

## The Visible and Invisible Aspects of the Communist Youth League's Service to College Students' Employment and Entrepreneurship

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### Abstract

The university Communist Youth League is an important organization in serving college students' employment. It can utilize the "visible" aspects through promoting curriculum development, leveraging service advantages, and emphasizing targeted approaches. Meanwhile, it can also make use of the "invisible" aspects through engaging students in expanded social practices, fostering a benign campus atmosphere, and enhancing students' skills and abilities. By integrating and coordinating the "visible" and "invisible" aspects, the university Communist Youth League plays an important role in college students' employment and entrepreneurship.

**Key words:** University communist youth league; College Students; Employment and entrepreneurship

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College students' employment plays an important role in national development and social welfare. General Secretary Xi Jinping emphasized that "the Communist Youth League should shoulder the glorious responsibilities entrusted by the Party, unite and lead the vast number of Communist Youth League members to make new and greater contributions to the development of the Party

and the country in the new era." The care for college students, the backbone of Communist Youth League, is one of the top priorities of the Party and the state. The Communist Youth League organizations in universities are at the forefront and serves as the critical juncture for the development of college students. On January 7, 2015, the General Office of the Communist Youth League Central Committee issued the "Implementation Opinions on Actively Promoting Entrepreneurship among College Students by Communist Youth League Organizations in Colleges and Universities", which pointed out that college Communist Youth League committees at all levels should focus on cultivating students' awareness, enhancing their abilities, and providing practical exercises, establishing a sound system for promoting entrepreneurship among college students by Communist Youth League organizations in colleges and universities. In recent years, the Communist Youth League Central Committee has listed "strengthening youth employment services" and "deepening the Communist Youth League's service in youth employment" among its annual work priorities. In order to thoroughly implement the spirit of the 20th National Congress of the Communist Party of China and the important requirements put forward at the Central Economic Work Conference to "implement and refine the policy of prioritizing employment, and place greater emphasis on promoting the employment of youth, especially college graduates," and to effectively implement the guidance of the provincial Party committee's economic work conference and the provincial "one change, two improvements" conference, the Anhui Provincial Committee of the Communist Youth League continued to implement the "Communist Youth League - College Students' Employment Promotion Action" in 2023. This initiative focuses on students from low-income families in colleges and universities, as well as college graduates who have not been employed within one year, with an emphasis on employment assistance and

the enhancement of socialization capabilities. It solidly carries out employment assistance plans for students from low-income families in general colleges, the Western Voluntary Service Program for College Students, the College Students' Entrepreneurship Assistance Program, the College Students' Employment Navigation Program, the College Students' Internship Program, and the College Students' Community Practice Program. By mobilizing the youth league organizations throughout the province to assist college students in employment, it contributes to the overall employment improvement endeavors for the Party and the country. It is an crucial task for university Communist Youth League organizations to figure out how to make good use of the "visible" and "invisible" aspects in college students' employment and entrepreneurship, not only to straightforwardly and accurately carry out the service work of college students' employment and entrepreneurship, but also to subtly and quietly promote the effectiveness of this endeavor.

## **1. UNIVERSITY COMMUNIST YOUTH LEAGUE ORGANIZATIONS SHOULD HIGHLIGHT THE "VISIBLE" ASPECTS IN SERVING COLLEGE STUDENTS' EMPLOYMENT AND ENTREPRENEURSHIP.**

The year 2024 is a year when the national number of university graduates will reach 11.87 million. College students' employment and entrepreneurship is a focus of the university Communist Youth League's responsibility to "center around the key aspects and serve the overall development." While serving college students' in their employment and entrepreneurship, university Communist Youth League organizations should make good use of the main stage of extracurricular courses, leverage the advantages of organizational services, pay attention to targeted approaches, and vigorously carry out their work.

### **1.1 Advancing Curriculum Development**

Classroom teaching is an effective approach to imparting employment and entrepreneurial knowledge and skills to students. It is the main method for university youth league organizations to carry out employment and entrepreneurship training among college students. Systematic employment and entrepreneurship courses can help college students gain a comprehensive understanding of employment and entrepreneurship policies, make adequate preparations, and enhance their employment and entrepreneurship skills. The Communist Youth League organizations in universities can leverage their chances in extracurricular education and collaborate with academic affairs departments, student affairs departments, and innovation and entrepreneurship industrial parks. They can

