

Exploring the Path to Improve the Employment Quality of College Students

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Abstract. The employment quality of college students not only reflects the higher education level of a country and region, but also reflects its level of economic and social development. This paper analyzes the current situation and influencing factors of college student employment, and proposes paths to improve the quality of college student employment. Improving the quality of employment for college students is a systematic project that requires the joint efforts of the government, universities, enterprises, and college students themselves. The government needs to create a more fair, open, and favorable external environment. Universities need to improve the quality of talent cultivation. Enterprises should provide more employment and development opportunities for college students. College students themselves need to improve their comprehensive quality and employment competitiveness.

Keywords: College students; Employment quality; Government; Universities; enterprise

1 Introduction

The employment quality of college students is not only a key indicator for measuring the level of higher education in a country or region, but also an important reflection of the close relationship between education and socio-economic development. With the continuous deepening of reform and expansion of enrollment in higher education, the number of college students is showing an increasing trend year by year. Accompanied by this growth trend is the increasing competition in the job market. Many scholars and frontline workers have conducted comprehensive discussions on the employment of college students from the perspective of combining theory and practice. Quality evaluation has always been a key focus of research on the employment of college students. Numerous scholars have explored the construction of a scientifically feasible evaluation system for the employment quality of college students. On the basis of constructing an employment quality indicator system and measurement model, Hu Shuqin (2024) proposed paths to enhance the employment quality of college students, such as emphasizing campus recruitment platforms, fully tapping into local resources of universities, and moderately expanding family resources. Liang Yanjiao, Zhang Bo, and Liang Ying (2023) analyzed the factors influencing the employment quality of college students from four dimensions: graduates, schools, employers, and society, and constructed an evaluation system for the employment quality of industry oriented college students in the context of the new era. Mei Lin, Mi Liming, and Zhao Xin (2023) constructed a performance prism model from four dimensions: stakeholder satisfaction, strategic processes, capabilities, and stakeholder contributions. They used the Analytic Hierarchy Process to determine indicator weights and

conducted empirical research on the employment quality of college students. Zhao Chuan and Deng Ai (2022), based on the comprehensive evaluation indicators of employment quality, drew on and applied the theories and methods of factor analysis to create a model for measuring and evaluating the employment quality of college students. Zhang Wenli and Zheng Shuli (2021) selected 18 indicators most relevant to employment quality through research and organization of existing documents, and constructed an evaluation index system for employment quality of college students using Analytic Hierarchy Process and Delphi method. Faced with such a severe employment situation, the government, universities, enterprises, and college students themselves need to actively respond and work together to improve the quality of college student employment.

2 The current employment situation and influencing factors of college students

Currently, the employment of college students presents the following characteristics: firstly, fierce competition in employment. With the expansion of enrollment in universities and the increase in the number of college students, the competition in the job market is becoming increasingly fierce. Many positions are facing a situation of oversupply, which puts greater pressure and challenges on college students in the employment process. The second is diversified employment options. Compared with traditional industries, emerging industries such as the Internet, financial technology, and cultural creativity have gradually become popular choices for college students [1]. In addition, more and more college students are choosing flexible employment methods such as entrepreneurship and freelance work to pursue personal interests and development [2]. The third is the structural employment contradiction. In certain industries and regions, there is a coexistence of talent surplus and talent shortage. Some popular industries and first tier cities have attracted a large number of job seekers, while some obscure industries or underdeveloped areas are facing talent shortages. The fourth is the gap between salary expectations and reality. Some college students have high expectations for salary during the job search process, but often there is a gap between the actual salary level of the company [3]. This makes some college students feel disappointed or dissatisfied during the employment process. The fifth is the demand for professional ethics and skills. With the increasing demands of enterprises for talents, in addition to professional skills, enterprises also pay attention to the comprehensive qualities of college students, such as professional ethics, communication skills, and teamwork ability. Therefore, college students need to continuously improve their comprehensive abilities and qualities during the job search process.

