

Analysis on Employment Quality of Social Sports Specialty in Higher Vocational College

-- Based on Cases in Chongqing City Management College

Yong Zheng

Based on Cases in Chongqing City Management College, Chongqing City Management College, Chongqing, 401331, China

Abstract

This paper adopts the methods of literature consultation, field investigation and questionnaire survey to analyze cases of graduates who majored in social sports in Chongqing City Management College during 2018-2021. The research shows that the social sports graduates who focused on fitness and bodybuilding meet the needs of the society and the market and their initial employment rate is very high. But the employment stability is relatively low, and the graduates frequently change employers in the early stage of employment. The salary is high, and the actual salary is generally higher than expectations. They think highly of the college, major and personal comprehensive abilities. This paper puts forward countermeasures to the problems found in the survey including raising awareness and strengthening top-level design; grasping national policies and diversifying employment structure; making full use of the main position of employment guidance courses and providing employment guidance.

Keywords

Higher Vocational College; Social Sports; Employment.

1. Introduction

The notice on the national fitness plan (2021-2025) issued by the State Council on July 18, 2021, pointed out that it needs to adhere to new development concept, implement the Healthy China strategy and the nationwide fitness strategy, accelerate the construction of a leading sporting nation, and build a higher-level national fitness public service system. It shall take social sports graduates who focus on fitness and bodybuilding as the key point for Healthy China and nationwide fitness, fully understand the important theoretical and practical significance of social sports graduates' job hunting and employment status to the construction and reform of social sports majors in colleges, the demand for talents of the fitness and bodybuilding industry, and even the implementation of Healthy China and national fitness strategy.

2. Research Objects and Research Methods

2.1. Research Objects

This research analyzes the employment of graduates in the fitness and bodybuilding industry by taking the "modern apprenticeship system" experimental specialty issued by the Ministry of Education and the social sports graduates in Chongqing City Management College during 2018-2021 as the main research objects, and combining with the development status of some college-enterprise cooperation employers of social sports major.

2.2. Research Methods

2.2.1. Literature Consultation

According to research needs, 50 relevant academic papers are consulted through the book resource platform of Chongqing City Management College, www.cnki.net, www.cqvip.com, and Wanfang Data, by taking higher vocational college, social sports major, employment, etc. as key words, which provide rich theoretical support for this paper.

2.2.2. Field Investigation

This research collects first-hand and reliable data based on the interview and survey of the college-enterprise cooperation partners including healthpark, Will's, ACME Fitness and Qiming Fitness, etc., and the communication with their executives and staff.

2.2.3. Questionnaire Survey

According to the purpose and objects of this research, a questionnaire is designed for graduates who majored in social sports of Chongqing City Management College. The questionnaire is designed by combining with the actual survey in the early stage, which was revised by experts repeatedly, and experts were invited to evaluate the questionnaire validity. A total of 139 questionnaires were distributed and 139 questionnaires were collected, with a collection rate of 100% and an effective collection rate of 100%. In order to ensure the questionnaire validity, experts were invited to evaluate the rationality of questionnaire structure and the integrity of questionnaire content, and the questionnaire validity was verified. It was found that the structure validity, content validity and overall validity of the questionnaire were basically above appropriate level; in order to ensure the questionnaire reliability, "correlation coefficient method of measurement and re-measurement" was adopted to repeat the test on the same group of subjects, with an interval of 15 days. The questionnaire adopts SPSS19.0 correlation coefficient, and test shows that $R = 0.80$, which indicates that the questionnaire has high reliability and meets the research requirements.

3. Research Results and Analysis

3.1. Analysis of Basic Situation

A total of 139 people participated in the questionnaire survey, including 109 male students, accounting for 78.42%, and 30 female students, accounting for 21.58%; there were 23 graduates of Class of 2018, 27 graduates of Class of 2019, 30 graduates of Class of 2020 and 59 graduates of Class of 2021. In addition, among all the graduates who participated in the questionnaire survey, 84.89% were members of the Communist Youth League, 18 were members of the Communist Party of China (including probationary members), accounting for 12.95%, and the common people accounted for 2.16%.

