of Higher Education

In the Chinese education system, examination scores have always been used as the core criteria for evaluating educational achievements, while ignoring the cultivation of students' abilities. Some schools have too detailed professional settings, and the quality structure of the talents they cultivated is single; some schools have backward methods and concepts, lack of market awareness, and professional settings are out of touch with market needs; some schools blindly expand their enrolment in order to develop the hardware but lack the necessary funds, and the continuous expansion of enrolment results in a decline in the overall level of students and the quality of teaching.

2.3.2 Employment Guidance Is Not in Place

At present, the more common methods of employment guidance work in colleges and

universities are to hold the "Graduate Employment Mobilization Meeting" and "Employment Situation Reporting Meeting" on the eve of college students' graduation. Due to the lack of overall consideration and overall arrangements for employment guidance work, the content of employment guidance work is narrow, and it is often only an explanation of the employment situation and employment policies. However, there is less focus on the guidance of college students' employment concept and value orientation, the cultivation of choice ability and professional ethics education, and it is difficult to adapt to the requirements of the current employment situation. At present, the current situation of college students' difficulty in obtaining employment is caused by many factors. To solve this social problem, it is a must to mobilize various forces and make many efforts.

3. COUNTERMEASURES TO SOLVE THE EMPLOYMENT DIFFICULTIES OF COLLEGE STUDENTS

China attaches great importance to the employment of college graduates. In 2009, the central government organized a large number of grassroots employment projects — attracting 200,000 college graduates to work in grassroots social management and public service positions, selecting 20,000 "village officials" to work in local grassroots party branches and village committees, arranging 50,000 to 75,000 special posts for teachers in rural compulsory education, providing more than 20,000 positions in the "Three Supports and One Assistance" (supporting agriculture, education, medical support and poverty alleviation) plan, and selecting 10,000 fresh graduates to serve the western regions. In addition, various colleges and universities are also digging into information and finding jobs in all walks of life, and doing their best. How to better solve the employment difficulties of college students should be considered from the following aspects.

3.1 Social Factors

It is necessary to emphasize the responsibilities of government departments in the employment of graduates. College graduates should not only be competitors for existing jobs in the society, squeezing out job opportunities, but also be pioneers of new jobs, bringing new job opportunities to the society. The government should encourage college students to start their own

businesses, and introduce corresponding policies to provide special preferential treatment for self-employed university students in approval, loans, industrial and commercial registration, taxation, etc., and provide them with professional guidance, legal consultation, market analysis and other services; government departments should formulate relevant policies and preferential policies to encourage college graduates to work in rural and western regions. It is necessary to break the employment barriers caused by the household registration system, standardize the job market, and promote the rational flow of talents and the rational allocation of talents. It is also recommended to establish a nationwide employment information service network, speed up information circulation, strengthen forecasting research and reports on social needs, and truly provide graduates with meticulous and thoughtful employment services.

3.2 Factors of College Students

Their Own College students should make adjustments and strive to change their employment concepts, adjust employment expectations, and strengthen career planning. College students should abandon the complex of "social elites" from reality, truly agree with the concept that workers have no distinction between high and low, and should appropriately adjust their employment expectations according to the supply and demand of the talent market. Adjusting the employment expectations is not about having no choice in the unit, but to redefine their life track on the basis of career planning and career development concepts, to establish a long-term career development concept, and to truly realize the transition from re-learning majors to understanding careers and practicing careers, abandoning the old notion that choosing a career must be done all at once. Wang Yukai, a professor at the National School of Administration, suggested that college graduates should establish the concept of finding employment before choosing a career. College students should take the initiative to seize opportunities, collect more relevant career information, participate in more job fairs, take the initiative to attack when they find employment opportunities, and don't be afraid of failure. When they encounter setbacks in the job search process, they should objectively analyze the reasons for their failure, regard employment as a good opportunity to understand and adapt to the society, and continuously improve their social viability, and then rely on their own efforts to gradually realize self-worth through legitimate career mobility.

