Employment Guidance at College Based on Career Planning

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Abstract. It is the unshakable mission and responsibility of colleges and universities to do a good job in employment guidance and service for college students. Innovating the employment guidance mode of colleges and universities is an inevitable requirement for the development of higher education. Colleges and universities should adhere to the student-centered career planning concept, effectively use career coaching techniques, and improve the quality of employment guidance. This paper builds a practical employment guidance system based on career planning from seven stages: career coffee, job camp, career planning contest, political and business career instructor into campus, career interview, non-profit organization career experience, student “famous enterprise” line.

On October 24, 2018, at the video conference on the employment and entrepreneurship of graduates of ordinary colleges and universities in Beijing, Li Keqiang, member of the Standing Committee of the Political Bureau of the CPC Central Committee, and the Premier of the State Council made important instructions: We must do everything possible to keep the employment level of college graduates generally stable. The meeting pointed out that employment is not only about people’s livelihood but is also a national plan. “We must put employment education throughout the training of talents, guide students to establish a correct outlook on career choices, reasonably determine employment expectations, and scientifically plan careers.” “We need to innovate talent training models and cultivate more innovative, compound and applied talents that meet the needs of the society”[1].

Innovating the Employment Guidance Mode of Colleges and Universities Is an Inevitable Requirement for the Development of Higher Education

It is the unshakable mission and responsibility of the education department and colleges to do a good job in employment guidance and service for college graduates. “At present, some colleges and universities have successively opened employment guidance courses and published some teaching materials, which presents a gratifying situation, but in general, they cannot adapt to the needs of the development of the situation.”[2] The significance and value of the current employment guidance in colleges and universities are limited in practice. Most of the employment guidance courses are temporary, staged, and should appear in an acute form. This seems random and lacks systematic. The majority of employment guidance audiences are senior or graduating students. In fact, lower grade students also need employment guidance. The employment guidance of many colleges and universities is a staged elective for some students. In fact, employment guidance should cover all college students. The current employment guidance also has a single teaching content to solve individual student cases and is unable to solve the requirements of individual psychological contradictions and conflicts of all levels of students.

Shi Pengjian, deputy director of the Student Information and Employment Guidance Center of the National Higher Education Institution, pointed out in the National Conference on Employment Promotion of College Graduates in Anhui and pointed out that “the emergence of the new situation, new business conditions, new contradictions and new problems has proposed higher requirements for employment guidance services of college graduates.” To do a good job in employment and entrepreneurship under the new situation, it is urgent to further strengthen the professional service capabilities, innovate professional service models, improve the professional service system, create a professional service team, and better serve the employment and entrepreneurship work. We should
“innovate the concept of innovation and improve the service system, and solidly promote the professionalization of employment and entrepreneurship guidance services.”

We must make the employment guidance of colleges and universities get rid of the existing situation in which meaning more than the effect, and the form is greater than the content and the policy needs are greater than the needs of students. It is necessary to innovate the employment guidance mode of colleges and universities, which is also an inevitable requirement for the development of higher education. Of course, if the employment guidance is responsible for all the career planning of the university students, the perfect teacher resources, professional localized professional psychometric tools and teaching content, etc., have become its new limits.

Adhere to the Student-Centered Career Planning Concept, Effectively Use Career Coaching Techniques, and Improve the Quality of Employment Guidance at Colleges and Universities

Student-centered Career Planning

From the current status of employment guidance, teachers are still in the main position of the classroom, and the interaction between teachers and students is relatively lacking. Most of the students in the classroom are still in a passively accepted position, and their sense of gain is insufficient. There are few real-life cases involved in the teaching content. It is not vivid enough to simulate the realistic professional environment, which is difficult to resonate with students, let alone guide students’ career awareness and decision-making in the simulated real-life professional environment. Teachers also lack the interaction and communication between peers in a limited classroom time. In the classroom, the phenomenon of “no resonance between teachers and students” and “no connection between students” is more common. The employment guidance course cannot arouse and stimulate the college students’ active job search awareness and rational career decision-making, but stays at the top to the bottom to emphasize the layered pressure bottom layer and the terminal form is greater than the effect of the process education.

Career planning is the process by which a person can plan his future career development as much as possible. Under the premise of considering individual intelligence, sexual orientation, value, resistance, and assistance, make proper arrangements and adjust to correct your position in life so that you can get the most out of it. For college students, career planning is based on their own interests and hobbies on the basis of careful analysis of personal personality characteristics. They must combine their professional expertise and knowledge structure to make a directional plan for future work.

