

# Current Situation and Problems of Career Guidance for College Students and Countermeasure Research

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**Abstract:** High school graduates are the valuable human resources of the country and an important group for employment promotion. The factors such as increasing number of college graduate year by year, fierce competition for higher education and insufficient jobs have brought great difficulties to the employment of college students, and the employment pressure, decreasing employment rate and confusion in choosing career have become more and more serious. This paper provides ideas on how to effectively carry out college students' employment guidance work from the current situation of college students, the problems and countermeasures in the employment guidance work.

**Keywords:** University Student; Employment Guidance; Current Situation; Problem; Countermeasure

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## Introduction

Employment has always been a major issue related to the national economy and people's livelihood, and the employment guidance work of colleges and universities directly affects the value of high-level talents in social development <sup>[1]</sup>. Effective employment guidance for college students can help college students establish a correct view of employment, help college students improve their employment competitiveness, and conduct research and discussion from five aspects, including improving the vocational guidance work system, cultivating the vocational guidance team, establishing the concept of vocational guidance, diversifying vocational guidance, and strengthening employment tracking services.

Career guidance for university students is a general term for the system of measures to help graduate students enter the career path smoothly. It is the process of analyzing and understanding all conditions such as academic ability, capacity, physical strength, character, experience and aspiration of students who will be employed, and then making career advice according to the occupational needs of society, so that they can choose a suitable career and be competent for the job, and thus better complete their personal career planning. With the increasing popularity of higher education in China, the number of college students is increasing year by year, which increases the supply of talents. Besides, the competition for employment is more stiff. The pressure of employment intensifies; the employment rate decreases; the confusion of career selection gets terrible. How to face the problem of difficult employment of college students and provide effective career guidance has become an important part of the work of colleges and universities <sup>[2]</sup>.

## 1. Current employment situation of college students

### 1.1 The relationship between demand of school and supply of jobs is imbalanced.

According to the data in Zhaopin.com, the scale of college graduates in 2023 is 11.58 million, which is 820,000 more than last year. 1.2 million graduate students are expected to enroll in 2023, which is not much different from the amount, 1.24 million, last year. This has led to a year on year increase in the inflow of college graduates into the job market, and followed with the downward impact of the global economic situation, jobs have not increased. The phenomenon, that supply exceed demand, is particularly prominent, especially in labor and traditional industries.

### 1.2 The phenomenon of "delayed employment" is prominent.

The study found that the delayed employment of college graduates is more common, and the report on college employment shows that the proportion of unemployed college graduates has increased <sup>[3]</sup>. Influenced by the social environment and family, contemporary college students have higher salary and compensation expectations, pursue a comfortable and stable working environment, and have restrictive requirements on industry and area. As a result, there is a boom of Graduate Entrance Examination and national civil service examination, and some students are reluctant to be employed before choosing a career even after repeatedly failing. In subjective aspect, delayed employment is a manifestation of college students' employment concept, and in objective aspects, it has a negative impact on the

employment work of colleges and universities and social development.

### **1.3 The comprehensive employment skills are insufficient.**

Many college students do not pay enough attention to career planning and usually do not pay attention to discovering their own strengths and developing their own abilities, so that they cannot accurately assess their own suitability with their careers and make better career decisions. In the process of job hunting, there are insufficient career knowledge, unclear job hunting goals, lack of job hunting skills, etc. Concerning the ways of searching for jobs, submitting a resume, writing a resume and participating an interview, many college students do not have training, psychological preparation and ability preparation adequate enough, when they apply for employment upon graduation.

### **1.4 Self-awareness is inaccurate**

Due to the high living standard of families nowadays, on the one hand, there is no necessity to let children work to support their families, and on the other hand, people have higher demands for a better life. In the employment, there are problems of choosing the region, the character, and the treatment, etc. College students do not very well in self-judgement and self-awareness. They just choose the economically developed and large or medium sized cities, and want to be qualified for a position which means stable work, high welfare, good treatment, good development prospect and high social status. They do not consider private enterprises, work units below the county level and suburban areas.

## **3. Problems of career guidance work in colleges and universities**

### **2.1 Employment guidance system is not adequate.**

In fact, the career guidance work in colleges and universities is a systematic framework project linked by the government, schools, employers, families, students and their social relations, etc. The current career guidance work in colleges and universities only involves a few of them and lacks the working concept and method of overall regulation and communication and interaction.

