

# On the Innovative Mechanism of Ideological and Political Education for College Students under the Background of High-Quality Employment

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*Abstract:* under the increasingly fierce employment competition, the current employment situation of college students is not optimistic, so the high-quality employment of college students has become one of the new social problems. At present, the ideological and political education in families, universities and society has a certain positive impact on the high-quality employment of college students, but there are also some negative effects, such as the ideological and political content and methods lag behind the social development, too many theories are divorced from practice, family factors bring unfair effects, etc. Therefore, we can take targeted measures against various negative effects and explore the innovative mechanism of Ideological and political education for college students.

*Keywords:* High Quality Employment; Ideological and Political Education for College Students; Innovation Mechanism

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## 1. The current employment situation of college students and the basic connotation of high-quality employment

### 1.1 Current employment situation of College Students

Due to the lack of corresponding professional posts and low salary in the market, the current employment situation of college students is poor, and improving the employment quality of college students has become a top priority. According to the latest data of the Ministry of education, the number of college graduates in China in 2022 is expected to be 10.76 million, a record high. In order to get a better job, many college students choose to take the public examination, editing examination and postgraduate entrance examination. In 2022, the number of civil servant applicants exceeded 2million, of which a large part were fresh graduates. In 2022, the number of candidates for postgraduate entrance examination reached 4.57 million, of which more than half were fresh students. From the perspective of the proportion of employment destination of college graduates in 2021-2022, the employment rate of graduates in enterprises shows a downward trend, and graduates are more inclined to take postgraduate, public and editorial examinations to improve their value, which is also an inevitable behavior for college students to cope with the difficulty of employment.

### 1.2 Basic connotation of high quality employment

For the country and society, the high-quality employment of college students mainly refers to a relatively fair and just employment environment, a sufficient number of jobs, a relatively scientific employment structure, harmonious and friendly labor relations, etc; For college students, high-quality employment refers to sufficient jobs, stable work, reasonable salary, and the ability to give full play to their talents. According to the current employment situation of college students, civil servants, positions within the establishment, positions in large state-owned enterprises, positions in large private enterprises and foreign enterprises, entrepreneurship, etc. are the main directions for high-quality employment of college students.

## **2. The influence of current ideological and political education on College**

### **Students' high-quality employment**

In the context of high-quality employment, the society should pay attention to ideological and political education. In the practice of Ideological and political education, we should help students master the current market employment trends and create good conditions for their high-quality employment. At present, China's ideological and political education has some impact on the employment of College Students under the new situation.

#### **2.1 Positive impact**

First of all, to a certain extent, improve college students' psychological quality and ability to withstand pressure. Through relevant ideological and political education, college students can understand some changes in the process of employment, improve their tolerance to various adverse situations, and indirectly improve their psychological quality. After having a certain pressure resistance and good psychological quality, most college students can form a reasonable employment concept and career development plan, and actively face the setbacks and difficulties that may be encountered in employment. Secondly, help students form a good sense of integrity and professional quality. The sense of honesty and credit exists in most college students, but some students have not formed a good sense of honesty and credit due to various reasons, leaving some bad records in the University. Professional quality is a kind of quality that recruiters attach great importance to and college students lack, which has a certain impact on their employment. Ideological and political education in Colleges and universities, parents and society can enable college students to form a good sense of integrity and maintain the habit of integrity, and also enable them to have certain professional quality, especially the professional professional quality of professional counterparts, which is of great help to college students' high-quality employment.

#### **2.2 Negative impact**

First, the current ideological and political education lags behind the development of the times. At present, it is the information age and the new media age. Most college students obtain information through the new media, but the awareness of Ideological and political education still stays in the past. Various contents and forms have not been updated in time, which has affected the educational effect of Ideological and political education on college students. Most of the ideological and political education in families, society and colleges and universities is face-to-face preaching, which is boring and boring. In the face of the information advantage and interest of new media, the authority of its education is slowly losing. Its educational methods use too little new media technology and consciousness, and the content is old and the method is single, which affects the normal effect of Ideological and political education.