3.2. Analysis of Job Hunting Experience

3.2.1. Analysis of Initial Employment Time and Employment Channels

The survey shows that 78.42% of graduates were employed before graduation, 15.83% of graduates were employed within three months after graduation, and the employment rate of social sports graduates within six months after graduation reached 97.13%. In terms of employment channels, 77.7% of graduates got jobs for the first time mainly through college recommendation or recruitment information provided by college, followed by job fairs (28.78%), social recruitment websites (15.83%), family and personal relations (14.39%), college employment website (12.95%), others (5.76%) and self-employment or business startups (5.04%). In terms of effective channels for obtaining employment information, on-campus job fair is the most effective channel (58.99%), followed by the college employment information bulletin (16.55%), online information (8.63%), relatives or friends

recommendation (5.76%), off-campus job fair (4.32%), newspaper, broadcasting and other news media (1.44%).

3.2.2. Analysis of Employment Process

The survey shows that the priority factor for vocational social sports graduates in job hunting is personal development space, followed by salary and welfare, job matching with specialty, region, the nature of employer, family expectations and others. In addition, the biggest problem in the job hunting is lack of work experience, followed by inadequate personal capability, lack of social relations, job hunting methods and skills, as well as unfair employment environment and insufficient college employment instruction; in job hunting, the top three factors related to personal abilities are professional ability, self-expression ability and interpersonal skill, followed by environmental adaptability, information acquisition ability, foreign language ability and others; during the interview, the most important aspects that employer attaches most importance to are: expression and communication abilities, organizing and coordination abilities, teamwork ability, analytical and thinking abilities, speech and deportment, the ability for acting according to circumstances, and appearance.

3.2.3. Analysis of Successful Employment Factors

The survey shows that the college's biggest advantage in job hunting of social sports graduates is its high professionalism which meets the needs of the society; the second is their great attention to cultivating students' practical ability; the biggest advantage of students also lies in major, followed by ability.

College teachers and counselors (49.64%) provide the greatest help in job hunting, followed by employment center instructors (22.3%), relatives and friends (15.83%), others (7.91%) and schoolfellows (4.32%). Among college's effective guidance options expected by graduates in job hunting, the analysis of employment policies and situation top the list, accounting for 48.2%, followed by the principles of life in the workplace, offering employment information, others, and training on job hunting, interview skills and career design and guidance, and the employment psychological counseling only accounts for 0.72%. In addition, students have no obvious expectations for professional instruction on etiquette and image. In the survey on the affecting factors of graduates' successful employment, the top three factors are relevant work experience, achievements and job matching with specialty.

3.3. Work Status Analysis

3.3.1. About Employers

The survey shows that most of social sports graduates work for private enterprises, only 3.6% of them work for state-owned enterprises and 6.47% work for public institutions; the graduates whose jobs match with specialty accounts for 71.22%, 89.21% have major-related jobs, and 6.47% think that their employers have nothing to do with their major. The data show that only 1.44% of graduates are dissatisfied with their current jobs. The three aspects of employers that graduates are most satisfied are: jobs matching with specialty, salary and benefits, and enterprises (or institutions) scale. Regarding the current job attributes, 71.22% of graduates are general employees, 15.11% are middle managers, and 2.16% are top managers. As for the distance between employer and home, 62.59% of graduates' employers are not near home, and 37.41% of the graduates' employers are relatively near home.

3.3.2. About Salary

There is a big difference between the expected and actual salary of graduates. Before job hunting, 23.74% of graduates expect a maximum salary of 3,001—4,000 yuan, and 25.18% have the highest actual salary of more than 10,000 yuan; 52.52% expect salary of more than 5,000 yuan, and 61.14% have the actual salary of more than 5,000 yuan. It shows that the salary of social sports graduates is high, and the actual salary is greater than the expected.

