

# Analysis and mitigation of the employment dilemma of college graduates in the new era

Caixia Hu

Qilu University of Medicine, Zibo 255300, Shandong, China

**Abstract:** Entering the new period, China's economy in the pursuit of high-speed growth in the process, also pay attention to high-quality growth, indicating that all walks of life have entered the critical period of transformation. The resulting employment situation has also become the key content that people pay attention to, and has become one of the university teachers key research subjects. Looking at the current employment situation of college graduates, it is not difficult to find that in addition to external factors, there are many internal influencing factors, it is necessary for colleges and universities to do a good job in education and guidance, so that students can establish a correct employment concept and invest themselves in the needs of the development and construction of the motherland, in order to alleviate the difficult plight of college graduates in employment. Based on this, this paper carries on a detailed analysis of the employment dilemma of college graduates in the new era, and puts forward several mitigation measures, hoping to provide valuable reference for the majority of colleagues.

**Key words:** New era; College graduates; Employment dilemma; Mitigation strategies

With the development of social economy, China's higher education is also undergoing in-depth reform, in order to alleviate the problem of graduates' employment by improving the quality of personnel training. However, faced with the severe employment situation and the increasing number of college graduates year after year, some countermeasures taken by colleges and universities have little effect. Therefore, it is an important and urgent task for college education and teaching workers to explore the analysis and mitigation of the employment dilemma of college graduates in the new era. Through research and analysis, we can accurately understand the employment situation of college graduates, and point out the direction for doing a good job in employment guidance and exploring effective intervention measures.

## 1. Analysis of the employment dilemma of college graduates in the new era

From the actual situation at this stage, there are certain similarities in the employment dilemma faced by college graduates. In this regard, the author will be divided into internal and external reasons to elaborate.

### (1) The external reasons for the severe employment situation of college students

First of all, China's colleges and universities continue to expand the enrollment scale, so that the number of college graduates continues to grow, since 2006, the number of graduates has been refreshed several times. To a certain extent, the expansion of enrollment has alleviated the problem of "labor shortage" in China, but it has formed a contradiction and conflict with the change of the general environment. For example, in the new period, China began to pursue high-quality industrial development, and eliminated a number of enterprises with low production capacity and low product quality; At the same time, in order to achieve harmonious development with the environment, the implementation of "sustainable development", some high energy consumption, high pollution enterprises have been curbed; Government agencies at all levels have been reformed and personnel shuffling, state-owned enterprises have deepened structural reform, reduced staff and increased efficiency, and the demand for graduates in traditional employment fields such as state-owned units has not increased significantly, and is still relatively shrinking. These changes brought about by the external environment have, to a certain extent, weakened the society's ability to absorb college graduates. It can be seen that while the number of graduates is rising, the capacity of job positions is shrinking, which intensifies the employment pressure of college students.

Secondly, different regions give different measures to reward talents. For example, the measures formulated by the economically developed regions are more attractive, which makes many college graduates concentrate on competing for positions in this region, while other regions are faced with the problem of talent shortage. In this case, there is also a lot of room for improvement in the relevant guidance work of universities. For example, the reform and innovation of employment guidance and career planning are not high enough, and it is difficult to play a leading role in value based on the actual social situation. The ideological education for students' employment view is not in-depth, resulting in students still to maintain a one-sided employment concept.

### (2) The internal dilemma of the severe employment situation of college students today

Firstly, the employability of college graduates is insufficient. For college graduates, employment is the key to enter a new stage and start a new life. They need to have the corresponding employability, not only to enter the employment unit smoothly, but also to have the corresponding working ability in the work. However, through the actual survey, it is found that the number of graduates in China's colleges and universities has increased greatly in recent years, but the quality of specialized talents can not meet the needs.

Secondly, students lack the quality of hard work and perseverance. At present, many college graduates are committed to making contributions to society and are eager to contribute to the development of their country. However, some graduates are not willing to endure hardship when they enter the job market. For example, some construction graduates, when entering the workplace, need to enter the construction line, in-depth understanding of the actual situation of the profession, so as to better serve the construction enterprises. However, some students are afraid of being dirty and the environment is not good, so they end their front-line work early or even job-hopping.

