

## Research on the University Employment under the New Situation

Chunjie Han

NanJing XiaoZhuang University, Nanjing, Jiangsu, 211171, China

51330423@qq.com

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**Abstract:** Currently, the number of national graduates from colleges and universities hits the new high, and the employment pressure of graduates in 2021 is very big due to the overlapping effect of the trade war and the outbreak. This paper analyzes the problems of college students in employment and work and puts forward the direction and strategy of colleges and universities in employment combining the employment guidance and requirements, points out that the current employment work in colleges and universities to carry out the direction and strategy.

"The year 2020 will be the most difficult year for employment in recent years. Confronting the impact of the epidemic, we made concerted efforts to fight a tough battle for the employment of college graduates." Weng Tiehui, vice minister of education, delivered a speech at a video conference on entrepreneurship in 2021 nationwide. Weng also said that statistics submitted by universities and local governments showed that the employment of college graduates in 2020 is better than expected and remains stable overall, making an important contribution to the overall stability of the country's employment.

Difficulties faced by colleges and universities in employment

General Secretary Xi Jinping has made a series of important instructions on the employment of college graduates, requiring that "the employment of college graduates be the top priority". The employment of national colleges and universities in 2021 is still confronted with many difficulties and challenges in the following aspects:

Firstly, employment volume reached a new high. The total number of college graduates in 2021 is expected to reach 9.09 million, an increase of 350,000 year on year and a new record. In addition to the unemployed graduates and returned overseas students and other employment groups, there is an increase but no decrease in the employment pressure. According to the survey, 48.5% of colleges and universities believed that the employment situation in 2021 will be more severe than the previous year. By contrast, 45.7 percent of graduates thought the employment situation was grim, up 12.1 percent year on year.

Secondly, the lack of employment jobs. Although China's GDP growth has turned from negative to positive in the first three quarters, the supply of market jobs has not fully recovered to the pre-epidemic level. In addition, there is a risk of local outbreaks, and there are still many uncertainties about future job supply [1].

Thirdly, prominent structural contradictions. The employment situation of different universities, regions, industries and majors varies greatly, with the condition that people showed reluctance to find jobs and no job can be offered for graduates being the most prominent problem. Relevant surveys show that from the perspective of the nature of the units, the top three preferred employment options for graduates are state-owned enterprises, public institutions and party and government organs influenced by the traditional culture of seeking stability, and they are less willing to work in private enterprises. From the regional point of view, more than five percent graduates from the developed eastern regions expect to work there, while the proportion of graduates willing to work in the west, northeast and grass-roots level is relatively low. From the perspective of the types of colleges and universities, the employment situation of graduates graduated from science and engineering colleges and related majors is good, while the employment situation of institute of nationalities and arts and sports colleges is not optimistic [2].

Fourthly, the challenge of not accommodated to new forms of employment. At present, flexible

forms of employment, such as live-streaming sales, have created a large number of new jobs and opportunities, which serves as the "new engine" for stable employment. According to the survey, more than 30 percent of colleges and universities said that the number of graduates who choose to start their own businesses and have flexible employment is on the rise. However, the policy support, talent training, protection of rights and interests, social security and other aspects of this kind of employment form are still not well regulated by the government and universities [3].

Fifthly, the tendency of "slow employment" of college students is worsening. In terms of employment mentality, nearly 40% of the graduates said that they would insist on giving priority to employment in big cities, large institutions and large units. If they are not satisfied with their jobs, they can wait a little longer. Nearly 60% of colleges and universities believe that "parents show high expectations for graduates' employment and further study", which affects the smooth employment of graduates. In terms of further study, the proportion of non-employment students planning for further study reached 32.1 percent, an increase of 19.4 percentage points over the same period last year, indicating that the willingness of graduates for further study continues to increase.

## **1. To Improve Political Stance for Comprehensive Advance**

### **1.1 It is Necessary to Fully Understand the Employment Situation and Improve the Understanding of the Importance of Employment**

The Fifth Plenary Session of the 19th CPC Central Committee stressed to strengthen the policy of giving priority to employment, try every effort to stabilize and expand employment to improve the employment based support system for key groups. Promoting the employment of college graduates is the top priority of employment work. The employment situation of college graduates in 2021 is complex and grim, and the employment task is arduous. "Stable employment" and "secured employment" are the primary tasks of the employment of college graduates. The whole university should be deeply aware of the importance of doing a good job in the employment of graduates, and take it as an important and urgent political task and livelihood project of the university. We should attach great importance to the difficulties and challenges faced by the graduates in employment in 2021. Based on the new stage of development, we should make overall plans, mobilize all staff, and make concerted efforts to form synergy to help graduates obtain more full and higher quality employment, and successfully complete the goals of employment rate and quality of employment with high quality assessment [5].

