Research on Influencing Factors and Promotion Path of High-quality Employment of College Graduates

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Abstract
The employment of college students has always been a social problem that has attracted much attention. With the rapid development of national economy, the requirements for college students are getting higher and higher, and the problem of difficult employment for college students is becoming increasingly prominent. Achieving high-quality employment for college students is one of the key tasks of colleges and universities. In this paper, the main factors affecting the high-quality employment of college students are analyzed and studied, and taking the School of Computer Science and Engineering of Sichuan University of Science & Engineering as an example, the new path to promote the high-quality employment of college students is explored, so as to promote the high-quality employment of college students.

Keywords
College graduates; High quality employment; Path research.

1. Introduction
With regard to China's economic operation in 2020, the central government has proposed to do a good job of "six stabilities", namely, stabilizing employment, finance, foreign trade, foreign capital, investment and expectations. Among them, "stable employment" comes first. It can be seen that the state attaches importance to employment, college graduates are an army of employment, and their employment is directly related to people's livelihood. The number of college graduates in 2020 has reached 8.74 million [1], and will reach 9.09 million in 2021. The sudden Covid-19 makes the employment of college students even more difficult, and the employment of college students has encountered a severe winter in history. At present, the grim situation of high-efficiency graduates' employment fully shows that high-quality employment is the focus of work in colleges and universities in the future.

2. Factors Affecting the High-quality Employment of College Graduates

2.1. Students' Own Factors
At present, "post-95s" are the main force of college students, under different times, have great differences in their career choices. Relevant data show that college students in the new era pay more attention to the use of the network, pursue the realization of their own values, and hope to combine their hobbies with their future careers [2]. Usually, there are not many jobs that can meet students' requirements. As a result, many graduates can't find satisfactory jobs before graduation, their enthusiasm for finding jobs is not high, and they don't have a corresponding sense of crisis. Even some graduates are unemployed at home after graduation, waiting for so-called opportunities, which leads to the low employment rate of colleges and universities.

2.2. School's Influencing Factors
As far as schools are concerned, each university offers employment guidance courses for students who are about to enter the society. Employment guidance courses are of great
significance, which can effectively guide graduates to make career plans, play a positive guiding role in students' entrepreneurship and career selection, effectively help students to perform better in written examinations and interviews, and have a good educational guiding role in students' postgraduate entrance examination, public examination, exam compilation and enlistment, which has positive guiding significance for students' high-quality employment. However, due to the lack of teachers, many colleges and universities pay little attention to employment guidance courses. Some teachers who have just graduated from work are sent to employment guidance courses without corresponding training. Some of them have no good plans for their careers and employment. It is conceivable that such courses are meaningless to college students who are about to enter the society. Of course, there are experienced teachers who take employment guidance courses, but their courseware is not updated in time, or their classroom control is lax. For many students, employment guidance courses belong to courses in which they recite English words and write experimental reports, and they only need to submit a resume at last to get corresponding credits. Therefore, in order to truly play the role of employment guidance courses and boost students' high-quality employment, universities should solve the problem that teachers and students do not pay attention to employment guidance courses from the source.

In addition, with the development of society, the quality of employers' demand for talents is constantly improving. If colleges and universities do not adjust the corresponding talent training methods, it will be difficult for graduates to meet the needs of employers, which will also affect the employment rate of colleges and universities.

2.3. Influencing Factors of the Employer

Good employee career management system, competitive welfare salary, fair performance appraisal and harmonious and healthy corporate culture are the standard of a good employment unit, and are also the most concerned issues of graduates [3]. At present, many employers' systems are imperfect, lack of education guidance for college students, lack of promotion space, and few opportunities to go out to study and train, and college graduates can't see their future. Therefore, there is an embarrassing situation that graduates can't find jobs and employers can't recruit employees.

2.4. Social and Policy Influencing Factors

With the all-round development of China's economy, since the enrollment expansion of colleges and universities, China's higher education has stepped into a new stage, from a few people being able to attend universities to a new stage of mass education. With the popularization of higher education, more people get the opportunity to receive higher education, which provides an important intellectual support for the country's economic and social development. However, there is a serious mismatch between the rapid development of higher education and the market demand [4]. Large-scale enrollment allows more people to be influenced by academics and more people to embark on the academic road. Therefore, there is a serious shortage of skilled talents, and the jobs provided by the market do not match the abilities of college graduates, which will also lead to the inability of employers to recruit. In addition, due to some external force majeure factors, such as the Covid-19 epidemic in early 2020, the domestic economy once collapsed, universities stopped all students who went out for internships, employers also streamlined their personnel, and some overwhelmed enterprises went bankrupt, which seriously affected the employment of graduates in 2020.
3. Research on the Path of Improving the Quality Employment of College Graduates

The employment of college graduates is an important livelihood project, which is related to the economic transformation and upgrading of the country. The country attaches great importance to the employment of college graduates. Therefore, colleges and universities should start from the reality of their own colleges and universities and take many measures to boost graduates’ high-quality employment.

