



Study on the Actuality and the Countermeasures of the Employment of College Students

Zhiyi Fan

College of Marxism, Huazhong University of Science and Technology

School of Business Management, Shandong University of Finance

250014, China

Tel: 86-138-6415-2708 E-mail: fanzy0010@163.com

Abstract

The employment of college students has become an issue that draws common concern from the whole society. This paper explores the employment of college students from various angles, finds out the material reasons thereto and put forwards countermeasures for resolving these problems and development ways.

Keywords: College students, Employment, Countermeasure

With the continuous enlargement of the enrollment of colleges, the number of college students becomes larger and larger, with which problems in the employment of graduates come along. The employment of college students has become an issue that draws common attention from colleges and society. How to resolve the present hardship for college students to get jobs arises common concern from various social fields.

According to the statistics of departments of education, in 2001, the number of graduates of the year amounted to 1,150,000; in 2002, the number of national college graduates reached 1,451,100, 232,600 more than that in 2001 with the increase rate being 23.1%; in 2003, the number of graduates of the year amounted to 2,122,000, 670,000 more than that in 2002 with the increase rate being 46.20%; in 2004, the number of graduates of the year reached 2,800,000, 678,000 more than that in 2003; in 2005, the number of graduates of the year was 3,380,000, 580,000 more than that in 2004; in 2006, the number of graduates soared to 4,130,000, 750,000 more than that in 2005; in 2007, the total number of graduates reached 4,950,000; in 2008, the number of graduates of the year will amount to 5,320,000, bringing more problems in the employment of college students. According to the statistics of the Ministry of Education, the number of unemployed graduates increases year by year; in 2001, the number was 340,000, in 2002, 370,000; in 2003, 520,000; in 2004, 690,000; in 2005, 790,000; and in 2006, 910,000. In 2007, the total number of national graduates of college amounted to 4,960,000 and the number of college students unemployed was 1,450,000, which should draw people's earnest attention. Graduates of 2008 and 2009 will continue to enlarge this unemployment group and will form "rolling" expansion, which will bring along austere social problems.

In this connection, we can use the word "austere" to describe the employment situation of college students of this year. People generally will attribute the reasons for this austere situation to the enlargement of the enrollment and assume that the enlargement of the enrollment is the chief reason in bringing along hardship for college students to find jobs. However, the author of this paper holds that although the employment of college students is to some extent connected to the enlargement of the enrollment, we cannot simply attribute the austere employment situation to the enlargement of the enrollment. In discussing and exploring the issues on the employment of college students, we shall start from various angles and dig the material reasons so as to find out countermeasures to resolve those problems.

1. Reasons for the hardship in the employment of college students

1.1 The employment concept of college students is obsolete

Before, the higher education of China is talent education. Those who enter the universities would have good jobs after graduation. The thoughts under planned economy system, "those who study well become officials", and "official awareness" and the "white collar complex" in the new economy era exert influence on the employment expectation and the orientation of college students and their parents. However, with the development of times, higher education of China has been transferred to common education. College students are not universally lucky persons any more. On the contrary, the obsolete employment concepts still exert great influence on the employment thoughts of college students, blocking the change of the employment concepts of college students.

We can say that the employment of college students is actually not hard. What is hard for college students is that they

cannot find good jobs as they expect. Therefore, basically speaking, the obsolete employment concept is the fundamental root that results in the hardship in the employment of college students. College students are all eager to get jobs in hot areas and hot specialties, while neglect other job chances.

1.2 The specialty set-up of colleges strays from the market demands

Although most of colleges of China have conducted reforms according to the principles of market economy, the old systems are still in possession of the main status. The specialty set-up of colleges and the talent cultivation modes stray from the demands of the market.

1.3 There exist flaws in local household registration system

The household registration system becomes the obstacle in the employment of college students. The planned distribution system still exerts functions in many aspects of the present employment administration. For example, there are distribution planning administration, household registration administration, register certificate administration and human resource index examination and approval administration.

