

# The Construction of College Employment Guidance Education Service System Under the New Situation\*

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**Abstract**—The current employment of college graduates faces new challenges. To do a good job in graduate employment, it is necessary to build a college employment guidance system, so as to give full play to the role of employment guidance in colleges and universities, and to realize the whole process and professionalism of employment guidance education. Education and improvement of students' employment competitiveness as well as social-economic adaptability have become the top priority of the current employment reform in colleges and universities.

**Keywords**—new situation; colleges and universities; education service system of employment guidance

## I. INTRODUCTION

In recent years, the adjustment of China's industrial structure, the gap between the training mechanism of colleges and universities and the requirements of employers, and the concept and quality of college students have made the employment guidance face a new situation. The employment problem of college graduates is related to the stability of the country, society and family as well as the continued healthy development of the school. Therefore, it is necessary to comprehensively strengthen the employment guidance for graduates according to the needs of the market and the actual situation of the graduates, so as to change the concept of employment. At the same time, it's essential to innovate the service mechanism, advocate the of employment nature of whole process, all staff, information and specialization to promote the individualized growth of students, enhance the pertinence of employment guidance work, and finally improve the effectiveness of employment guidance. Therefore, it's wise for the cultivation of the employment ability of college students by starting from constructing a scientific and perfect college employment guidance education service system to improve career guidance and service quality.

## II. CURRENT SITUATION AND EXISTING PROBLEMS OF EMPLOYMENT GUIDANCE EDUCATION IN COLLEGES AND UNIVERSITIES

### A. Not Enough Attention Is Paied to Employment Work

The main content of employment in most colleges and universities is administrative affairs, including the signing of student agreements, the sending of archives, and the dispatch of graduations. The form of employment guidance only stays in several keynote presentations such as resume production and interview skills. It is not targeted and has not yet formed a systematic curriculum system. Some colleges and universities focus on "importing" but ignore "exporting". They tend to pay great attention on recruiting students but not the employment. For them, too much vigor is set on striving for the source of students and expanding the scale of enrollment. And no enough attention to the employment and employment guidance of graduates can be paid.

### B. Insufficient Investment and Imperfect Hardware Facilities

Lack of funds is an important restrictive factor for the employment job of colleges and universities. Employment guidance services need to be market-oriented. It is necessary to establish channels for transporting talents and provide professional guidance services for students, which requires financial resources. Due to the insufficient attention paid to employment work in some colleges and universities, there is no appropriate policy bias in terms of funding, office conditions and establishment. The Employment Guidance Center is only used for teachers' work without corresponding professional evaluation rooms, consultation rooms, recruitment rooms, group counseling rooms and other hardware facilities. Professional evaluation software and career counseling tools are also lacking, which cannot provide professionalized employment guidance education.

### C. Lacking Timeliness and Pertinence in the Teaching Content of Employment Guidance

At present, the employment guidance form of college graduates is still relatively simple. The use of lectures and courses to carry out vocational guidance is relatively common in colleges and universities. These forms can meet the common needs of ordinary students, lack of pertinence. Those activities that can effectively cultivate skills are mainly

\*Fund: Research on the status quo and influencing factors of Xi'an college students' filial education under the guidance of socialist core values in the "Thirteenth Five-Year Plan" of education science in Shaanxi Province in 2018 (SGH18H493).

workshops, outreach training, group counseling, etc., but most colleges and universities cannot often organize such activities because of the limitations of personnel and conditions. Even some institutions still stay in the early stages of setting up lectures or online courses before graduation.

In terms of guidance time, there are more senior students and fewer junior students. Most colleges and universities have offered employment guidance courses for graduates, but these courses are just emergency measures to a great extent, and cannot achieve the expected goal to get students have a solid employment competitiveness. The graduated students tend to have a vague understanding of self-awareness, professional values, and professional interests and so on. Under such conditions, it is impossible to achieve career competitiveness quickly merely by relying on several career guidance classes before looking for a job.

In the process of teaching and learning, colleges and universities often neglect the needs of employers in the society, and do not target the needs of students. Most of the employment instructors come from the Career Guidance Center of the school or the counselors of the secondary colleges. When they teach the employment guidance courses, they are not able to fit the professional and future counterparts of the students well. Most of their understanding of the development status derives from indirect channels, not from their own experience. Therefore, when performing instructions, they tend to be in the form, and even some of them are just based on the textbook. What's worse, the teaching content is updated slowly, outdated and uniform.

#### *D. Employment Guidance Teachers Are in Short Supply and Have Low Degree of Specialization*

Most of the teachers in colleges and universities who undertake the tasks of employment guidance courses may be the students who graduated from the university, or the secretary, department head, and administrative president of the department. For most of these people, their understanding of companies is relatively one-sided and subjective, and still stays on "visiting" and "interviewing". They are very familiar with the knowledge of the professional field and the situation of the industry. However, there is little understanding of the current industry situation of the society and employment opportunities. In addition, they tend to have no professional background in education, psychology, sociology, etc., and have no enough professionalism.

