

The Path Analysis of Vocational College Employment Guidance and Service

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Abstract: According to the statistics of the Ministry of Education, in the face of the increasing number of graduates year by year, vocational college employment guidance and services must be transformed and upgraded, timely according to the overall planning of the employment environment. Now from the current situation of graduates' employment, the analysis of graduates' employment dilemma, and then explore the vocational college employment guidance and service work of the new path, in order to take accurate measures to help vocational college graduates to run a new speed of employment.

Keywords: Higher vocational colleges; Employment guidance and services; New path

Since 2020, the overall decline of our national economy, the reduction of employment has become an objective fact. As employment guidance and service workers in higher vocational colleges, how to guide and service students to make use of their professional advantages in employment has become a key issue for student educators to think about in the context of the unfavorable employment environment.

1. Vocational college graduates employment dilemma

1.1 Analysis of internal causes: Graduates themselves are difficult to break through

1.1.1 High psychological pressure of vocational college graduates

Since 2020, many changes have taken place in people's life, work and study, especially for the special group of graduates. The whole social environment has brought too many uncertain factors to their employment. The uncertainties faced by graduates of higher vocational colleges have depressed their employment psychology. Before 2020, every graduation season, the dual pressure of employment and study will lead to frequent psychological anxiety and depression among graduates. Studies have shown that natural disasters or major crisis events can weaken individuals' risk preferences, change attitudes and career choices. Faced with the increasing downward pressure of the economy and the decrease of recruitment positions of enterprises, many graduates show anxiety and panic, serious lack of self-confidence and psychological preparation.

1.1.2 The phenomenon of "slow employment" and "lazy employment" among graduates of higher vocational colleges arises

In the overall employment is not optimistic background, "slow employment" and "lazy employment" has gradually become the employment attitude of vocational college graduates. Many graduates do not have a clear concept of "slow employment" and "lazy employment", but unknowingly become one of them. After "95", "00" graduates, employment concept is diverse, choose to volunteer teaching, public examination, entrepreneurial investigation, travel, certificate, "slow employment", "lazy employment" prominent scene. The severe employment situation leads to a sudden increase in the pressure of the job market; From the perspective of graduates' employment concept, some graduates' thought of "slow employment", mixed with conservative employment concept, lack of self-confidence and other factors, resulting in graduates' employment is not positive thoughts continue to expand.

1.2 Analysis of external causes: the contradiction between supply and demand presents diversity

1.2.1 The number of job seekers has soared and competition for quality positions is fierce

The number of college graduates increases rapidly year by year, and there is a certain correlation with students' employment

attitude. Higher education and postgraduate entrance examination have become an alternative to employment for graduates. The increase in the number of higher vocational college graduates also indicates that the employment attitude of “slow employment”. The number of graduates tens of millions, and may be “slow employment” has a lot to do with higher vocational college students want to take the undergraduate exam, undergraduate graduate exam, the number of cumulative year by year, resulting in the number of future graduates peak.

1.2.2 Lengthening the recruitment timeline and increasing the proportion of unemployed students

The most representative is the recruitment of civil service enterprise. Domestic is still facing local multi-point outbreak of the situation, resulting in civil servant career compilation of written tests, interviews postponed many times. Some enterprises will not be able to take part in college recruitment offline after 2020, leading to repeated postponement of recruitment. The postponement of the recruitment examination and the existence of too many uncertain factors have virtually increased the employment anxiety of graduates. A considerable number of graduates are unemployed at home.

1.2.3 The scale of offline job fairs has been reduced, and the new recruitment model is extremely challenging

In the annual graduation season, the most direct and effective form of recruitment is the offline job fair. Many provinces have suspended or even cancelled the offline job fair due to strict prevention and control. Cross-city and cross-city recruitment is not as convenient as in previous years, resulting in the number and scale of recruitment enterprises in offline job fairs. In previous years, there will be a large number of enterprises to recruit, but now many enterprises change to online recruitment. At the same time, the written test and interview of enterprise recruitment are mainly online and offline, and the graduates’ job-hunting method is changed from the traditional offline to the combination of online and offline. This is a new job-hunting mode for graduates, which is challenging.

