

# On the Path of Carrying out the Precise Employment Guidance Service in Private Colleges and Universities

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**Abstract:** Private colleges and universities have become an important force in higher education in China, almost one third of the national college students come from private colleges and universities, so it can be seen that the employment of private college students is related to the interests of the masses and social stability. Therefore, private colleges and universities should pay attention to the whole-process and precise employment guidance services. This paper expounds necessity and importance, current situation, problems and specific causes of the private colleges to carry out the whole accurate employment guidance service.

**Keywords:** Private colleges and universities; Whole process; Precision; employment guidance services

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## Fund Project:

2023 Research project of Student Work in Shaanxi Universities, project name: Research on the Path of whole-process Precision Employment Guidance Service in Private Universities- Taking PHU as an example, project number: 2023 XKT 27.

## Introduction

In recent years, there are a lot of literature on the employment guidance service of private colleges and universities. Ma Fei (2020) pointed out that colleges and universities should strengthen accurate employment guidance to effectively improve the quality of employment guidance and service level of colleges and universities<sup>[1]</sup>. Ma Baozhen (2022) proposed that the rapid employment of college students in private universities is a traditional problem, but also faces new challenges, which should strengthen the formation of the whole-process employment service concept, establish the school-enterprise cooperation cultivation mechanism, build a precise employment information platform, promote the construction of employment guidance system, and improve the quality of employment guidance service<sup>[2]</sup>. Wang Ying (2022) put forward that the precise employment guidance service in private colleges and universities has problems such as backward concept, imperfect institutions, low quality of talent team, insufficient content and lack of innovative mode. Private colleges and universities should establish new concepts, teachers, methods, content and models of accurate employment guidance service<sup>[3]</sup>. The existing literature discusses the problems and the measures of the precise employment guidance in private colleges and universities, which has an important reference value for the study of this paper.

## 1. The necessity and importance of carrying out whole-process precise employment guidance services in private colleges and universities

### 1.1 Promote fuller and high-quality employment

Promote college students more fully high quality employment, this is the requirement of the whole society for private colleges, private colleges need to establish the precise employment guidance service system, establish perfect employment guidance service system, enhance the pertinence and effectiveness of employment guidance service work, promote the private college students fully high quality employment.

### 1.2 Improve the quality of talent training in private colleges and universities

The improvement of the employment quality of college students is also an important indicator for the improvement of the talent training quality in private colleges and universities. Therefore, the whole-process precise employment guidance services of private

colleges and universities can improve the employment ability of their college students, adjust the working methods of employment service guidance work, improve the effect of employment guidance services and the quality of talent training in private colleges and universities according to the new demand for talents in the new era.

### **1.3 Enhance the employment competition strength of students**

Private college students in the job market competitiveness is weak, accurate employment guidance services can have targeted to cultivate private college students 'comprehensive quality and employment ability, in employment guidance way to have a new choice, and will pay more attention to general ability and professional ability of the guidance system, to enhance students' employment competitive strength.

## **2. The current situation of private colleges and universities carrying out whole-process precision employment guidance services**

### **2.1 Employment status of college students in private universities**

The number of college graduates nationwide reached 11.58 million in 2023, and the number of college graduates reached a record high. The employment situation of college graduates in China is not optimistic, and the employment environment for college students in private universities is even more unfavorable. About 37.33 graduates choose employment, 28.67% of graduates choose entrance one's deceased father grind, choose entrepreneurship and enlisted military service graduates accounted for 10.99%, 7.63% of graduates continue to work, only 3.7% of graduates choose to go abroad for further study. The employment competition strength is not obvious.

### **2.2 The current situation of carrying out whole-process precision employment guidance services in private colleges and universities**

To promote the employment of private students with high quality, private universities have started to carry out whole-process precise employment guidance, using online and offline employment platform to better deliver employment information to graduates and provide employment opportunities; private universities shall provide precise employment management platform for employment resources, accurate and intelligent employment management mode, personal development diagnosis and job recommendation for students, and provide precise and intelligent one-stop employment management service for employers. Some private colleges and universities also have special video interview rooms for graduates to use. Some private colleges and universities move the employment guidance pass forward and carry out employment concept education from freshmen. Some private colleges and universities open courses for job hunting season, provide offline guidance with a theme, and also invite alumni and professional training institutions to give online guidance to graduating students.

