



Research on the Strategy of “Five in One” to Promote College Students’ Employment in an All Round Way

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Abstract. The employment work of college students is the most direct embodiment of colleges and universities serving the society. The quality of employment is not only related to the vital interests of college students, but also related to the overall situation of national reform, development and stability. It is a hot issue of general concern in society. Aiming at the problems commonly existing in the employment of college students, the paper constructs a “five in one” employment security system composed of government, schools, enterprises, families and students, designs employment strategies from multiple dimensions, and comprehensively promotes high-quality employment of college graduates.

Keywords: College students’ employment · Employment guidance · Employment promotion strategy

1 Introduction

With the rapid development of China’s education, the enrollment scale of major colleges and universities continues to expand. At the same time, the acceleration of the national modernization process has also prompted enterprises to gradually increase their requirements for talents, which makes the “difficult employment” of college students in China an unavoidable fact [1]. However, the employment of college students is not only the responsibility of colleges and universities, but also the task of the government, schools, enterprises, college students and their families to cooperate and jointly promote. Therefore, it is of great practical significance to build a “five in one” employment security system composed of government, schools, enterprises, families and students, and design employment strategies from multiple dimensions to ease the employment pressure of college students.

2 Problems in College Students’ Employment

In order to promote the high-quality employment of college students, the government and schools have formulated a large number of employment promotion policies, which

provide a strong guarantee for the full employment of college students and relieve the employment pressure of college students to a large extent. However, the survey found that there are still many problems in the employment promotion of college students in China.

(1) Inadequate connection between college professional curriculum system and enterprises

There is a difference between the professional curriculum of the school and the needs of enterprises, which is also one of the important reasons for the difficult employment of college students. On the one hand, the professional knowledge of the school is updated slowly, and the knowledge learned by students does not match the knowledge required by the industry; On the other hand, due to the influence of the concept of “emphasizing theory and neglecting practice”, colleges and universities do not pay enough attention to the cultivation of students’ practical ability in professional teaching, resulting in weak practical ability of college students and being at a disadvantage in employment competition.

(2) Deviation in the orientation of college students’ employment concept

College students are about to step out of the university gate and enter the society. They have high expectations for work. They often pursue state-owned enterprises and large companies with high salaries and stable work, pursue large and medium-sized cities, and ignore small and medium-sized enterprises and remote areas [2]. However, most of them do not have a good positioning of their abilities, nor can they be well aware of the severe social situation, which causes them to run into difficulties in employment everywhere, and college students’ ideas affect their high-quality employment as well.

(3) Distorted values of employers

With the growth of the scale of higher education, the majority of employers have one-sided talent outlook and employment outlook in terms of talent recruitment, there is a phenomenon of academic degree worship, and to some extent, there are abnormal phenomena such as employment gender discrimination, job geographical protection, which affect the employment of some college students.

3 “Five in One” Employment Security System

Promoting college students’ employment is a systematic project, which requires the interaction of government, enterprises, universities, college students and families. With the goal of promoting college students’ employment, this paper has established a “five in one” employment security system with the full participation of the government, universities, enterprises, college students and families. This system defines the main responsibilities of the government, enterprises, universities, college students and families in employment promotion. The structure of the system is shown in Fig. 1.

3.1 Responsibilities of the Government to Promote Employment

The government is the core force to regulate the market and ensure the healthy operation of the market. The main responsibilities of the government in promoting employment