3.1. Create A Good Employment Environment

In recent years, the employment rate of college graduates has been improved as colleges and universities attach importance to the employment of graduates. However, it is worth considering how to ensure that the quality is improved simultaneously with the increase in quantity. It is necessary to have the guarantee of public policies, laws and regulations, and the support of employment guidance service departments of governments at all levels [5]. It is necessary to realize the great significance of doing a good job in the employment and entrepreneurship of college graduates from a global and strategic perspective, and incorporate the employment quality into the assessment of employment work in colleges and universities [6]. Take our school as an example. Every year, the provincial government issues the employment index to the school, and incorporates this index into the employment assessment work of our school. The School Admissions and Employment Division sends this employment index to every college one by one, and incorporates it into one of the year-end performance assessment indicators of each college. Under such pressure, schools and colleges pay more attention to the high-quality employment of graduates, mobilize the strength of teachers and students in the whole hospital, guide and urge students to take active employment in many ways, and provide corresponding employment information, which greatly improves students’ enthusiasm for finding jobs and creates a good employment atmosphere.

3.2. Improve the Quality of Personnel Training

With the development of society, the demand for talents is also increasing. In order to adapt to the development of society, colleges and universities should constantly improve and optimize the training mode of students, and constantly adapt to the needs of society for talents. For example, the current school-enterprise cooperation training mode advocated by the state not only trains students’ practical ability, but also enhances students’ autonomous learning ability, which greatly trains students to apply theoretical knowledge to real life and prevent them from being out of touch with society. In addition, the introduction of quality credits and second-class transcripts requires college students to participate in more clubs and various collective activities during their school years. These measures greatly enhance students’ enthusiasm for participating in activities, and are of great help to improve their language expression and communication skills, which are necessary skills for talents needed by society.

3.3. Improve the Quality of Employment Services

Employment and entrepreneurship guidance service is an important step for high-quality employment and personnel training. Carrying out scientific and effective employment and entrepreneurship guidance service is conducive to the promotion of students’ high-quality employment rate [3]. Employment guidance course is one of the important measures to improve the quality of employment service for graduates. Colleges and universities must make full use of the role of this course, and enhance the attention of teachers and students to employment guidance course. In terms of instructors, colleges and universities can set up employment guidance teaching and research sections to carry out teaching and research activities on a regular basis. Experienced teachers can pass on their teaching experience to new
teachers, and provide opportunities for instructors to go out for training and study, so as to enrich their knowledge. In addition, traditional teaching methods can be broken, and outstanding students from well-known enterprises outside the school can be invited to give lectures according to students' needs, which can fully mobilize students' enthusiasm for learning employment guidance courses.

3.4. **Change Students' Concept of Employment and Career Choice**

After "95", college students have different ideas about choosing jobs, among which there are some bad ones, such as paying attention only to salary level but not paying attention to social responsibility, and jobs with high salary, high treatment and less hardship are favored. In order to get students to abandon this idea from the root, colleges and universities should start education from students’ career planning. From the beginning of freshmen's admission, the courses of career planning will run through the university's study and education, helping students to establish a correct concept of choosing jobs, make plans for future work and life in advance, and establish correct and positive life goals. In addition, patriotic education and school-loving education should be integrated into freshmen's education, so that they can keep the "four self-confidence" in mind, enhance college students' sense of responsibility and responsibility, establish the idea of serving the country and the people, use their knowledge for the benefit of the people, and establish the ideal belief that I will go wherever I am needed.

3.5. **Encourage Entrepreneurship and Promote Employment**

In recent years, college students' entrepreneurship has become an upsurge, and the state is also vigorously supporting college graduates' entrepreneurship, giving corresponding support in taxation and loans. Colleges and universities should encourage students to participate in innovation and entrepreneurship competitions such as Challenge Cup and internet plus, so as to enhance students' enthusiasm for entrepreneurship by participating in competitions. Colleges and universities should set up innovation and entrepreneurship centers for college students, so as to provide corresponding venue support and help in policy interpretation for students with entrepreneurial needs.

3.6. **Make Full Use of Network Information Technology**

Under the background of the new era, colleges and universities should make full use of network information technology. For example, an employment work group can be established to regularly push employment news and employment policies for students, and help college students find satisfactory jobs by means of "cloud employment", "online internship" and "online interview".

4. **Conclusion**

Under the educational background of the new situation, colleges and universities should innovatively carry out talent training methods according to the changes of employment environment, so as to deliver qualified and excellent talents to the society, thus realizing high-quality employment of high-efficiency graduates.

**References**


