

On How to Promote the Development of Vocational Guidance in Colleges

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Abstract

Vocational guidance in colleges and universities involves politics, education, psychology, management and other disciplines. Higher education in colleges and universities can't be separated from vocational guidance. Higher education should focus on vocational guidance for students. Starting with the significance of vocational guidance in colleges and universities, this paper focuses on the analysis of the problems in vocational guidance in colleges and universities, and then puts forward new ways and ideas to promote the vocational guidance in colleges and universities.

Keywords

Colleges and universities; Career guidance; Promotion.

1. Introduction

The report of the 19th National Congress of the Communist Party of China pointed out that employment is the biggest livelihood. We must adhere to the employment priority strategy and active employment policy to achieve higher quality and fuller employment. Career guidance is the process of providing consultation, guidance and assistance to job seekers in employment, employment stability, career development and rational employment of employers [1]. Since the 21st century, the enrollment scale of colleges and universities has been expanding. The number of graduates in colleges and universities is increasing every year. The employment of graduates is becoming more and more difficult. The whole society is paying attention to the employment problems of college graduates. Career is a problem faced by major universities. Career guidance is consultation and guidance for students to choose a career. In Western colleges and universities, there is usually guidance from vocational education psychology professionals. Through tests, they organize student visits and visits, provide courses and materials for evaluating various occupations and various types of work, conduct classroom discussions and other forms, measure students' professional interests, abilities and ability tendencies, and help students choose appropriate education, training, occupation and long-term job types accordingly.

2. The Significance of Carrying Out Vocational Guidance

Since the popularization of higher education, the total number of college students has continued to increase, the structural contradiction between employment supply and demand is serious, the quality of college students lags behind market demand, etc., which have profoundly affected the employment of college students. Doing a good job of vocational guidance in colleges and universities is a powerful guarantee for helping college students to find ideal jobs and helping college students develop their careers smoothly. Colleges and universities should actively respond to the national call, pay attention to cultivating the innovation and entrepreneurship capabilities of college students, and gradually strengthen the service level of career guidance work [2].

2.1. Help College Students to Correctly Understand the Severe Employment Situation

The enrollment expansion of colleges and universities has caused a huge change in the employment situation of college graduates formed by the strong market demand and the overall smaller scale of graduates. Take Jiangsu Province as an example, in recent years, the number of college graduates in Jiangsu has increased every year. Table 1 lists the number of college graduates in Jiangsu Province in the past ten years. From the data in the table, it can be analyzed that graduates face With the severe competition situation, if we add the graduates who are still out of work in previous years, the situation will be even more severe.

Table 1 The number of graduates in Jiangsu universities in the past 10 years

Years	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Number of graduates (ten thousand people)	52.1	52.6	53.2	54.1	55.2	54.8	55.6	56.2	56.2	58.4
Increase from the previous year (%)	-2.1	0.9	1.1	1.7	1.9	-0.7	1.4	1.1	-	3.7

However, many college graduates still do not realize the severe situation they will face when they are employed at school, which requires colleges and universities to carry out career guidance work to help graduates establish a correct outlook on employment and career selection and recognize employment Situation, make a good career plan.

2.2. Help Students Build A Good Employment Attitude

With the economic and social development, the investment of a family to train a university graduate is increasing, and the public is more concerned about whether higher education can have a reasonable return on investment. This reality makes many graduates have too high expectations for employment, and the employment mentality is abnormal, which makes it easy to miss opportunities when choosing a job. Through career guidance, it can help students to establish a good employment mentality, recognizing that the purpose of higher education is to train senior technical personnel, high-quality laborers and skilled talents at the grass-roots production level, rather than training the management of public institutions and government agencies. By. Vocational guidance in colleges and universities should provide psychological counseling and counseling to students, eliminate students' anxiety and fear in employment, and make full psychological preparations to meet social challenges and exercise.

2.3. Promote Colleges and Universities to Explore the Idea and Practice of Running Schools

Vocational guidance should be combined with social needs. Social development determines social needs. By guiding students' vocational education, college students can adapt to society more actively, exercise their abilities and improve their qualities according to social development and needs. . The society's demand for talents changes with the development of the market. Through effective vocational guidance, the employment of students is changing. Schools can adjust school concepts and professional settings in a timely manner, can carry out school-related reforms, and strengthen the construction of related disciplines. Pay attention to the needs of the society, so that the talents trained can serve the society better and meet the needs of social development.

3. Problems in Vocational Guidance in Colleges

3.1. Imperfect Career Guidance System

Different colleges and universities have different names for career guidance centers, including employment offices, graduate employment guidance departments, graduate employment consultation centers, admissions and graduation offices, student employment service centers, and graduate employment guidance centers for student work departments. These are the names of vocational guidance centers of various colleges and universities that we often see. It is not difficult to see that many colleges and universities do not have specialized vocational guidance institutions or professionally trained staff responsible for this work. The vocational guidance is only through counselors or employment guidance courses, the form is relatively simple, and the system is not perfect.

3.2. Career Guidance Concept to Be Updated

According to the "Interim Provisions on the Employment of Graduates from Ordinary Colleges and Universities" and "Notice on the Offering of Elective Courses for Employment Guidance in Ordinary Colleges", the title of career guidance in Chinese colleges and universities has always been "graduate employment guidance." Part of the vocational guidance in colleges and universities is only offered to students in the graduating class, and the intensive instruction is given before students' internships. The employment guidance for internship employment is not effective. The vocational guidance should be a systematic and continuous curriculum system. It is a subject that runs through the entire university education.

