

Study on Mechanism of High-quality Full Employment for College Students in Hebei Province from the Perspective of “Visiting Enterprises and Expanding Jobs”

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Abstract: This paper reviews the far-reaching significance, remarkable results and challenges of “visiting enterprises to expand jobs” in promoting the employment of college students, and deeply discusses its role as a catalyst for the accurate docking of talent supply and demand, the optimization and upgrading of talent training mode and the efficient transformation of scientific research results to the market. It points out the problems such as imperfect working mechanisms, low matching degree of supply and demand and unbalanced regional distribution in the current “visiting enterprises to expand jobs action” in colleges and universities, and puts forward measures to establish a long-term mechanism, including “one-stop” demand docking, “one game of chess” coordinated linkage, “integrated” coordinated education and “one network” information construction, in order to achieve high-quality and full employment of college students. To train talents for the construction of a modern socialist country.

Keywords: Special action of visiting enterprises to expand jobs and promote employment; High-quality full employment for college students; Long-term mechanism

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1. Introduction

As socialism with Chinese characteristics has entered a new era, the relationship between growth and employment is also facing a shift from “stable growth and ensuring employment” to “stable employment and ensuring growth”, and from “higher quality and more adequate” to “high-quality and sufficient”. However, with the continuous development of China’s economy and society, higher education has entered the stage of popularization, and the number of college graduates is rising year by year. However, in the current job market, structural contradictions are still prominent, and some graduates find it difficult to find satisfactory jobs.

2. Visit enterprises to expand the main content of employment promotion action

In 2022, the Ministry of Education issued the Notice on Carrying Out the Special Action of National College Secretary and President to Visit Enterprises to Expand Jobs and Promote Employment, and deployed the special action of National College Secretary and President to Visit enterprises to expand jobs and promote employment, which became an important strategic deployment of the Ministry of Education to promote the employment of college graduates, and started the “Visit to enterprises to expand jobs action.” The action, based on the circular and first initiated by the Ministry of Education, quickly set off a nationwide wave aimed at broadening employment channels, deepening school-enterprise cooperation, and accurately connecting supply and demand ^[1,2]. On this basis, the Ministry of Education continued to carry out the key action to promote employment for college graduates in the spring of 2023, which not only retained the role of college secretaries and presidents as “navigators,” but also greatly extended the scope of participation to members of the leadership team of secondary colleges and departments, forming a vivid situation of linkage and full participation, and jointly digging more high-quality jobs for graduates, to build a solid bridge from campus to the workplace ^[3,4]. At the end of 2023, the Ministry of Education announced that it will implement the “2024 National College Graduates Employment and Entrepreneurship Promotion Action,” requiring that the “College Secretaries and Presidents visit enterprises to Expand jobs and promote employment special action” continue to serve as a banner to lead school-enterprise cooperation, and promote the deep integration of the two sides in multiple fields such as personnel training, technological innovation, employment and entrepreneurship; The implementation of the “ten thousand enterprises into the campus” plan, so that graduates can communicate with many high-quality enterprises face to face on the campus, to realize the seamless docking of job hunting intentions and enterprise needs, and further broaden the employment vision and choice space of graduates ^[5,6].

3. The significance of “visiting enterprises to expand the job action” to promote the employment of college students

3.1. School-enterprise exchanges and precise docking of talent needs

As an important way to strengthen university-enterprise connection and deepen school-enterprise cooperation, “Visiting Enterprises to expand their posts” not only builds a bridge of communication between universities and enterprises but also promotes in-depth cooperation between the two sides in the fields of talent training, scientific research and innovation, aiming at achieving harmonious coexistence and mutual benefit between talent training and enterprise development. Through on-the-spot visits to enterprises, colleges and universities can accurately grasp the actual needs of enterprises, so that talent training is more in line with the actual needs of society and enterprises. At the same time, enterprises can also fully demonstrate their strength, culture and strategy through the “visiting enterprises to expand their posts”, and attract more outstanding talents to join.

For colleges and universities, the “Visit enterprises to expand their posts” provides more high-quality internship and job opportunities for graduates. Colleges and universities actively invite enterprises to campus and organize various kinds of recruitment and publicity activities, so that graduates can more intuitively understand the employment needs of enterprises and career development prospects. At the same time, colleges and universities provide targeted employment guidance for graduates through the “visit enterprises to expand their jobs” action, to help graduates improve their employment success rate ^[7,8]. For enterprises, “visiting enterprises to expand the job action” for enterprises to transport outstanding talents with practical ability, and inject new vitality for the sustainable development of enterprises. Through close cooperation with colleges

and universities, enterprises can lock outstanding graduates in advance, and provide a solid talent guarantee for the long-term development of enterprises. The “Visit Enterprises to expand the job action” has achieved a triple win in the selection of graduates, the selection of employers, and the training of talents in colleges and universities, which is an important step taken by colleges and universities in the training of talents and employment promotion.

