

Research on Countermeasures of Promoting Employment Ability of College Graduates

Take Colleges in Henan as Examples

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Abstract—Employment ability is a kind of comprehensive ability to get a job, keep the job and continuously make progress in working. This article analyzes deficiencies of employment ability of college graduates in Henan province, and discusses about how to effectively promote employment ability of college graduates from four aspects, including government, colleges, graduates and employers.

Keywords—construction of Central Plains Economic Zone; graduates; employment ability

I. INTRODUCTION

The concept of employment ability was put forward by British scholars in 1950s at first. The research objects of employment ability were mainly college students. Since then, many western scholars carry out researches on employment ability of college students. Gode Schmid from Switzerland thinks that modern college students should have the following five employment abilities in obtaining employment: the first is employment motive and good personal quality; the second is outstanding interpersonal skills; the third is rich scientific knowledge; the fourth is taking effective measures in working; the fifth is sharp and broad field of vision. In 2004, British scholars Knight and York put forward the famous USEM model, which contained four elements, including personal quality, comprehensive ability, professional knowledge and skills as well as general skills.

The research on employment ability in our country started from the 1990s. Scholar Zheng Xiaoming is the first person who puts forward the concept of employment ability of college students. He thinks: The so-called employment ability is a kind of ability to realize self value. This ability is acquired by college students through learning of knowledge and development of comprehensive quality in school. Guo Zhiwen and Song Junhong do research on employment ability of college students from four dimensions, including personal traits, personal environment, individual strategies and structural elements. Tan Zheng thinks that employment ability includes four aspects, including human capital, social capital, lifelong learning and dynamic features. In 2010, MyCOS Company referred to SCANS standard from America and published the Report on Employment of Chinese College Students in 2010. In this report, they summarize 35 basic working abilities of Chinese college

students into five types of abilities, including ability of thinking, operational ability, management ability, application analysis ability, as well as understanding and communication skills. The report not only helps to provide effective dimension for employment ability of college students, but also has important reference significance for some colleges to improve design on occupational guidance and for students to carry out effective career planning.

In September 2011, the State Council issued the Instruction on Supporting Construction of Central Plains Economic Zone in Henan Province. Henan province enters the important development period to construct Central Plains Economic Zone. During this period, how to better and faster promote the level of human resource development in Henan is of great importance in accelerating the construction of Central Plain Economic Zone and promoting the rise of middle area.

Talents are the first elements of social development of human being. The construction of Central Plains Economic Zone needs the supports of high quality talents. Graduates in Henan colleges are the direct participants of construction of Central Plain Economic Zone. In recent years, the aggregate of regional economy in Henan province and the surrounding provinces and cities has advanced rapidly. Many well-known enterprises successively settle in the Central Plains. All of these provide adequate employment opportunities and broad employment platform for college students in Henan, and provide new opportunities for the employment of college students in Henan province as well. At the same time, employers also have higher and higher requirements for working abilities of graduates. Employment ability has become an important influencing factor and key indicator for the successful employment of college students. Therefore, it has important theoretical meaning and realistic value to research problems existed in employment ability of college graduates in Henan and how to improve their employment abilities and make them conform to the requirements of construction of Central Plains Economic Zone.

Our research group deeply investigates and surveys students at eight colleges and universities in Longzihu College Park, including Henan Agricultural University, Henan University of Finance and Economics, Henan University of Traditional Chinese Medicine, Henan Police College, Henan University of Animal Husbandry and

Economy, Henan Polytechnic, Henan Radio and Television University (Zhengzhou Vocational University of Information and Technology), and Henan Institute of Education, graduates and 53 enterprises in society, finds problems existed in employment ability of college graduates in Henan, analyzes reasons of these problems, and puts forward countermeasures and suggestions to promote the employment ability of college graduates in Henan, and then clearly puts forward the development direction of employment ability of college graduates in Henan to provide references for government sectors, education departments and employers.

II. ANALYSIS ON PROBLEMS EXISTING IN EMPLOYMENT ABILITY OF COLLEGE GRADUATES IN HENAN AND THE CAUSES

Employment ability is a kind of comprehensive ability. Most scholars agree that employment ability has close relationships with comprehensive quality of college students. Employment ability includes many elements and there are many opinions in academic circles, but the final conclusion has not been reached up to now. The author thinks that employment ability is a kind of comprehensive ability to get a job, keep the job and continuously make progress in working. This kind of employment ability mainly has four aspects, including practical ability, ability of knowledge expansion, and ability of career planning and professional quality. The research group uses the five aspects as interview content and content of questionnaire design to analyze problems existed in employment ability of college graduates in Henan and the causes.

