The Research of the Present Situation for Current College Students  
Employment and Countermeasures

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Abstract: Current college students’ employment situations become more and more difficult in recent years. This article analyzes present situation for college students’ employment based on a survey for China College graduates employment pressure in 2015, which was launched by Beijing Youth Pressure Management Service Center and Tencent Education Channel, then find out the characteristics and provide some constructive countermeasures to promote current college students employment successfully.

Introduction
With sustained development of China economic, the scale of higher education popularization is expanding and the number of college students is increasing year by year. However, the employment situation is not optimistic. Employment is foundation of people’s livelihood and policy of country stabilization. Fully understanding the importance and urgency of employment of college students, analyzing the characteristics and exploring appropriate strategies, which are significant to alleviate the problem of employment of college students and maintain sustainable development of higher education and social stability.

Present Situation of Current College Students Employment
Since the number of college graduates has firstly broken through 7million in 2014, it has continuously exceeded the number 7.27million last year to 7.49million in 2015. The number is growing increasingly and the difficulty for college student’s employment becomes normal state in whole society. And what is about the situation of college student’s employment in 2015? Are there any changes and differences comparing with past years? In order to provide constructive and valuable suggestions for college students and related employer and companies, Beijing Youth Pressure Management Service Center cooperated with Tencent Education Channel and launched a survey on China college graduates employment pressure in April this year. About 18,000 respondents participated in this survey, 15,728 questionnaires were kept after screening. [1] And the analysis for these data are as listed below.

Basic Information for College Students Involved
The male participated in this survey is 11,365, which accounts for 72.3% in total, while the female is 4,363, which accounts for 27.7%. From the perspective of birthplace, the percentage for these college students come from villages and towns take 60.8% in total, only 26.2% of them are from small and mid-sized cities. From the perspective of education background, 60.7% is undergraduate, which is dominant group, and junior college student accounts for 30.2%. The proportion of postgraduate and Ph.D. students is 8.4% and 0.7% respectively, which take very small part among them. From the perspective of graduate institutions, 50.8% of college student graduate from local universities and junior colleges, while only 14.5% are from “211” project key universities and institutions. In addition, college students’ major are also investigated in this survey and 22 majors are involved. The major of computer/electronics information, management/marketing and
mechanics take top three spots in all these majors. (Chart 1 as below) Therefore, the data above demonstrate that the main force in current college students is undergraduate, most of them come from villages and towns, graduate from local universities and junior colleges. And the most popular major in college students are computer/electronics information, management/marketing and mechanics.

(Data from a Survey on China College Graduates Employment Pressure in 2015, Internet site: http://edu.qq.com/a/20150529/032180.htm)

**The Options for Workplace and Expected Salary**

The results of the survey indicate that college students have several options when graduate from school. 57.1% of them chose to find a job, and 23% had entrepreneur ideas, while 13.2% preferred to take postgraduate entrance examination, only 3.1% prepared to go broad for further education. So the majorities will take finding a job for their first choice after graduation. For the expected workplace, nearly half of respondents (48.8%) hoped to go second-tier cities rather than big cities, which is very different from our traditional ideas. The next expected workplace is prefecture-level city, which takes 25.5% in all places. And only 14% college student chose to work in municipality, which are big and prosperous cities we usually mention. (Chart 2) Furthermore, there are some standards when college students make their choices on expected workplace. 50.3% of them will take personal development opportunities as their first consideration. So the prospect of development is the primary considered element for college students who face the difficult employment. Then the next are living cost, income and livable environment, they take 17.5%, 14% and 9.3% respectively in total. In the investigation this year, 38.3% college students show their willingness to work on grass-roots level, the percentage has increased for 6.7% comparing with 31.6% last year. The data states that more and more college students are willing to work in a hard condition to train themselves in physical and mentally.
And for expected salary, it mainly clusters in the range of RMB3001-5000, and the number is 6972, which takes 44.3% in total. And the expected salary is growing as the education degree increases. Junior college and undergraduate student expected salary are RMB 5150 and RMB 5500, while postgraduate and Ph.D. student expected salary are RMB 6630 and RMB 8060 respectively. The overall average of expected salary is RMB 5510. In the five most popular majors, the order from the lowest to highest expected salary is economics/financial, management/marketing, mechanics, architecture and computer/electronics. Furthermore, the expected salary for different college students is also investigated. The results indicated that expected salary of key universities is obviously higher than ordinary universities; the maximum difference is nearly RMB 2000. In order to know the variation trend of expected salary for latest 3 years, the comparison of expected salary among different education degree was made as chart 3 below. On the whole, the expected salary is increasingly growing in latest 3 years. And the largest increases in undergraduate students reached RMB 1840 in the comparison between 2015 and 2014. The postgraduate expected salary growth exceeded RMB 1000 and reach to RMB 1180. And for Ph.D. students, the increase was the least and only got RMB 270. The overall average expected salary in 2015 comparing with 2014 increased a lot and reached to RMB1830.

