

# The Study of Employment Guidance and Service for College Students from the Perspective of “Three-wide Education”

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**Abstract:** Employment is related to people’s livelihood and is the foundation of social stability. Affected by the novel coronavirus pneumonia, 2020 is the most difficult year for employment in recent years. At the same time, the national departments made concerted effort to win the battle for the employment of college graduates. The total number of college graduates in 2021 is almost 90.9 million, and the number will continuously increase in 2022, while the employment situation is increasingly severe. Faced with new situation and new challenges, college and universities should build the employment guidance and service system guided by the concept of three-wide education, which means the whole staff should strive to promote employment through the whole process of education, and provide all-round guidance to graduates, so as to help them achieve high-quality and full employment.

**Keywords:** Three-wide Education; Employment Guidance; Employment Services

Employment is an important part of school education, and is an overall test of the quality of talent training in colleges and universities. At the National Network Video Conference on Employment and Entrepreneurship of College Graduates in 2021, Weng Tiehui, vice-minister of ministry of education, said that China will enter a new stage of development, which is a major strategic judgment made by the CPC Central Committee, and also the strategic basis and positioning coordinates for us to do well in employment work. The realization of the goal of the second century requires a large number of high-quality talents to encourage progress. The career choice, youth dedication and job contribution of college graduates are of vital importance. After graduation, they are moving not only to their respective jobs, but also to the frontline of the great rejuvenation of the Chinese nation.

Employment is a long-term systematic project, and it is far from enough to rely solely on unilateral forces. Guided by the concept of “three-wide education”, universities and colleges can achieve the goal of employment by the whole staff, through the whole process, and with all-round guidance simultaneously. The society, universities and colleges and families should make concerted effects to build the employment guidance and service system of “whole staff”, “whole process” and “all round”, and continuously improve the employment ability and employment quality of graduates. Universities and colleges should always adhere to the original intention of serving students, practice the mission of serving and educating people, continuously enrich the content of employment guidance and services, optimize the mode of employment services, widen the channels of employment, and improve the quality of employment guidance and services.

## 1. Employment guidance and service by the whole staff

Focusing on the first-hand project of employment work, colleges and universities need to establish a grid management and service mechanism at six levels, which including the college, counselors, professional teachers, class tutors, roommates, and family members. And an employment guidance team need be trained, which including professional staff as the core, class tutors and professional teachers as the main force, and students cadre as new force.

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Staff at all levels should clarify their responsibilities and actively implement their task to promote the standardization and scientification of employment service and guidance.

### **1.1 College —overall strategy**

At the college level, the graduate employment leadership group need to be established. Party secretary and academic dean are responsible for the overall employment situation. The deputy secretary in charge of student work is responsible for the formulation and supervision of the employment program me and the ideological education of graduates in employment. The deputy dean is responsible for foreign exchanges with enterprises in order to achieve school-enterprise cooperation and build more practice bases. The student counselor in charge of employment is responsible for the collection of employment information, the transmission of employment policies, the reception of employers, the arrangement of recruitment meetings and fairs, the service of employment contract. Other staff in the college should also provide convenience for students' employment.

### **1.2 Counselors—life mentors and intimate friends**

At the counselors' level, counselors are the organizers, executors and instructors of college students' daily ideological and political education and management. They are striving to become life mentors to grow up and intimate friends for healthy life for all the students. They should give full play to their guiding role in students' employment guidance and services, and do the following work well, including making heart-to-heart communication with each graduate, actively understanding students' employment intentions and needs, and providing appropriate help they need; Organizing employment guidance lectures and theme class meetings about employment, such as resume production, written examination, interview and so on; Collecting employment information and updating employment statistics regularly; Collecting and releasing job information related to students' major, organizing college recruitment meetings and recruitment fairs; Answering students' question during employment contract, dispatch and other related services. At the same time, as the secretary of the student party branch, counselors need to carry out education on employment values, cultivate patriotism of students, improve professional ethics and strengthen social responsibility, guide student to go to the west, to the grassroots, and to the place where the motherland needs to build their careers.

### **1.3 Professional teachers—professional guidance**

At the professional teachers' level, in addition to giving students guidance in professional study and professional competitions, the department director, professional teachers, graduation design guidance teachers should serve as graduates employment to rat the same time. They should strengthen career planning education and employment guidance for students during professional courses, explain the graduation direction, industry, units and recruitment channels to student, develop and integrate their human resources to provide appropriate jobs for students. Colleges and universities should coordinate the strength of all professional teachers to carry out one-to-one assistance activities with students. Professional teachers can provide accurate employment services and guidance for students with employment difficulties, or help students who have problems in preparing postgraduate examination and students applying for studying abroad.

