

Research on the Path of Employment Guidance Education for College Students in the New Period*

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Abstract—The employment of college students is a global problem, which is related to social harmony and campus stability. At present, the employment difficulties of college students are closely related to the lack of employment guidance education and the lack of competitiveness of students themselves. This paper analyses the urgency and importance of employment guidance education for college students in China, and the current situation of employment guidance education for college students. It also explores the implementation path of employment guidance education for college students under the new situation. Through guidance and education, the employment competitiveness of college students can be improved in an all-round way, and promote the realization of high-quality employment for college students.

Keywords—college students; employment guidance education; path research

I. INTRODUCTION

The employment of college students has always been the foundation of people's livelihood in China. The development of a country must rely on talents with higher education level to continuously innovate and realize self-value. In the new era, with the introduction of relevant national incentive policies, the employment environment for college students is much broader. As an important base for transporting talents to the society, colleges and universities should take an active role in the employment guidance education of students. Not only from the concept of employment guidance and education, but also to provide students with a variety of employment resources [1]. Based on this, colleges and universities must think about how to do a good job of employment guidance education for college students and adapt to the requirements of the new period.

II. THE URGENCY AND IMPORTANCE OF EMPLOYMENT GUIDANCE EDUCATION FOR COLLEGE STUDENTS

Employment is the biggest livelihood. The employment of

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college graduates is related to the vital interests of the students and their families. It is related to the modernization of the country and construction, which is related to social harmony and stability. In the next few years, the number of college graduates will increase year by year, and the task of promoting employment will be more arduous. All regions and departments should give prominence to the implementation of the employment priority strategy and the active employment policy, earnestly and meticulously do a good job in employment and entrepreneurship services, and vigorously expand the employment channels for graduates. Further deepen the reform of simplification and decentralization, combination of decentralization and management, and optimization of services, create a better business environment and create mass entrepreneurship, upgraded version of innovation among all the people, promote new industries and new business and other new kinetic energy to accelerate growth, create more managerial, intelligent, skilled and high-quality jobs adapted to the characteristics and needs of graduates, and unleash their innovative potential and creativity. All aspects should work together to do everything possible to maintain the overall stability of the employment level of college graduates and make due efforts to promote high-quality development and improve people's livelihood. Therefore, on the basis of such generous support from the state, it is more important to provide comprehensive employment guidance and education.

III. CURRENT SITUATION OF EMPLOYMENT GUIDANCE EDUCATION FOR COLLEGE STUDENTS

A. Lack of Wholeness in Employment Guidance Education

Career choice is a dynamic process that exists in people's life, and it is a continuous and persistence behavior process. Therefore, different contents and ways of employment guidance education should be carried out according to different stages of career development in different periods [2]. The wholeness of employment guidance education refers to the development of vocational life planning education from the beginning of the students' enrollment, and continues until the students graduate. Each semester should carry out employment guidance education according to specific themes. From the perspective of colleges and universities, employment guidance education is mainly embodied in curriculum education and counselor guidance education. Regarding curriculum, career

planning courses are generally carried out in freshmen and career entrepreneurship education courses in juniors, which lack of continuous curriculum setting. As for the guidance and education of counselors, although counselors have continuous contact with students, they are not professional enough and precondition for the guidance and education of employment, and in fact, they cannot provide full support and help for the guidance and education of employment.

B. Lack of Pertinence in Employment Guidance and Education

Employment guidance is the most common, basic and most important problem faced by all people in society who have the ability to work. College students are a sensitive group, which should be given proper care in all aspects. Employment guidance is a key link, which involves their future development. However, at present, colleges and universities are not sufficiently targeted enough in employment guidance education [3]. At present, the employment guidance education for college students in colleges and universities is relatively simple. In terms of institutions, personnel, mechanism and content, there is a lack of whole-process employment guidance education for college students except the interview guidance by counselors.

C. Employment Guidance Education Lacking Effectiveness

Colleges and universities pay more and more attention to career guidance courses, including career planning courses and career entrepreneurship education courses, but in fact, most students are not interested in career guidance courses, mostly to understand the employment situation in their hometown, or simply have to go to school for credit hour, failing to seriously learn and plan their career from career guidance courses.

IV. IMPLEMENTATION PATH OF EMPLOYMENT GUIDANCE EDUCATION FOR COLLEGE STUDENTS

A. Implementing the Whole-process and Targeted Employment Guidance Education to Improve the Employment Quality of College Students

Employment guidance education and career planning of college students should run through the whole learning process of students. Starting from enrollment, freshmen should be guided to pay attention to employment, help them make a good career planning, determine future goals as soon as possible, clarify the direction of development, and study and practice with expectations and aspirations for the future.

First, carry out continuous employment guidance and education activities to cover the whole process of the university. On the one hand, students of different grades have different knowledge reserves, ability and quality, psychological structure and physical and mental characteristics, so they encounter different problems and difficulties in their growth and development [4]. Since there are differences in the problems faced, of course, the solutions should also be different and focused. Therefore, in accordance with the principle of "system planning, effective connection, and stratification promotion", from the aspects of cultivating

consciousness, changing concepts, expanding quality, improving skills, and exercising ability, freshman set up professional identity, to guide college students to understand the current professional status quo, employment situation, social status, making the right career orientation; Sophomore, on the basis of the students have self-knowledge and understanding, professional teachers should guide students to understand their own professional potentials and qualities, set up correct career outlook and career selection outlook, establish career planning, and organize activities conducive to the development of their professional abilities and qualities, especially targeted practical activities to mobilize students to actively participate in them in order to improve their comprehensive qualities. The junior year carries out classified guidance, mainly carrying out relevant activities for practical skills. Considering the needs of the society and the personal characteristics of the students, students can recognize their existing skills shortcomings and make up for them in time by writing resumes so as to realize their all-round development. Senior students can be guided to change their roles and carry out practical activities on skills such as job application and job interview, which will bring together all knowledge and skills of freshmen to juniors to achieve smooth employment.