Second, ideological and political education is divorced from employment practice. The ideological and political education received by college students before employment mainly comes from the employment guidance courses in Colleges and universities. According to some data published by colleges and universities, the high-quality employment of students is positively related to the quality of employment guidance courses in Colleges and universities. In addition to some double first rate colleges and universities, some colleges and universities are in the majority in the theory of employment guidance courses, have a relatively low level of understanding of market job demand and vocational ability requirements, have no ability to guide most students' employment in practice, and have not a strong willingness to guide them. The effect of education on employment outlook and job selection outlook is not good, resulting in vanity, utilitarianism and pragmatism in job selection of some students after graduation. In addition, some colleges and universities are not strong enough to provide students with enough internship opportunities and positions, and they do not know enough about the enterprises corresponding to their majors. As a result, the graduates do not know much about the jobs and the real situation of the enterprises, and there are deviations in the selection of jobs and enterprises. There are two extreme situations of low-condition employment and difficult employment, which seriously affect the high-quality employment of college

graduates.

Third, the influence of family factors. Factors such as parents' interpersonal relationship, educational experience, social status, professional division of labor, family atmosphere and job expectations for their children largely determine the employment quality and mentality of college students. Most college students from poor families tend to work in high salary positions or civil servants. Due to personal ability and some social factors, few of them achieve high-quality employment; However, some college students with relatively good family background, wide interpersonal relationship with their parents and high social status of family members will choose the post of postgraduate entrance examination, big city and high potential, and can settle down to study and work, which will help college students' career planning and development in the future, and is also one of the main sources of high-quality employment for college students.

### **3. Exploring the innovative mechanism of College Students' Ideological and Political Education under the background of promoting high-quality employment**

#### **3.1 Make full use of new media technology and consciousness to improve the effect of Ideological and Political Courses**

First, integrate ideological and political education resources. College Teachers' teaching and employment guidance courses are the main ways to promote students' employment, but their ideological and political education resources are limited. Many ideological and political education resources inside and outside the school have not been fully utilized. For example, the Publicity Department of the Party committee, the school work department and the Youth League Committee of the University have mastered some resources, and the utilization rate of many employment resources on the Internet is also very low. We can learn new media thinking, fully integrate various available employment ideological and political education resources inside and outside the school, and build a strong joint force of College Students' Ideological and political education. For example, relevant departments can take the lead to build special websites, build ideological and political education databases, and record micro courses and videos of Ideological and political education. Second, optimize the content and form of Ideological and political education. Colleges and universities should use various modern new media technologies to publicize correct ideological and political concepts and employment concepts in the form that contemporary college students like to see, and use various successful and failed cases to guide college students to establish socialist core values and form three concepts and employment concepts that conform to the social mainstream. In the new media era, the ideological and political content of colleges and universities should be properly adjusted and updated, the relevant educational content should be optimized and designed, and the content structure system of Ideological and political education for college students should be actively constructed to meet the needs of the new media era based on the basic principles of timeliness and practicality.

#### **3.2 Family education cooperates with universities and social resources to strengthen students' professional quality education**

Society is progressing, and a single family ideological and political education has limited impact on College Students' employment. We must work with colleges and universities and society to strengthen college students' vocational quality education, so as to help most college students achieve high-quality employment. From the current situation of College Students' employment, the lack of professional ability is the key factor affecting their high-quality employment. Therefore, families, colleges and society should strengthen college students' professional quality education in Ideological and political education. Specifically, families, colleges and social intermediaries can implement career guidance and training, set up

practical career plans according to the majors and their own wishes of college students, and provide corresponding ideological and political education and practical employment guidance. So that most college students from poor families can also get high-quality employment guidance and assistance, reduce the gap with college students supported by high-quality resources in high-quality employment, and enable more college students to truly achieve high-quality employment after graduation.

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