#### *E. The Content of the Employment Guidance Textbook Is Aging, and the Theory Is out of Practice*

Most of the employment guidance textbooks have the following problems: It's too much from abroad and lacks adaptability; many of them are theoretical lectures and lack operability; they are more in the perspective of schools and lack sociality; there is a lot of general counseling and lack of pertinence.

#### *F. The Urgency and Importance of Establishing a Scientific and Comprehensive Employment Guidance Education Service System*

Firstly, the structural contradiction between talent supply and demand is still prominent. Many college students "prefer a bed in a big city to a flat in a small place".

Secondly, under the current employment system of "autonomous employment, two-way choice", market demand has become the baton of talent mobility, and the mechanism for enterprises to select talents is more flexible. At present, many employers have relatively high requirements for academic qualifications and work experience when recruiting. For colleges and universities, it is necessary to establish a scientific and comprehensive employment guidance education service system and educate and guide graduates to exert subjective initiative so as to improve their overall quality as well as knowledge and skills, and finally, win opportunities with strength. At the same time, it is also conducive to establishing a reputation for the school in society.

Finally, for the majority of graduates, systematic employment guidance education can help them establish a correct concept of career choice, do a good job in scientific and rational planning for their own development, and learn and master relevant professional knowledge and skills in a targeted manner to understand the employment situation and policies. Moreover, it will be helpful for them to master relevant job-seeking skills, which plays a positive role in promoting their future job-seeking and even long-term career development.

In summary, under the current employment situation, it is imperative to establish a scientific and comprehensive employment guidance education service system.

### III. THE CONSTRUCTION OF EDUCATION SERVICE SYSTEM OF COLLEGE EMPLOYMENT GUIDANCE UNDER THE NEW SITUATION

#### *A. Attaching Great Importance to and Earnestly Implementing the "Head Leads" Employment Project*

The Party and government leaders in colleges and universities must conscientiously implement the "head leads" project. The dean and secretary of the college should personally grasp the employment of graduates and take employment as a major political issue that affects the harmony and stability of society, schools and families. The dean or vice president of each department should also pay attention to the employment work and do a good job in the management and education of the graduating class counselors. It's their responsibility to find ways to do the ideological education work and recommend as well as resettlement work for the graduates. They shall spare no effort to further improve the education service system of employment guidance and adopt effective measures to broaden the employment opportunities of college students.

## B. Strengthening Efforts to Further Improve Hardware Supporting Facilities

The hardware facilities are the material guarantee for effectively carrying out the employment guidance work. At present, the employment guidance education work tends to be more systematic and full-processed. In response, the hardware supporting construction should also be continuously strengthened. Colleges and universities shall invest enough funds to recruit personnel, provide corresponding venues and office equipment, continuously improve the functions of employment websites and open or join relevant network schools. It's wise for the colleges to purchase authoritative career assessment software and related quality assessment software. Then, the software should be linked to employment websites.

## C. Broadening the Scope and Providing Students with Diversified Employment Guidance Education

1) *The whole-processed nature of employment guidance education service:* At present, the employment guidance of most of colleges is still in the stage of administrative affairs management, employment dispatch and career guidance. One-sided emphasis on high employment rate and smooth employment has not provided high-level "full-personnel and full-process" guidance for college students. The employment guidance of college students means not only the employment choice and guidance of college students before they go to the society, but also the planning of careers. That is to say, during the period of university study, even from the beginning of their entry, the college should guide them to systematically plan and continuously optimize the life path of the four years from the perspective of future career development. To enable college students to effectively arrange and manage their energy, time and life, making college life the most profitable and efficient in a few years, the formation of college students' career choice needs education, training and accumulation, and employment guidance should run through the whole process of the students' university life. Therefore, the career planning guidance for students must start from the lower grades of the university. After the new students enter the school, the college should carry out the entrance education of the new career planning theme so as to educate the students to establish the career concept and professional quality awareness. During this process, it's better to adopt the new career tendency questionnaire or symposium to know about the freshmen's understanding of the profession, so as to guide the education. At the same time, the "self-cognition" part of the career planning course should be opened to understand their professional interests and professional abilities. For the sophomore, preliminary career orientation education should be conducted in a way of combining the college with the outside, and the enterprise HR can be invited to give lectures to the students to help students to understand the relationship between their majors and professionals based on understanding themselves. Besides that, career task interviews will assist them to better the real workplace environment and

professional people; in the third year, vocational skills training should be strengthened through social practice and career experience education should be carried out, such as profit-seeking organization experience. The content is mainly the field experience in various professional work areas. In the senior year, employment guidance should help students analyze the employment situation, explain the employment policy and conduct education on specific job-seeking knowledge such as career choice methods and career selection skills. In addition, for the students, employment information services shall be provided and mock interviews should be conducted, etc. to help students to find the first and a good job, which is a particularly important one. To a large extent, it will directly affect its future career choices. Moreover, maybe, it will help some students with ideal and ambitious natures to take a new career path — self-employment.