1.4 The graduate administration of colleges is still under the influence of the planned economy

For example, colleges attempt to use employment agreement as an administration method to restrict the insincere actions of graduates, to guarantee certain legitimate rights and interests of graduates, and at the same time, to get to know the employment and household registration conditions of graduates. However, the employment agreement is too simple in contents, does not closely follow the Labor Contract Law, and lacks restriction force. Therefore, the application of employment agreement does not realize the primary aim of this administration method, but restricts the employment choices of the graduates.

1.5 Education quality cannot meet social demands

For example, the practice classes of most colleges exist only in name. The practice classes are just cultivation plan for enriching education, while students trained by this way are just good at getting high scores and poor at practice, so they cannot meet the demands of employers. Also, the employment guidance for college students is not sufficient. Occupation planning strategy shall be incorporated into the lifetime planning of students. Colleges shall provide students with large amount of employment service, such as occupation consultation, alumni consultation network, alumni job fair, symposium and occupation group, and occupation resources. However, many colleges in China lack long term and systematic planning thereto and colleges just offer precipitant education when students' graduation draws upon. The efforts made at the last moment cannot change college students' employment concepts and cannot help them master employment skills either. Hence, it is hard for college students to form correct and lasting occupation, sincerity and entrepreneurship view.

2. The development ways for the employment of college students

2.1 From the aspect of college students

2.1.1 College students shall liberate their thoughts, change their employment concepts, and realize long-term occupation.

In the employment of college students, it is very common and severe that the personal elements of college students result in the hardship in getting jobs. Therefore, college graduates shall first set up independent awareness, keep active and optimistic attitude, try to arm themselves with knowledge and skills that can meet market demands, discard the unrealistic employment vanity and dependent thoughts, and establish popular and long term occupation view.

At this stage, with the popularization of higher education, the employment view of college students shall not stay at the talent education stage. We shall change the traditional employment concepts where graduates just pursue high salary and high treatment. College graduates shall focus more on the long-term development, enhance competition awareness, buildup the go-aheadism of employment, and set up life time study concept.

2.1.2 College students shall correctly fix their positions, plan well their occupation career and master skills in getting jobs.

During the time at campus, college students shall plan well their occupation career, set up correct aim and ambition, set a direction, explore feasible measures, exert their specialties, develop their potentials, overcome difficulties and obstacles, preserve and make constant efforts so as to succeed.

After the study and cultivation at colleges, college students have advantages in knowledge accumulation and can become the outstanding ones in the employment army. However, under the existing education system, long-term education in schools will usually make students lack social practice experience and poor at practice capacity. In this connection, college students shall correctly appraise and evaluate themselves and comprehensively, objectively and correctly judge their own knowledge, hobbies, specialties, and interests. In the process of applying for jobs, college students shall take initiative to meet the society's demands, exert their specialties, avoid disadvantages, and carefully

prepares all-round recommendation materials, including resume, reference letter and copies of award certificates which shall be comprehensive, novel, tasteful but not brilliant.

2.2 From the aspect of colleges

2.2.1 Further improve the system for the employment of college students

Campus recruitment, as the most important channel for college students to find jobs, is a must choice for many enterprises when recruiting college students. However, practice has proved that its actual effect is not so ideal, while special job fairs with sufficient information are well welcomed by graduates because of the strong pertinence of the fairs. The guidance teachers for employment in colleges shall emphasize and endeavor to change the phenomenon that campus recruitment fair suffers from too many students and is low in efficiency, duly renew employment concepts, and follow the steps of employment development. The employment fair must be divided in detail according to the market and be innovative in methods and modes.

2.2.2 Improve education mode of colleges and enhance the connection of colleges with recruitment enterprises

The adjustment of specialty structure of colleges shall be accelerated. This kind of adjustment is especially necessary under the strategic adjustment of China's economy structure, the development of science and technology and the constant improvement of market economy system. At the same time, the adjustment of specialty structures of colleges will influence and force the reconstruction of labor and talent structure and will also advance and direct the optimization of economy structure and the rational allocation of educational resources. To improve the operation system of higher education, the urgent issues are that an effective feedback system shall be set up between colleges and society, the specialty set-up shall be closely connected to the market, and the demands of talent market shall be the guidance for the set-up and adjustment of specialties of colleges.