3.2. School-enterprise linkage to optimize the mode of talent training

“Visiting Enterprises to expand their posts” not only provides a platform for exchanges between universities and enterprises but also provides strong support for both sides to jointly optimize the talent training model. First of all, “Visiting Enterprises to expand their posts” provides colleges and universities with an opportunity to understand the needs of society. By visiting enterprises, universities can gain an in-depth understanding of their employment needs, industry development trends and market changes. The valuable feedback will help colleges and universities adjust their major offerings and curriculum systems to make talent training more in line with market demand ^[9,10].

The “visiting enterprises to expand the post action” has created conditions for the combination of production, learning and research between universities and enterprises. Enterprises can share practical cases and experiences with colleges and universities, providing rich materials for their teaching ^[11,12]. At the same time, colleges and universities can invite enterprises to participate in the teaching process, jointly develop training plans, design curriculum systems, and carry out practical teaching.

In addition, the “Visit Enterprises to Expand Jobs” action also provides opportunities for universities and enterprises to jointly carry out talent training programs. Both universities and enterprises can make full use of their respective advantages and jointly develop talent training plans to realize resource-sharing and complementary advantages ^[13]. This mode of cooperation is conducive to the optimal allocation of human resources and provides more development opportunities for graduates.

3.3. University-enterprise cooperation to deepen the transformation of scientific research results

Colleges and universities have rich scientific research resources and innovation capabilities, while enterprises have market demand and industrialization experience. The “Visit Enterprises to Expand their Positions” action also helps to promote the close integration of scientific research achievements of colleges and universities with the needs of enterprises, and promotes the transformation and application of scientific research achievements ^[14-15]. Through the action of “Visiting Enterprises to expand their posts,” universities can establish close cooperative relations with enterprises, jointly carry out scientific research projects and technical breakthroughs, and promote the transformation and application of scientific research results. This mode of cooperation is conducive to the win-win development of both universities and enterprises and provides strong support for enterprises to improve product competitiveness, reduce production costs, and expand market share.

4. The current situation and problems of “visiting Enterprises to expand Jobs” in colleges and universities in Hebei Province to promote employment

Yanshan University has set up more than 30 working groups, adopted the innovative mode of online and offline integration, and extensively contacted and deeply linked more than 3,000 key recruitment units

and alumni enterprises. More than 1,500 graduates of 2023 chose to stay in Yanzhao, contributing to the construction of a modern economically strong province and beautiful Hebei.

Shijiazhuang Railway University has conducted in-depth exchanges with local governments and enterprises in Tangshan, Luquan District and other regions, and visited key enterprises in counties, which not only broadened employment channels, but also explored a new path for government-enterprise, university-research cooperation between the university and local areas through the signing of strategic cooperation agreements.

In the process of “visiting enterprises to expand their posts”, the Agricultural University of Hebei pays attention to precise policies, establishes a personalized ledger for each graduate, and ensures accurate docking with top enterprises in the industry. Up to now, the university has successfully visited thousands of enterprises, opened up more than 50,000 jobs for graduates, and realized the efficient matching of talent supply and demand.

The cooperation between Hebei Normal University and Hebei Unicom is a vivid manifestation of the deep integration of education and science and technology. The unveiling ceremony of the 5G+ Smart Education talent training Base jointly held by the two sides and the signing of the strategic agreement mark that the cooperation between the two sides in the field of smart education has reached a new level, and will contribute to the training of more compound talents to meet the needs of the future society.

Hebei University of Science and Technology has deepened the school’s understanding of local economic and social development needs, built a broader employment platform for graduates, and promoted the precise docking of talents and positions through research activities such as “thousands of enterprises and thousands of alumni in hundreds of counties” and “grassroots visits to enterprises to expand their posts.”

However, while affirming the achievements, we must also face up to the problems and challenges existing in the “visiting enterprises to expand their posts.” First of all, the construction of the working mechanism and long-term mechanism of the “visiting enterprises to expand their posts action” is not perfect. Although the cooperation between universities and enterprises is becoming more and more frequent, much of the cooperation still stays in the spontaneous stage, lacking strong support and guidance at the policy level. This kind of cooperation model lacking unified planning and long-term goals not only difficult to guarantee the effect of “visiting enterprises to expand their posts,” but also unable to meet the social demand for high-quality talents.

Secondly, the matching degree of supply and demand between universities and enterprises in the action of “visiting enterprises to expand posts” still needs to be improved. At present, there is a certain lag in the professional setting, curriculum system, and teaching quality of colleges and universities, which leads to a certain gap between the comprehensive quality and professional skills of graduates and the market demand. Therefore, colleges and universities should strengthen the reform of specialty setting and curriculum systems, and improve the pertinence and practicability of talent training.