Adhering to the concept of taking students as the core, we pay attention to the individualized vocational counseling for students in the process of employment guidance, and take the overall development of students as the focus of work. Guide students’ employment with developmental perspective, and extend the time and space of employment guidance. In the choice of form of activity, teachers can design activities that allow students to participate more in the discussion and expression of ideas; When the activity is carried out, the teacher should guide the students to interact and discuss more and criticize each other and learn from each other; In the selection of the content of the activity, the teacher can design the career story that the student has experienced or the real case of the person around him and the things around him to stimulate the students’ resonance and thinking. Whether it is employment guidance or career planning, college students are the main body. To establish a student-centered career planning concept, the employment guidance teacher always adheres to the core position of the students, helping the students to achieve the matching of positions, and thus guiding the students to complete the career selection tasks.

Career Planning by Means of Coaching Skills

Coaching technology is hailed as the most revolutionary management technology of the century. The focus of the coach is to provide customers with the opportunity to tap and use their potential. It manages its potential and efficiency by improving the mindset of the coach. The important work of college employment guidance is to guide college students to make career plans that are beneficial...
to job hunting. The employment instructor should guide the students to see more possibilities, and give the students the opportunity to make choices instead of making decisions for the students. The “5R” coaching model uses coaching techniques as a means to guide college students to refocus to achieve self-positioning, recognize reality to achieve self-clarification, recognize relationships to achieve self-assessment, master resources to achieve self-exploration, and assume responsibility for self-determination. [6]

It can be seen that the coaching technology and the employment guidance have the same goal, the process is the same, from guiding the students to self-positioning, after the students' self-clarification, self-assessment and self-adjustment, the whole process of the final self-decision is reached. They all reflect the connotation and extension of the two. With the coaching technology as the means, using the “5R” career counseling model to carry out employment guidance for college students, the practice test results are good.

Construct a Practical Experiential Employment Guidance System Based on Career Planning

The design guiding ideology of the experiential practical employment guidance system is to solve two problems through experience and practical teaching. The first is to solve the principle, content and method of college students who cannot understand and understand career planning and job hunting because they have no experience. The second is to solve the problem that college students are less likely to participate in career planning and job-seeking careers, but not “good employment” and “good business”.

Based on the theoretical system and application perspective of career planning, this paper focuses on the following seven aspects of experiential practical employment guidance, with a view to improving the system and diversifying the model, and innovating the employment guidance mode of colleges and universities:

Career Coffee

Career Coffee is a national offline career experience activity initiated by a new elite career. It uses a cup of coffee price and time to communicate with career planners and discuss a career development topic. The purpose of this experience is to make the concept and experience of career planning bring effective and effective changes to our work and life. Coffee culture represents fashion and modern life in the eyes of college students, and is one of the favorite cultures of college students. Career coffee is rich in content, simple in operation and practical for college students' employment guidance. College employment guidance can be used for reference, that is, “share a career story with a cup of coffee”.

Colleges and universities can hold career salons on a regular basis, inviting career story sharers and college students to share their careers. The share of the career story can be an alumni, a successful person in the workplace, or a frustrated person in the workplace, as long as his or her career is typical and willing to share. For venues for career coffee events, conditional schools can rely on career studios, career instructor studios or campus leisure bars. Schools with normal conditions can be moved around the classroom in the classroom, arranged like a salon, tea party atmosphere.

Employment Training Camp

If there is a learning career that will make me remember and last for a long time, that is the days when I participated in the employment training camp organized by the school, full of hardship, happiness, passion. I got a rapid growth and improvement, and she profoundly affected my future career! “This is the experience of a student who participated in the job camp.”

In order to improve the employability of college students, many colleges and universities currently adopt the practical teaching mode of “employment training camp”, which is called “employment training camp”. It is called “employment training camp”, and it is called “employment ability”. Upgrade the training camp, and so on. The author's college, first explored and held the annual "employment contest", after ten years, achieved the brand campus activities.
Later, on the basis of the “employment contest”, it was upgraded to “employment training camp”, and continued to build a practical teaching model aimed at improving students’ professional ability. Promote the curriculum guidance set by the school employment guidance to people, simulate interviews to people, employment psychological counseling to people and employment to track the implementation of the “four to people” work requirements of people.

In the employment training camp, in addition to improving the level of student resume production, job interview skills and focusing on solving students’ job-seeking confusion, it also pays attention to the classification guidance for different types of students. For example: targeted counseling for students such as employment, further studies, exams, etc., for the “double sleepy” graduates to file and give special guidance. The classified training employment camp and multi-initiative career planning “combination boxing” promote students’ full employment, and the effect of employment guidance is very significant, which can be used for reference.

Career Planning Contest

In order to popularize college students’ career planning knowledge, we will guide students to establish a correct concept of talents, employment, scientific and rational planning of university study and life, and improve employment skills and practical ability. Since 2009, under the guidance of the University Student Department of the Ministry of Education, the National Information Service and Employment Guidance Center of the National Higher Education School regularly holds the National College Student Career Planning Competition. The competition is divided into three stages: preliminary, semi-final and final. It is screened by the group promotion method, and finally the outstanding players are recommended to be hired. Colleges and universities also actively encourage, support and guide students to participate in national and provincial career planning competitions by organizing their career planning competitions. Through this competition, effectively cultivate and improve the students’ career planning theory and practical ability and career planning and innovative thinking.