In terms of income and expenditure, nearly half of the students make ends meet, the students whose income exceeds expenditure account for 31.65%, and the students whose expenditure exceeds income account for 23.74%.

3.3.3. About Career Planning

The data show that 23.02% of graduates expect working years to be more than 1-2 years, 42.45% expect working years to be no less than 2 years, 13.67% expect working years to be less than one year, and 20.86% have no clear expected years of working; 37.41% expect to take one year for salary increase or promotion, 30.22% expect to be within half a year, 9.35% expect to be two years, 0.72% expect to be three years, and 22.3% have no obvious plan for salary increase and promotion; 25.18% changed jobs once, 37.41% have never changed employer, and 34.53% changed jobs twice or three times. The survey shows that the main reasons for changing jobs include increasing work experience, limited personal development prospects, the chaotic management and poor performance of the previous employers.

3.4. Analysis of Overall Evaluation

3.4.1. Graduates' Overall Evaluation of the College

Social sports graduates have a good overall evaluation of Chongqing City Management College, 85.61% of graduates are satisfied with the college, 92.08% of graduates think that majors are in line with social needs, and 93.53% of graduates recommend others to apply for the college-based major.

3.4.2. Graduates' Overall Evaluation of Individual's Comprehensive Abilities

The overall evaluation of personal comprehensive ability is mainly carried out from the impact of four aspects on employment quality including personal ability, personal ability for adapting to society, professional ability, and comprehensive abilities. In terms of personal ability, students think highly of their practical ability, followed by social ability and teamwork ability, anti-pressure ability, professional ability, learning ability, etc. In terms of personal ability for adapting to society, the importance ranking is as follows: executive capability, moral cultivation, anti-pressure ability, communication ability, etiquette cultivation, etc. In terms of personal professional ability, 48% of students believe that the first is high work efficiency, followed by solid professional theory, good professional skills, and the abilities of quickly adapting to job requirements, solving problems with innovativeness, and abilities of handling multiple business and good written ability. In terms of comprehensive abilities, 61% of students think that learning ability is very important, and 32% of students think that coordination and integration ability and new technology application ability are more important.

4. Conclusion and Suggestions

4.1. Conclusion

With the continuous development of the national economy, people pay more and more attention to health issues. Therefore, social sports graduates focusing on bodybuilding and fitness meet the social needs extremely, and their employment advantages are pretty obvious, but there are also some problems. For example, the employment rate is so high that the initial employment rate can reach more than 97%, but the employment stability is not good enough, and 51.97% of graduates have changed jobs at least once; the salary is relatively high, and the actual salary of graduates is generally higher than their expectations; 61.14% of graduates have a monthly salary of more than 5,000 yuan, of which the monthly salary of more than 10,000 yuan accounts for 5.9%, but only 31.65% of graduates' income is greater than expenditure. In addition, social sports students have a high overall evaluation of the college, major and personal ability. 93.53% of graduates are willing to recommend others to apply for the major they learned in their college. To sum up, under the guidance of the national "Great Health" policy,

social sports specialty has great development potential. Colleges should take the national fitness as an opportunity to deepen college-enterprise cooperation, strengthen the construction of specialties and provide more and better talents for national development.

4.2. Suggestions

4.2.1. Raise Awareness and Strengthen Top-level Design

Employment is not only related to the future of students and the college, but also the inspection of college education and management quality. The college staff, especially college leaders should attach great importance to student employment-related issues, and college leaders need to lead the faculty to provide all-round services for the employment of graduates. Specific suggestions are as follows, in terms of college level: on the one hand, based on various preferential policies, it needs to vigorously introduce high-quality employers and internship workplace to improve the quality and quantity of college-enterprise cooperation; on the other hand, it needs to actively mobilize employers that have schoolfellows, and outstanding schoolfellows to provide double guarantee for graduates' employment; in terms of professional level: give full play to the subjective initiative of the director of the teaching and research section and professional teachers, take the opportunity of enterprise practice or visiting internship workplace during holidays to proactively understand the needs of employers, constantly improve talent training programs and update teaching content and methods in combination with the needs of employers; in terms of management level: counselors and head teachers should fully grasp the employment trends of students, timely feedback the ideological trends, demands and employment data of students to the college, and actively assist the teaching and research office in the employment of students.