In addition, the imbalance in the regional distribution of “visiting enterprises and expanding posts” is also an urgent problem to be solved. In the current job market, first-tier cities and popular industries are more attractive to graduates, while the demand for talent at the grassroots level and in the central and western regions has not been fully met. This regional employment imbalance not only limits the flow of talent and the efficiency of allocation but also constrains the development of grassroots and central and western regions.

5. Effective measures to establish a long-term mechanism for promoting employment by “visiting enterprises and expanding posts”

5.1. “One-stop” demand docking, go out to expand channels, invite in to strengthen supply

Deep communication and precise matching. In the process of promoting college students' employment, universities should actively implement the “one-stop” demand docking strategy. Through in-depth communication with enterprises, we can understand the core information such as the employment demand, job requirements, and salary of enterprises, to accurately grasp the employment trend in the market. Through the “No.1 Leader” project, effective docking between universities and enterprises is ensured, and targeted career guidance and employment services are provided for graduates. In addition, colleges and universities should make full use of their geographical advantages, establish a regular exchange mechanism with local enterprises, and regularly organize campus activities, such as job fairs and information sessions, to achieve direct dialogue between enterprises and students and enhance mutual understanding.

At the same time, colleges and universities should deepen the ability-oriented talent training mode, and establish and improve the integration of production and education, a collaborative education system. Through close cooperation with enterprises, they should jointly formulate personnel training programs, realize the effective docking of educational content and market demand, and vigorously cultivate high-quality talents in line with the needs of the era.

5.2. “A game of chess” coordinated linkage, relying on the advantages of disciplines, to serve economic development

Integrate resources and serve the overall situation. In the process of promoting the employment of college students, colleges and universities should establish the idea of “one game of chess,” rely on the advantages of disciplines, and serve the development of the local economy. Through the “visiting enterprises to expand their posts,” it is important to explore the establishment of a cooperation platform for enterprises, schools and localities to promote the deep integration of school-enterprise and school-locality cooperation. By signing cooperation agreements, setting up joint practice bases, holding enterprise job promotion meetings and other forms, more practical opportunities and employment channels are provided for students to help students better understand enterprises and improve their employment competitiveness.

The “Visiting Enterprises to Expand their Posts” and innovation and entrepreneurship education will be combined to stimulate students' innovation potential and improve their entrepreneurial quality. Enterprises are encouraged to provide innovation and entrepreneurship practice platforms for students so that students can exercise their abilities in actual operations and get ready for entrepreneurship in the future. The government should also increase its support for the employment of college graduates, such as providing employment training funds, entrepreneurship and innovation funds, and guiding graduates to work in key fields and industrial chains in Hebei Province, so as to promote the increase of employment opportunities for college graduates.

5.3. “Integration” collaborative education, relying on alumni resources, deep employment opportunities

Tap resources to boost growth. Colleges and universities should establish detailed employment intention databases and dynamic support accounts, and implement “one person, one file” and “one-lifetime policy” precise assistance. By fully tapping alumni resources, and establishing an alumni network and alumni

enterprise database, we will provide internship and employment opportunities for students in alumni enterprises. At the same time, a mentor system for alumni enterprises will be established to guide alumni enterprises to provide students with career guidance and practical opportunities, so as to improve students' employment opportunities and career development support.

In addition, colleges and universities should also improve the tracking and investigation mechanism of graduates to understand the employment status of graduates in enterprises, to continuously improve the job extension work of visiting enterprises. In this way, universities can better understand the market demand, optimize the talent training program and improve the employment competitiveness of graduates.

5.4. The effective promotion of the “One Net,” strengthening information construction and opening up an international perspective

Information comes first to broaden our horizons. The development of information technology has improved the efficiency of visiting enterprises. In the information age, colleges and universities should make full use of the Internet, big data and other technical means to build an online employment service platform to realize the two-way connection between enterprises and students. Through online platforms, students can access employment information more conveniently, and enterprises can find the right talents more efficiently. At the same time, colleges and universities can make use of information technology to dynamically track the employment situation of graduates and provide data support for enterprises' job development.

In addition, with the accelerated process of globalization, colleges and universities should actively expand their international vision and cooperate with internationally renowned enterprises and universities. Students should be guided to pay attention to the dynamics of the international job market and cultivate talents with an international perspective through the activities of visiting enterprises to expand their positions. At the same time, colleges and universities can also actively carry out international exchange programs, so that students can improve their overall quality during study visits, internships and other activities, and get ready for competition in the international job market.

6. Conclusion

Colleges and universities should continue to innovate the work mode of visiting enterprises, promote the development of school-enterprise cooperation to a deeper level and wider fields, deeply tap the potential of relevant industries and industries, and guide graduates to take the initiative to understand and actively participate in the employment and entrepreneurship of new quality productivity-related units. By establishing a long-term mechanism, colleges and universities can transport more high-quality talent for enterprises and contribute talents to the comprehensive construction of a modern socialist country.

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