

Research on the Construction Strategy of College Students' Employment Guidance Service System



Lisha Wang

College of Humanities of Shangqiu Normal University, Shangqiu, Henan, 476000, China.

Abstract

The construction of college students' employment guidance service system can largely alleviate some problems and difficulties encountered by college graduates in my country's colleges and universities in the employment guidance work, thereby promoting good communication between college students and enterprises, and building a more effective. It can realize a good interaction mechanism and a benign employment service mode between college students and enterprise units. The construction of college students' employment guidance service system also effectively solves the problems encountered by college students in employment, and provides a good platform support for college students' employment. This paper analyzes the problems existing in the construction of the employment service system for college graduates in our country at present, and conducts countermeasures research on the related problems that can be improved in the system, hoping to provide researchers in this field or university graduates with some ideasreference value.

Keywords

College Students, Employment Guidance, Service System, Construction

<https://oajer.damray.com/>

OPEN ACCESS

DOI: 10.26855/oajer.2022.09.002

Received: July 27, 2022

Accepted: August 24, 2022

Published: September 22, 2022

Copyright: ©2022 Lisha Wang. This is an open access article distributed under the terms of the Creative Commons Attribution License, which permits unrestricted use, distribution, and reproduction in any medium, provided the original author and source are credited.

1.Introduction

In recent years, the employment of college students has become a common social problem. At the same time, the employment problem of college students has been paid more and more attention by the National Party, the people's government and all sectors of society. A very important factor in the employment system is colleges and universities. For colleges and universities, it is the responsibility and mission of all colleges and universities to help students choose jobs, cultivate their competitiveness, and help students better enter the society (Li Tao, 2019). It is also their urgent need to solve problem. Through the statistics and analysis of relevant data in recent years and the sorting and research of papers in related fields, this paper finds that there has been great development in the construction of university employment guidance service system in recent years, but for the current employment guidance service for college students in my

country. There are relatively few studies on the system. So how to formulate and build a more targeted college student employment guidance service system according to the actual situation and local characteristics of our country and the different teaching characteristics of various colleges and universities is also a common problem faced by colleges and universities in our country (Wang Yongzhen, 2021). This problem is very realistic and urgently needs to be solved. Therefore, from the starting point of the research in colleges and universities, this article deeply analyzes the methods and strategies of the construction of the employment guidance service system for college students.

2. The necessity of the construction of the employment service system for college students

2.1. Reasonable allocation of talent resources for college graduates

A very important part of my country's human resources is the graduates of colleges and universities. They are a very key backbone in our country's realization of the grand blueprint and the strategy of rejuvenating the country through science and education. Therefore, for college graduates, how to make use of their expertise so as to achieve a positive effect on social progress and development and personal improvement is of great practical significance. According to the current employment situation of some college graduates in my country, there is a situation where heroes are useless first, and there is also a situation where talents cannot be found where they need to be employed. The reasons for these two problems are mainly due to the rapid development and progress of the society, the urgent need for a large number of talents and talent reserves, and the phenomenon of backlog and waste of talents in some professional fields (Jin Leili & Du Jia, 2005). Therefore, in the market environment, how to rationally allocate human resources is also a very important issue facing my country's current social development. The establishment of the employment service system for college students can play a certain role in alleviating this dilemma. Through the college student employment service guidance platform, the school can let the employer or enterprise has a specific understanding of the relevant situation of talents, and can also select appropriate talents for the enterprise according to their specific needs. The education platform can also make college graduates be able to better understand the image of related companies, the cultural enterprise mechanism and the types of talents required by the company, so as to better plan their career development and employment direction, find jobs and companies that are more suitable for them, so as to achieve a higher and faster self development, and make progress together with the enterprise. The construction of the platform can achieve a two-way win-win effect between enterprises and talents. For the market, the demand for all kinds of professional sex talents also changes gradually with the changes of the market economy (Lou Xijin et al., 2005). Therefore, for colleges and universities, it is necessary to make corresponding adjustments in the setting of some majors in line with the changes of the market economy and the development of society. For my country's current educational structure, the pace of its adjustment cannot keep up with the changes in the industrial structure. Therefore, in the professional setting and talent structure training of many colleges and universities, it is very inconsistent with the market demand, and there is a phenomenon that the supply of talents urgently needed by the society is in short supply. However, there are also some deficiencies in professional settings, resulting in a surplus of professional talents and a backlog of talents. Therefore, the construction of the employment guidance service platform for college students can also play a great role in this aspect, realizing the adjustment of the talent structure and majors, so that the relevant talents can be better invested in the society and enterprises, so that people can make the best use of their talents. Make the best use of the reasonable configuration.

