Research on the Countermeasures of Stable Employment Education for Higher Vocational Graduates in Shandong Province

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Keywords: Higher Vocational Graduates, Stable Employment, Educational Countermeasures.

Abstract. This paper conducts interview research with higher vocational graduates, analyzes the factors that affect the stable employment of higher vocational graduates, and proposes educational countermeasures.

1. Introduction

Shandong Province is a major education province and a major source of students. Over the years, the total number of graduates has continued to operate at a higher level, and the pressure on graduate employment has continued to increase. In the past three years, the employment scale of higher vocational graduates in Shandong Province has reached more than 300,000, accounting for nearly 60% of the total number of college graduates in Shandong Province. It can be seen that the employment problem of higher vocational graduates in Shandong Province is the most important issue for college graduates in Shandong Province.

On June 3, 2020, Premier Li Keqiang made an important instruction in the national teleconference on employment and entrepreneurship of college graduates: employment and entrepreneurship of college graduates are related to the happiness of millions of families, wealth creation, and higher-quality development. It is necessary to make the employment of college graduates the top priority of the work of stabilizing employment, do everything possible to maintain the overall stability of the employment situation of college graduates, and promote economic development and overall social stability.

This paper conducts interview research with higher vocational graduates, analyzes the factors that affect the stable employment of higher vocational graduates, and proposes educational countermeasures.

2. Factors Affecting the Stable Employment of Higher Vocational Graduates in Shandong Province

2.1. Literature Research on the Influencing Factors of Stable Employment of Shandong Higher Vocational Graduates

Regarding the influencing factors that affect the stable employment of vocational graduates, domestic research mainly focuses on the influencing factors of individual students and employers. Qingxiang Ma, Juanmei Yang (2020) Through investigation and analysis, it is pointed out that low professional counterparts, low salary levels, and limited personal development space are the
main factors that cause instability in the employment of vocational graduates; Xiaoli Liu (2019) It is believed that the information asymmetry among vocational graduates, enterprises, and vocational colleges has an impact on the high turnover rate of vocational graduates. Gan Sun, Hongyu Xu (2018) found through investigation and research that the reasons affecting the high turnover rate of vocational graduates are: excessive employment expectations, inconsistent positioning and social needs; lack of hard-working spirit; insufficient life experience; Lack of knowledge among graduates; bad psychology of graduates; employer factors. Qun Li, Weibin Weng (2018) believe that the role pressure and job satisfaction of graduates of higher vocational colleges have an impact on their willingness to leave. Kaijin Sun, Hongyu Xu (2018) Applying the concept of key event technology and using interview methods, the key factors that affect the initial resignation of vocational graduates come from five aspects: salary return, job position, corporate status, organizational atmosphere, and personal situation. Congying Wang (2017) used questionnaire survey method and interview method to carry out research, and concluded that the factors affecting the stable employment of higher vocational graduates are mainly manifested in: pursuit of higher salaries, high labor intensity, and search for greater personal development space, Social status is not high, working environment is not optimistic, etc.; Ying You (2015) learned through interviews: unreasonable salary, poor working environment, high work pressure, only focusing on existing skills, not training; work is monotonous, There is no room for promotion; poor communication between higher and lower levels and disharmony among colleagues are the main reasons that affect the stable employment of higher vocational graduates.

2.2. Interview Research on the Factors Affecting the Stable Employment of Shandong Higher Vocational Graduates

This paper selects 6 higher vocational graduates who have graduated one to two years to carry out interview research, and conducts text analysis of the interview records of higher vocational graduates. Combining high-frequency word analysis and semantic network and social network analysis, we found that the high-frequency words "satisfied" and "development", "treatment", "post", "management", "professional" and "promotion" in the interview records of vocational graduates", "environment", "self", "skills", "motivation", "salary", "salary", "salary" and other high-frequency words are closely related and have a stronger relationship.

