

Research on the Actual Dilemma and Countermeasures of the Employment of Graduates of Local Undergraduate Colleges

Yi Huang

Enrollment And Employment Department Of Chongqing University Of Posts And Telecommunications, Chongqing, China

Abstract: *High-quality employment is school-running "lifeline" and people-cultivation "touchstone" of local undergraduate colleges, the employment situation of college students of local undergraduate colleges is generally stable, employment ideas change rapidly, the structural contradiction of employment is longstanding under the influence of the epidemic, inevitably there are actual dilemmas: high-quality employment faces serious impact, the matching degree between talent development and the market is not high, the career planning of college students is unscientific, etc., efforts should be made to solve the practical problems of graduate employment of local undergraduate colleges, deepen the structural reform of the supply side of college talents, strengthen the joint forces of employment work of local undergraduate college, and improve the employment guidance services of local undergraduate colleges, etc.*

Keywords: Local Undergraduate Colleges; Graduate Employment; Actual Dilemma; Countermeasure Research.

1. INTRODUCTION

College graduates are the precious talent resources of the country, with the continuous expansion of higher education, our country has built the world's largest higher education system. Local undergraduate colleges account for about one-third of the undergraduate colleges throughout the country, due to their distinctive regional characteristics, local school-running characteristics, application-oriented talent development goals, and persistent industry school-running sentiments, they have gradually become local economic construction. and innovation-driven new forces [1]. Facing the impact of the COVID-19 epidemic and the complex economic situation at home and abroad, the high-quality employment of graduates of local undergraduate colleges gets a lot of attention of the society, they undertake the important task of providing talents for the local economy and industry development, the employment quality once became an important criterion for evaluating the school-running quality, and solving the actual dilemma of the graduate employment of local undergraduate colleges is conducive to enhance the talent supply capacity of local colleges and universities and better serve the high-quality development of local economy and society.

2. ANALYSIS OF THE EMPLOYMENT SITUATION OF GRADUATES OF LOCAL UNDERGRADUATE COLLEGES

The graduates of local undergraduate colleges are important group of employment, grasping the basic situation, main characteristics and practical requirements of their employment is the starting point and foothold of doing a good job in employment, and it is also the key to highlighting the characteristics of talent development based on the employment law and growth characteristics of college students.

2.1 Employment Situation of College Students is Generally Stable

First, the employment policy continued to make efforts. the national level solidly promotes the "six stability" and "six security", insist on putting the employment of college students first, actively implement the of higher-quality and fuller employment policy, and implement a series of phased and combined employment stability policies, in the case that the number of people exceeded 10 million for the first time [2], the employment policies continue to make efforts, employment channels continue to expand, employment services continue to be optimized, which provide enough service guarantees for promoting the employment of graduates of local undergraduate colleges. Second, the employment structures continue to be optimized. In recent years, the rapid development of the digital economy has helped to create more new demands and jobs, and the adjustment of the industrial structure has also led to continuous changes in the employment structure, these new business forms and new technology fields provide new choices for college students to find job. Third, the employment effect continues to emerge. Facing the

mixing complex situation of the change unseen in a century and the epidemic of the century, the fundamentals of our country's long-term economic improvement and the sustained economic recovery have not changed, the scale of Internet medical care, online education, short video, online office, games and other industries has expanded, employment, prices and market expectations remained generally stable, new technologies, new industries, new business forms, and new models under the digital economy continue to expand new employment space, which is generally conducive to the full employment of college graduates [3].

2.2 Employment Idea of College Students Changes Rapidly

First, employment is searching for stability. Facing the instable and uncertain factors brought about by the epidemic, the employment of graduates of local undergraduate colleges is between ideal and reality, the employment choices are more inclined to stable civil servants, public institutions and ordinary state-owned enterprises, or postgraduate entrance examinations, the number of people who choose to study abroad has decreased in comparison with before the epidemic. Second, the choice of cities tends to be flexible. the survey found that most graduates of local undergraduate colleges choose to stay in the province or their hometown for employment, and they also tend to find job in "first-tier cities" such as Beijing, Shanghai, Zhejiang, and Guangdong, on the one hand, thanks to the large number of employment opportunities, high salaries, and large development space in big cities, On the other hand, under the influence of various national employment promotion policies, it also attracts graduates to actively find job in the western regions, remote and difficult areas, grassroots, and rural revitalization, etc. the third is to choose flexible employment. With the popularization and application of big data, cloud computing, artificial intelligence, Internet of Things, 5G and other technologies, the employment ideas, employment ways and employment paths of graduates of local undergraduate colleges are undergoing profound changes, the development of the platform economy and the sharing economy has promoted the rise of flexible employment, which has led to the rise of emerging employment groups such as network anchors, couriers, paperwork writers, etc., by the end of 2021, our country's flexible employment people has reached 200 million [4], flexible employment has provided more opportunities and wider space for graduates of local undergraduate colleges to find job.