Figure 3. Expected Salary of Different Degree (Comparison among 2013, 2014 and 2015).
(Data from a Survey on China College Graduates Employment Pressure in 2015, Internet site: http://edu.qq.com/a/20150529/032180.htm)
Essential Qualities for College Students

In this investigation, the organizer also conducted a survey on essential qualities for college students. Professional and communication skills are the two most concerns in job seeker and the next are adaptive and learning abilities. In contrast, those basic qualities which employer valued are ignored by current college students, such as moral cultivation, organization, independent and cooperation ability and passion for work and etc. (Figure 4). So it shows disconnection between employer requirements and school education in some ways.

![Figure 4. Essential Qualities for College Students.](http://edu.qq.com/a/20150529/032180.htm)

Analysis of Characteristics for Current College Students’ Employment

Some characteristics for current college student’s employment can be found during the investigation. And it can be divided into following several points.

Second-Tier Cities Is in Favor

The results of the investigation for these years demonstrate that the proportion which college students chose second-tier cities took around 50%. And the next consideration is prefecture-level city, and the expected workplace, municipalities which are big cities most of college graduates will
be bound for, only rank in the third place. So it means that college student’s ideas have changed a lot in recent years. Some people prefer second-tier cities rather than big cities. Comparing with big cities, the housing and commodity prices are much lower and the environment and transportation are much better in second-tier cities. In addition, there are a lot of opportunities in second-tier cities due to they are still in the developing period. Some middle and small-sized enterprises urgently need employees to promote the fast growth of their business. It can provide plenty of jobs and positions for college students although the salary is not high as big cities’. The college students can enhance their own qualities and abilities to meet the market requirements, and then realize the value of their life.

**The Passion for Postgraduate Education Declines**

According to the investigation on college students employment pressure, the passion of the craze for graduate entrance exam in past declined for recent years. Only 13.2% respondents tended to take postgraduate entrance exam, and the percentage is lower than that of self-employed which takes 21% in all options. And there were two main reasons after analysis. On one hand, the phenomenon of “High Pressure Postgraduates” forced many college students to adjust their options; on the other hand, a series of beneficial policies concerning employment and entrepreneur were issued in recent years. It made that the tendency for college students is to find a job or self-employed after graduation. And the phenomenon of “High Pressure Postgraduate” was mainly caused by undergraduates who were forced to take postgraduate entrance exam to avoid the difficult employment after graduation. Generally, they do not have clear self-positioning for themselves and lack specific career development plan. The practical ability is not certainly improved and beyond the undergraduates’ after obtains postgraduate degree. In the four categories of respondents, junior colleges, undergraduate, postgraduate and Ph.D. students, postgraduate feels the highest pressure among them. And the latest three years investigation can also indicate the same problem.

**Expected Salary Is Continuously Increasing**

Another phenomenon highlighted is the expected salary for college students is soaring in 2015. Comparing with 2014, the average expected salary is increased around RMB 2,000, which is approaching the highest level in 2011(RMB 5537). In other side, it indicates that college students’ employment and salary are impacted by the sharp rise of commodity, housing and living cost. China economy now is facing a new round of growth; the domestic employment situation has changed a lot comparing with last year. A lot of middle and small-sized enterprises grow fast under the support of government policy, and the phenomenon of “labor shortage” emerges in some employment market. And the ministry of human resources and social security and other related departments put forward some policies to raise wages and salaries. The whole increase of expected salary is not surprising.

**The Opportunities of Development Is the First Choice**

The investigation showed that about half of the respondents expected to work at the second-tier cities in the provincial capital cities. Only 14% respondents chose to work in the municipalities, the options of prefecture level cities, county-level cities, towns and other locations were 25.5%, 7.8%, 1.3%, and 2.6% respectively. More than half (50.3%) of the respondents took "personal development opportunity" as the main criteria when choosing a job, followed by the cost of living (17.5%), only 1.8% college students take the factor of fierce competition degree as the main consideration. It indicates that college student pay much attention to opportunities for their own development instead of fear for competition or pursuit for comfortable life. The inner needs which value personal development are undoubtedly favorable for long-term growth of college students.