Finally, education on career planning is insufficient. Career planning is an important course in colleges and universities, which has a positive impact on promoting students' employment and guiding students' employment outlook. However, most colleges and universities do not make full use of this course, which is usually placed in the last academic year. With the change of the environment, the current situation of the career planning course needs to be properly adjusted to meet the employment needs of students, and integrated into the whole process of college talent training.

## 2. The mitigation measures for the employment of college graduates in the new era

In view of the existing problems in the employment of college graduates, the author explores specific mitigation countermeasures from three aspects: government, colleges and universities and student education.

### (1) The government should do a good job in macro-control and create a good employment environment

The employment of college graduates is crucial to the harmonious development of society, the national economy and people's livelihood, and the happiness and stability of millions of households. Therefore, to ease the employment dilemma of college graduates is not only the responsibility of colleges and universities, but also a social issue that our government needs to pay attention to. In this regard, the government needs to do a good job of macro-control and create a good employment environment for college graduates from various aspects.

First of all, we should further improve the employment and entrepreneurship service mechanism for college graduates. The government needs to actively cooperate with colleges and universities to carry out employment guidance work, encourage colleges and universities to introduce successful entrepreneurs, human resource managers and employment guidance experts to colleges and universities to provide students with "employment" theme propaganda activities and employment guidance activities, and integrate employment consultation, employment recommendation and employment rights protection knowledge into a set of systematic service system. To provide consulting and guidance services for graduating college students.

Secondly, it should exert its supervision and management functions to crack down on false recruitment information and illegal acts disguised as recruitment, so as to create a good environment for college graduates to seek employment opportunities. At the same time, great education and publicity work, starting from the social level, vigorously promote the development of the western region, revitalizing the countryside and other great causes, to alleviate the problem of excessive concentration of human resources.

### (2) Schools strengthen teaching reform and pay attention to improving the employment service system

First of all, colleges and universities need to adjust the structure of majors and adjust and update the offering and content of majors in light of the economic development situation. Based on the needs of employers, colleges and universities should focus on cultivating students' comprehensive ability so that students can apply what they have learned. For example, at present, many colleges and universities take school-enterprise cooperation as one of the channels of talent training, integrating theoretical knowledge teaching with practical ability training, making full use of the resources of cooperative enterprises, and understanding the changes in the industry, so as to adjust the teaching content of professional courses, so that students can meet the employment standards of enterprises.

Secondly, they attach importance to career planning courses and provide students with systematic employment service guidance. Facing the severe employment situation in the new era, colleges and universities need to strengthen education and guidance, make good use of career planning courses, guide students' employment concept, and promote students to form high standards of professional quality, professional ethics and professional spirit. For example, colleges and universities can carry out career planning courses in different levels and stages starting from freshman year. In the first year, students should strengthen their awareness of employment, guide them to take personal development needs as motivation, strive to master practical professional skills in daily study, and pay attention to developing their comprehensive abilities. After entering the sophomore year, pay attention to guide students to understand the development of the professional field, form the insight ability to analyze the professional field, learn to base on the reality and find their own development orientation; In the junior year, we should focus on guiding students to conduct self-analysis and selectively develop towards the field they are good at. For example, in the marketing major, some students find themselves without employment advantages, so they can develop in other directions related to marketing, such as logistics management, or choose some marketing modes suitable for themselves. For example, if they are not good at face-to-face marketing, they can choose network marketing and enter the field of e-commerce. In their senior year, they will focus on training students' interview skills, play the role of employment consulting and service agencies, and answer the practical problems encountered by students in employment.

