Thinking on Employment Guidance Education in Local Colleges and Universities under the Normalization of Epidemic Prevention and Control

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Abstract
The COVID-19 epidemic has brought severe challenges to the employment of local college graduates. With the normalization of epidemic prevention and control, local colleges and universities need to adjust and improve the effective employment guidance and education system. According to the new situation, we need to push forward the employment "cloud" service and construct the "cloud" employment system, make full use of the employment policy, broaden the employment channels, guide college students to change their employment concept, improve their professional competence, and ensure the smooth employment and high quality employment of college students when they graduate.

Keywords
Regular Epidemic Prevention and Control; Local Colleges and Universities; Employment Guidance Education.

1. Introduction
At the beginning of 2020, the COVID-19 epidemic appeared and spread rapidly, which brought great impact to all aspects of economy and society of our country, and also had a great impact on the employment of college graduates. Under the strong leadership of the Party Central Committee with Chinese President Xi Jinping as the core, the state has taken decisive measures to overcome difficulties and forge ahead, and the peak of the domestic epidemic situation has passed. Epidemic prevention and control has changed from emergency, super routine prevention and control to scientific and accurate regular prevention and control. However, the foreign epidemic continues to spread, the number of infections is still increasing, and cases of imported infections remain. While consolidating the stage effect of domestic epidemic prevention and control, we should scientifically prevent the import of overseas epidemic situation, speed up the overall restoration of production and life order, and strengthen the work of ensuring and improving people's livelihood. As the biggest people's livelihood, the state attaches great importance to the employment of college graduates, and puts the employment guarantee first. President Xi Jinping stressed that "it is necessary to do a good job in key industries and key groups of people, and take the employment of college graduates as the top priority." the employment of college students has become the focus and difficulty of college students' work under the prevention and control of epidemic situation. It is also necessary for local colleges and universities to do a good job of employment guidance education for college graduates.
2. Impact of the Epidemic Situation on the Employment of Local College Graduates

2.1. The Number of College Graduates Has Increased Dramatically and the Difficulty of Seeking Employment Has Become More Severe

China Ministry of Education, China Ministry of Human Resources and Social Security held the 2021 National College Graduates Employment Entrepreneurship Network Video Conference, the total number of college graduates in 2021 is estimated at 9.09 million, an increase of 350000 over the same period last year [1]. Meanwhile, because the foreign epidemic situation prevention and control is not good, In 2020, the number of overseas returnees has exceeded 800000 [2], persons who were not employed until 2021, it's likely to exacerbate the supply-demand conflict, have a greater impact on the job market. In addition, affected by the epidemic, some firms have seen a decline in market demand, reduction in the number of orders for goods and services of enterprises and difficulties in their production; Some enterprises face liquidity gap, capital chain appears tight problem; some enterprises are affected by the upstream and downstream of the industrial chain, causes the production cost to increase. To survive this, the main strategy is to cut salaries, that would have enabled companies to absorb labour, reduce employment demand or cancel recruitment plans. For MSMEs, because of the impact of the epidemic, there is even a "return to work, that is, bankruptcy," the situation, these businesses shut down some and all of their businesses, or leave the market as a whole, increased labour market supply, thus increasing the difficulty of college graduates seeking employment.

2.2. Employment Recruitment Is Transferred from "Offline" to "Cloud ", and the Utilization Rate of Job Search Is Not High Enough

According to the enrollment situation of local colleges and universities, the proportion of students in rural areas and poor areas is more than 60% [3]. For college graduates from rural and poor areas, there are few social resources available. With the normalization of epidemic prevention and control," cloud "recruitment has become the main way of recruitment as an auxiliary form of offline on-site recruitment. However, for many college graduates, more believe and in the inertia of thinking more emphasis on the way enterprises enter the campus recruitment, for online signing, cloud interview and virtual registration of the whole process of "cloud" recruitment recognition and acceptance is not high. At the same time, because the truth and falsehood of online recruitment information still need to be screened, the discrimination ability of graduates still needs to be improved, so it is difficult to obtain the information of the mind quickly and well. In addition, because graduates' ability to produce and deliver resumes needs to be improved, and some mobile phone signals in remote areas are weak, poor families lack computer and other equipment, which makes graduates less motivated to seek jobs through the Internet. The use efficiency of "cloud" job search channel is also not high.

2.3. Increasing the Cost of Job-seeking and Decreasing the Quality of Employment

Although the domestic epidemic prevention and control has achieved periodic results, but the foreign epidemic prevention and control situation is not optimistic. With the deepening of globalization, our economy has been affected by the global epidemic. With the limited jobs provided by domestic enterprises, the employment of college graduates is too crowded. Graduates need to send resumes repeatedly in order to find a job, and need to participate in written tests and interviews in different units, which results in the increase of the time cost of graduates seeking a job. In addition, the desire of local college graduates to go to provincial capitals or big cities for employment is also very strong. They believe that working in provincial capitals or big cities can gain more development opportunities and stimulate their potential.
With the normalization of epidemic prevention and control, many enterprises need graduates to go to the enterprise site for written tests, interviews, so graduates need to prepare paper self-recommendation materials, resumes, clothing, but also pay transportation costs, if they can be employed once, but if repeated several times, it will inevitably increase the cost of time and pay a lot of transportation costs, talent fair tickets and other economic costs. At the same time, for college graduates who will enter or just enter the workplace, are inexperienced, and need to improve their ability, as mentioned above, college graduates are more likely to be the target of salary cuts because of job cuts and pay cuts to reduce input costs. In addition, due to the lack of understanding and understanding of the imbalance between supply and demand in the talent market affected by the epidemic, even if successful job search, when the working environment becomes worse, the requirement to wear masks for a long time at work causes physical discomfort, or when the work encounters setbacks and blows, it is easy to produce psychological differences and resistance, and job satisfaction will be reduced. Also, under the influence of the epidemic, college graduates recruited by enterprises through the Internet, although the employers have explained the recruitment requirements, because the graduates do not have a good understanding and understanding of the job requirements of the employers. Finally, the employment quality of college graduates becomes lower.