2.2. Reform the traditional talent training model

To analyze the problem from the perspective of society, a university is a factory for processing talents, so whether the college students who graduated from the university, as a special kind of product, can be accepted and accepted by the society and enterprises, has a great impact on the survival and development of the university. Direct contact. If college graduates are to be recognized by society and accepted by enterprises, they must first have a comprehensive grasp and understanding of the talent needs of society and enterprises. Secondly, it is necessary to improve the ability, quality and professionalism of college graduates, so as to bring more development space to the enterprise, so it will definitely be recognized and trusted by the enterprise (Wang Mian & Xu Wenbo, 2002). Therefore, the establishment of the employment service system for college students can serve as a bridge for good communication between social enterprises and colleges and universities, and it is also a convenient window for both parties to realize information exchange and two-way selection. With the help of the establishment of the college student employment service system platform. The relevant talent letter demand information of various enterprises in the platform can be grasped and understood by colleges and students in a timely manner, and the number of talents demanded, the level of professional ability limits, and the types of talents demanded can be grasped at a glance. It is conducive to more targeted screening and selection of enterprises by colleges and universities, and is also conducive to the adjustment of majors among colleges and universi-

ties and the reform and innovation of some related teaching methods and methods. While ensuring the quality of talent training, it also realizes the recruitment and training of talents according to the needs of society and enterprises, thereby alleviating the situation that heroes are useless and relevant enterprises cannot recruit available talents, and the teaching quality of the school is gradually improved, but also gradually improve the quality of the talent introduction of enterprises, which has a very great role in promoting the teaching work of colleges and universities and the follow-up development of enterprises. Because the graduate works in the enterprise, if his performance ability and professional level can be recognized by the enterprise and the employer, he will definitely use his knowledge to repay the society and the enterprise, and at the same time, he will also establish a good reputation for his alma mater. Reputation and word-of-mouth have improved the employment situation of the school. The quality of admissions will also be improved accordingly. The continuous development of high efficiency also makes the training of students more adaptable to the needs of society, thereby promoting the development of both parties in a benign direction, which is a win-win situation for both the enterprise society and the employer.

2.3. Help college students establish a correct outlook on career choice and career

College students' career choices have a great influence on college students' career selection and employment. College students' career choices also directly affect their career choices, and college students' career activities and career choices also reflect college students' career choices (Wang Baoyi, 2005). Career choice is a concrete manifestation of college students' outlook on life, and it reflects the basic attitude of every individual with labor function towards his own life. So no matter every college student, he moves from school to society, ends school life, and starts his own workplace life and social life, which all involve his own attitude towards life. So in this one, three relationships should be handled well. The first is the relationship between making a living and career. We must make college students establish the concept of career outlook and put their vision before making a living. The second is the relationship between taking and giving, so that it establishes the awareness that giving is always greater than taking. The third is to deal with the relationship between the present and the future. For college students, their future development is very important. However, when college students make career choices, they should first establish good and correct values and career concepts. There are many aspects to consider when making career choices. Such as work environment, personal ability, work position, benefits, social status and so on. However, when considering these factors, it is impossible for every factor to meet the psychological expectations of college students. It should be selected and grasped according to its own actual situation. Whether the career choice is reasonable is directly related to the future development of college students' life experience. Whether the job you choose is suitable for you will also directly affect your future work attitude and work enthusiasm. It is even related to the whole quality of life in the future. If a person wants to make corresponding contributions to the country and society, and at the same time achieve the improvement of personal life quality and personal happiness, it depends to a large extent on the career he chooses. Therefore, the establishment of the perfect employment service system for college students directly affects the formation of students' career planning and career choice, and plays a very important role in their personal development and social progress.