Finally, the education concept of "mass innovation and innovation" is implemented to create a platform for college students to innovate and start businesses. In order to alleviate the severe employment situation in China, the state has put forward the development concept of "mass entrepreneurship and innovation", and strongly supports universities to carry out innovation and entrepreneurship education. On the one hand, it can improve the employability of college students, on the other hand, it can make full use of college students as human resources, tap the potential of the society, and increase employment opportunities through innovation and entrepreneurship. In order to alleviate the problems faced by our country in employment. In practical work, colleges and universities can start from teaching work, encourage teachers to integrate "mass innovation" education into professional courses, cultivate and develop students' comprehensive ability, tap students' innovative ideas, and encourage students to transform ideas into reality. At the same time, colleges and universities need to set up special innovation and entrepreneurship education organizations to provide professional guidance for students' innovation and entrepreneurship practice. In addition, universities need to integrate the education of mass innovation and entrepreneurship with ideological education to guide students to apply their talents and wisdom to the great cause of promoting social development and national rejuvenation, and strive to

create value for the motherland and society.

### 3. Strengthen students' education and guidance work to establish new employment concepts

Among the many problems that cause college graduates' employment difficulties, students' own career choice concept is a major influencing factor. Therefore, colleges and universities need to actively carry out education and guidance work, so that students can discard backward employment concepts, broaden their career options, and devote themselves to the needs of the construction of the motherland.

First of all, entering the new period, China is still vigorously promoting various national development strategies, and the practical actions taken are unprecedented, which all need the support of talents. However, because most of them are located in remote areas, backward western regions and rural areas, few college graduates are interested in them. To this end, colleges and universities can use professional courses and career guidance courses to guide students to have an in-depth understanding of the revitalization of the countryside and the development of the western region, and guide students to apply their knowledge and skills to the needs of the motherland.

Secondly, schools can make use of campus culture construction, through campus radio, news bulletin board and other channels, let students introduce the stories of historical and contemporary society, who have contributed to the development of the motherland, guide students to put fame and fortune behind them, seek truth and pragmatism in personal development, and do things down to earth. To form a sense of responsibility to contribute to the great rejuvenation of the Chinese nation and promote social progress.

Finally, take students' lifelong development needs as the center, pay attention to correct students' work attitude, and enhance students' sense of integrity. As for college graduates, they will attract the attention of leaders after entering enterprises. If the graduates have a correct working attitude, they will leave a good first impression on the leaders and have a positive impact on the next development of graduates. Similarly, if the graduates have a strong sense of integrity, students can be realistic and pragmatic in the work, maintain a modest, learning attitude, to avoid the frequency of job-hopping, late, early leave and other problems, which will have a negative impact on their future career development.

### Epilogue

To sum up, easing the employment dilemma of graduates is a long-term and systematic project of colleges and universities, which needs to be based on the actual social development, the joint efforts of the government, school education and teaching work and students to promote the employment of college students from multiple perspectives. From the current employment problem of college students, it is fundamental to reform the teaching mode of colleges and universities, strengthen the ideological guidance and improve the comprehensive quality and competitiveness of college students. However, with the change of the environment, the employment contradiction of college graduates will be in a state of dynamic change, and it is necessary for colleges and universities to continue to innovate and reform, ensure that the mitigation measures are fully connected with the actual difficulties, and effectively promote the employment of college graduates.

### References:

- [1] Yao Xiao. Causes and Countermeasures of difficult employment for college graduates [J]. *International Public Relations*, 2022(23):152-154.
- [2] Hao Zhuo. Research on Employment Problems and Countermeasures of college students in the New Era [J]. *China Science and Technology Journal Database Research*, 2023(3):4.
- [3] Li Liao, Ya Wen. Analysis of employment dilemma and countermeasures of poor college graduates under the background of targeted poverty alleviation [J]. *Logistics Research of Colleges and Universities*, 2022(3):3.
- [4] Nannan Xu. Research on the employment dilemma and countermeasures of Higher vocational college students returning to their hometown under the background of rural revitalization [J]. *Chinese Science and Technology Journal Database (Full text) Science of Education*, 2023(3):4.
- [5] Beibei Liu, Lin Liu. Research on the Innovation Path of Employment and Entrepreneurship Work for College Graduates under the New Situation [J]. *Sichuan Labor and Social Security*, 2023 (4): 101-102.