

Analysis of the Employment Status and Promotion Strategies of College Students Under the Background of the New Crown Pneumonia Epidemic

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Abstract: Employment is a project for people's livelihood. Effective youth employment, with an emphasis on college graduates, is linked to the development of young talents and the long-term stability of college graduates. This article examines the current employment status and problems of college graduates, particularly the post-epidemic employment dilemma, and summarizes the relevant strategies for promoting college employment as the epidemic normalizes, in order to better address the problems of graduates' employment difficulties.

Keywords: Employment of college students; Forms of employment; Under epidemic prevention and control

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1. Introduction

Employment is a people's livelihood project, and the National Economic Work Conference also proposed to speed up the training of domestic talents so that more young talents can stand out. Therefore, to do a good job in youth employment, focusing on college graduates, is related to the training of young talents, is related to the stability of college graduates, and is inseparable from the rapid development of the national economy. University employment has always been a hot spot in society, especially after the outbreak of the new crown epidemic in 2020, the number of graduates has skyrocketed. According to the latest statistics from the Ministry of Education, there are 9.09 million college graduates in 2021, an increase of 40% in the last ten years and an increase of 350,000 in 2020. At the same time, the domestic epidemic has repeated this year, making the job market extremely severe.

2. The employment status and problems of college graduates

2.1. The contradiction between the sharp increase in the number of university graduates and the decrease in the number of jobs

From the statistics on campus employment and the employment intention of college students, it can be seen that the current employment industries for college graduates are still the Internet, new media industry, information technology and other industries. Nearly 50% of students expect to find employment in the eastern coastal Yangtze River Delta, Pearl River Delta and other developed regions. This in turn has caused graduates to expect relatively concentrated cities. According to the statistical analysis of the National

Bureau of Statistics, the number of graduates has increased by 40% in the past 10 years. In comparison, since the outbreak of the new crown epidemic in 2020, many companies have adopted the method of “tailing” to survive in order to survive under the premise that they are unfavorable to the future market environment. They used downsizing and layoffs to reduce cost pressures and at the same time reduce the number of school recruits. At the same time, uncontrollable factors of the foreign epidemic have led to a large number of international students choosing to spread to the domestic market, so the contradiction between the number of people waiting for employment and the number of jobs has become more prominent.

2.2. The employment awareness is not strong, and the phenomenon of “slow employment” is serious

With the continuous increase of family income, most college students do not have to bear family pressure, they are overly pursuing a relaxed, high-paying life. Many units stated that most job-seeking students lack a sense of responsibility and dedication. Many graduates expect too much salary, and will choose to be unemployed once the salary does not reach the expected level. On the other hand, the lack of employment awareness is manifested in the obsolete concept of employment and the serious mentality of seeking stable wins. Therefore, many graduates are keen on government agencies, civil service positions and large state-owned enterprises. Many students have been able to take “iron rice bowl” positions such as teachers and civil servants for several consecutive years, and the phenomenon of superiority and inferiority is serious. Therefore, it can be seen that college graduates do not have a popular concept of employment, and the phenomenon of slow employment and lack of employment is serious.

2.3. School development and professional structure settings are contrary to market demand

At present, China’s higher education is in a stage of rapid development, and colleges and universities have drastically expanded their enrollment year after year, causing the number of students to increase year by year ^[1]. Many colleges and universities are currently undergoing transformation and upgrading. Due to the insufficient student-teacher ratio due to the increase in the number of students, colleges and universities have introduced a large number of young doctors as teachers. Many young Ph.Ds are excellent in professional fields, which does not mean that they have the ability to cultivate people and guide students to find employment. At the same time, a lot of energy in universities is used to introduce Ph.Ds, often neglecting the investment in teaching hardware and practice bases. This leads to a decline in the quality of talent training, resulting in conflicts between students’ professional abilities and professional qualities and job demands. In addition, many colleges and universities cannot integrate with market demand in terms of professional structure. “Good major” does not mean “good employment.” It was predicted that the popular majors established with market changes could have a good employment rate is one of the dilemmas of college employment.

2.4. The awareness of career planning is not strong, the employment guidance is not enough, and the professionalism is not strong

At present, there are not many professional teachers engaged in career guidance among college teachers. Many schools offer career planning courses and career guidance courses, but often the instructors are counselors or other administrative personnel ^[2]. Lack of professional instructors for training and guidance. Student organizations such as the Student Union and societies set up mock interview activities, but the activities are not very professional and cannot find problems and solve them. At the same time, college students are not very aware of career planning, and have a contemptuous attitude towards career planning, and they think that the course is dispensable ^[3]. Throughout the university, students had no plans and goals, spent four years in a daze, and finally became “waiting for employment.”