2) *Diversified forms of employment guidance:* Diversification refers to taking schools as the center, making full use of social resources and taking various forms to improve the pertinence and effectiveness of employment guidance. In addition to the above mentioned forms of compulsory courses or elective courses, schools can offer experiential courses to integrate experiential education and teaching into the teaching plan in the form of credits. If students want to get credits, they must personally go into the workplace to experience, understand and grow. Schools can employ successful persons, alumni, managers of human resources department and startups of related majors to give lectures. They can also employ experts from professional career counseling institutions or use evaluation tools to conduct self-evaluation, career planning and image design for students in order to improve the level of employment guidance in schools. In addition, it's wise for schools to hold "individual career planning contest", "college students' entrepreneurship contest", "on-site job search contest" and so on. In recent years, "team building sandbox", "group counseling" and other forms have been welcomed by the majority of students. Schools should promote it. If career planning and career guidance theme group counseling is carried out, group counseling should be performed in the form of recruitment, and students should be recruited with the principle of voluntary participation and small-scale of 8-12 people are preferred to make a series of courses in the form of counseling, one theme at a time. Then, turn these themes into a major theme. In this way, students can be helped to set up career planning, employment and entrepreneurship awareness and improve the skills of applying for jobs. Furthermore, face-to-face consultation or online consultation can also be used.

3) *Personalization of employment guidance education:* Everyone lives in this world as a unique individual. Different units have different corporate cultures, and their job requirements and job characteristics are also different from each other. Therefore, there are also differences in the selection requirements and employment standards. Society has a wide range of professional needs. To achieve the

rational allocation of human resources, it's necessary to personalize employment guidance education and give precise guidance as well as help according to each student's situation. The assistance to disadvantaged groups, especially those from difficult families, should be the focus of employment recommendation work by strengthening human care and psychological counseling, and use dance. It will be better to offer guidance and psychological adjustment to prevent them from anxiety, pessimism and dissatisfaction due to employment problems through painting, gardening and other methods. The employment guidance bears the duty to help students to do their career planning one-on-one, so that they can clearly define the direction of employment, goals, and focus on the work. Doing a good guidance job in pre-employment and job-seeking process of graduates will help them graduate smoothly, and choose an appropriate career favorably.

4) *Humanization of employment guidance education*: In the employment guidance education work, relevant personnel must establish a "student-centered" humanized education service concept, and always carry out this educational work with a strong sense of responsibility to improve the employment situation of students. Employment force means the employment rate plus the quality of employment, not just the employment rate of the school. Only the staff's enthusiasm, patient attitude and meticulous and thoughtful service can make the students really feel the care and warmth of the school. In the process of employment guidance education, the relevant staff must always adhere to the principle of persuasion and affection. "Acting as graduates' employment adviser and being a good personnel consultant for the company" shall always be the serving concept and purpose.

#### *D. Optimizing the Mechanism and Building a Professional and High-quality Employment Guidance Faculty*

In order to ensure the quality of recruitment of employment guidance teachers, in the process of recruitment and selection, it's prerequisite to follow the principle of competency-position fit, selecting people based on affairs, having ability and political integrity, fair competition, information disclosure and being legal. At the same time, universities should strengthen the reform of the internal management system and improve the structure of the employment guidance teachers. Relevant policies should offer favor, such as professional title evaluation system, out-of-office training, etc. Through the improvement of employment guidance teacher training mechanism, the employment guidance staff can be stabilized, and their professional theory and practical operation ability will be systematically trained and strengthened.

The employment guidance team of colleges and universities should strive for full membership. In addition to the full-time staff engaged in this work, the advantages of instructors should be fully utilized. As a management team of the longest contacts time and the most frequent contact with students, the instructors have a unique advantage in carrying out student employment guidance. The employment guidance education work is carried out in daily work, so that they also

become educators of the situation, policy disseminators, psychological counselors, information transmitters, career instructors and so on. At the same time, successful professionals from relevant disciplines, previous graduates, government officials, professional trainers, and human resources managers can also be hired to serve as consultants or visiting professors.

#### *E. Accurately Positioning and Seeking Employment Guidance Materials Suitable for the College*

The construction of teaching materials must meet the requirements of full-process employment guidance. Colleges and universities need objective analysis and accurate positioning, and then choose the college employment guidance textbook prepared by the provincial education commission according to their actual situation; or write their own textbooks, doing flexible teaching; or choose employment guidance materials based on the college's own characteristics. The content of the textbook should not be limited to career planning theory, but also can learn from psychological theory and means of enterprise staff training; the use of teaching materials should be more than just a lecture, but a role experience, activity practice, experience sharing etc.

## IV. CONCLUSION

The employment guidance education service in colleges and universities has gradually become subject, specialized, comprehensive and systematic, and the construction of college employment guidance education service system is a complicated and arduous task. It is believed that through continuous exploration, thinking and research, the employment guidance education service will be improved day by day, which will enjoy positive significance and far-reaching impact on the long-term development of colleges and universities.

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