### **1.4 Class tutors—patient instructors**

At the class tutors' level, first of all, class tutors should have an in-depth understanding of graduates' employment intention and ideological situation through class meetings and one-to-one conversation. They need pay attention to students' demands, provide personalized guidance for students with employment difficulties, help graduates to establish a correct concept of employment. Secondly, they should stimulate graduates' employment initiative in a variety of ways by making full use of alumni, counterpart enterprises and other resources. Thirdly, they should briefly introduce the importance of employment agreement signing notes and the recent employment arrangement to graduate students. Finally, they need to make employment risk prevention, remind students be aware of job scams, such as pyramid selling organizations and other dangerous situations. The class employment director, who goes deep into the class, should assist the counselor in charge of employment to carry out some work of graduates' employment, such as collecting employment data, releasing recruitment information, completely understanding the class students' employment intention and entrepreneurial tendency, and timely reporting their current situation.

### **1.5 Roommates—peer support**

At the roommates' level, peers and roommates have relatively similar values and lifestyles, they can better understand what they think, give appropriate suggestion and relative support to each other. Colleges and universities should set at least one excellent student or party member as the leader in each dormitory. They will help other members of the dormitory to share employment information, actively prepare for the employment interview or postgraduate entrance examination. A good dormitory will drive each individual to make progress with dormitory group dynamics. Universities and colleges can select and publicize the learning advanced dormitory and employment advanced dormitory in order to create a positive atmosphere of employment.

### **1.6 Family members—strong backing**

Family members have great impact on students when they find jobs. Universities and colleges should promote family-school linkage and give full play to the important role of family in employment education guidance. Parents need to help students establish a correct view of employment, relieve pressure and provide strong support for students in the process of employment. Universities and colleges need to form home-school cooperative education mechanism, actively share information between home and school. Parents can strengthen contacts with schools, especially counselors, pay attention to students' learning and living conditions at school, work together to help children graduate and get employed smoothly, and jointly promote students' employment.

## **2. Employment guidance and service through the whole process**

The establishment of employment awareness and the cultivation of employment ability are a long-term process, which should be throughout the university education. Universities and colleges need to provide different levels of employment services and guidance for students of different grades.

### **2.1 Freshmen—the starting point of employment**

Freshmen are full of curiosity about college life, professional learning and other aspects. Universities and colleges should seize the opportunity to carry out career planning education. On one hand, universities and colleges should instruct students to understand the discipline characteristics of the major they have learned, the direction of talent cultivation, and employment prospects in the future. On the other hand, universities and colleges should help students realize the significance of career planning, guide students to find their own interests, hobbies and advantages, preliminarily clarify self-awareness and form employment orientation.

### **2.2 Sophomore—the preparation period of employment**

After a year of adaptation, sophomores have basically completed the role transition from high school students to college students. This stage is an adjustment and error-correction period, and it will also be an obvious differentiation period between each student. Universities and colleges need to organize more practical activities, such as professional competition and enterprise visit, students can further understand the professional characteristics and industry needs through practical activities, learn job-oriented skills in practice, and improve the ability to solve practical problems.

### **2.3 Junior—the selection stage of employment**

Junior is a particularly critical year during the university, which connects the preceding and the following. It is also the highest stage of ability outbreak and potential exploration during university. Many students are about to face the choice between postgraduate entrance examination or employment. In order to help students make a suitable choice by following their heart, universities and colleges should help students know both advantages and disadvantages among different choices by combined with the market situation and typical cases of students around them, thus students are able to make reasonable choices postgraduate entrance examination, employment, entrepreneurship and going abroad according to their personality, ability and hobbies, and strive for their goals soon afterwards.

### **2.4 Senior—the action stage of employment**

The senior students are in the final period of employment. Universities and colleges should strengthen school-enterprise cooperation, actively cooperate with enterprises where outstanding alumni and professional teachers are located, so as to broaden employment channels, establish internship and practice base and scientific and technological achievements transformation bases, which can provide internship practice and employment opportunities for more graduates. At the same time, universities and colleges also need to provide students with point-to-point guidance, including resume guidance, written examination guidance and interview guidance, and provide detailed employment services to help students obtain employment smoothly, including explain the process and matters needing attention during employment agreement signing and graduation dispatch.