3. Analysis of strategies to promote employment in colleges and universities under the normalization of the epidemic

3.1. Provide value guidance to students, change the concept of employment, and guide the establishment of a correct outlook on employment

In the process of daily ideological and political education, college counselors should strengthen the value guidance of students and pay attention to the guidance of career planning. In the daily education process, it is necessary to teach students the correct concept of employment and career choice. Remind students to learn professional courses well, use multiple channels to obtain cutting-edge professional information, and lay a solid professional foundation. Encourage students to participate in various campus activities, innovation and entrepreneurship competitions, and use the holidays to enter the company to visit internships, and enhance their core competitiveness in many ways. Especially in the current severe employment situation that the new crown epidemic is facing repeatedly, counselors must guide college students to establish a correct concept of employment, first find employment and then choose one. It is necessary to train workplace skills and exercise resilience to deal with the employment impact of uncontrollable emergencies such as the epidemic.

3.2. Strengthen employment guidance, improve the service system, and provide employment assistance

One of the current concerns impacting employment in colleges and universities, according to the previous article, is that students do not pay enough attention to career planning and that the school's job assistance is not professional enough. As a result, the first step in improving college students' employment prospects is to improve the employment service system, strengthen employment counselling, and provide precise services. In the establishment of employment-related courses, the school's employment department should adjust the teaching objectives according to the development characteristics of students of various grades, improve the teaching mode, and increase the professionalism of the teaching and the practicality of the content. Furthermore, colleges and universities should work to establish specific job service centers for college students in order to strengthen the development of employment assistance teams. Provide students with professional and professional employment planning guidance and employment purpose determination, especially for students with employment difficulties, one-to-one, point-to-point employment assistance policies should be provided ^[4].

Colleges and universities should improve the connection and integration of classroom theory and practical internships, as well as student skill training and practical experience. To strengthen students' capacity to apply what they have learned, practice and advise the creation of job resumes, interview skills in various settings, and appearance during the interview. Colleges and universities should use multiple channels during the employment season to collect employment information for graduates, prepare the path for job hunting, and expand employment alternatives as a bridge between companies and students. For graduates' setbacks and problems in the job search stage, as well as employment challenges caused by big emergencies such as the new crown epidemic, it is vital to give excellent psychological counselling and precise assistance policies.

3.3. Strengthen employment policy guidance and encourage college students to find jobs where the motherland needs them

Employment is the biggest livelihood of the people and the most basic support for economic development. The state places a high value on work and has enacted a number of employment policies. The governments and institutions' publicizing of policies can help university students become more familiar with national policy. However, according to the employment survey, most students are unaware of the state's

employment policies for college students. However, according to the employment survey, most students are unaware of the state's employment policies for college students. As a result, colleges and universities should aggressively broadcast and promote national and local government employment policies, as well as remind college students to research local government preferential employment and entrepreneurial programs through official channels. The efficiency of businesses has fluctuated as a result of the new crown pneumonia pandemic, and the national victory in poverty alleviation in 2020 will urgently require a shift to prosperity. Colleges should encourage college students to actively participate in the College Student Village Official Program Volunteer Northwest and other policies, and go to the places where the motherland needs it most.

3.4. Enhance school-enterprise cooperation and promote precise employment assistance

Colleges and universities should strengthen school-enterprise cooperation, actively explore school-enterprise cooperation models, combine industry-university-research projects, and combine classroom theory with corporate practice^[5]. In different academic years, it is possible to add corresponding corporate internship practices, or hire corporate teachers to set up corporate courses, so that students can learn about future work directions and career fields through courses and practices. The school cooperates with enterprises to carry out the on-the-job internship policy, and students with outstanding internships can hire positions in advance. For employers who have established employment bases with the college all the year round, they should take the initiative to contact the recommended students and send them a job introduction. In short, the employment of college graduates is a long-term problem that is influenced by time and the surrounding environment. The country has adopted applicable flexible employment regulations and preferential employment policies for small and medium-sized firms, all in order to better handle the problem of graduates' difficulty obtaining jobs, particularly since the emergence of the new crown pandemic. As a college educator, we must provide the best employment guidance for students, including assisting students in planning their career development paths in advance, assisting students in resolving frustrations and bottlenecks in the job search process, truly assisting students in finding employment, and delivering talents to society.

Disclosure statement

The author declares no conflict of interest.

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