incorporate teachers from the Communist Youth League at both the university and college levels, either as full-time, part-time, or honorary positions, into the teaching and research office of employment and entrepreneurship guidance courses. Building upon foundational general elective courses in innovation and entrepreneurship, additional courses can be offered to improve college students' employment and entrepreneurship skills, such as public speaking and eloquence, interpersonal communication, and workplace etiquette. University youth league organizations can introduce KAB entrepreneurship projects and SYB training programs, and make use of course outcomes to meet college students' need for employment, fostering students' entrepreneurial awareness and capabilities. The university youth lecturers should consider employment and entrepreneurship education for college students as one of the important contents of their routine lectures. This helps students establish awareness of employment and entrepreneurship at an early stage and form a systematic understanding of the latest policies and guidelines, making full use of Communist Youth League's advantages in collaborative education mode. University youth league organizations take the major responsibility of formulating, implementing, and determining the "second curriculum transcript" system. When setting up the "second curriculum transcript" project, more weight can be given to college student employment and entrepreneurship, and appropriate minimum credit hours should be set to ensure that students proactively participate in activities related to their employment and entrepreneurship.

### **1.2 Harnessing Service Advantages**

The main route for Communist Youth League organizations in universities is to deliver their roles and responsibilities and leverage their strengths in serving college students' employment and entrepreneurship. University Communist Youth League organizations should leverage their organizational advantages to conduct competitions on college career planning, vocational career planning, simulated job fairs, and workplace challenge competitions, ensuring that the cultivation of employment and entrepreneurial abilities among university students runs through their entire college life and covers the majority of the student population. Furthermore, by integrating resources from local youth federations, enterprise youth federations, alumni associations, and labor unions, these organizations can conduct themed lectures, exchange forums, and symposiums such as alumni lectures, entrepreneurship lectures, and storytelling sessions on entrepreneurship. These activities aim to provide college students with accurate insights into employment and entrepreneurship. Establishing an "Expert Guidance Committee" comprised of entrepreneurial alumni is also encouraged, which can offer technical support and effective guidance to students embarking on

entrepreneurship, addressing practical issues encountered in the employment and entrepreneurship process. Through such initiatives, students' awareness and capacity to withstand entrepreneurial risks can be enhanced. "College Student Entrepreneurship Alliance" student association should be established to cultivate students with strong innovation awareness and outstanding entrepreneurial abilities, nurturing them as reserve talents, while incubating a number of entrepreneurial projects with market competitiveness and sustainable development. The formation of an "Expert Guidance Committee" aims to provide technical support and effective guidance for student entrepreneurship, assisting in resolving practical issues encountered during the employment and entrepreneurial process, and enhancing students' awareness and capabilities to withstand entrepreneurial risks. They can also erect student societies like "Employment and Entrepreneurship Guidance Associations" to provide support, assistance, and guidance to facilitate their specific endeavors. These associations are directed to organize activities such as employment and entrepreneurship salons and innovation clubs to foster mutual learning and exchange, thereby promoting students' individual development. Experts and professors in relative disciplines should be hired to serve as counselors in the associations, providing counseling and guidance on student employment and entrepreneurship, aiding students in setting clear objectives, formulating plans, and implementing them concretely.

### 1.3 Integrating Macro and Micro Perspectives

From the implementation of the "Thousand Schools, Ten Thousand Positions" employment assistance action for students in vocational schools and universities since 2019 to the launch of the five special plans in the "Promotion of College Student Employment Action" by the end of 2021, the Communist Youth League Central Committee has expanded its service scope from vocational school and university students to students in general colleges, upgraded the assistance from proposal of actions to implementation of specific measures, and elevated its mission from general employment and entrepreneurship guidance to integrating individual development with national development. University Communist Youth League organizations need to pay attention to both macro and micro perspectives in student employment and entrepreneurship. They should focus on overarching strategies, taking into account the characteristics of today's university students when mapping out the holistic design, and formulate practical and effective work plans. Additionally, they should emphasize the integration of macro and micro perspectives, providing guidance for specific student employment and entrepreneurship initiatives, and conducting one-on-one paired assistance. When implementing special initiatives, it is imperative to align them with the school's characteristics and

annual development plans, breaking down each initiative into specific quantifiable assessment indicators. In the context of fostering partnerships between the city and the university, as well as between the university and the enterprise, initiatives such as college student community practices, internship programs, and corporate internships should be incorporated as significant components of collaboration. Tailored approaches should be adopted based on different disciplines and majors, emphasizing extensive promotion, targeted guidance, and the identification of exemplary practices. Moreover, the key leaders of university Communist Youth League organizations should engage in concrete paired assistance efforts, ensuring that employment and entrepreneurship support for college students is personalized. When selecting students for paired assistance, particular attention should be paid to special student groups, such as those registered as impoverished or facing academic challenges. In the process of providing specific paired assistance, ongoing guidance should be provided on students' employment and entrepreneurship capabilities, project experiences, internship experiences, interview skills, and the like. It is essential to enhance students' understanding of employment and entrepreneurship efforts, relevant regulations and procedures regarding college student employment and entrepreneurship, and key information regarding school-arranged recruitment events. By aligning with students' employment and entrepreneurship intentions and goals, these organizations should accurately disseminate recruitment information, thereby enhancing the efficiency and satisfaction of paired assistance efforts.