3. Problems existing in the construction of employment guidance service system for college students

According to the analysis of the current situation of the construction of the employment guidance and service system for college students in my country, the main problems in the employment service guidance platform are as follows.

3.1. The establishment of the employment guidance center for college students is a mere formality

At present, many colleges and universities in our country have established college student employment guidance centers, which aim to provide guidance and services for college graduates on some employment and entrepreneurship-related issues. However, these guidance centers are often too superficial and do not pay attention to reality. Some guidance centers have serious shortages of professional talents, and related guidance centers generally do not pay enough attention, or invest less in funds. Problems, these are also the factors that hinder the college graduate employment service guidance center from not playing its good role in service. There are also major deficiencies in the related services and guidance for the employment of college graduates. In addition, as far as the current employment guidance centers for college students in my country's colleges and universities are concerned, their related content and system construction are not comprehensive enough, so in practice, their role is not obvious. In some career planning and employment value In terms of education and other aspects, college students still have many problems that need to be solved urgently.

3.2. Insufficient attention to the understanding of employment guidance

For the current construction of the employment service guidance system for college students in our country, there is no relevant curriculum construction in it. At the same time, there is no standardized and systematic development in the course construction, and the development scale is also small. The innovativeness and guiding spirit of entrepreneurship are not reflected in the conceptual planning, and the normative aspect needs to be improved, and some corresponding quality inspection and evaluation mechanisms also need to be improved. Therefore, all of these have a certain hindering effect on the construction and improvement of the employment guidance system for college students.

3.3. The construction of the college student employment guidance service system is not well integrated with the Internet

In actual colleges and universities, although there are some construction and maintenance of employment service information websites, these construction and maintenance are not based on students' usage habits, and are combined with the actual situation of modern information construction and development, so this is also. This leads to the limitations of related work and value expression in the college student employment service guidance platform. With the rapid development of informatization in modern society, college students are highly dependent on the acquisition of information. The main channels for receiving information are WeChat, Weibo and modern information tools. Therefore, the construction of the employment guidance service system for college students' will. It is said that it is possible to combine the information acquisition habits of students, and use the relevant information software that college students often use to release relevant enterprise or social talent information, which is more conducive to college students to obtain relevant information and unblock the information acquisition channels.

3.4. The current college student employment guidance service platform is weak in team building

For university employment guidance and service work, the related work involves a very wide range of knowledge. At the same time, for employment guidance work, it requires very professional knowledge and literacy, and also has certain social experience. Therefore, the employment guidance and service work of college students needs a team of teachers with strong professionalism, broad knowledge and certain social experience and experience, so that the employment service guidance work of college students can be carried out effectively. However, for the construction of the current employment guidance service system for college students in our country, there are some deficiencies in team building in the development of work, which is still quite different from the actual demand. For some relevant guidance personnel of college students' employment guidance and service work, they are lacking in professional level and ability, so this is also a problem that needs to be paid attention to in the current college students' employment guidance service.

4. Strategies for the construction of employment guidance service system for college students

Scientific ideas and innovative ideas are the basis for the construction of college students' employment guidance service system. First of all, it is necessary to have an in-depth understanding of the connotation and value of the construction of the college student employment service guidance system, and integrate the relevant work into the college student employment guidance service construction. Practice through various methods and paths to continuously promote college students' employment guidance.