4.2.2. Grasp National Policies and Diversify Employment Structure

The college needs to actively respond to national policies, combine policies with the actual situation of the major, and guide graduates to find jobs through multiple channels. For example, students actively enlist for conscripts depending on their physical advantages. Another example is to vigorously develop sports rehabilitation through interdisciplinary integration with rehabilitation engineering and rehabilitation therapy under the national environment of "Great Health". For another example, social sports guidance will be actively integrated into the volunteer service plan in western China and so on.

4.2.3. Make Full Use of the Main Position of Employment Guidance Courses and Provide Employment Guidance

The data show that the analysis of employment policy and situation takes the top place, accounting for 34.72%, among the effective guidance options that graduates expect colleges to provide in the process of job hunting. In addition, 51.97% of graduates have changed jobs at least once, and nearly a third spend more than they earned. Therefore, on the one hand, employment guidance courses should focus on explaining employment policy and employment situation for students, through explaining employment policy and situation, to help students establish a correct view of employment, in order to change the status quo of some students frequently change employers; on the other hand, students should be guided to establish a correct consumption concept, to ensure that graduates have a rational consumption concept, so as to better put time and energy in the work.

Author: Zheng Yong (1988-), male, from Zunyi, Guizhou, lecturer, master; focusing on theory of sports pedagogy and training.

References

- [1] Xu Dapeng, Chen Yan. Research on Leisure Sports and Social Sports Majors Training Program Revision Based on Employment Perspective: Taking Capital University of Physical Education and

- Sports as an Example, [J]. Journal of Capital University of Physical Education and Sports, 2017,29(1):39-45.
- [2] Zhang Biyao, Song Ping. Interactive Research on the Rapid Development of Fitness Market and the Training of Social Sports Talents, [J]. Journal of Kashi University, 2019,40(3):99-103.
- [3] Qin Xiuhong. Research on the Employment Status of Social Sports Graduates in Gansu Province, [J]. China Students Career Guide, 2019,(5):51-53.
- [4] Zhang Hao. Analysis and Reflection on the Talent Training of Sports Specialty in Social Sports Guidance Direction from the Perspective of Social Demand - Taking Hunan University of Technology as an Example, [J]. Journal of Jiamusi Vocational Institute, 2020,(5):297-198.
- [5] Duan Wenyi. Dilemma and Development of the Training of Social Sports Guidance and Management Professionals in Normal Colleges and Universities in China, [J]. Journal of Beijing Sport University, 2017,40(12):85-98.
- [6] Zhou Jinguo. Reform and Development of Social Sports Major in Colleges and Universities under the New Situation, [J]. Journal of Physical Education, 2016,23(2):99-101.
- [7] Xiao Linpeng. Reflection on Innovation and Entrepreneurship Education of Social Sports Major in Application-oriented Undergraduate Colleges and Universities, [J]. Journal of Daqing Normal University, 2015,35(3):149-155.
- [8] Wang Xuefeng. Great Demand and Underemployment: Exploration to Employment Problems of Social Sports Talents, [J]. Journal of Hebei Institute of Physical Education, 2015,29(5):65-67.
- [9] Peng Xingyun. Construction of "Four Double" Talent Training Model for Modern Apprenticeship Education in Higher Vocational College - Taking Fitness and Bodybuilding Service and Management Direction of Social Sports Major as an Example, [J]. Sports World Scholarly, 2019,(10):105-106.
- [10] Zou Zhibing. Reflection on Professional Internship in the "3+1" Applied Talents Training Model for Social Sports Guidance and Management Major - Taking Xiangsihu College of GuangXi University for Nationalities as an Example, [J]. Sport Science and Technology, 2016,37(4):136-138.