It is also necessary for college students to improve their own quality and master the initiative in employment. Facing the severe employment situation, the personal qualities, abilities, expertise and team spirit of graduates will be important factors leading the graduates to choose their jobs. Only by constantly improving their own quality, cultivating their innovative spirit and practical ability, and mastering strong skills can college students take the initiative in the employment competition and seek their ideal positions. At the same time, it is a necessity for them to have the courage and insight to start a business independently, and give full play to the strengths of their skills. While solving their own employment, starting their own businesses also provides new employment channels for the society and eases employment pressure.

3.3 Reform of Colleges and Universities

First, colleges and universities should rationally adjust the discipline structure and professional settings according to market needs to integrate them with the employment trend of graduates, increase the number of enrolment of majors in urgent need of society, and set unreasonable majors to reduce the number of enrolment. The schools should internally adjust their own teaching content and teaching methods, change the past training model that emphasizes theory, ignores practice, emphasizes knowledge, and ignores ability, and further update their concepts. "Teaching people how to fish is worse than teaching people how to fish." It is necessary for the colleges and universities to shift from low-level purely disciplinary technical training to the cultivation of innovative consciousness and self-reliance. They should also pay attention to the needs of social development for interdisciplinary talents, and strengthen the cultivation of students' comprehensive qualities.

Second, it is a must to establish a high-quality and professional employment guidance team to strengthen the employment guidance work for graduates. To strengthen the employment guidance for college students, it is necessary to put the employment guidance work throughout the entire study life of college students, not just the students who are close to graduation. Professional training should be provided to full-time personnel engaged in employment guidance for college students to improve their professional level and overall quality. The colleges and universities should actively recruit

teachers with expertise in education, psychology, and sociology to enrich the employment guidance team. They need to implement the unit return visit system, find new employment space, understand the working status of graduates through return visits with employers, employers' opinions on school education, teaching, employment work, and employment needs information, which is conducive to long-term stable cooperation with employers. It is also necessary for the schools to strengthen cooperation with local enterprises and institutions, establish practical bases, etc., create conditions for students to have opportunities for practical exercises, and provide them with a wide and in-depth interactive platform for entering the society in advance, truly realizing the transformation from teaching knowledge-based to case-based inspiration, hands-on practice and target practice training quality.

Third, career planning education for college students will help college students improve their employability, adjust their career attitudes, and establish a scientific outlook on employment and entrepreneurship, to realize the transition from the students' self-design education to professional cognition and career adaptation guidance. It is necessary to make college students aware of the restrictive effect of the occupational environment on employment positioning, tell them which occupational environment they should know, and how to understand and practice occupations. College students need to understand that in the process of transition from student to professional, they must first solve the problem of responsibility. They must recognize that a serious and responsible work attitude is the basic requirement of a company for employees, and it is also the starting point for their own career success. They should gradually cultivate the habit of being responsible for their actions in campus life. Colleges and universities should focus on cultivating the ability to adapt skills to the profession and the ability to adapt to the team. At the same time, they should not neglect to cultivate the ability of college students to adapt to the unit culture. They also need to actively contact and understand the corporate culture, which is of great significance for students on their successful job applications and rapid adaptation to the workplace environment.

Schools should offer career planning courses, and invite successful business people to come to the school to give lectures to students, so that every student can theoretically know what to do and how to plan and develop their own careers.

Supplemented by psychological guidance in career selection, graduate students are guided to fully understand themselves from their own interests, hobbies, abilities, characteristics, temperament, knowledge level, etc., to understand themselves, and to discover their own advantages, shortcomings and potentials, so that they can form a correct self-positioning. At the same time, schools should actively explore cooperation with professional education and training institutions and increase vocational quality education courses, including business etiquette, psychological health, communication with others, and integration into the team, so as to help students more quickly integrate with future employment units.

4. CONCLUSION

The alleviation and resolution of the employment difficulties of college students depends on economic development, and it is also inseparable from the system reform and the renewal of ideas. Solving the employment of graduates is a systematic project, involving the government, society, schools and students themselves. It requires the joint efforts of all parties to promote the employment of graduates to get rid of the current predicament and get on the right track.

AUTHORS' CONTRIBUTIONS

This paper is independently completed by Chao Zhang.

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