A. Insufficient Practical and Operational Ability

The results of questionnaire for employers show that when 98 percent of employers recruit graduates, they consistently require students to have certain practical ability. But in reality, most students have no specific practical experience in school. It mainly shows in: Firstly, although many graduates have theoretical knowledge of professional discipline, they cannot apply theoretical knowledge that they have learnt to real work. Theory cannot guide the practice. Some graduates cannot independently undertake work task after three or four years of working. Secondly, some students get certificates related to computer, English or jobs in school, but they always cannot apply their knowledge and know well about working methods, and they are unwilling to go deep into work with not high professional dedication. When interviewing students at school and graduates, members in the research group find that more than 90 percent of students think the reasons why their practical abilities are insufficient are that the teaching in some colleges lacks practical contents, and the college education at present has many disadvantages. Most college educations lack practical contents and only focus on theoretical teaching. Some schools have practical course but teaching hours are insufficient. Some schools have no practice base and the internships of students are formalized. And some schools only require students to stamp on the table of internship during the internship period. They do not know whether students participate in the internship or

how about the results. Some schools pay inadequate attentions to activities that help to improve the practical and operational abilities of college students. Students seldom participate in extracurricular practical activities and technology competition or schools carry out few activities of this kind, so that theoretical knowledge of students seriously disconnects with actual operation.

B. Poor Ability in Knowledge Expansion

In the process of recruitment, many employers prefer to inter-disciplinary talents who know something of everything and everything of something, and have high requirements that college students should have extensive knowledge. It requires college graduates to break through limitations of professional knowledge and have broader knowledge background. However, in the investigation, we find that most college graduates ignore the expansion of scope of knowledge, and their knowledge structure is single. Besides, during the process of interviewing college students, we find that many colleges in Henan province still use teaching methods of theoretical type, emphasize the infusion of knowledge and pay inadequate attention to the cultivation of knowledge expansion ability of students. The course system is inadequate. In addition, they do not lead students to apply theoretical knowledge to real life and also do not let students independently do inquiry-based learning. Classroom teaching has not extended to extra-curricular knowledge and students have no broad scope of knowledge.

C. Lack of Ability of Career Planning

When investigating and surveying students in colleges in Longzihu College Park, we design the following six problems about ability of career planning: The first is that what your career objective is. The second is several stages to reach the objective and the stage that you are in at present. The third is the ability required to reach the objective. The fourth is how many channels that you have to acquire occupational information. The fifth is that how do you think your ability of career planning and how to improve it. The sixth is the formulation and execution of promoting the plan. In terms of the above questions, according to the questionnaire of students, it is found that college students have the following problems:

1) *Weak consciousness of career planning.* 42 percent of college students have no idea about their career objectives. The vast majority of college students think that career planning is too early for freshman and sophomore. And it is not late to think about this problem after the third year of college. Some think that career planning is one thing that they will do after stepping into society. After entering college, many students only attend class on time at ordinary times, participate in activities on campus. And some even feel unsatisfied with their majors after entering college, do not want to undertake the work related to their majors, but they lack long-term thinking on their career direction in the future, so they are not active and positive in learning, even become undisciplined and carefree and indulge in a life of pleasure and comfort.

2) *Inadequate ability of obtaining occupational information.* In terms of obtainment of occupational information, college students universally have the thoughts of “waiting and dependence”. They cannot actively look for channels of employment. 65 percent of college students will choose to look for job opportunities in recruitment fair organized by school or government. While only 27 percent of college students will actively release job-seeking information through other channels such as website or media. Some students even haven’t heard about websites of job hunting when they are asked about this. They know little about channel of employment, and only wait the school and relevant employment sectors to provide information, lack long-term consciousness and subjective initiative. Their abilities in obtaining occupational information need improving.

3) *Social practice has inadequate relationships with career objective.* Although many college students participate in social practice activities at school, they do not combine their work with career objective in practice. Some just want to earn some living expenses. Some just feel it is interesting and they do not have to face the boring learning all day long. They blindly take part in social practice without combining their operating post and consciously improving their abilities.

D. *Inadequate Professional Quality*

Professional quality determines the ability of a person about that he is competent for a job and the career development. It has four aspects, including professional ethics, professional consciousness, professional behavior and occupational skills. We find in the investigation that many students have insufficient accumulation of professional quality in school. In working, even students with better performance at school cannot give play to their advantages, as well as cannot effectively use professional knowledge to solve problems. Many employers reflect that some graduates do not pay attention to their job performance, but always pay excessive attention to the treatment and office conditions of enterprises. Employers particularly dislike the self-righteous behaviors that lack sense of responsibility.

III. COUNTERMEASURES TO PROMOTE EMPLOYMENT ABILITY OF COLLEGE GRADUATES IN HENAN PROVINCE

A. *Relevant Government Departments should Pay Attention to Cultivating Employment Ability of College Students and Creating Good Environment for the Employment of College Students*

1) *In terms of legal construction of employment.* Relevant government departments should make laws that help college graduates to obtain employment as soon as possible, form complete legal system about employment, strengthen and perfect employment system of college graduates. It is feasible to cancel household registration system in employment of college graduates to realize fair employment.