**Countermeasures for Alleviating the Problem for Current College Students’ Employment**

Based on the basic ideas “challenge the employment pressure, enhance the employment abilities”, the survey was conducted to investigate and analyze the current employment pressure and situations
of college students. The aim of this survey is to expect to provide reference for governments, employers, students and parents, and offer professional guidance and advice for college students, especially for those who are entering into the workplace. Below is some guidance which will be put forward from the perspective of the government, employers, parents and students.

**Perspective of Government**

Since about 20% college graduates have the entrepreneurial intention every year and second tier cities are always in favor. So firstly the central government should make sure that all relevant policies are implemented, meanwhile, give more supports to help college students to start their own business. For the measurement of separation for college students who really go to the second tier, it should be strengthened and improved. Only then can make those who have the entrepreneurial intention of college students can really go their way to independent entrepreneurship. Those college students who struggle whether work in the grassroots see the benefits and eventually are willing to go and make their contribution to the society.\(^2\)

**Perspective of Universities and Colleges**

The survey indicates that college students from key universities pay much attention to professional skills and postgraduate entrance examination, while college students from ordinary universities and colleges focus on communication skills and entrepreneurship. Therefore, different colleges and universities should set up some characteristic majors and courses according to the actual needs of students and market requirements to promote college student to take postgraduate entrance examination and be employed successfully. The teaching and cultivating mode of higher education should be oriented to the society and take social needs as guidance, and adjust majors and curriculum settings appropriately.\(^3\) It is delighted to see practical consciousness of college students has become the main stream and tend to normalization from the result of investigation. And this has closely connections with specific supports from universities and colleges. In fact, universities and colleges also can further integrate all kinds of resources.\(^4\) On one hand, it provides college students with abundant campus resources, such as career guidance, career planning, psychological counseling and etc. On the other hand, adopt the method “please come in and go out”, try to carry out open teaching to some extent. "Please come in" means to hire more social people who have rich practical experiences as visiting professors, while “please go out” refers to increase the construction of college student practice base. Furthermore, integrate the characteristics and advantages of each university and strengthen the practical reform of curriculum, so that the talent can meet the requirements of society.\(^5\)

**Perspective of Families**

For college students’ employment, the intervention from parents is bad for the students’ independence and growth, especially for psychological growth. Entering university is a key step for students to leave their parents, but this is a very small step, because the students are still in the campus environment they are familiar with, the task is still concerning learning, interpersonal relationship is still in the same age as other college students. This kind of environment can not mature college students’ psychological, however, the test of social employment can make it. If there are some ideas from parents’ mind on choice of universities and majors, college students should have more their own ideas on the aspects of employment, entrepreneurship or postgraduate entrance exam. As parents, they should play the role of providing suggestions and supports on psychology. Even when face the grim employment situation, please believe in children’s abilities to make their own choices, especially for those children who have entrepreneur ideas, the support from parents is very important.

**Perspective of Students**

According to a theory of career tendency proposed by Professor John Hollander, America professional consultants, personality characteristics is the most important factor influence career options. And it can be divided into six types: realistic, explored, artistic, social, enterprise and
traditional. At the same time, the social careers are also divided into the same six types; they are realistic, explored, artistic, social, enterprise and traditional occupation.[6] So college students should have clear self-awareness and find employers who share their values and are a good fit for their personality, then make a professional career planning and fully take their own advantages. In that case, not only will increase the chances of success in job seeking and decrease employment pressure, but also have significance for college students’ happiness or the development of entire life.

Conclusion

College students’ employment is not only a means to achieve personal career goals, but also the way to realize the value of higher education. Reasonable and full employment of college students has become the common aspiration of the government, universities and colleges and thousands of families. The realization of this desire is a systematic project and it needs all parties in society to work together. The government should make efforts to build a good economic and policy environment; universities and colleges should focus on fostering the quality of personnel cultivating and strengthening employment guidance; the majority of college students and their parents should consider personal qualities and social situation carefully; change employment ideas and make reasonable positioning and rational choices. In that case, it can get win to win to promote personal career development and meet actual needs of the country.

References