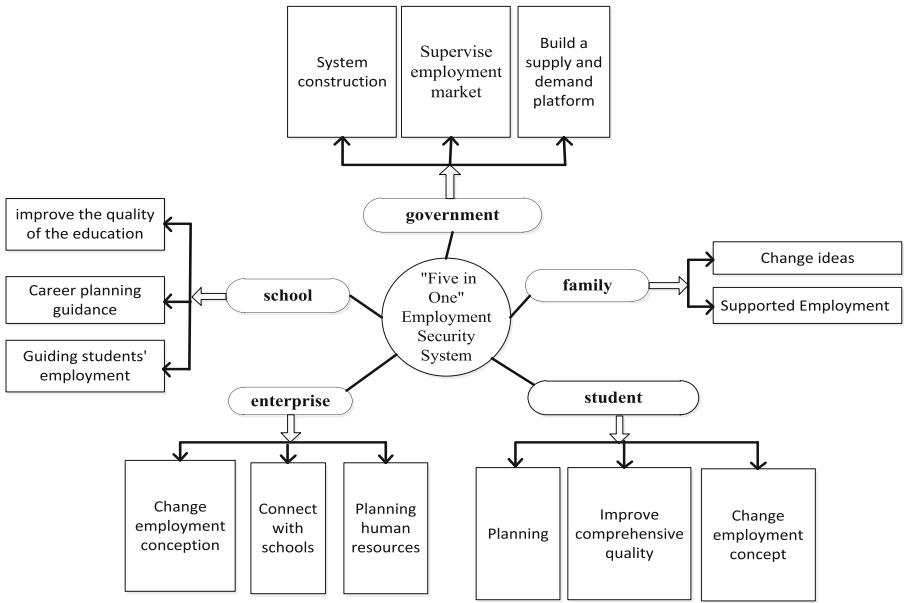


Fig. 1. "Five in One" Employment Security System

are: adjusting the market, building the employment security system and supervision system, and providing a good employment environment for college students, which are specifically reflected in the following aspects:

- (1) The government needs to strengthen the construction of employment system
The basic characteristics of the market employment model are social competition and two-way choice. College students stand out by their high quality and obtain ideal jobs [3]. In order to achieve effective competition, the government should increase the reform of the employment system and other supporting systems, simplify employment procedures, and further improve the talent market and employment services.
- (2) The government should regulate and supervise the employment market
We will strengthen the regulation of various recruitment behaviors of government agencies and institutions, and strengthen the supervision of the employment behaviors of enterprises and other social organizations, so as to truly eliminate non-standard and improper behaviors in the employment market. We will create a fair and just employment environment for college students by improving the employment legal system, standardizing recruitment procedures, making public open recruitment processes, accepting social supervision, and strengthening administrative governance. At the same time, we should strengthen the supervision of law and public opinion on the intermediary agencies in the employment market, and strengthen the legal education for employers and college students.
- (3) The government should build an exchange platform such as a supply and demand double election meeting

Give full play to the positive role of the government in social organizations, actively contact enterprises and institutions within and outside the jurisdiction to effectively connect with universities, and provide enterprises and institutions and university students with a multi form, multi professional, multi session double choice exchange platform.

3.2 Responsibilities of Colleges and Universities to Promote Employment

As the cradle of cultivating talents, colleges and universities have direct responsibility for college students' employment. The main responsibilities of colleges and universities in promoting college students' employment include the following aspects:

(1) Improving the quality of talent training

① Actively carry out school enterprise cooperation. Colleges and universities need to cultivate talents to meet the needs of society, the main needs of which come from enterprises. Therefore, only by actively and deeply cooperating with enterprises, can colleges and universities clarify the construction goals, understand the needs of enterprises for students' knowledge, ability and quality, and then redetermine the training goals and professional construction content, so that the trained talents can meet the social requirements.

② Reform the training mode. The rapid development of society requires more and more talents. In addition to theoretical knowledge, the innovation ability, practical ability and moral quality of college students are also factors valued by the society. Therefore, the school should make full use of information resources to actively reform the training mode, starting with teaching content, teaching methods, teaching methods and other aspects, combined with the second classroom activities, to improve the comprehensive quality of college students.

(2) Guiding college students' career education

Colleges and universities should strengthen vocational knowledge education and career guidance for college students. On the one hand, they should assist college students in formulating short-, medium- and long-term plans from the time they enter the university, properly review the feasibility of the plans, and supervise the implementation of the plans. Only in this way can college students do a good job in career planning; On the other hand, students can learn about their career prospects and careers in time through lectures, symposiums and other forms, so that students can make better planning.

(3) Guiding the employment of college students

The employment work of colleges and universities is mainly undertaken by the employment guidance center [4]. Therefore, colleges and universities should improve the employment guidance management information system and the function of the employment guidance center.

① Carry out information management. We will improve the employment guidance management information system, and establish an employment information management system that organically integrates college graduates' information and recruitment unit information, including graduate information management, recruitment unit information management, student employment guidance, school employment assistance decision-making, employer recruitment services, employer information services and other modules.

② We will improve the content of employment guidance. Colleges and universities should ensure the comprehensiveness of employment guidance, sort out the detailed work contents involved in employment guidance, such as employment link assistance, demand information provision, policy and system guidance, job seeking skills guidance, vocational psychological guidance, career decision-making consultation, career planning and comprehensive quality building, so as to ensure the effective development of employment guidance.

