

Thinking and Exploration on the Employment of College Graduates Under the New Situation — Taking Shandong Technology and Business University as an Example

Peng Zhang¹

¹ Shandong Business and Technology University, Yantai, Shandong, China

ABSTRACT

With the increasingly severe employment situation of college students, it has become an important task to expand employment channels and promote comprehensive employment. Taking Shandong Technology and Business University as an example, this paper investigates the employment situation of its graduates, summarizes the problems and challenges, and analyzes the current situation of employment work. At the same time, it discusses the method of expanding employment channels through career guidance, and points out the important role of career guidance in guiding college students to expand employment ideas, better adapt to reality and engage in flexible work. The article also analyzes the difficulties faced by college students in employment, such as the pressure of enrollment expansion, the impact of the epidemic, the problem of employment mentality and the discrepancy between teaching and market demand. Finally, the paper puts forward some strategies and suggestions to solve the employment problem of college graduates.

Keywords: College student employment, Employment channels, Full employment, Career guidance, Difficulties and challenge.

1. INTRODUCTION: THE BACKGROUND OF THE EMPLOYMENT SITUATION OF COLLEGE GRADUATES

At present, the employment situation of college students is becoming increasingly severe. Expanding employment channels for college students and promoting their comprehensive employment has become an important part of college students' work. Under the new historical conditions, the study of youth employment is of great theoretical and practical significance to promote the healthy development of China's economy and society. Taking The Shandong Technology and Business University where the author works as a case, based on the employment status of graduates of Shandong Technology and Business University, this paper makes an in-depth investigation of the employment status of Shandong Technology and Business University, sorts out the

problems and challenges it has encountered, and summarizes the employment work of Shandong Technology and Business University in the new era. This paper discusses and analyzes how to expand employment channels for college students through vocational guidance, and points out that employment guidance plays an important role for college students who have not entered the society and are employed for the first time. Career guidance can guide college students to expand their employment thinking, better combine with their own reality, and engage in a broader and more flexible job with a realistic and pragmatic attitude.

2. CURRENT SITUATION ANALYSIS OF EMPLOYMENT PROBLEMS OF COLLEGE GRADUATES

From the analysis of the employment situation of college students, with the expansion of university scale, the number of graduates has a

large increase every year. According to relevant statistics, the number of graduates in 2021 has reached 8.2 million. In 2022, the number hit a record 9.67 million. Such a large number of graduates, the survey found that 30 percent of them chose to work, 56 percent of them chose to take postgraduate entrance exams. The number of graduates in 2023 is expected to reach 11.58 million. How to focus on the basic task of moral education and the orientation of employment education is an important subject in the field of college students' employment. The employment agencies of the state and universities should continuously provide policy support and psychological counseling to college students to promote employment.

In addition, the employment of colleges and universities is also facing many difficulties. One is the employment pressure brought by the expansion of college enrollment. Since the implementation of "expansion of enrollment" in 1999, China's higher education has experienced the rapid development from "elite" to "mass". On the one hand, the expansion of college enrollment improves the education quality of young students and provides precious talents for the construction and development of our country.^[1] But on the other hand, the number of college graduates is increasing year by year, continuously creating a record high, due to the oversupply of labor market, resulting in the conflict between supply and demand, finally resulting in the plight of college students seeking jobs. Secondly, under the condition of epidemic, the contact between enterprises and schools is restricted to some extent due to the influence of epidemic prevention and control policies. According to previous recruitment practices, March and April are the prime time for college students to recruit. But affected by the epidemic, spring enrollment has been delayed or slowed down, the traditional "golden three silver four" employment season has been affected. Third is the student the present state of employment mentality and not objective, medium of contemporary college students employment, slow employment, lazy, fear the problems such as employment has become increasingly prominent employment: the popularization of higher education is a double-edged sword, on the one hand, improve the education level of the whole society, on the other hand also has produced some highly educated youth in there was a "high inadequate low not" employment mentality. Fourth, the existing problems in the internal links of colleges and

universities, many courses do not adapt to market demand, the lack of practicality in the teaching links, so that the talents trained by colleges and universities do not match the needs of the economy and society. And the lack of professional teachers for the correct guidance of students, at present, the main body of the employment of college students in China is the employment guidance center management and counselors, the number of professional teachers with corresponding qualifications is relatively small. According to the situation of existing institutions in local colleges and universities, in principle, appropriate employment guidance personnel should be allocated according to the actual situation of students.^[2] However, through research, it is obvious that the number of employment guidance institutions and employment guidance teachers in many colleges and universities is small, and the number of full-time employment guidance teachers and full-time employment guidance staff in some universities and the ratio of the number of graduates is less than 1:500. Most of the teachers engaged in employment counseling work without systematic professional education and practice, the students' employment guidance still stays in theory, teaching content is too empty, teaching quality is not high.

3. COUNTERMEASURES AND SUGGESTIONS ON EMPLOYMENT OF COLLEGE GRADUATES

Therefore, based on the above analysis, this paper puts forward the following countermeasures and suggestions to solve the employment problem of college graduates under the new situation.

3.1 To Enhance the Political Status and Leadership of University Teachers

First of all, college teachers need to improve their political position, continue to strengthen leadership, promote the overall planning of visiting enterprises and expanding posts to promote employment, take the work of the Party committee as a necessary condition, do a good job in the employment of graduates, do this work deep and solid, and do their best to complete the tasks assigned by the school. It is necessary to take people as the center, do a good job of job hunting intention and foundation work for college students, provide them with more efficient and more matching job hunting counseling services, reflect

the concept of employment education in college students' ideological and political education, and truly achieve the purpose of education in employment work.[3] Meanwhile, it is also important to focus on evaluating the work experience and satisfaction of college students, in order to achieve a comprehensive evaluation of college students. Using the means of performance assessment, give full play to the enthusiasm and initiative of instructors and teachers in secondary colleges to participate in employment education, and improve the quality of talent cultivation in schools and colleges.