We classify "remuneration", "salary", "salary" and "salary" as unit treatment issues, and the relationship between the two is as high as 26.0. In addition, the high-frequency words "satisfaction" and "development", "remuneration", "The relationship strength of “post” is 9.0. It can be seen that high-skilled talents have a strong relationship between job satisfaction and work benefits, and are also closely related to personal and professional development, job matching, promotion channels, company management and working environment, and self-interest and skill improvement. relationship.

Through the above analysis, we find that job benefits, career development, and job matching are the main factors affecting the stable employment of higher vocational graduates.

3. Research on the Countermeasures of Stable Employment Education for Higher Vocational Graduates in Shandong Province

Combining the aforementioned analysis of the factors affecting the stable employment of higher vocational graduates in Shandong Province, the three aspects of individual higher vocational
students, higher vocational graduate training units—high vocational colleges, and employers of vocational graduates—enterprise Suggestions.

3.1. Research on the Individual Countermeasures of Higher Vocational Graduates in Shandong Province

Higher vocational students entering the school should clarify their future employment goals in combination with their own majors, so as to correctly and reasonably plan their study and life during the three years of school, and make full preparations for future employment and career development.

In the freshman year, the higher vocational students should actively cooperate with the implementation of the school’s professional talent training program, shape their own good professional qualities, actively participate in social practice, and understand the corporate culture of various companies through associations, job recognition, and various activities. Feel the requirements of the future employment of the company on all aspects of the employees' abilities, and establish preliminary ideas and plans for their future employment and development.

In the sophomore stage, the higher vocational students should make full use of the various opportunities provided by the school for on-campus training, corporate practice, project combat, etc., to truly experience the corporate work situation, master the skills required to complete the tasks, cultivate their professional spirit, and cultivate Become a good professional behavior habit, form a good professional ethics, and lay the foundation for technical skills, psychological quality, professional quality, etc. for oneself to become a qualified "workplace person".

In the third stage, the higher vocational students should treat internships correctly. This is an opportunity to understand the company and society. In the company, there will be instructors or masters who will guide the students to develop professional skills, and they will be able to understand the professional mentality and behavior of the students and professional ethics. Higher vocational students should correct their internship attitude at this stage, actively integrate into the new environment of the company, integrate into the working atmosphere and corporate culture of the intern company, earnestly complete the internship task, and enhance their employment strength for the future. To truly step into the society and enter the workplace, prepare for technical skills, workplace mentality, professional quality, and career planning.

3.2. Research on the Countermeasures for Stable Employment of Higher Vocational Graduates for Vocational Colleges in Shandong Province

In the process of talent training, higher vocational colleges must be based on serving regional economic development, actively adapt to and lead the new normal of economic development, cultivate talent advantages for the country's modernization, and cultivate innovation power. We must continue to deepen education reform and innovation, and continuously improve the ability of education to serve economic and social development.

When formulating a talent training plan, it is necessary to conduct research on the new development of the industry and enterprises to understand the latest demand for talents in the development of enterprises, and to better cultivate the professional knowledge and technical ability of students to adapt to the new economic development situation, so that students can enter the enterprise Can be better qualified for the post. In the implementation of talent training, we must
proceed from the characteristics of higher vocational education. While cultivating students’ professional skills, we must deepen the integration of production and education, school-enterprise cooperation, strengthen the integration of chemical engineering and science, and unite knowledge and action, and focus on cultivating students’ careers. Quality and craftsmanship. This enables graduates to not only have high-level explicit professional skills, but also have good emotions and self-management, career development ability, problem-solving ability and other hidden professional qualities. At the same time, they can participate in enterprise project practice through school-enterprise cooperation. Higher vocational graduates can get in touch with the enterprise more, immerse themselves in the real situation of enterprise project operation, and accumulate more life and work experience before leaving the school. This will lay a solid foundation for the transition of the role to the enterprise and a smooth transition in the workplace.