The main factors affecting the employment of college students are: firstly, the level of economic development. The level of economic development is one of the important factors affecting the quality of employment for college students. Generally speaking, economically developed regions have more job opportunities and higher salaries, which is beneficial for improving the employment quality of college students [4]. The second is the industrial structure. The industrial structure also has a significant impact on the employment quality of college students. The development of the tertiary industry provides more employment opportunities for college students, which is conducive to improving their employment quality [5]. The third is the establishment of majors in universities. Whether the professional settings in universities meet market demand directly affects the quality of employment for college

students. Universities should adjust their professional settings according to market demand to improve the quality of employment for college students. The fourth is the personal qualities of college students. The quality of college students themselves is also a key factor affecting their employment quality. Including professional skills, comprehensive qualities, interpersonal skills, etc., all have an impact on the employment quality of college students. This article takes the employment situation of graduate and undergraduate students from a university in the western region as an example, as shown in Figures 1 and 2, in order to more intuitively reflect the current employment situation and influencing factors of college students.

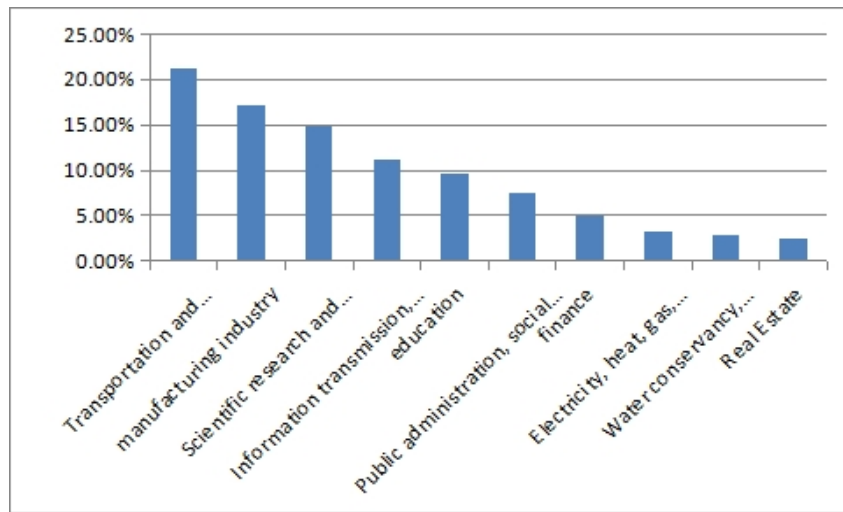


Figure 1 Distribution of employment industries for graduate students from a certain university in the western region

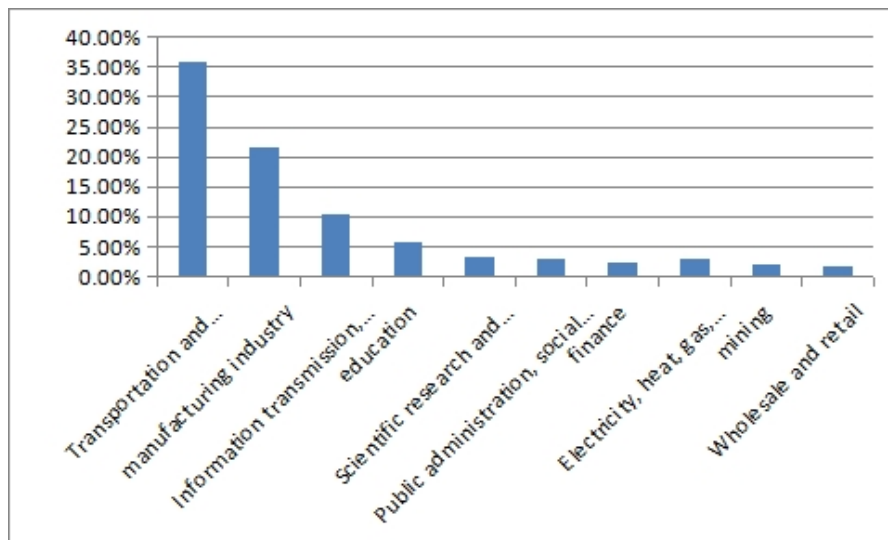


Figure 2 Distribution of Employment Industries for Undergraduate Graduates from a Western University

From the above chart, it can be seen that the overall employment quality of both graduate and undergraduate students is not high, which is reflected in two aspects: firstly, the overall employment rate is not high, with the highest industry employment rates of 20% and 35%, respectively; The second is the uneven distribution of employment industries, with significant disparities between industries.