3.2 To Use Alumni Resources to Help Students Develop

Secondly, the university should rely on alumni resources to help students develop. Alumni from all walks of life have a good understanding of the market demand. Additionally, alumni are very clear about the education methods of the university, knowing how well their professional knowledge and skills match the needs of the society and helping students learn from each other. [4]In addition, graduates can communicate the market concept with college students, so that they have market awareness, so that they can find the right development path, adjust and improve their career development plan, to meet the needs of the market. The employment of college graduates should be done in four dimensions: point, line, surface and body, and alumni resources should be used to provide employment guidance and employment channels for college students. By providing a platform for communication between alumni and college students, their professional experiences will have a subtle impact on college students. Distinguished alumni of the school will be invited to teach, and special vocational training classes will be set up to create a good job hunting environment.

3.3 To Pay Attention to the Quality of Employment and Improve the Quality of Personnel Training

The third point is the school pays attention to a core of improving the quality of graduate employment, the graduates employment quality which depends on the quantity, and want to see the quality of it, it directly reflects the quality of its education and educational level, therefore, must adhere to in order to improve the quality of its obtain employment as the center, give it new connotation, basic policies and guidelines for its.

The employment quality of college students is not only the quality of college students themselves, but also the enterprise's satisfaction with their work and the evaluation of the society. Based on the combination of knowledge, values, and greatly, make the college students in the new era and new opportunity constantly improve their qualities and skills, to become the unity of the new knowledge, new ideas, new thinking, to establish a sound personality, the noble personality and indomitable spirit, knowledge need to foster new era of good tradition. Through the analysis and research on the employment quality of college students, it is conducive to more efficiently grasping the overall development of the school, improving the quality of employment, and promoting the upgrading of employment work methods.

3.4 To Strengthen Communication on Crisis Management and Teacher Empathy

Fourth, the two main lines are compatible with crisis management at the school level and the communication of instructor empathy. In terms of schools, crisis management is a kind of predictive management. The university should strengthen health management and education for college students. To establish a special work leading group, clear responsibilities, clear division of labor, formulate and implement specific systems, in the operational level to carry out accurate analysis and management. Establish a crisis management early warning mechanism, establish a risk monitoring system, do a good job in contingency plans, actively seek expert technical support, implement joint prevention. From the perspective of a counselor, their empathy is spreading. Empathy is the ability of an individual to correctly understand the emotions of others and to make the right emotional response in specific situations. Only the communication discourse and discourse mode with "empathy" as the core can be accepted by the masses. As the mainstay of college students' ideological and political work, counselors shoulder major tasks such as guiding students' career planning, employment guidance services, and establishing employment concepts. They are a group that students come into contact with most in daily life. A counselor is like a psychological consultant who helps graduates solve employment problems, attaches great importance to establishing empathetic communication with the students and helping them to set up positive mindsets. For example, counselors can help college students

overcome psychological problems such as stress, anxiety, pessimism, and helplessness in their work.

3.5 To Intensify the Dissemination of Employment Information and Improve Recruitment Channels

Fifthly, schools should strengthen the disclosure of employment information, solidly provide guidance and services for graduates' employment, and continuously optimize recruitment channels, continue to revise and improve the employment rest network, and provide employment policy, employment information and employment activity information for college students through employment information network, official account, online publicity and other channels; Grasp the thoughts of college students and job hunting situation, through the Internet for daily consulting and services, improve the initiative of college graduates to choose jobs.

3.6 To Improve the Abilities of Graduates and Adjust Their Employment Concepts

Finally, from the perspective of graduates, they should improve their comprehensive abilities, and change their original employment concepts. First of all, in the process of employment, they should enhance their professional abilities and relevant skills. Secondly, in the increasingly severe employment situation, college students should actively carry out corresponding job training to enhance their adaptability and enhance their ability to face uncertainty; At the same time, they should properly adjust their psychological state, actively adjust their work attitudes and views, reduce the huge pressure caused by the working environment, and correctly deal with the impact of the epidemic on work; College students should give full play to their own subjective initiative, recognize their own professional needs and abilities, correct positioning, and make the right choice in the process of choosing a career. It is significant for college students to establish the concept of serving the community and laying the foundation for development. [5] People should clearly understand that opportunities are not limited to regions with better economic development, nor to developed eastern regions such as Beijing, Shanghai, Guangzhou and Shenzhen, but also to give full play to their potential in central and western regions. In the same way, there is room for your own development and you can achieve your own goals.

4. CONCLUSION

To sum up the content of this article, the employment of college graduates is a comprehensive work, which needs the support of the government, the education of the school and the efforts of students. The combination of the three can better solve the difficult problem of the employment of college graduates. [6] The government should establish the employment ability development strategy of college students, improve all kinds of policies, increase financial support, and establish the employment ability development platform of college students. Schools should adhere to the talent quality as the center of talent training concept, market demand as the guidance, improve the quality of career planning education and employment guidance, improve the supporting services; College graduates should seize the opportunity, correctly understand and choose the job, work hard, master the necessary professional knowledge and skills skillfully, and take the initiative to participate in social activities in order to improve their comprehensive ability. Only by doing a good job of college graduates, the employment rate of college graduates can be further improved, and then drive the development of the whole society.

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