

The Problems and Countermeasures of College Employment Guidance under the New Situation

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Abstract: Employment guidance is an important way for employment education in colleges and universities, and it is also an important educational process. Strengthening the employment guidance in colleges and universities is necessary to alleviate the structural contradiction of employment and serve the talent cultivation of schools, as well as to enhance the employability of college students and serve the growth and success of young students. This paper focuses on the problems of employment guidance in colleges and universities in the new era, and proposes countermeasures to solve them in four dimensions: system construction, precise service, regional coordination and employment capacity enhancement.

Keywords: College Employment Guidance; Problems; Countermeasures

Introduction

In the employment work system of colleges and universities, employment guidance is a very important content and an important education process. This paper focuses on the problems of college employment guidance under the new situation and the strategies to improve it, in order to provide new ideas for college employment workers to solve the problems.

1. The importance of strengthening career guidance in colleges and universities

Strengthening employment guidance in colleges and universities is necessary to alleviate the structural contradiction of employment and serve the cultivation of talents in schools."In the 14th Five-Year Plan period, with the continuous increase in the scale of graduates and the continuous changes in the economic and industrial structure, the structural contradictions in employment will be more prominent. The coexistence of "employment difficulty" and "recruitment difficulty" will continue to exist, and the parallel situation of "jobless" and "jobless" will remain prominent. "The parallel situation will still be more prominent. For colleges and universities, on the one hand, the talents urgently needed by the society are not cultivated, on the other hand, the ability quality of graduates trained by some colleges and universities, especially the ability of hands-on operation, cannot meet the demand of jobs. As the main group of new employed people and key employment group, it is the key among keys to promote them to achieve fuller and higher quality employment. Therefore, strengthening employment guidance in colleges and universities is of great significance to improve the employment matching degree of college graduates, improve the quality of talent cultivation in schools and alleviate the structural contradiction of employment.

Strengthening employment guidance in colleges and universities is necessary to enhance the employability of college students and serve the growth and success of young students. Employment guidance is an important way to achieve fuller and higher quality employment, enhance the employment competitiveness of college students, and promote the healthy growth and success of college students. For a long time, the employment concept and employability of college students cannot fully adapt to the real needs of the new stage. With the introduction of national policies and measures to promote the employment of college graduates, the number of graduates participating in various policy positions such as college entrance examinations, civil service examinations and the second battle for graduate studies and civil service examinations has increased, and the phenomenon of "slow employment" and "slow employment" has doubled. The phenomenon of "slow employment" has attracted much attention and become a major manifestation of

employment difficulties for graduates. In addition, due to the lack of systematic and continuous employment guidance services, some college students lack practical experience and strong employability, mainly because of their poor understanding of employment policies, misunderstanding of employment situation and insufficient preparation for employment, which are also important reasons for the employment difficulties of college graduates. Therefore, strengthening employment guidance in the new period, guiding college graduates to change their employment concept, effectively improve their employability and achieve all-round development are still the fundamental tasks of good employment work.

2. The main problems of college employment guidance in the new period

At present, the imbalance between supply and demand of employment guidance in colleges and universities is becoming more and more prominent, which has become an important factor restricting the high-quality development of college employment work. Specifically, it is manifested in three aspects.

Firstly, there is a gap between the construction of employment guidance team and precise employment guidance. At present, colleges and universities have basically formed a pattern of employment guidance work with the cooperation of employment guidance center and each faculty. In terms of professionalism, employment guidance teachers in colleges and universities have not received professional and systematic training, although some of them have certain theoretical skills, they lack employment and entrepreneurship experience and cannot provide targeted and precise guidance for college students' career planning.

Secondly, there is a gap between the construction of career guidance courses and the requirements of high-quality development in the new era. At present, colleges and universities are scattered and single in curriculum setting and training system, failing to form a systematic training program, and failing to comprehensively run through the whole stage of university. In addition, the setting of employment practice course is mostly in form and does not play a big role. Most colleges and universities, when teaching employment guidance courses, mostly focus on theoretical guidance, but ignore the practical assessment, which has a big gap with the goal of achieving high-quality employment.