2.3 Structural Contradiction of Employment is Longstanding

First, the economic growth slows down. With the upgrading of economic development mode and industrial structure, the rapid growth of new power energy and new industries and the continuous improvement of innovation and entrepreneurship vitality, high-level developers, high- skilled workers and innovative compound talents who meet the needs of industrial transformation and upgrading are insufficient, the structural contradiction of the coexistence of "difficult employment" of graduates and "difficult recruitment" of enterprises is longstanding. Second, relying too much on hot majors. Due to the industry characteristics of disciplines and majors, most students in local undergraduate colleges choose to study hot majors, as a result, graduates of hot majors are oversupplied and the job market is saturated, on the other hand, local undergraduate colleges often attach great importance to the training of college students' innovative ability and professional quality, while ignoring the training of college students' humanistic spirit, interpersonal communication, overall quality, etc., as a result, students are often faced with the choosy choice dilemma in practice. Third, the employment expectation is too high. the graduates of local undergraduate college have more choices due to the times, material conditions, and personal choices, some college students generally have higher expectation for salary, welfare subsidies, and development space than the preceding generation, when the graduates of local undergraduate colleges work, the supply and demand are out of line, the people are unsuited to jobs, and the phenomenon of "slow employment" occurs from time to time.

3. PROBLEMS FACING THE EMPLOYMENT OF GRADUATES OF LOCAL UNDERGRADUATE COLLEGES

Local undergraduate colleges serve local economic and social development, and reflect their own talent development characteristics and regional development needs in their school-running ideas, however, the graduates are faced with serious impact on high-quality employment in reality, the matching degree between talent development and the market, and the unscientific career planning of college students, etc., which restricts graduates of local undergraduate colleges to achieve higher-quality and full employment.

3.1 High-Quality Employment Faces Serious Impact

First, the labor market has been impacted. At present, the recovery process of the global labor market is slow, small and medium-sized enterprises are facing survival difficulties, some enterprises are on the verge of bankruptcy, and the employment of college students has become a worldwide problem, the shrinking recruitment market and the delayed recruitment season will undoubtedly increase the employment burden, compared to key universities, local undergraduate colleges are even more pronounced in school-running quality, school-running conditions, school-running levels, faculty, and student-source quality, and their employment pressure is even more difficult.

Second, the pressure of employment competition has increased. Catering, transportation, tourism, entertainment, real estate, hotel and other industries have been hit by the epidemic, moreover, more experienced personnel have flowed into the job market, in addition, the number of graduates in 2022 exceed 10 million and is historically high, employers are interested in graduates of famous universities and key universities, their enthusiasm for recruiting in local undergraduate colleges is not enough, which invisibly intensifies the pressure of employment competition.

Third, the subjective initiative of employment is not high. Our country's economy is in a critical period of structural adjustment and development model transformation, facing the major environmental impacts of further education, self-efficacy, employment quality, peer influence, network media, and family support, the salaries of some enterprises are showing a downward trend, furthermore, their career motives are influenced by the social utilitarian mentality, and they excessively pursue economic benefits and immediate interests, when facing the policy requirements of "two-way choice and free career choice", more and more college graduates are actively or passively becoming a "slow employment" group.

3.2 The Matching Degree Between Talent Development and Market is not High

First, the setting of disciplines and majors is unreasonable. There are unbalanced and unreasonable setting of disciplines and majors in a few local undergraduate colleges, the knowledge structure is not all-round, the engineering practice knowledge is lacking, and the curriculum system is too single in talent development, some graduates low major matching rate and limited employment opportunities. etc. Second, talent development is out of step with the market. the ideas of talent development lags behind the needs of market development, some courses are highly theoretical, and there is a certain disconnection between major training and actual employment, as a result, graduates lack practical knowledge, are useless at DIY, lack solid professional skills, and their matching degree between employability and market demand is not enough. Third, the accuracy of employment guidance is not high. the employment service and guidance team are not perfect, the quality of teachers is not high, the contents and forms of employment guidance courses are single, and the targeted job application skills training is not enough and accurate, employment curriculum is formalized, professional practice is out of step with employment practice, employment information is not well matched, and home-school communication is not sufficient, etc., there is also a lack of necessary psychological counseling and intervention for the pressure and anxiety that may occur in the job application process.