3. Strategies for Doing A Good Job Guidance Education in Local Colleges and Universities under the Background of Regular Epidemic Prevention and Control


According to the spirit of the meeting held by China Ministry of Education and the Ministry of Human Resources and Social Security to do a good job in the employment and entrepreneurship work of the 2021 National College graduates, colleges and universities should deal with the impact of the epidemic situation and strengthen employment services [4]. Under the leadership of the school level, the employment departments and colleges in colleges and universities actively cooperate with the schools to vigorously promote the "cloud" employment service and promote the construction of the "cloud" employment platform in schools. The employment department relies on the employment information platform, strengthens the cloud communication, simplifies the employment management work flow, has launched the "do not meet" the employment service, carries out the online reprint scanning recommendation form, the online processing employment business consultation, the registration card mail, the cloud processing employment related business and so on. Employment guidance teaching and research office to do a good job "cloud" employment service education training content, employment guidance teachers, counselors need to do a good job procedures for graduates online to handle matters needing attention training, so that students are familiar with employment agreement, labor contracts, employment certification materials, higher education, going abroad (border) and other related employment signing procedures. In addition, employment guidance teachers and counselors should do a good job of ideological guidance for graduates, do a good job online and offline interviews of practical education guidance, so that graduates can adapt to the offline interview or "cloud" interview recruitment model.

3.2. Make Good Use of the Employment Policy and Broaden Employment Channels

Local colleges and universities improve the employment information sharing and publishing mechanism, make full use of the employment information network to publicize and implement the national employment policy. Employment guidance teachers and counselors should actively
preach the relevant policies of the state on the employment of college graduates through class meetings and employment guidance courses. According to the requirements of China Ministry of Education, local education departments and human resources departments should actively cooperate with colleges and universities to do a good job of stable employment, and complete the recruitment of vacant posts in the party and government organs, institutions and state-owned enterprises by June 2021. Colleges and universities, together with relevant departments, should organize and recruit grass-roots projects such as the "Tegang Plan","college students and village officials","three branches and one support","Western Plan" around the implementation of the strategy of rural revitalization and the action of serving rural construction. Colleges and universities and local governments do a good job of coordination, in policy to give more support to college graduates, guide graduates around urban and rural grass-roots community services demand employment entrepreneurship. In addition, local colleges and universities carry out multi-channel and multi-way propaganda of college students' enlistment policy, and actively mobilize and encourage college students to join the army. At the same time, local colleges and universities should actively develop scientific research assistant posts so that graduates can enter scientific research assistant posts for further study; for college students, they should do a good job of policy propaganda and mobilization for postgraduate entrance examination and second bachelor's degree, encourage them to actively prepare for graduate students and enter the second bachelor's degree study [5]; employment guidance teachers and counselors should actively guide college students to give full play to their intellectual advantages, to strategic emerging industries, and encourage and guide graduates who have left school to participate in employment apprenticeships.

3.3. To Guide College Students to Change Their Employment Concept and Improve Their Professional Competence

For local college students, when they study, the school is located in a non-first-tier city. Many of them yearn to go to the first-tier city when they are employed, and the first-tier city has many development opportunities, which can broaden their horizons and stimulate their potential, so give oneself very good development prospect. Affected by the epidemic, what kind of talent do enterprises need to recruit? Do you already have the ability required by a position? Do you have a good development in a first-tier city? These are the problems that local college graduates need to think about. In this regard, employment guidance teachers need to guide graduates to change their employment concept, change those who only consider going to some cities for employment, other second-tier and third-tier cities do not consider at all; there are those who only want to go to urban units and turn a blind eye to jobs in some grass-roots areas; there are those who only want to go to large companies and do not see the employment concept of small companies; let college students know what kind of company, what kind of position, as long as they like, can realize their dreams and reflect the values of life can go. At the same time, it is necessary to guide college students to do a good job planning in school, actively participate in various practical activities, improve their professional literacy and core competitiveness, so as to achieve smooth employment in the job search. In addition, local colleges and universities should strengthen the implementation of actions to enhance the employability and entrepreneurial ability of students from low-income families, ethnic minorities and disabled students, establish employment support work accounts for graduates from low-income families, and promote the ability of college students from low-income families to seek employment according to the educational guidance and key help of "one person, one file, one person, one policy".
4. Conclusion

Under the normalization of epidemic situation prevention and control, local colleges and universities need to formulate employment work plan to deal with epidemic situation, through graduate employment tracking investigation, formulate employment system suitable for local college students, enhance college students' ability to make career planning reasonably, enhance college students' professional attention, professional control, professional curiosity, professional self-confidence, enhance college students' professional adaptability, strengthen college students' continuous scientific self-cognition, self-evaluation and adjustment of professional anchor ability according to their own situation, maintain stable professional confidence, develop accurate employment training and guidance according to different student groups, and improve their employment ability, help college students to achieve smooth and high-quality employment when they graduate.

References