4.1. Make the construction of college students' employment guidance service system highly

Combining with the current new development situation, one of the key factors to continuously innovate and promote the innovation of the construction system of the college student employment guidance service platform is to avoid simplification and one-sided process and structural imbalance. For innovation, the related content involved is also relatively complex. How to innovate, how to innovate, and what kind of innovation becomes are all questions. First, the results of innovation need to be set, and secondly, the methods and methods of innovation need to be gradually explored and practiced, and the relationship between the two is complementary, and they together become the development basis of the college student employment guidance service system. For the current construction of the college student employment guidance service system, the pragmatic spirit and the innovative spirit should be organically combined. While paying attention to basic innovation, it also makes the new development pattern receive high attention. For new problems and new demands, we must have the courage to face and challenge, so as to realize the continuous improvement of the college students' employment guidance service system. In order to innovate the platform construction, advanced science and technology must be introduced to realize the important characteristics of intelligence. Science, as Marx said, is the wheel that drives history and the source of revolutionary power. Under the new situation and new background, it

is necessary to combine the Internet, big data and intelligent emerging technologies as the basic development foundation to build a college student employment guidance service system, so that the system reflects the development direction of intelligence. Based on the current development background of our country, the construction of the college student employment guidance service system should be integrated with the current emerging technologies, showing a new feature of a comprehensive service platform with high technology, visualization, interoperability and openness, so as to make the college student employment guidance service system. The construction has better carriers and diverse forms, showing a variety of styles in space and form, and constantly optimizes and improves. At the same time, new technologies are integrated into the construction and guidance services, and through new technologies and new tools, the realization of the intelligentization of the college student employment guidance service platform is continuously promoted, so as to realize the continuous optimization and improvement of the college student employment guidance service system, and the continuous expansion of the college student employment guidance service system and deepening gradually to promote and promote.

4.2. Make the college student employment guidance service system in depth

Connotation and depth are important factors to eliminate the utilitarian tendency, so the vivid practice of college students' employment also relies on the construction of college students' employment guidance service system. From the perspective of college students' employment, the fundamental value of system construction is reflected. The construction of a deep college student employment service construction system is also inseparable from this fundamental value. Therefore, it is necessary to highlight the connotation and concept of college students' employment as the basis in the construction of the college student employment guidance service system, and to take the employment of college students as the basis, for the purpose of The promotion and expansion of relevant work in practice enables the construction of the university employment guidance service system to obtain a foundation from reality, thereby obtaining a deeper practical significance. In the construction of the employment guidance service system for college students, we must always maintain the realistic care with the society, focus on the employment of college students, and always build a deep employment guidance service system for college students with a keen attitude and insight.

4.3. Make the college student employment guidance service system have breadth

In order to better understand the dilemma and problems of the construction of the employment guidance service system for college students, so as to make the construction of the employment guidance service system for college students more timely and practical, it is necessary to make the construction of the employment guidance service system for college students have a modern integrity and system. It is necessary to fundamentally abandon the fragmentation and one-sidedness in the traditional concept, so as to realize the functional integrity and systematicness of the college student employment service system, and make the construction of the college student employment guidance service system more coordinated. At the same time, it is necessary to organically combine the construction of the college student employment guidance service system with the general environment of the society, and carry out a scientific review, in order to realize the overall structural adjustment of college graduates as the final principle, and build a broad college student employment guidance service system.

5. Conclusion

The improvement of the relevant methods of the college student employment guidance service system and the analysis of related problems are of practical significance to promote the continuous establishment and optimization of the college student employment guidance service system, which can promote the effective guidance and related services for the employment and career selection of college graduates. Improving the ability of college students to start a business and to find employment will play a positive role in further solving the problems related to the employment of college students in our country.

References

- Jin Leili, Du Jia. (2005). Effect evaluation of college students' vocational guidance courses [J]. Higher Engineering Education Research, 2005(2).
- Li Tao. (2019). On the construction of college students' career development and employment guidance service system [J]. Education and Vocation, 2019(12): 54-57.
- Lou Xijin, Zhou Shuhong, Wu Liyu. (2005). Analysis of the Employment Competitiveness of College Students [J]. Education Development Research, 2005(13).

- Wang Baoyi. (2005). Comparison of Employment Guidance for Chinese and Western College Students [J]. Education and Vocation, 2005(8).
- Wang Mian, Xu Wenbo. (2002). Attempt and experience of constructing graduate employment guidance service system [J]. Journal of Chongqing University of Posts and Telecommunications: Social Science Edition, 2002(2).
- Wang Yongzhen. (2021). The core essence and practical path of precise employment guidance in colleges and universities [J]. Ideological and Theoretical Education, 2021(8).