Situation Analysis and Strategy Research of the Employment of College Students Under the New Economic Normal

Yun-xiang MA\textsuperscript{1,a,*}, Yin SUN\textsuperscript{2,b}, Ying FU\textsuperscript{3,c}, Kuan CHANG\textsuperscript{4,d}, Zhong-yuan SUN\textsuperscript{5,e}

\textsuperscript{1,5}Room 210, School of Management, Harbin Institute of Technology, China
\textsuperscript{2}Room 229, School of Management, Harbin Institute of Technology, China
\textsuperscript{3}Room 626, School of Materials Science and Engineering, Harbin Institute of Technology, China
\textsuperscript{4}Room 523, Activity Center, Harbin Institute of Technology, China
\textsuperscript{a}guanlixueyuan2005@126.com, \textsuperscript{b}sunyin@hit.edu.cn, \textsuperscript{c}fuyinghit@hit.edu.cn, \textsuperscript{d}changkuanhit@163.com, \textsuperscript{e}sunzhongyuan@hit.edu.cn

*Corresponding author

Keywords: New Economic Normal, Employment of College Students, Strategies.

Abstract. The employment of college students has always been a public concern of all walks of life, because it not only matters to the national economic development, social stability and the fundamental interests of the people but also plays a big role in delivering sustained, healthy and balanced development of higher education. China’s new economic normal has offered college students new environmental factors and brought new challenges and opportunities. This paper analyzes the current difficulties and opportunities facing college students during job hunting and explores effective strategies of employment promotion so as to ensure the employment of college students.

Introduction

As a vital force for social development and China’s valuable asset, college students matter to the national economic development. The employment of a college graduate not only concerns the happiness of a family and even more families, but also involves the fundamental interests of the people and affects the stability of the society. The employment is the destination for the cultivation of talented people by higher education institutions, so their employment also matters to the sustained, healthy and coordinated development of higher education [1].

Entering into the new normal means that China’s economic development will show different and normalized features and trends in terms of its speed, scale, structure, quality, momentum and macro-control mechanism. In this situation, the employment situation of college students presents new corresponding changes, contradictions and trends. In February, the Ministry of Human Resources and Social Security announced that this year would witness 7.65 million college graduates, an increase of 160,000 over last year. Moreover, there are about the same number of students who will not continue their study after graduating from secondary vocational schools, middle and high schools. Therefore, there are about 15 million young people who will enter into the job market. Those data present the relatively complicated and extremely difficult employment situation in 2016 [2].

I. The Main Reasons for the Tightened Employment of College Students Under the Economic Normal

The downward pressure on the economy lasts and the market still lacks effective demands. The market information monitoring center of the human resources in China has analyzed the market supply and demand information from public employment organizations in 101 cities, and the analysis shows that the ratio of job openings to college graduates (bachelors) is 0.96 in the first quarter of this year, lower than 1 - the equilibrium level, revealing the oversupply situation in the
labor market. Under the circumstance of continuous high supply and low effective demand, the structural imbalance in the employment of college graduates will be more prominent.

The increasing number of young job-hunters has brought continued pressure. College graduates have increased from 4.13 million in 2006 to more than 7.65 million in 2016, which imposes enormous pressure on the economic development. This influence directly affects the employment of college students as many companies have canceled and reduced recruitment plans. In addition, the situation is harder for some graduates of ethnic minorities, graduates with disabilities and female graduates.

College students’ employability is inconsistent with enterprises’ expectation. With the increasing number of graduates, employers hope that college students would have practical working experience and the capability to endure hardships and work hard, and that their knowledge and ability structure would be consistent with the requirements of actual positions. However, the reality is that both college graduates and employers are aware that graduates’ knowledge structure and capability can hardly meet the employers’ needs. As a result, some companies opt for social recruitment, leading to the reduced employment opportunities and increased employment pressure for graduates.

II. Opportunities for college students to obtain employment Under the New Economic Normal

The new normal of economic development has brought multiple challenges and contradictions to college students, while it also offers them new opportunities and transition conditions.