Science and technology are profoundly changing our lives, enterprises, and social and economic development. The emergence of new formats and occupations has put forward new requirements and challenges for the training of talents in higher vocational education. Higher vocational colleges should pay attention to teacher training, so that teachers can master new technologies and skills developed in the industry and enterprise fields, and be able to impart this knowledge to students, so that students’ professional knowledge and skills can meet the development of the enterprise in the new economic environment. At the same time, the dissemination and learning of new knowledge is based on teaching materials. Higher vocational colleges should strengthen school-enterprise cooperation and jointly develop new forms of loose-leaf teaching materials to meet the needs of higher vocational education teaching content reform; information technology for higher vocational education Classroom reform brings conditions and opportunities. How to give full play to students’ main role in the classroom, stimulate students’ learning motivation, mobilize students’ learning enthusiasm, reform teaching methods, and effectively implement modern vocational education classrooms with "online learning and offline flipping" . Through the reform of "teachers, teaching materials, and teaching methods", higher vocational colleges can better cultivate high-skilled talents that meet the development needs of enterprises and society under the conditions of new technology and new economic development.

3.3. Research on the Countermeasures for Stable Employment of Higher Vocational Graduates for Enterprises in Shandong Province

Companies must first consider how to better retain highly skilled talent from the perspective of improving employee job satisfaction. Employees mostly feel and evaluate their job satisfaction from the aspects of working conditions, work remuneration, work connotation and meaning, harmonious interpersonal relationships in the work atmosphere, and leadership styles. Therefore, the human resource management department cannot simply regard highly skilled talents as human resources and only consider using them. Instead, they should be regarded as talents and carry out all-round human resource development and development in terms of selection, employment, education, and retention management.

When selecting candidates, it is necessary to comprehensively consider the ability and job matching of higher vocational graduates, and allocate suitable positions for suitable high-skilled talents. In the training of new employees, it is necessary not only to cultivate standard corporate work processes, but also to better introduce corporate culture, and strive to enable higher vocational graduates to better integrate into corporate culture and establish unified corporate values. There
must be a continuous training plan for employees, challenges, attention and encouragement at work, participation in the formulation of their future career plans, and integration of corporate development and personal development. It is worth noting that most of the current higher vocational graduates are employees born in the 90s and 00s, and their focus on job satisfaction will be different from that of the employees born in the 70s and 80s. The employees born in the 90s and 00s are more concerned with work’s satisfaction with its own high-level needs, work challenges, interests, room for improvement and other factors have more influence on employees born in the 90s and 00s. Therefore, it is necessary to start from the concerns of the employees born in the 90s and 00s to improve the company. Their job satisfaction can better retain higher vocational graduates, give play to their high-quality technical skills, and contribute to the development of the enterprise.

In interviews with higher vocational graduates, it was learned that salary, salary, and treatment in their job satisfaction are their more concerned points, followed by career development. Enterprises must build a scientific management system, carry out reasonable performance evaluations of high-skilled talents on the job, and provide effective incentives to enable them to have an objective evaluation of their labor input and gains, thereby inspiring employees to improve their abilities. Better work for the enterprise, which forms a virtuous circle of high performance and high satisfaction, and work motivation stimulates a virtuous circle of high performance and high satisfaction, and effectively avoids the resignation of higher vocational graduates.

4. Conclusion

This paper conducts interview research on 6 higher vocational graduates who have graduated one to two years, and conducts textual analysis of interview records. It is concluded that job benefits, career development, and job matching are the main factors affecting the stable employment of vocational graduates. And on this basis, from the perspectives of higher vocational students, vocational colleges, and enterprises, the countermeasures to promote the stable employment of higher vocational graduates in Shandong Province are given.

Acknowledgement

This article is the phased achievement of the 2020 project "Shandong Province Higher Vocational Graduates' Stable Employment Influencing Factors and Educational Countermeasures" (Code: 2020YB085) in the "13th Five-Year Plan" of Shandong Educational Science.

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