2) *Build the platform to develop employment ability of college graduates.* For example, they can serve as subordinate body of Education Department to create website

related to employment information about college graduates in Henan. On one hand, college students can release job-seeking information through the website; on the other hand, employers can publish talents required by them through the website, and then improve the centralization and effectiveness of information from all sides and form unified employment market of college students. Meanwhile, they can set up institutions about vocational training of college students and these institutions are free to encourage students to actively participate in. They can provide platform of vocational training for college students through institutions, make college students comprehensively know about the society, timely make career planning and improve their professional quality.

3) *The government should increase financial investment.* such as provide financial support for institutions of vocational skills training in colleges, including build development base of employment ability, stimulate all sectors of society to participate in the establishment of system of ability development, provide awards, financial aid or preferential policies for relevant institutions or projects that participate in the training of employment ability of college graduates.

B. *College Graduates should Meet Market Demands, Pay Attention to the Cultivation of Employment Ability.*

1) *Reasonably make career planning.* As the first stop of career planning of college students, colleges play a vital role. Career planning should start from freshman year and adopt different planning in different grades. For example, in freshman year, students can learn about the profession, think about what kind of profession they hope to undertake in the future and whether their hobbies and interests conform to their ideal. In sophomore year, students can take various social activities and social practices as more as possible. On one hand, it can practice their working ability. On the other hand, through deep understanding for society, students can timely revise and adjust their career planning and design. In junior year, students should pay attention to cultivate their employment ability when strengthening professional learning, and set up target of employment. In senior year, most students should have clear objectives for their profession. At this time, they should check whether the preparatory works are sufficient and timely revise and supplement if some aspects need improving and supplementing.

2) *Continuously expand scope of knowledge.* Professional courses are the core of learning of college students. In the process of learning, many college students pay attention to the learning of their professional courses, especially some courses about professional skill, such as majors of accounting and computer. Except for having solid professional skills, students should also continuously expand their scope of knowledge, such as grasp related knowledge about modern management and office automation and fluent foreign language. Besides, they should learn knowledge about humanities and social sciences to improve their culture and comprehensive ability, know more about extra-curricular knowledge that they are interested in and pay more attention to state affairs.

3) *Actively participate in research practice and social practice.* First of all, participate in more activities about practical teaching and scientific research in school, such as experiment operating in class, simulated performance in class and assignments after class, and some extracurricular practice course, such as educational practice, original works and enterprise internships. Secondly, participate in some social practice activities, such as make use of the social activities and community service activities organized in holiday and weekend. In this process, students can directly contact with all sectors and groups in society, which help to improve their practical ability and social experience.

Besides, college graduates should properly adjust employment expectations according to actual requirements. In terms of targets of employment that are not easy to achieve, students should actively lower employment expectations, establish scientific concept of labor and value, be willing to dedicate and dare to shoulder responsibilities and embody self value in working.

C. Institutions of Higher Learning should Bring the Employment Ability into Training Objective, Promote the Reforms of Education and Teaching in Colleges

1) *Cultivation about ability of career planning of college students.* In reality, in order to serve college graduates, colleges have set up and established courses and employment service agency to guide students to make career planning. In terms of courses, there should be professional teachers in school. They can arrange the courses according to actual requirements of different grades and these courses should run through the whole grade. They can open a course about career planning once a year. Meanwhile, for the employment service center that serves college students, colleges can establish laboratory for self-assessing of college students, regularly hold some competitions about employment planning for college students. Teachers can give personalized guidance to students, and help them to establish right career objectives and scientific profession-choosing concept.

2) *Change educational concept and promote practical ability of college students.* On one hand, schools can make use of their own advantages to establish base of internship and scientific research, encourage students to improve their scientific research level through practice. It is also feasible for schools to organize social practice activities of various forms at different levels. On the other hand, colleges can cooperate with units concerned to establish practice base outside school, organize students to go to the base to participate in social practice. Relevant personnel in enterprises can also train students about working ability and job skills. College should timely and effectively pass the requirements of employers to students. Different colleges can often exchange employment information and experience as well to improve their work efficiency.

D. Employers Strengthen the Connection and Communication between Colleges to Jointly Promote the Employment Ability of College Students.

Employers are ultimate consumers of talents. When employing college graduates, employers should base on job requirements and completely eradicate the phenomenon of high consumption of talents. At ordinary times, employers should strengthen the exchange and cooperation between administrative departments in colleges and do not connect and communicate colleges by the time when recruitment fair begins. Normal exchange and cooperation will make schools timely know about talents required by the society and their own requirements for employment ability of students, strengthen pertinence of schools for ability cultivation of college students. Secondly, employers should strengthen exchange and communication with college students, let students can consciously make career planning in learning and living. Finally, employers should provide practice opportunities for college students as more as possible, which help college students to improve their employment ability. Employers can have deeper understanding for students through the internship and choose talents who make them satisfied. In addition, it also saves and reduces their employment cost.

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