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The Deficiencies in the Employment Guidance of Colleges and Universities and the Optimization Countermeasures

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Abstract: At present, the employment form of college graduates is very serious, not only the lack of high-quality employment opportunities in society, but also the employability of graduates. In order to improve the employability of graduates, colleges set up employment guidance education. However, in the new period, the change of social environment has put forward higher requirements for graduates, and the deficiencies in college employment guidance have been gradually exposed. Based on this, this paper analyzes the shortcomings of the current employment guidance in colleges and universities, and puts forward corresponding optimization countermeasures, in order to improve the quality of employment guidance in colleges and universities and promote the promotion of students' employment competitiveness.

Keywords: Universities; Employment guidance; Graduate

College graduates are an important resource for national and social development, and China attaches great importance to the employment of graduates. The Notice on the Employment and Entrepreneurship of college graduates and other young people pointed out that the employment of college graduates and other young people is related to people's livelihood, social stability and high-quality development. With the popularization of higher education and the increasingly fierce competition in the job market, it is of great significance to strengthen employment guidance and enhance graduates' competitiveness in employment. In this context, the importance of career guidance in colleges and universities has become increasingly prominent. The development of career guidance in colleges and universities is not only related to the personal development of students, but also directly affects the reputation and social influence of colleges and universities. However, there are still some deficiencies in the employment work of some colleges and universities, which affect the overall effect of the employment guidance work of colleges and universities, and limit the improvement of students' employment competitiveness. The purpose of this paper is to deeply explore the shortcomings of the employment guidance in colleges and universities, and put forward corresponding optimization countermeasures to promote colleges and universities to improve their employment guidance work.

1. Deficiencies in college employment guidance

1.1 The employment guidance system is not sound, and the employment guidance is not coherent

Although some colleges and universities actively respond to the call of the state to carry out employment guidance work, but the employment guidance system is not perfect. The specific performance is that some colleges and universities lack systematic employment guidance courses, and the employment guidance work is carried out late, usually near the graduation of students, resulting in graduates can not get comprehensive and effective guidance. Some universities lack systematic, complete and coherent whole-cycle employment guidance, and employment education does not run through the whole process of college student training^[1]. In some colleges and universities, the content of employment guidance lacks coherence, the link between each link is not close, can not provide effective employment guidance for graduates, and the employment guidance course is in vain.

1.2 The content of employment guidance is simple and the effectiveness is insufficient

The employment guidance content of some colleges and universities is mostly limited to teaching job hunting skills and interview skills, lack of in-depth guidance on students' career planning and professional quality, and it is difficult to effectively improve the employment competitiveness of graduates. In some colleges and universities, employment guidance courses still adopt traditional teaching methods, in which teachers explain career theories, self-understanding theories, introduce employment policies, analyze employment situation, and impart job-hunting skills, etc. The course content is not updated in time^[2]. Such employment guidance content is out of line with the actual demand of the market, and it is difficult for students to apply the knowledge they have learned to the actual job hunting, and the effectiveness of employ-

ment guidance is greatly reduced.

1.3 The employment guidance force is weak and fails to educate all employees

Some colleges and universities lack professional career guidance teachers, most of them are guided by counselors, and professional teachers rarely participate in it. Moreover, counselors basically enter universities after graduation and lack enough job hunting experience to provide employment guidance for students based on their own experience. In order to form a pattern of educating students in the whole process and the whole staff in employment guidance, it is necessary to mobilize teachers of specialized courses to participate in students' employment guidance. Due to the lack of employment guidance, colleges and universities can not provide comprehensive, timely and personalized employment guidance services for students. Therefore, colleges and universities should strengthen the construction of employment guidance team and build a professional education team for students' employment guidance.

2. Optimization countermeasures of employment guidance in colleges and universities

2.1 Establish a sound work system and carry out systematic and coherent employment guidance

In order to guarantee the systematic and coherent employment guidance for college students, colleges and universities should build a whole-process employment guidance system from enrollment to graduation. Colleges and universities should set up a separate general course of employment guidance, and carry out employment guidance education once every half month according to the actual situation of colleges and universities. At the same time, colleges and universities should mobilize teachers of specialized courses to integrate the relevant knowledge of employment guidance education with the actual teaching content in the teaching process of specialized courses, and implement the whole process and the concept of educating all employees. Employment guidance should set up different educational contents according to students of different grades and majors, and provide one-stop educational services from graduation, career selection to employment and entrepreneurship, so that employment guidance runs through the whole process of talent training^[3]. In addition to setting up theoretical courses, colleges and universities should pay attention to opening practical courses of employment guidance, such as organizing students to visit enterprises according to the professional characteristics of students, organizing graduating students to practice training in enterprises, so that students can personally experience the workplace environment. Colleges and universities can also organize entrepreneurship and employment competitions, so that students can exercise their job-hunting skills in practice and improve their employment competitiveness.

2.2 Enrich the content of employment guidance, and comprehensively improve the comprehensive quality of students' employment

In order to improve the effectiveness of employment guidance, colleges and universities should build targeted employment guidance content according to the actual market demand and professional characteristics. In addition to setting up basic resume production, interview skills and other employment guidance courses, can set up career planning courses, industry awareness courses, professional ethics training courses, psychological counseling courses, etc., to help students clear career direction, understand the industry dynamics, enhance the employment confidence of graduates. At the same time, innovation and entrepreneurship education should be integrated into the employment guidance course to improve students' innovation and entrepreneurship ability, lay a solid foundation for self-employment, and promote college students' entrepreneurship and employment. In addition, colleges and universities should pay attention to the education of laws and regulations related to the employment of students. College students have a shallow social experience and are easy to be cheated by bad enterprises. Therefore, colleges and universities should carry out law and regulation education so that graduates can consciously protect their legitimate rights and interests with the weapon of law.

2.3 Strengthen the construction of employment guidance team and promote the education of all staff

Professional employment guidance team is the key guarantee to improve the quality of employment guidance work, colleges and universities should strengthen the construction of employment guidance team. Colleges and universities should recruit professionals with rich experience in employment guidance, strengthen the training of employment guidance personnel, and improve their professional quality and professional ability. For college counselors, professional teachers, etc. should organize training, seminars and other activities to help them with the latest employment policies and market dynamics, so that they become an important part of the employment guidance force. Colleges and universities should encourage all teachers and administrative staff to actively participate in employment guidance work, establish employment guidance service network, and give full play to the strength of all faculty and staff to help students find employment. At the same time, colleges and universities should strengthen cooperation with enterprises, invite enterprises with rich experience staff to give lectures for students, guide students' employment, and cultivate students' employment literacy.

3. Conclusion

To carry out employment guidance in colleges and universities is an inevitable way to respond to the policy call and promote the em-

ployment of college students. However, in some colleges and universities, the employment guidance system is not perfect and the employment guidance is not coherent. The content of employment guidance is simple and the effectiveness is insufficient. The strength of employment guidance is weak, and the lack of education for all employees leads to the absence of employment guidance education. Colleges and universities should attach importance to students' employment guidance, establish and perfect a systematic employment guidance system, enrich the contents of employment guidance, strengthen the construction of employment guidance team, provide basic guarantee for students' career development, and effectively improve students' employment competitiveness.

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