### **1.2 Students' Employment Should be Placed in An Important Position in Career Development, and Ideological and Political Guidance Should be Highlighted**

We should earnestly enhance the urgency of personnel training reform, and strengthen education and guidance to promote students' full and high-quality employment and to serve local economic and social development by consciously centering on the goal of cultivating socialist builders and successors who are all-round ability in areas such as morals, intelligence, physical fitness, work and aesthetics. Further implement the work requirements of "Three Comprehensiveness of Education". In accordance with the requirements of full membership, full process and all aspects, the college will integrate employment work with personnel training, discipline construction and specialty construction, constantly improve the work system, and build an employment work team with extensive participation of teachers, alumni and employers of the college [6].

## **2. To Strengthen the Organization and Leadership with Explicit Working Mechanism**

### **2.1 Further Implementation of the "Leading Project" for Employment**

University should set up the leading working group on employment led by functional departments to coordinate the command, the secondary colleges should set up the college graduates employment work group with leaders of party as the group leaders. The members are related members of the college leadership group, responsible persons of majors, directors of the teaching

and research section, graduation thesis instructors, counselors, representatives of class teachers, etc. We need to form a new pattern of work in which all employees focus on and promote employment so as to establish a three-level employment responsibility system of "school-college-class". Each college shall formulate practical employment plans for graduates, clarify the division of responsibilities, schedule and work requirements, and ensure that all work is carried out in an orderly manner [7].

## **2.2 Focusing on the Goal of High-quality Development and Construction, Adhering to the Bottom-line Thinking, and Establishing an Employment Support Mechanism**

All colleges should actively promote the construction of the linkage mechanism of enrollment, training and employment. The quality of employment feeds back talent training, promotes employment with the quality of talent training, and feeds back enrollment with the quality of employment. At the same time, it forces the preparation of enrollment plan, the adjustment and optimization of professional structure and the construction of talent training system, so as to continuously improve the high quality development of the school. We will fully implement the "student-centered" employment support mechanism and ensure the quality of employment and entrepreneurship guidance services.

## **2.3 To Strengthen the Building of Employment Related Forces**

To hold work meetings regularly, report the progress of employment work regularly, and establish a network work group to actively communicate and operate the work every day. To adhere to the "going out, bringing in" and actively carry out the provincial employment & entrepreneurship training work to strengthen employment exchange and share with other colleges and universities. Employment counselors should master policies, learn employment-related policies and documents, make good use of information, demand development of related industries, and relevant special recruitment information, so as to constantly build an employment team with excellent employment quality.

## **3. To Expand Source and Posts, and Strengthen the Construction of Main Channels for Campus Recruitment**

### **3.1 Strengthening the Development of Market Positions**

To strengthen market research development, the market demand for talent information can be targeted in correct manner, take the initiative to visit and contact recruitment platform, key enterprises to expand the employment market and try hard to expand information sources, explore information on posts. Proactive measures can be taken to invite large central enterprises, state-owned enterprises, leading enterprises as well as attractive enterprises for graduates. Besides, human resources and social security department, especially the one that has strong demands for graduates, can be invited in key cities. The resources of the academy can be made full use of and to fully mobilize the enthusiasm of the teachers, head teacher and counselor. Relevant enterprises can be invited to the campus for analysis of the demand for human resource in the society and the information bank for employer should be developed and to proactively contact and visit related enterprises to establish school and enterprise cooperation base. Visiting the emerging employment market in key areas and open up new employment space for sharing recruitment posts among colleges and universities. The directly affiliated colleges and universities should radiate and drive the local colleges and universities to make full use of post resources, complement resources among colleges and universities, strengthen cooperation among colleges and universities, and promote full sharing of post information to realize complementarity [8].

### **3.2 Making Full Use of Alumni Resources**

Alumni resources are important social and educational resources of colleges and universities. Colleges and universities can actively recommend graduates to alumni enterprises and invite alumni enterprises to preach on campus, so as to increase more employment opportunities for graduates.