Unscientific career planning of college students First, the career development goals of college students are weak. Graduates of a few local undergraduate colleges only take career planning as a course to study, and take credits, grades, and employment as phased goals, they lack exploration of their own personality, interests, and abilities, they have insufficient understanding of the real employment situation, working contents and the capability and quality required for the job, in a few cases, they even blindly follow their parents' wishes and arrangements, some students are unfamiliar with major frontiers, industry prospects, and market trends, and are easily perplexed and confused when faced with career choices and life development opportunities. Second, vocational planning lacks guidance in colleges and universities. Local undergraduate colleges are less of the money go into employment guidance staff, facility construction, etc., lack necessary material guarantees, and cannot guarantee the effective development of vocational guidance [5], as a result, college students' vocational guidance is often acted by counselors, major teachers or class tutors, lack overall, systematic and professional employment guidance. Third, career planning is not scientific enough. the positioning of career planning guidance courses is inaccurate, the awareness of serving local economic and social development is not strong, and professionalism, systematization and comprehensiveness are lacking, there are often fewer class hours, lower credits, and simple study requirements, career planning courses are independent of major introduction courses, employment guidance courses and major practice courses, it only stays at the level of curriculum education, lecture education or stage education, and has not been able to form a relatively complete and continuous curriculum system.

4. IDEAS FOR THE EMPLOYMENT COUNTERMEASURES OF GRADUATES OF LOCAL UNDERGRADUATE COLLEGES

Solving the double contradictions of "difficult employment" and "difficult employment" of graduates of local undergraduate colleges, deepening the structural reform of the talent supply side, enhancing the joint force of employment work of local undergraduate colleges, and improving employment guidance services of local undergraduate colleges are the key to achieving high-quality employment.

4.1 Deepening the Structural Reform of Supply Side of Talents in Colleges and Universities

The matching degree between the major settings of local undergraduate colleges and the market should be enhanced, the awareness of serving local economic and social development is set, the positioning of talent development should be combined with the features of the hierarchy and diversity of talent demand, fight for the maximum autonomy that the government can give in school-running system, major setting and other aspects, strive to expand the power of colleges and universities to independently set up and adjust majors and enrollment, so that talent development more fits economic and social development and talent demand. the development and change laws of the employment market of college students as foothold, we should build the complete and standardized major setting demonstration system, do a good job in market trend research and social demand forecast, calmly and objectively analyze the actual demand of economic and social development and the basic conditions for running school, insist on setting up majors, determine the scale, and open courses, and enhance the scientific and foresight of majors, do not blindly set up or expand hot majors, set career development goals based on majors, and promote precise employment and high-quality employment of graduates.

4.2 Strengthening the Joint Force of Employment Work of Local Undergraduate Colleges

The employment of college graduates is a systematic project, which requires the joint participation of the government, colleges and universities, students and families, many sides work together to promote high-quality employment of graduates. Facing the multi-point spread of the epidemic and uncertain and unstable factors, government departments should strengthen employment policy support, coordinate organizations, human resources and social security, the State-owned Assets Supervision and Administration Commission, the Health and Health Commission and other departments, implement the employment priority strategy and active employment policy, and guide more graduates find job at the grassroots and key industries, encourage and support college students to participate in the "Special Post Program", "Village Officers of College Students", "Three Supports and One Assistance", "Western Plan", etc., and actively go to the grassroots, the front line, and the places which the motherland needs most to forge careers. Colleges and universities should fully integrate the strength advantages of functional departments, faculties and full-time teachers, increase communication with related industries, enterprises, units and alumni, and use the deep integration of the Internet, big data, artificial intelligence and the real economy to find jobs for students, build file for the students with difficult employment, make one policy for one student, provide accurate guidance, assign responsibilities to people, provide fine service guarantee for the high-quality employment of graduates, and form strong atmosphere where the whole staff focus on employment throughout the process. Moreover, graduates of local undergraduate colleges should adjust their employment mentality, set correct employment outlook, correctly treat job stability, working environment, salary, development prospects and employment problems, start from the actual situation and take their own professional ability as the basis, seek jobs that meet their own needs, based on their overall development and long-term development, and set the concept of early employment, stable employment, and re-optimized career.

4.3 Improving the Employment Guidance Service of Local Undergraduate Colleges

We should follow the objective laws of student growth and career development, face the main battlefield of the economy and society, and strive to find employment opportunities created by the deep integration of the Internet, big data, artificial intelligence and the real economy, according to the different features of students at different stages and levels, take refinement as the orientation to strengthen employment guidance, constantly improve employment information provision, policy and system guidance, career decision consultation, career planning, one-stop services, etc., strive to achieve graduation education to touch heart, career guidance goes deeply into the heart, warm-hearted employment services, and considerate employment tracking. We should strengthen the training of college students' professional quality, focus on career ideals, humanistic quality, scientific spirit, professional quality, etc., educate and guide college students to correctly understand their own characteristics, discern the changes of the times, know social needs, and constantly enhance their ability to adapt to market

development and the business actually needs. the idea of career planning should run through all aspects of the whole process of talent development, actively build cooperative relations with local governments and social enterprises, create opportunities for practice and training in multiple ways, and constantly consolidate the professional foundation, improve professional skills, and expand employment space, can continuously strengthen employability in practical learning.

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