Second, the implementation of targeted employment education guidance to expand employment ideas, change the concept of employment, strengthen the ability to withstand pressure. The current employment group is concentrated in the post-1995 generation, who grew up in the period of educational reform. Their thinking openness and diversity are far greater than any previous generation. Their main ideas are more distinctive, more creative and more willing to pursue new things, so their individual needs are more obvious. Therefore, in the face of the post-1995 youth group, employment guidance and education should further adopt the method of "classified training and precise help" to improve the effectiveness of employment services. Facing the group of college students, adopting the method of combination of commonality and individuality, grasping the universality and difference in their employment guidance education, focus on the key points, highlight the difficulties, in order to effectively dock services and meet employment needs [5]. Arrange special personnel to provide college students employment guidance education services, on the one hand, help college students to understand and analyze the current employment situation, employment prospects and career development, together with professional employment teachers offer one-to-one guidance services to help college students broaden their horizons on their employment prospects, let the college students broaden their vision of their employment prospects from two aspects of subject and object, not only limited to a certain industry or a certain region; On the other hand, it provides psychological guidance for college students in job hunting and cultivate healthy job hunting psychology. For example, multi-dimensional, multi-way to help students correctly understand their own interests, specialties, hobbies, abilities and so on to find their own career choice, at the same time train students to conduct interviews to exercise their psychological qualities.

B. *Creating High-quality Network Resources to Enhance the Effectiveness of Employment Guidance Education*

Colleges and universities across the country should widely apply the new mode of Internet + employment, and carry out precise docking services according to the needs of graduates and employers through the new career network, smart employment and other platforms [6]. We should promote the establishment of cross-regional, cross-industry and cross-category recruitment information service platform, encourage the organization of small and medium-sized campus recruitment activities in different levels, categories and sub-industries, and adopt more convenient campus recruitment models such as online primary election and offline interview.

Of course, in the context of the information age, the network position has become an important place for college students to carry out employment guidance education. The specific performance of occupying the network position is not only limited to expanding the publicity of public opinion, but also reflected in the broad space of promoting economic development. Seize the prominent advantages of the convenience and rapidity of new media, and take new media as an important window platform to conduct employment guidance and education for college students, so as to create high-quality resources.

First, improve the full coverage of network publicity. Strengthen the construction and promotion of employment information website, Microblog, WeChat and news clients from schools to colleges. Continue to do a good job in the opening of Microblog and WeChat public accounts, and expand the publicity and comprehensive coverage of relevant information to students. Timely release of employment and entrepreneurship columns and information related to college students, and achieve a comprehensive network platform for building policy information, entrepreneurial knowledge, excellent teachers, and supporting consultation.

Second, realize the combination of online and offline. Further build an online service platform to enhance the functions of value guidance, interactive learning, course teaching, and entertainment. Effective, full and flexible use of the Internet + employment and entrepreneurship, through the Internet to carry out advisory services and two-way communication, so that exchanges more smoothly, more convenient services, enrich and improve MOOC special courses for college students, set up employment and entrepreneurship in the live broadcast activities, through this way of entertainment to enable students to understand employment and entrepreneurship.

C. *Creating a Healthy Social Environment and Promoting Employment for College Students*

First, create a healthy atmosphere and favorable public opinion environment for the whole society to care about and support the employment of college students. Give full play to the positive role of public opinion propaganda in unifying thoughts, gathering forces, and achieving social harmony. For the special and disadvantaged groups in colleges and universities, the whole society, including enterprises and institutions, should first pay more attention to these groups,

and then make every effort to provide effective measures for the employment development of college students, create an atmosphere more conducive to promoting the smooth employment of college students, and gradually improve the employment rate of college students [7].

Second, the society fully provides internship posts and employment guidance education. With social coordination and cooperation, the school actively builds cooperative relations with enterprises. On the one hand, it can find job mentors for college students, change their inherent career selection cognition through practical activities, and job mentors can also provide pertinent suggestions based on the specific practice of college students to better help them in their future employment; On the other hand, it can broaden the employment channels of college students through enterprise practice, can also find their own shortcomings in practice, fully self-exercise.

V. CONCLUSION

Employment of college students has always been a core issue of concern to the state and government. In the economic and social society in the new era, the demand for talents in society is becoming more and more urgent, and the requirements are getting higher and higher [8]. To strengthen the employment guidance and education of college students, the first step is to change the orientation of employment value. By cultivating students' independent innovation ability, they can break out of the circle of traditional employment orientation in the new period, and truly seek out breakthroughs and opportunities in the trend of market economy based on social and personal abilities. Secondly, it is necessary to continuously improve the ability level of employment guidance education staff, and truly play a leading and enlightening role, so that students avoid detours in the process of self-development. Finally, colleges and universities should actively create an open employment platform to provide rich and diverse professional resources for every college student.

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