Thirdly, there is a gap between the effectiveness of career guidance and the development needs of college students. In actual work, most colleges and universities are not effective enough in employment guidance, and the process is simplistic. On the one hand, the lack of real-time research on market demand leads to the disconnection between supply and demand; on the other hand, the lack of dynamic mapping of students' demand leads to the misalignment of supply. Especially for the level of students' ability and quality and students' demand for employment guidance, colleges and universities lack the whole process and multi-level research, and the employment guidance services are not designed closely with the diversified needs of students, and they fail to provide students with in-depth counseling and precise help.

3. Suggestions for strengthening employment guidance in colleges and universities

Establish and improve the policy support system, and focus on system construction. First, introduce national standards. Formulate national standards for the quality of employment guidance for college graduates, actively explore the establishment of a set of standardized system of employment guidance for college graduates containing management standards, employment guidance standards, service standards and comprehensive evaluation standards, and further improve the quality of employment guidance services for college graduates. Second, improve the comprehensive evaluation standards. According to the orientation of comprehensive evaluation of employment quality, a more scientific and practical employment work performance assessment system is established to fully motivate colleges and universities to promote fuller and higher quality employment of graduates. Improve the feedback mechanism of employment status of college graduates, carry out large-scale tracking surveys of college graduates and employers, and promote the reform of school enrollment and talent training with the feedback results.

Strengthen the supply-side structural reform and focus on precise services. First, strengthen the employment demand survey. Through carrying out research on students and market demand, comprehensively understand the problems and confusions of college students in employment guidance, grasp the standards and latest requirements of talents needed by the market, and provide policy support to solve the shortage of supply and demand and the mismatch of supply and demand. Secondly, to create a high-quality course of employment guidance. In accordance with the requirements of "Employment Guidance Service Specifications for College

Graduates", we carry out research and development of localized school-based courses around employment and entrepreneurship policy consultation, career tendency analysis, career planning, independent entrepreneurship counseling and employment and entrepreneurship skills counseling, actively build a golden course system for employment guidance training services and enhance the nurturing effectiveness of employment guidance services. Third, strengthen the construction of teachers. Build a relatively stable, professional and vocational teaching team with a combination of full-time and part-time, and hire business executives, outstanding alumni and employment guidance experts with professional knowledge background, strong sense of innovation and entrepreneurship, and rich experience in employment guidance as part-time teachers to effectively improve the professional level of the teaching team.

To build an employment guidance service system, focusing on regional synergy. First, adhere to the joint construction of schools and regions, play a regional synergy. Colleges and universities should take a variety of ways such as "going out and inviting in", increase coordination and communication with provincial education administrative departments and enterprises and institutions, and take a variety of ways to provide employment support and information services for college students. Second, adhere to the effect-oriented, to achieve the common construction and sharing of resources. Support the development of order-based and package training services, build a number of public practical training bases and industry-education integration bases, and promote the common construction and sharing of training resources.

Continuously strengthen the employment guidance service and focus on employment capacity enhancement. Firstly, we implement the "Academic Guidance and Career Development Guidance Program for Undergraduates" to provide students with all-round and comprehensive employment development guidance in five stages: before enrollment, junior, senior, pre-employment and post-employment, so as to effectively enhance their employment competitiveness. Second, to enhance the relevance of employment guidance services, to guide graduates to establish a correct concept of employment, to go to the grassroots front-line employment and entrepreneurship, to help them solve the difficult problems encountered in job hunting, and to ensure that the campus recruitment fervor before leaving school and the employment service convergence after leaving school. Thirdly, it builds a cloud-based intelligent service platform, and actively constructs a comprehensive employment guidance service education system for graduates that integrates big data analysis, curriculum teaching and intelligent platform, and meets the "four" standards of whole process, full staff, professionalism and wisdom in the new era, so as to continuously improve the "whole chain service education" from entering to leaving school. The "whole chain of service and education" is effective.

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