2. Path innovation of vocational college employment guidance and service work

Counselors, teachers and school employment departments are the core forces of employment guidance and service for college students. Under the new situation, as the guide of graduates, we must do a good job, hold the helm, and light up a beacon for graduates’ employment.

2.1 Career guidance service work “moisten things silently”, do students’ college life of the intimate member

Employment work not only needs strict process control, accurate data statistics, but also needs warm emotional interaction and dedication. The establishment of emotion is not a day and night, the daily learning work of employment guidance and service teachers should respect, sincere, careful, patient way to get along with students. After the emotional foundation is established, it is not difficult to advance the employment work. During the internship of graduates in their senior year, they should keep close communication and exchange with their classmates. In the employment guidance service, the guidance of counselors plays a key role. During the freshman entrance education and weekly class meetings, students should analyze the current employment situation, learn national employment policies and share successful employment cases with them as planned. Counselors should also make full use of the resources around them, such as former graduates, retired soldiers and other outstanding examples, share their personal experiences with students, and guide students with the power of peers.

2.2 Actively carry out psychological counseling, do students psychological pressure guidance

Faced with a series of objective factors such as enterprise reorganization and bankruptcy, job reduction and so on, the employment of college graduates and college employment have been significantly affected. The country has not stopped its development because of this. The government, local governments and universities have always been concerned about the employment of graduates, and taken various measures to promote the employment of college students. The overall employment situation is relatively stable and optimistic. Employment guidance and service workers should grasp the general trend, understand the policy, timely hold online psychological class meeting, to solve the psychological problems commonly existed in graduates. For individual students with serious psychological problems, one-to-one comfort guidance should be carried out, and professional psychological teachers in the school psychological counseling service studio can also be invited to provide counseling and guidance for students. Through a series of ways to help graduates establish employment confidence, stable employment psychology, guide graduates to actively send resumes, seeking employment opportunities.

2.3 Whole-course employment guidance to guide students in the direction of employment

In the employment guidance service to “timely help”, rather than focus on “icing on the cake”. Through a variety of channels to help the employment difficulties of graduates to achieve smooth employment. For students with employment difficulties such as

family difficulties and physical disabilities, the employment guidance and service teachers can adopt the way of “two increases and one decreases” to help students enhance employment skills, enhance employment confidence, reduce employment expectations, and integrate various resources to recommend employment units for graduates. Establish an employment ledger for poverty-stricken students, track the employment progress throughout the process, and ensure that no one is missed. The “icing on the cake” in employment guidance services is to help potential students set lofty goals, achieve high-quality employment, and establish advanced examples. According to the actual situation of different students, carry out “precise help”.

2.4 Realize the information docking between the university and the enterprise, and do the communication of students on the way to employment

In the process of student employment guidance and service, Chinese medicine should conduct timely enterprise research, and conduct in-depth communication with enterprises through the employment guidance team to understand what ability talents are needed in the production and operation process of enterprises. In the process of school education, we should focus on cultivating students' practical ability and realize the corresponding supply and demand. It is the duty of college teachers to provide students with specific guidance and service in employment. Many employment units hold online job fairs and carry out “cloud recruitment” and “cloud publicity”, but students often have limited access to these information. Teachers of career guidance and service should make full use of the school's employment platform, wechat official account, Ministry of Education 24365 and other job search platforms. We should browse the daily updated recruitment information in advance every day, screen the employment information related to students' majors, and deliver it to students “one-to-one” according to their different characteristics. We provide employment information to students in a way that breaks the constraints of time and space.

3. Conclusion

In order to provide high quality service and promote graduates' active employment, vocational colleges must innovate the employment service system, and strive to improve students' employability in vocational college education, including students' basic ability, development ability and practical ability. The most important link is to realize the limited connection between schools and enterprises, and cultivate real talents in line with the needs of enterprise development. To achieve high-quality supply of talents. It is a new test for us to carry out employment and service work, but also a touchstone of The Times for us to practice the mission of moral cultivation. College students' employment guidance and service work has a long way to go, a great responsibility and a glorious mission. We have to continue to complete the fundamental task of stabilizing employment and ensuring employment with a high degree of political consciousness, ideological consciousness and action consciousness. To help college students employment run out of acceleration!

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