The CPC Central Committee and State Council have always attached great importance to the employment work. From the report of the Eighteenth National Congress to the convocation of the Third, Fourth and Fifth Plenary Session of the 18th CPC Central Committee and to the release of the 2016 Government Report and the Thirteenth Five-Year Plan, all the contents on the people’s livelihood and employment show that China and its government prioritize the current employment work. For college graduates, the government support has provided them with beneficial conditions in order to ensure a smooth start of employment work under the new economic normal. Meanwhile, the Ministry of Education has issued “Notice of the Ministry of Education on Doing a Good Job in the 2016 National College Graduates’ Employment and Entrepreneurship” in an effort to fully support the graduates’ employment in 2016. All these have given college students good opportunities and support, and the introduction of entrepreneurship policies also provides them with new ideas and approaches in seeking jobs.

The development of new economy brings new opportunities and space. Owning to the implementation of “Made in China 2025” and “Internet +”, as well as the rapid development of sharing economy and platform economics with the growth of new technologies, industries, formats and models, new employment opportunities and resources are being developed, and allocation mechanisms of employment opportunities become more flexible, bring many effective and high-quality jobs and opportunities, and absorb a large number of graduates. At the same time, along with the development of regional economy and improvement of social governance and grassroots governance, both central and western regions and grass-roots units witness an increasing demand for college graduates and offer more job opportunities for graduates.

III. Strategy Research on the Employment of College Students Under the New Economic Normal

1. Governments at all levels attach great importance to the employment of college students and put it in the first place

Facing the “harder job-hunting season”, China places great emphasis on the employment of college students. Since this year, both the central and local governments have further improved and strengthened the employment promotion programs and entrepreneurship guidance programs, and issued a series of important measures to promote graduates’ employment and entrepreneurship. For
example: students from Shaanxi who start their own businesses may apply for a loan guarantee of 100,000 yuan; Hubei promises to support 40,000 students in starting their own business in 2017; Beijing will implement the “employment promotion program for unemployed graduates in colleges and universities”.

2. To build a comprehensive and diversified interchange-styled employment work system for college students

College graduates are high-quality innovative talents as well as main productive forces, and they matter to the development of enterprises, even the socio-economic development and social stability. Therefore, the employment of college students is a problem that receives the widespread attention from the whole society and we should build a compressive and diversified interchange-styled employment service system and effectively do a good job in the employment service for college students.

The core of this employment work system is to improve the “four-level” network of employment guidance in higher education institutions. First, directors of career service in higher education institutions should lead and coordinate the whole employment work to form the first level employment network. By doing so, the employment work in colleges and universities will receive great attention from school party and government leaders, who will hold regularly employment arrangement meetings, convey the superior leaders’ spirit on employment guidance, listen to employment dynamics reported by employment sectors, and carry out overall deployment and coordination of employment work in order to guide the employment work and ensure the smooth implementation of employment work. Second, employment departments in higher education institutions should be closely integrated with the admission departments to form the second level employment network. Currently, there is a gap between the enrollment of various majors and the actual market demand. If the major setting and enrollment take more consideration of the market need, the number of unemployed students and students who are employed in other domains other than their own specialty will be effectively reduced, thus reducing educational resources waste. Third, the grass-roots departments should actively implement employment work to form the third level employment network. Faculties can offer graduates systematic training in such aspects as resume writing, interview etiquette, group interviews, individual interviews and allow them to experience enterprises’ recruitment process through “simulated recruitments” so that they will have a clear picture of the hiring process and improve their job-hunting skills. Fourth, all graduation grades should designate their own career information officers to form the fourth level employment network. In order to keep abreast of students’ employment needs, spread job information and know well their employment dynamics, those employment information officers will be chosen from the graduates in accordance with the spirit of “self-service, self-management, self-education” to assist career advisors in implementing various employment work, forming the fourth level employment network in higher education institutions.