3.3. Career Guidance Work Is Not Practical and Effective

At present, the vocational guidance of many colleges and universities does not start from the actual social needs, but from the book, which will make students lose interest in the course of vocational guidance. At the same time, the post-90s students are very individual, and their expectations and ideas are very different from the past, but many college teachers in charge of vocational guidance still use the old stereotypes such as "do a line, love a line". Come to educate students, which makes the students feel that the career guidance is outdated, and does not accept the role of career guidance in thought, and it can't help the career guidance.

3.4. College Vocational Guidance Has Not Played A Role in Mobilizing Students' Subjective Initiative

Education needs to fully mobilize the subjective initiative of students, and vocational guidance is also required. Some colleges and universities do not pay attention to mobilize the subjective initiative of students. The vocational guidance courses are not combined with reality and do not consider students' employment feelings, regardless of students' interests and hobbies. The interest of students is not reasonable regardless of the course arrangement. This makes students lose interest in career guidance, and even bring negative effects such as resistance, truancy, being late, and not listening to classes.

4. New Ways and New Ideas to Promote the Development of Vocational Guidance in Universities

4.1. Career Guidance Work Is Carried Out Throughout All Stages of the University

Career guidance is not the same as employment guidance. It can't just hold students' feet before graduation, but should run through all stages of the university. Career guidance courses should be set up from the first semester of students' enrollment. By understanding the hobbies, personality characteristics and interests of students of different ages, providing relevant

occupational information, finding the common characteristics of students, so that they can understand their occupations, understand the needs of talents in this society now, and enable them to enter the school for future careers Be prepared. For example, by inviting alumni and relevant personnel of the employer to give students reports and lectures, students can obtain a lot of information on employment and career selection, from the beginning they have a sense of worry, and tighten the learning and employment strings. In the second and third grades, vocational guidance was mainly focused on educating students to study harder professional courses to stimulate their vocational awareness and set up systematic vocational guidance courses. In the fourth grade, the development of vocational guidance mainly focuses on the promotion of employment policies and labor regulations, and psychological guidance for students' career selection, so as to help and guide students to solve career-related problems that may be encountered in the future, and make reasonable and correct decision making. Facing severe market challenges, vocational guidance can help students find ideal job positions and enable them to better adapt to the evolving society.

4.2. The Professionalization of the Vocational Guidance Work Team in Colleges And Universities

The team of vocational guidance work in colleges and universities should be a team composed of professional teachers, counselors and school personnel responsible for employment. They have a wealth of employment knowledge, systematic research on employment policies and employment needs, strong decision-making ability, and team students are also familiar with the situation. Vocational guidance in universities is an emerging discipline, so this work is carried out the team does not have much experience and accumulation, so teachers of vocational guidance in colleges and universities should be professionally trained so that they not only understand the employment policies of colleges and universities, but also have the knowledge of enrollment and distribution of graduates. Skills in communicating with students, forecasting the job supply and demand market, psychological and career counseling, etc [3].

4.3. The Diversified Forms of Vocational Guidance in Universities

The development of vocational guidance work in colleges and universities can take various forms in addition to the regular "vocational guidance courses", thereby enhancing the enthusiasm of students to participate. For example, simulation job fairs and job fairs can be held to allow students to act as recruiters and candidates. Experts in career counseling professional institutions and government officials engaged in employment can be hired to provide career guidance lectures for college students, provide career counseling services, and conduct self-evaluation, career planning and image design for students to help students clarify their own efforts and strengthen Self-confidence in their future career development. You can also invite outstanding graduate alumni to return to school to teach with their own actual cases, so that the students can arrange learning time in a more targeted way to enhance employment confidence and continuously improve employability.

4.4. Integrate Resources to Promote Social Participation in Career Guidance

The vocational guidance work in colleges and universities should develop and utilize social resources. First, we design questionnaires and conduct questionnaire surveys on the needs of employers for school teaching, student qualities, and satisfaction with employment services. Before employers come to the school for regular recruitment and publicity, the school requires an additional link for students to tell the industry status and career development, enhance students' understanding of industry development needs and trends, and can further promote the relationship between employers and students communicate with. And this kind of communication can prompt the school to adjust the teaching curriculum in a timely manner, adjust the direction of scientific research, enhance the adaptability of college education to the

economy and society, and enhance the students' adaptability to employment. Second, we must actively mobilize the parents of students to participate in career guidance. Parents' ideas will also affect students' career choices to a great extent. Mobilizing parents to co-administer college students' career guidance is easy to form a joint education force, which can make college career guidance work smoother. Thirdly, well-known successful people can be hired to hold large-scale career guidance-related lectures at the school, so that students can learn about careers from well-known people's career experience, learn to plan careers, choose careers and adapt to careers [4].

4.5. Strengthen the Construction of Information Network for Career Guidance

According to a survey questionnaire conducted by the "Modern Education News" at the "High-tech Enterprise Talent Supply and Demand Meeting" at Beijing Jiaotong University, 52% of them chose newspapers and 90% chose the internet, 51% chose a school employment center. The result is: "The Internet is the main channel for students to obtain employment information." It can be seen that with the development and progress of society, networking plays a greater role in promoting student employment. Therefore, in the process of professional guidance, major universities should also use the role of the network to establish a networked information platform. In this information platform, students can enter the corresponding information to conduct a career selection test. The results of the test give provide a basis for job selection; you can also consult on employment and career selection issues on this platform; you can also find job opportunities based on the employment information posted on the school.

5. Conclusion

In short, only under the leadership of efficient institutions and high-energy work teams, the establishment of a perfect theory and practice system for vocational guidance, and the use of social resources to carry out flexible and diverse career guidance activities can effectively promote the development of college career guidance.

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