2.2.3 Provide comprehensive information service

Colleges shall speed up the construction of employment information network for graduates so as to realize the modernization of the administration for the employment information. For example, the integrative and overall conditions of colleges and the detailed personal information of graduates can be open through network to enterprises so that enterprises can timely and fully get to know the detailed information of graduates. At the same time, the comprehensive information of enterprises shall be open to college students too. By this say, the information asymmetry between the two parties can be reduced. To improve employment efficiency, the governments shall also take a series of measures to reduce the information asymmetry, endeavor to improve the effective allocation of resources, perfect and regulate the employment market, and strictly punish enterprises that use recruitment as a disguise for illegal purposes.

2.2.4 Enhance employment guidance

When providing guidance to college students, colleges need to do as follows. Firstly, colleges shall have special organs and personnel, set up special organs and system, and equip with personnel with specialty knowledge in employment so as to provide professional employment guidance to college students. Secondly, the employment guidance shall be incorporated throughout the whole education process. The special employment guidance work shall be closely connected to students so as to master the trend of the employment thoughts of college students. Then, colleges can conduct work with certain pertinence. Through special lectures and other forms, colleges should help college students to objectively understand contemporary employment situation, objectively understand themselves, and find out reasonable employment channels. Employment guides shall enhance their connection with employers, obtain information on talent demands, and offer students with the making demands of employers on graduates. The making demands of employers on graduates shall be the ground for colleges to conduct teaching reform and the direction that college students make efforts towards.

2.3. From the aspect of country and society

2.3.1 Improve employment system and enrich employment service

The employment of college students is a systematic and complex project, towards which the country, the society and families shall bear liabilities and obligations. For the aspect of law, the legislation on employment shall be accelerated and various matching regulations shall be promulgated so as to form perfect regulation system on employment. For the aspect of policy, governments at various levels, departments of human resources and education administration departments shall cooperate with each other in harmonious way to set up perfect rules and systems for the employment work of graduates to follow so that the employment work of graduates can be standardized and systemized, the employment market for graduates can be perfected, the just competition among talents can be guaranteed, and the legitimate rights and interests of the employers and employees can be maintained. The administrative departments shall also strictly rectify the malicious actions in the employment of college students.

2.3.2 Insist on the principle of preferentially developing education, enhance policy direction, and encourage self-entrepreneurship

The severe hardship in getting jobs requires that we must change traditional employment concepts. Therefore, the restriction of human resource administration, such as household registration system, belonging system, and various indexes and file administration, shall be reformed so as to reduce employment costs and talent flowing costs and advance the rational flowing of talents. Meanwhile, for college students who pursue self-entrepreneurship and who go to work at the grassroots, government departments shall provide preferential policies thereto, reinforce policy direction, enlarge influence, and enlarge influence on college students, which can guarantee the demands of the development of society on talents and can also realize rational allocation of graduates.

2.3.3 Create culture atmosphere encouraging and supportive to the employment of college students and avoid erroneous talent consumption.

The employment of college students affects the harmony of each family and the stability of society. Hence, the nation, the society, the media and families shall cooperate to create healthy and encouraging employment culture atmosphere, help graduates to set up the employment view of “taking pride in independence and shameful for dependence”, and supervise employers in liberating thoughts, renewing concepts, setting up correct view in utilizing talents, optimizing the structure of human recourses, and stopping the waste of talents so as to offer graduates with good employment environment and extensive stage for college students to exert their intelligence and to contribute to the society.

In general, the hardship in the employment of college students is not simple resulting from one single aspect. It is a problem that covers the entire organic component of the nation, the society, graduates, and colleges. Therefore, to resolve the hardship in the employment of college students, we must search to apply various methods together. Any single method cannot along resolve the severe hardship in the employment of college students. If the college graduates, colleges, the nation and the society jointly and cooperatively participate, the hardship in the employment of college students will certainly be resolved.

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