Sound familial and social environment is the guarantee of the college student employment system. Employment is the destination of the higher education as well as an important part of college students’ growth, so the whole society should pay attention to the problem of employment of college students. Warm family environment is the cornerstone of the college student employment system. It is pointed out in the “Opinions on Further Strengthening and Improving Ideological and Political Education of College Students” that schools should explore to establish mechanisms for contacting and communicating with the students’ families to form cooperation in carrying out students’ ideological and political education. During employment guidance and contract-signing process, it is necessary to establish a good interaction mechanism with the students’ families. Each company should provide a wide range of internships, employment opportunities as well as a vast employment platform for college graduates. They should also adhere to promoting the mainstream ideas in terms of publicity, press and publication to provide them with correct guidance in public opinions. Moreover, they should give positive publicity to college students’ outstanding performance in job-hunting and starting their own business so as to encourage graduates to establish
correct employment awareness. It is important to mobilize social forces from all walks of life to help address students’ practical difficulties and build an employment security mechanism for college students.

3. To improve the education system, cultivate college students’ ability in delivering social services, and enhance the employability and competitiveness

In the increasingly fierce competition in the market, we have found that there exists a structural contradiction between graduates’ knowledge structure, ability and social needs. To resolve these contradictions, we need not only to improve their knowledge structures but also further perfect the education system, cultivate their sense of responsibility and raise their overall quality as well as their capacity and level to serve the society.

We should improve college students’ comprehensive ability based on the practice and innovation. As an important measure to cultivate students and one of the effective ways to build quality education platform, social practice is an effective way to help students integrate into the society and feel grateful to the society. Through the implementation of such practical activities as “Volunteer Activities for the Country People”, students will continuously broaden their horizons, obtain a better understanding of the situation of the whole country and its people, and their sense of social responsibility and sense of service will be enhanced. To establish social services practice bases will form stable carriers and resources. We should establish volunteer associations and other student groups, and work on the registration, management, services and incentives of volunteers, creating voluntary service brands and giving the voluntary service a full play. We can also combine the voluntary service with recruitment and employment work to make students expose to companies and further know and serve those companies while doing the volunteering service. Since innovation is the soul of a nation, the development of the times and the needs of enterprises all demand talents with the courage to challenge and ability to innovate. We can build platforms, including bases for extracurricular activities of science, technology and culture, to expand students’ ways to participate in scientific and technological innovation, and set up “innovative credits” to stimulate students’ interests. We can also make use of the teaching resources to guide student teams to take part in high-level academic competitions, achieving high-end leadership, and carry out “Science and Technology Guinness on Campus” and other festivals of science and technology to achieve the low-end coverage.

We should sing aloud the employment melody of the times under the guidance of ideals and beliefs. Students should be guided to get employed in a flexible manner and through various ways under the guidance of the national policies during the new economic normal. It is firstly pointed out in the “Notice of the Ministry of Education on Doing a Good Job in the 2016 National College Graduates’ Employment and Entrepreneurship” the need to strengthen the innovation and entrepreneurship education and the work of self-employment. We should accelerate the pace to reform the innovation and entrepreneurship education, implement preferential policies to improve innovation and entrepreneurship, enhance the construction of innovation and entrepreneurship sites and increase the investment, as well as continuously improve the service level of innovation and entrepreneurship. Through entrepreneurship, we should encourage students to make full use of their interests, hobbies and the ability and completely mobilize their own initiative and enthusiasm towards work so that they can achieve the ideal of life and display the value of life. Secondly, it also notes that we should actively expand employment channels in key sectors. We should encourage college graduates to go work at the grassroots level, increase job openings around national development strategies, guide them to go work in emerging fields, continue the conscription work of college students and support graduates to work in small and medium-sized enterprises. Moreover, we should correctly lead graduates, and encourage them to expand the employment fields. Only working in positions where they are needed, will they have the opportunities to get tested and give full play of their talents. For them, it is the best arena to achieve successful career.

All in all, in the background of the new economic normal in China, college students face new opportunities and challenges in terms of their employment situation. To ensure the implementation
of employment work of college students, as for external factors, we should establish college student employment system as a whole to mobilize various social forces to concern and guarantee the employment of college students. And as for internal factors, we should improve the education system, cultivate students’ ability of delivering social services and increase their employability and competitiveness, which is the fundamental solution to the challenges and problems.

**References**