## **3. Employment guidance and service through the whole process**

Employment is not an independent link, but closely connected with academic guidance, career planning, mental health education and other work. All those works have mutual effects and promote each other.

### **3.1 Focus on professional study and academic assistance**

As the requirement for capable people from our society becomes more and more demanding, the new criterion for capable people is based on their professional knowledge, comprehensive ability and other outstanding achievements. We need guide students to earnestly study professional knowledge, improve professional skills, so as to meet the strategic needs of marine talent in China and respond to national innovation-driven development strategy. Universities and colleges should do all effort to strengthen the construction of learning style and create a good learning atmosphere, in order to improve students' autonomous learning ability, and maximize the potential of each student. For students with learning disabilities, universities and colleges should organize academic assistance groups to provide academic

assistance, help them cultivate their learning interest, improving learning enthusiasm, develop good learning plans and optimizing learning methods. Solid professional knowledge and high learning abilities will lay a solid professional foundation for successful employment.

### **3.2 Strengthen career planning education and guidance**

Career planning is the process of systematic planning of career and life. Universities and colleges should construct a complete career planning education system for students during four academic years. The career planning education system should follow the law of college students' growth, and meet the needs of common students as well as individual needs. Teachers of career planning course should help students understand the employment situation, market demand and occupation types, analyze their personal expertise and hobbies through interesting activities, improve students' self-awareness and develop a reasonable career development plan. At the same time, colleges and universities should consider the personality of students at different stages demand, and carry out different kinds of activities such as career planning competition to improve students' career planning ability as far as possible.

### **3.3 Provide employment and entrepreneurship guidance**

Colleges and universities should carry out employment policy guidance combined with current employment situation and the talent demand in the employment market, so that graduates can understand the economic situation and industry development at the moment. It is necessary to strengthen the ability training of graduates in resume production, employment selection, interview skills, recruitment information collection and professional skills, so as to improve their employment ability. For students who have special difficulties, colleges and universities should provide one-on-one employment guidance, so that they can be employed successfully.

Colleges and universities should bring the cultivation and promotion of college students' innovative spirit, entrepreneurial consciousness and innovative entrepreneurial ability into the quality system of talent training, vigorously promote the cultivation of innovative entrepreneurial consciousness and create an entrepreneurial atmosphere. Universities should further improve the innovation and entrepreneurship training system and carry out training for college students with entrepreneurial intention and training needs, and implement various support policies and service measures, encourage and support college students' successful entrepreneurship, and absorb and drive more graduates to achieve employment. Colleges and universities should sort out and compile typical cases of college students' entrepreneurship, propagandize college students' entrepreneurial policies and entrepreneurial models, and create a good atmosphere for entrepreneurship and innovation.

### **3.4 Reinforce mental health education**

Keeping mental health is of great importance for students in the job season. While many students don't know how to maintain a good employment mentality, and establish a correct concept of employment. Colleges and universities need to pay attention to the psychological health education of graduates, improve the psychological adjustment ability of college graduates in employment difficulties, so as to produce their pressure, anxiety, depression, confusion, impatience and other negative emotions. Colleges and universities must strengthen the psychological health education of students with employment difficulties, regularly investigate whether graduates have psychological abnormalities, establish a dynamic early warning mechanism, and intervene students with psychological abnormalities in a timely manner. At the same time, colleges and universities should teach students how to correctly understand psychological problems through psychological lectures and training before graduates apply for jobs, such as the causes of psychological problems, methods to relieve employment pressure and the methods of self-adjustment in the process of employment. For students with severe psychological problems, if counselors cannot help them solve their own problems, counselors should report them to the employment guidance department and psychological counseling center of the school timely, and help them solve psychological problems through the intervention of professional psychological counselors.

The employment of graduates has always been a top priority in colleges and universities, but the problems in the employment work are also very obvious and difficult. Building the employment guidance and service system of "whole staff", "whole process" and "all round" is extremely urgent. It is no longer the only goal of colleges and universities to cultivate students with solid basic knowledge and excellent skills. It is also one of the missions of colleges and universities to shape students with certain employment skills and high employment comprehensive quality. Colleges and universities should take employment guidance and service during the whole education, spread correct view of employment to all the students, and improve employment abilities of each student. Furthermore, moral education is the fundamental task of colleges and universities. Colleges and universities should penetrate moral education into the whole process of employment, cultivate students' home and country feelings, guide students to establish lofty ideals, and strive to integrate personal ideals into the cause of the party and the country, and become a qualified constructor and reliable successor of socialist modernization construction.