### **2.2 Professional career guidance staff is lacking.**

Career guidance actually involves many disciplines such as education, psychology and sociology. And the target of career guidance in colleges and universities is senior intellectual group, which needs a high level and professional career guidance team as the basic support. A large part of the career guidance work in colleges and universities is carried out by college counselors, and many counselors do not practice due to lack of experience and energy, which is difficult to be convincing. Although many colleges and universities clearly include career guidance courses in their teaching plans, they are mostly theoretical and lack practicality, systematization and comprehensiveness.

### **2.3 Refined awareness of career guidance is not enough.**

When it comes to career guidance, many people think of graduates and consider it as the work of graduation year, so they focus on the senior year when planning career guidance. Especially in the freshman year career guidance is most lacking. Even though some colleges and universities have incorporated career guidance into the whole process of student training, there is "rigid uniformity". The career guidance is stereotyped, and detailed guidance according to the characteristics of each major, each grade and each academic level is lacking.

## **4. Method of employment guidance for college students**

### **3.1 Career guidance work system should be completed.**

Career guidance in schools plays a very important role in the employment process. In order to put the career guidance work into practice, schools should really establish a work system with whole process, full staff and all rounds career guidance. First, they should establish the concept of whole process education from freshmen to graduates and keep the career guidance education throughout. Besides, they should advocate the concept of full participation, which means teachers, students, parents and the community to participate, and insist on the working principle of that top leadership project for serving students. Third, schools should create an all rounds education environment. Employment does not only include job search, resume submission, written test and interview, but also requires comprehensive guidance on career planning, career awareness and comprehensive literacy training.

### **3.2 Professional career guidance teams should be cultivated.**

Instructors play a very important role in career guidance work. Universities should make more efforts in staff and fund to strengthen the construction of career guidance work team, carry out professional training to make them master the professional knowledge of career

guidance faster and better and master the methods and skills of career guidance and counseling, improve the professionalism as career guidance teachers by themselves, obtain the qualification certificate of career guidance teachers, and guarantee the development of career guidance work [4].

### **3.3 A modern concept of career guidance should be established.**

Whether career guidance work in schools can be attached to, and whether it can play its role, the key is to update the concept. The scope of school career guidance should not only recommend employment, but also focus on the basic situation of students themselves, such as psychological quality personality characteristics, career direction planning, etc. Guidance should not only rely on feelings and impressions, but also involve the level of professional theory and pay attention to professional analysis and assessment. Targets of guidance should not only be senior graduates, but should run through the whole college life of students. Quality of guidance should move forward to student oriented diversified services The theoretical basis of guidance should include public management and marketing, sociology, human resources, psychology, etc. universities should find a suitable combination of theoretical basis and career guidance. In short, universities should move forward from the past conservative and passive situation to another situation adapted to the requirements of modern society and keep pace with the times [5].

### **3.4 The ways of career guidance should be classified.**

From the first class of freshman education, universities should teach students to learn to know themselves, establish the awareness of success, and clarify their career orientation. Besides, universities should plan students' career to help them correct their attitude towards learning, master learning methods, and enhance independent in learning. Universities should also hold activities to help students establish the awareness of planning, competition and crisis as early as possible, such as entrepreneurial design and competition of career design, simulative market, simulative interview, etc. With the help of psychological test, scenario simulation, quantitative assessment and other evaluation methods, universities help students understand their interests, personalities and ability, analyze their strengths and weaknesses so that they can match the appropriate jobs.

### **3.5 Employment tracking service should be strengthened.**

Enhancing students' employment tracking service should also be one of the contents of career guidance work in colleges and universities. Universities will provide long term employment tracking service for the employed graduates, deeply understand their work direction and career choice. After graduation or changing career, universities provide employment information and employment recommendation service for the graduates who need to be employed again. The report which is made by regularly collecting the employment tracking information of graduates, will provide a favorable basis for the better development of career guidance work, deepening the reform of teaching and the setting of new majors.

### **3.6 The combination with practice should be strengthened.**

We should provide more internship and practical training opportunities to enhance students' social adaptability. The school makes use of alumni resources, scientific research cooperation and other opportunities to seek more internship and practical training opportunities for students. Students with certain internship and practical training experience are more likely to be favored by employers and can really improve their practical ability [6].

In a word, universities should fully recognize the severe employment situation, not only improve the curriculum, professional settings, teaching methods. teaching contents, faculty and other aspects to make it more suitable for the cultivation of postgraduates, but also strengthen the whole process, the whole staff and all round employment guidance for students, and guide them how to do their own orientation, find the right job for themselves and realize their self-worth.

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