3 Pathways to improve the employment quality of college students

3.1 Strengthen career guidance and employment services.

Strengthening career guidance and employment services is the key to achieving this goal. One is to establish a comprehensive career guidance system. Provide personalized career counseling to help students understand their strengths and weaknesses, and clarify their career direction. Carry out career planning courses to guide students to establish correct career concepts and learn to set long-term and short-term career goals. The second is to strengthen employment services. Establish a corporate cooperation network to provide students with internship and employment opportunities. Regularly hold campus job fairs to reduce the job search costs for students. Provide employment skills training to enhance job competitiveness. The third is to innovate career guidance and employment service models. Utilize big data and artificial intelligence technology to provide more accurate career guidance and employment recommendations [6]. Carry out online career guidance and employment services to facilitate students to obtain assistance anytime, anywhere. Establish an alumni mutual aid mechanism and form an alumni network of mutual assistance.

3.2 Adjust and optimize professional settings.

Adjusting the professional settings to improve the quality of employment for college students is an effective strategy. One is to closely connect with market demand. Pay close attention to changes in the labor market and industry demand, and adjust professional settings according to market demand. The second is to optimize the professional structure. Universities should optimize their professional structure and form competitive professional groups based on their own advantages and characteristics. The third is to improve the compatibility between majors and professions, so that students have the knowledge and skills required to engage in related professions after graduation [7]. In addition, universities should also cooperate with enterprises to jointly develop professional training programs, ensuring a seamless connection between professional education and career needs. The fourth is to strengthen the construction of professional connotation. By strengthening the construction of teaching staff, improving teaching facilities, updating teaching content and methods, etc., we aim to cultivate students' professional literacy and practical abilities, and enhance their competitiveness in the job market.

3.3 Strengthen practical teaching.

Strengthening practical teaching is an important way to improve the quality of employment for college students. One is to improve the practical teaching system. Clarify the goals and requirements of practical teaching, ensuring that practical teaching and theoretical teaching complement and promote each other. The practical teaching system should cover professional

skills training, professional literacy cultivation, and the enhancement of innovation and entrepreneurship abilities. The second is to strengthen the construction of practical teaching resources [8]. Build experimental training bases, introduce advanced practical teaching equipment and software, and collaborate with enterprises to build practical teaching platforms. At the same time, universities should also strengthen the construction of the teaching staff for practical teaching, improve the practical teaching ability and level of teachers. The third is to strengthen the management and evaluation of practical teaching. By formulating teaching documents such as practical teaching outlines and practical teaching guides, the specific content and requirements of practical teaching are clarified. The fourth is to promote the integration of practical teaching and industry [9]. By collaborating with enterprises to carry out practical teaching projects, introducing real cases and projects from enterprises to campus, students can gain a deeper understanding of the industry and enterprises in practical teaching, and improve their professional ethics and practical abilities. In addition, students should be encouraged to actively participate in practical teaching activities, stimulate their interest and initiative in learning.

3.4 Encourage entrepreneurship and innovation.

Innovation and entrepreneurship not only cultivate students' practical abilities and innovative spirit, but also provide them with more employment and entrepreneurial opportunities. One is to establish an innovation and entrepreneurship education system. By offering innovation and entrepreneurship courses, holding innovation and entrepreneurship lectures and seminars [10], we guide students to understand the connotation and value of innovation and entrepreneurship, and stimulate their enthusiasm for innovation and entrepreneurship. At the same time, we should also cooperate with enterprises, entrepreneurship parks, and other organizations to jointly build an innovation and entrepreneurship practice platform, providing students with more practical opportunities. The second is to provide innovation and entrepreneurship support and services, including entrepreneurship consulting, project evaluation, financial support, technology transfer, etc. In addition, a system of entrepreneurial mentors should be established, inviting successful entrepreneurs to serve as mentors and providing students with entrepreneurial guidance and experience sharing. The third is to hold innovation and entrepreneurship competitions and activities. Encourage students to actively participate in entrepreneurship planning competitions, innovation and creativity competitions, etc., showcase the achievements of innovation and entrepreneurship, accumulate network resources, and lay a foundation for the future path of entrepreneurship. The fourth is to strengthen the construction of innovation and entrepreneurship culture. By promoting typical examples of innovation and entrepreneurship, organizing innovation and entrepreneurship forums, and other means, we can stimulate students' awareness of innovation and entrepreneurship. Encourage students to dare to try and innovate. The fifth is to strengthen cooperation with enterprises and society. By collaborating with enterprises to carry out internships and training, jointly build laboratories, and jointly develop projects, students can gain a deeper understanding of the industry and market, and improve the targeted and effective innovation and entrepreneurship.