## **3. Problems and causes of whole-process precision employment guidance services in private colleges and universities**

### **3.1 Problems existing in private colleges and universities in carrying out whole-process precision employment guidance services**

The social environment has changed dramatically. Private colleges and universities mainly use the traditional employment and entrepreneurship guidance services. The concept of whole-process precision employment guidance service for private colleges and universities is relatively backward, not adapt to the changing requirements of the new era. A sound precise employment guidance and service system has not yet been established. There is no professional employment guidance and service teachers, by hiring outside experts to give some employment guidance lectures. It is difficult to systematically provide employment guidance services and innovate its employment guidance service model, lacking some targeted and systematic guidance.

### **3.2 Causes of the problems in the whole-process precision employment guidance services in private colleges and universities**

Private colleges and universities to carry out the whole precision employment guidance service has a series of problems, the main reason lies in the new era of talent demand change, private colleges employment guidance service concept lack of innovation, private colleges and universities for employment guidance service funding is insufficient, causing difficult to form a professional employment guidance service personnel, private college employment guidance service is simple, extensive, unable to achieve private college employment guidance all the precise service.

## **4. Path of carrying out whole-process and precise employment guidance service in private colleges and universities**

### **4.1 Employment guidance education is integrated with daily education**

Private college students in weak foundation in learning. Private universities for its students 'courses are more, talent training orientation is different from other colleges and universities, to cultivate application technical talents, therefore, private colleges should combine the students' learning characteristics, the employment guidance service throughout the daily education, guide private college students to develop good learning habits. The students' professional ethics and professional quality lays the solid foundation for future employment.

### **4.2 Combination of employment guidance work and career planning education**

Private college students' employment guidance work with career planning education, throughout the college career. Career planning education with each other in the freshman year, pay attention to employment and career planning mobilization meeting, employment guidance and career planning teachers, to strengthen the daily dialogue with students, using the theme class meeting, weekly meeting for employment guidance to students, mobilize students to do career before psychological debugging.

### **4.3 Arrange a series of academic and experiential activities**

Private colleges and universities should carry out academic lectures for their college students, so that the majority of students can have a correct view of career choice. It is to arrange special employment guidance lectures regularly to do the correct guidance for their employment, to correctly analyze the employment situation of graduates every year, invite the relevant teachers to give lectures, teach students how to prepare for the exam, how to review. At the same time, private colleges and universities should carry out a variety of experiential activities to enhance their self-students, workplace and employment environment cognition.

### **4.4 Set up professional employment guidance and service teachers**

Private colleges and universities should set up professional employment guidance and service teachers to better complete the employment guidance and service work of graduates. Professional employment guidance service teachers to collect the natural situation of their students and sort out the relevant information of employment work to ensure the smoothness of employment guidance work, and timely communicate with students, to keep abreast of their employment progress. Regular communication with students is to ensure that the constant understanding of students 'ideological dynamics, to encourage students through multiple channels of employment, employment guidance service teachers to become students' confidant.

### **4.5 Establish a network information platform for employment guidance services**

Private colleges to find job market for its students, private universities to establish network information platform, private universities to hold a special meeting, using the teacher's contacts and past graduate's favorable resources to provide employment opportunities, and through various channels to provide students with a lot of employment information recommended work for students. It is to obtain employment information through various employment networks. For graduate's online resume to do a good job of guidance, encourage students to actively contact with professional related employers, recommend college students employment.

## **5. Conclusion**

Major changes have taken place in the demand of talent market into the new normal economy. The employment concept, employability has changed. It is necessary to adapt to the requirements of the new normal, the innovation employment guidance service concept, to carry out the whole process, accurate employment guidance, improve the private college students 'employment guidance service quality.

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