In the employment guidance work of colleges and universities, we encourage teachers to combine the events, spend time and effort to guide students to participate in career planning competitions. Regardless of the award or not, the process is a valuable asset for the students. For individual college students, the process of participating in the event is far more important than the result.

Political and Business Career Instructors Enter the Campus

Hire and invite career instructors in the political, business, academic and other fields to enter the campus, as a career instructor for college students, which will greatly benefit the employment guidance of colleges and universities. Career tutors can be “point-to-point” to students, or they can be “point-to-many”. These career instructors from the political, business, and academic fields are all in the industry, the profession, the leader of this position, and have a rich career experience. They can effectively guide college students to scientifically and rationally position themselves and plan their careers.

The instructors will share the seminars through special lectures, or communicate with the students individually, especially the business career instructors who have rich experience in human resources and practical careers. In order to enhance students’ understanding of the current career dynamics and practice, and broaden their knowledge and vision. In the employment guidance work of colleges and universities, the invitation of “political and enterprise career tutor into the campus” will achieve good practical results.

Career Interview

In addition to inviting “political and business career instructors into the campus”, college employment guidance work can also encourage college students to walk out of the classroom, out of the campus, boldly and generously to face-to-face interviews with career figures. Career interviews are conducted through interviews with professionals in areas of interest to gain career exploration of industry, career and company “inside” information in the field. Interviewees are generally employed by professionals who have worked in the field for more than three years. To prevent subjective
influences in interviews, at least two or more people should be interviewed. Career instructors should pay attention to guiding students to choose the interviewee. They should interview the outstanding students in the field, and also interview the unknown people to ensure the objective effect of the interview and collect as much information as possible. Special emphasis should also be placed on students who are interviewed outside: Do not use career interviews to find a job or conduct a professional interview, which will not only embarrass the two parties, but also disgust the potential employers.

The interview of career figures is an industry in which college students are interested in themselves. The activities of people in the corresponding positions in the field to explore careers are one of the most effective ways to obtain detailed details of specific occupations. The employment guidance of colleges and universities advocates the practice mode of “career bio-interview”, which can guide college students to obtain the latest career information, expand their professional interpersonal relationship network, and establish the confidence of interviews when looking for work. Seeing their own strengths and weaknesses from their professional requirements, the distance between introspection and occupation, promoting their own actions and clarifying their cognition of careers, and actively collecting information that can promote their own wise career decisions. The effect of career interviews on the promotion of career planning and employment guidance is quite significant.

**Non-profit Organization Career Experience**

Non-profit organizations refer to all voluntary organizations, social organizations or civil associations other than government departments and for-profit enterprises. They are the “third sector” between government and for-profit enterprises. It is a not-for-profit organization that supports or deals with issues or events of personal concern or public concern, covering a wide range of fields, including art, charity, education, academics, environmental protection, etc. It is not intended to generate benefits, but also has non-profit, non-governmental, autonomous, voluntary, non-political, non-religious and other important characteristics. Non-profit organizations provide services such as social welfare, education and training, health care, disaster relief and disaster relief. Volunteering is an important way to enter a non-profit organization for a career experience. College employment guidance design non-profit organization career experience activities, guiding college students to participate in welfare, public welfare business activities. In the process of contact with the disadvantaged groups, they have a deeper understanding of grateful life, gratitude for life, and more willing to pay attention to others by loving and warming, which has positive significance for steadily improving the quality of applied talents.

**Students’ Journey to “Famous Enterprises”**

It’s the student’s “journey to famous enterprise” is the career experience of non-profit organizations. This refers to the career internship experience for college students to the for-profit organization (and the profit organization to obtain more profits). Career instructors lead and arrange students to experience careers in well-known companies in their field of study. According to the depth of experience and the subject’s cognition, the degree of feeling can be divided into: spontaneous understanding, understanding; contact understanding; deep understanding and practical experience. Regardless of the degree, the focus of the experience is on corporate culture, corporate management model, corporate operations, teamwork and more. The journey to “Famous Enterprise” is a useful attempt in career planning to enhance students' perceptions of job-seeking employment practices. In addition to understanding yourself, career development requires an understanding of the environment. In the process of students visiting the “famous enterprise”, the students who are the main subjects are often actively involved in the environment, and their understanding of themselves and the environment is constantly improving. In order to enter the career, they are “warming up” and deeply understand what knowledge, skills and qualities are needed in practical work so as to prepare to build a guiding understanding of self-development.
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