3.5 Improve one's own qualities.

Improving one's own quality is the foundation and key to improving the employment quality

of college students. One is to accumulate professional knowledge and skills. College students should focus on the study of their major and master solid professional knowledge and core skills. Pay attention to industry dynamics and technological development trends, and constantly update your knowledge system. The second is to cultivate learning and adaptability. Master effective learning methods and be adept at acquiring knowledge from various channels. Improve one's adaptability to new environments and tasks to cope with various challenges in the workplace. The third is to enhance communication and team collaboration skills. Actively participate in various social activities to exercise one's oral and written communication skills. Cultivate team awareness, learn to cooperate with others, and work together to complete tasks [11]. The fourth is to shape a good professional attitude and values. Establish a positive and upward professional attitude, take work seriously and responsibly, have the courage to take responsibility, and pursue the unity of personal value and social value. The fifth is to pay attention to physical and mental health and self-management. Actively participate in physical exercise and maintain good sleep habits. Learn to adjust emotions and relieve stress [12]. Sixth, we need to expand our interests, hobbies, and humanistic literacy. Actively participate in various interest groups and club activities to cultivate one's own interests and hobbies. Improve humanistic literacy and cultivate interdisciplinary comprehensive abilities.

3.6 Strengthen policy support.

Strengthening policy support is an important means to improve the quality of employment for college students. One is to improve the employment policy system. This includes providing policy support in areas such as employment guidance, vocational training, entrepreneurial support, employment internships, and social security subsidies, in order to lower the employment threshold for college students and improve their competitiveness in employment. The second is to increase fiscal investment. This includes establishing a special fund for college student employment to support vocational training, entrepreneurship support, employment internships, and providing employment assistance to disadvantaged college students [13]. The third is to deepen the integration of industry and education and school enterprise cooperation. Through policy guidance, promote the joint construction of internship and training bases between universities and enterprises, carry out order based training, and implement the school enterprise dual mentor system, so that students can accumulate practical work experience during their school years and improve their employment competitiveness. The fourth is to encourage innovation and entrepreneurship. Such as providing entrepreneurial support funds, reducing taxes, and providing entrepreneurial venues. At the same time, establish a sound entrepreneurial service system to provide comprehensive support for college student entrepreneurs, including entrepreneurial guidance, project incubation, and market promotion. The fifth is to strengthen the supervision of the employment market. Strengthen the supervision of the employment market, crack down on illegal intermediaries and false recruitment, and safeguard the legitimate rights and interests of college students. Establish a sound employment information service platform to provide accurate and timely employment information for college students. At the same time, strengthen the supervision and inspection of enterprise employment behavior, promote reasonable and standardized employment of enterprises. Sixth, guide social public opinion support. The government should guide public opinion to actively pay attention to and support the employment of college students, and create a good employment atmosphere. At the same time, strengthen the guidance of employment concepts for college students, and help establish correct employment and career choices.

4 Conclusion

Improving the quality of employment for college students is actually a complex system engineering that involves multiple levels, multi-party participation, and multi-dimensional collaboration. The achievement of this goal is not achieved overnight, but must rely on the joint efforts and unremitting pursuit of the government, universities, enterprises, and college students themselves. The government needs to create a more fair, open, and favorable external environment for the employment of college students by formulating and implementing a series of policy measures that are conducive to their employment. Universities need to closely integrate with market demand, continuously adjust and optimize their professional settings and curriculum systems, strengthen practical teaching and school enterprise cooperation, and provide students with more internship and training opportunities. Enterprises should actively assume social responsibility by providing internship positions, participating in campus recruitment, and conducting school enterprise cooperation to provide more employment and development opportunities for college students. At the same time, enterprises should also focus on talent cultivation and incentive mechanism construction, providing good career development space and promotion opportunities for college students. Of course, college students themselves also need to exert their subjective initiative and continuously improve their comprehensive quality and employment competitiveness. Only with the joint efforts and cooperation of the government, universities, enterprises, and college students can we create a broader employment platform and development space for college students.

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