3.3 Responsibilities of Enterprises to Promote Employment

Enterprises directly determine the employment of college students, and their role in promoting college students' employment is crucial. In order to promote the employment of college students, enterprises should do a good job in the following aspects:

(1) Establish a correct concept of employment

As the demand side of the college student market, enterprises and institutions should establish a correct concept of talent and employment, adhere to neither education nor relationship, consciously abide by national laws and regulations, adhere to reasonable and legal selection, and strive to maintain the fairness of the human resources market; Adhere to legal and compliant employment, establish and improve the unit's social security system for employees, and ensure that "people can be recruited and retained.

(2) Docking with universities

In the graduation season, enterprises should take the initiative to connect with colleges and universities, publish employment information in a timely manner, release demand quantity and demand quality information, and prevent the separation of the employment market caused by information asymmetry with college students, so as to ensure the healthy development of the employment market.

(3) Do a good job in human resource planning

Enterprises and institutions should attach importance to human resource planning, scientifically study the organization size and personnel demand, and determine the total demand for long-term and short-term college students. On this basis, we will discuss the establishment of a diversified employment model of "able to enter and exit", "unable to enter and exit" and "unable to enter and exit" [5], so as to maximize the efficiency of resource allocation in the employment market for college students.

3.4 Responsibilities of College Students to Promote Employment

College students are the direct objects of employment work. Their knowledge, ability and quality directly determine their own employment opportunities and employment quality. College students can promote employment from the following aspects:

(1) Develop employment goals and learning plans

College students' employment is not achieved overnight, it is a process of accumulating and producing results. The employment situation of college students after graduation is diversified. They can be admitted to graduate school, civil servants, and direct employment. For this reason, college students should set employment goals for themselves

since they enter the university. After the employment goals are determined, they should formulate their own learning plans. They can establish short-term, medium-term and long-term plans. Then they can learn step by step according to the learning plans to successfully obtain employment and finally achieve their own employment goals.

(2) Improve comprehensive quality

① Earnestly study professional theoretical knowledge and carry out extensive learning, so as to improve their professional theoretical knowledge level.

② Strengthen the training of innovation and practice ability. Employers attach great importance to the innovative practical ability of major students, which can enable college students to better and faster integrate into enterprises. There are many ways to cultivate college students' innovative practice ability: in class practice links, curriculum design and comprehensive training links in the curriculum system, various discipline competitions, various college students' innovative plan training programs, etc. College students should actively participate in them, and ensure that they get full practice during their college years.

③ Improve other qualities. In addition to professional quality, employers also attach great importance to professionalism, communication and coordination ability, teamwork awareness, etc., so college students should actively exercise themselves and improve their comprehensive quality through various college students' practical activities and rich campus cultural activities organized by various associations established by the school.

(3) Change employment concept

College students should establish the concept of “employment first, then employment selection, and then career establishment”, change from the original “one-step” to “horse riding” [6], and take the road of facing reality, lowering the starting point, employment first, and then seeking development. As long as a unit accepts itself, college students should take training themselves as the goal, first obtain employment, step into the society, and then decide whether to choose another job according to the suitability of the current position after having certain ability and experience.

College students should change their employment concept and, when necessary, focus on the posts required by society, such as rural areas, underdeveloped areas, small and medium-sized enterprises and private enterprises. These posts may also bring more exercise to themselves.

3.5 Responsibilities of Families to Promote Employment

The concept of family and the social resources possessed by family also have a profound impact on the employment of college students. On the one hand, parents should face their children's college life squarely, give them independent learning and living space, and do not spoil them. It is inevitable for college students to go to work after graduation. Instead of giving up the plot, they should actively encourage their children to enter the society bravely. On the other hand, families can also actively help their children find employment with their own social resources and jointly promote employment through multiple channels.

4 Conclusion

College graduates are valuable resources of society. The employment of college students is related to the stable development of society and the fate of students themselves. It is the focus of today's society to actively and effectively explore the employment promotion strategies of college students. By analyzing some problems exposed in the current employment promotion of college students, the paper proposes a “five in one” employment security system composed of the government, schools, enterprises, families and students, and clarifies the main responsibilities of each subject in promoting employment in the security system, which provides a solution to the problem of “difficult employment”.

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