### **3.3 Organizing and Recruiting Central Grass-roots Projects**

Expanding the scale of local grassroots initiatives as much as possible. To implement the policies of tuition compensation and preferential policy to access to higher education and graduates are encouraged and guided to start up their own businesses based on the demands of grassroots community in rural and urban areas. To take postgraduate entrance exam and the recruitment of second bachelor degree can be taken into consideration by colleges and universities and colleges and universities should take time to contact with students failing in postgraduate exam and they should be guided to change their idea to develop a healthy attitude for early employment. In the past two years, the proportion of new graduates recruited by government organs, enterprises and public institutions has increased, and colleges and universities need to pass on these policies and employment information to graduates in a timely manner, so that they can seize the opportunity to get a full and high-quality job.

## **4. Taking Multiple Measures to Improve the Level of Employment Guidance Services**

### **4.1 Strengthening Efficient Employment Information Service and Giving Full Play to the Role of Network Platform**

Efforts are made to expand online recruitment channels. Through various employment information networks, WeChat public accounts and QQ work groups and other all-round service platforms, the company realizes accurate delivery of employment information, and provides graduates with fast, efficient and high-quality employment services by sending policies, guidance and information. Provide timely and personalized guidance services for students with various job-seeking needs [9].

### **4.2 Smooth Implementation of Online and Offline Recruitment to Ensure that the Number of Positions is Only Increased**

Campus recruitment plays a crucial role in the employment of graduates. Main channel of colleges and universities should be used to further strengthen campus recruitment, organize all kinds of campus, XuanJie will double choose, normalized with the epidemic prevention and control work, completes the 2021 graduate online recruitment work at the same time, actively organize in secondary school, according to the small batches, close to the professional, industry requires careful design online recruitment activity, We will continue to increase the effective supply of jobs to ensure that the number of jobs available to graduates in 2021 only increases.

### **4.3 Targeted Assistance to Promote the Employment of Special Groups of Graduates**

We will provide targeted assistance to those in need, and promote effective implementation. We will set up a work lodger to help graduates with employment difficulties, focusing on helping them in accordance with the requirements of "one person with one lodger" and "one person with one policy". We will increase assistance to people with disabilities, poor people, ethnic minorities and other categories of people, so as to provide targeted assistance, one person, one policy, and ensure 100% employment.

### **4.4 Strengthening Employment Guidance in Classification to Enhance Employability**

Strengthening employment skills training work, carrying out civil service base examination, postgraduate examination and various lectures based on responsibility system and responsible person of secondary college party and government as the first responsible person can be used to cultivate correct employment values, improve students' comprehensive quality and ability, and teach job-hunting skills and procedural methods. We will continue to organize "Internet + Employment Guidance" live-broadcast courses for public benefits [10].

### **4.5 Social Demand is Taken as the Guide to Deepen Industry-university Cooperation and Collaborative Education and Cultivate Competitive High-quality Professionals**

Schools and enterprises should jointly build employment and internship bases for college students and develop more employment and internship positions as well as to promote more graduates to achieve employment through internship. Colleges and universities should promote the establishment of industry-university-research cooperation bases with enterprises, give full play to the preschool teachers of schools in human resources, scientific research and enterprises in production practice, and further promote university-enterprise complementary advantages, resource sharing and common development.

#### **4.6 Strengthening the Education of Career Courses and Establish A Correct Concept of Career Choice**

Strengthening the practical effect of employment education, the construction of employment guidance courses and carrying out hierarchical and grade-based employment guidance mode, good career development and employment guidance activities so as to provide career development consulting services and make good use of the "24365 College Graduates Intelligent Employment Platform", thus carrying out employment guidance work. Graduates should pay attention to the Ministry of Education 24365 website launched by college graduates employment planning, job hunting skills and other six topics of courses. Targeted measures can be made to carry out psychological counseling in graduates employment anxiety to alleviate the pressure. To pay close attention to public opinion dynamic employment and timely response to the concerns of students to strengthen the education for graduate education and the state of the employment policy, "employment first, and then choose a career" to guide the graduates to set up the correct ChengCaiGuan to establish a healthy, positive and rational employment mentality, and consciously integrate the realization of personal ideals into the development of serving the cause of the Party and the country.

#### **5. Suggestions on the Employment of Colleges and Universities**

Despite the complex and grave situation and arduous tasks, we have set a GDP target of over 6% for this year and created over 11 million urban jobs (in the government work report). The experience we have gained in the employment work under the prevention and control of the epidemic in 2020 has helped us build confidence in our job creation work in 2021. As a university, we should be good at cultivating opportunities in the crisis, opening up new affairs in the changing situation, insisting on planning and deployment in advance, taking advantage of the situation, and striving for greater initiative in work [4].

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