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## 2. UNIVERSITY COMMUNIST YOUTH LEAGUE ORGANIZATIONS SHOULD LEVERAGE THE "INVISIBLE" ASPECTS IN SERVING COLLEGE STUDENTS' EMPLOYMENT AND ENTREPRENEURSHIP.

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Throughout the years, university Communist Youth League organizations have played a significant role in closely aligning with students' lives, mobilizing student forces, and serving talent cultivation. In the realm of facilitating student employment and entrepreneurship, it is imperative for university Communist Youth League organizations to prioritize power of implicit education. This entails expanding the breadth and depth of social practices, fostering a campus atmosphere that encourages and facilitates employment and entrepreneurship, and enhancing students' employment and entrepreneurship perspectives and comprehensive abilities through subtle influences.

## 2.1 Expanding Social Practice

University Communist Youth League organizations should leverage classroom teaching as the main channel and an important means for college students' employment and entrepreneurship efforts. Simultaneously, they can guide students to step out of the campus and immerse themselves in society, expanding grassroots research, internships, and practical training, complements classroom teaching and enhances it, thereby significantly increasing the effectiveness of university Communist Youth League organizations in serving college students' employment and entrepreneurship needs. University Communist Youth League organizations should continuously conduct in-depth education among college students during holidays, guiding students to focus on social development hotspots, rural revitalization challenges, and gaps in public welfare, integrating their majors with grassroots realities to learn real-life knowledge and enhance capabilities. These organizations should teach students to combine theoretical work with practical issues to bring out the best of their potentials and address weaknesses through social practice. These organizations should strengthen cooperation with enterprises, diversify internship positions, and provide personalized options for students. Initiatives such as organized visits, concentrated training sessions, short-term internships, and long-term part-time positions familiarize students with the basics of corporate work, acquaint them with standard work processes, equip them with essential job-related skills, and help them adapt to the routine of corporate life. This shift enables the cultivation of students' employment and entrepreneurship capabilities to transition from campus to corporate internships. Another important practice is to promote joint efforts between universities and local communities and strengthen communication and cooperation between university Communist Youth League organizations and local youth committees, implementing programs such as internships and student community practice, as well as facilitating student involvement in neighborhood committees and village committees as deputy secretaries. Through these experiences, University Communist Youth League will be able to instill in students the goal of aligning personal ideals with societal ideals and integrating personal development with social development.

## 2.2 Fostering Conducive Campus Atmosphere

University Communist Youth League organizations' strength lies in their ability to organize a diverse range of employment and entrepreneurship activities and competitions, as well as host lectures and associations focusing on college students' employment and entrepreneurship. Concurrently, fostering a positive campus atmosphere for employment and entrepreneurship, complemented and supplemented by various activity platforms, is an essential means for these organizations to serve college students' employment and entrepreneurship

needs. University Communist Youth League organizations need to seize important time spots such as postgraduate entrance exam preparation, graduation seasons, and the beginning of semesters. They should upgrade the management and services of self study rooms, organize volunteer activities to facilitate students' life and study, and foster an atmosphere of diligence and perseverance in pursuit of knowledge, providing support for students' academic endeavors. By highlighting achievements such as successful enrollment in postgraduate studies and exemplary stories of employment and entrepreneurship, these activities can motivate students, providing direction during the period of post-graduation career indecision. Through events like outstanding graduate commendation debates, student exchange forums, and sharing sessions, students are guided to establish employment and entrepreneurship goals, fostering a competitive learning environment and ensuring students have the resources to enhance their competitiveness. Lower-grade students can take on the role as "messengers", providing services such as "postgraduate entrance examination packages" and "employment convenience tips," and initiate themed activities like "luck transmission" and "never say goodbye," generating widespread attention towards employment and entrepreneurship among senior students and inspiring them to set examples for junior students. Schools can also use social media platforms such as WeChat public accounts, Weibo, and Tiktok to promote employment and entrepreneurship policies in a manner that resonates with students, introduce successful examples, and spread positive energy. By effectively utilizing online public opinion, relevant content from new media platforms can be accurately disseminated within college students' social circles, promoting mainstream ideology, correct discourse, and a people-oriented approach among a wide student audience.

## 2.3 Enhancing Student Capabilities

Enhancing the quality of college students' employment and entrepreneurship is a core focus of the Communist Youth League's work in universities. As the primary educational subjects within university Communist Youth League organizations, college students need assistance in developing accurate perceptions of employment and entrepreneurship, thereby improving their capabilities in these areas, which is integral to the continuous efforts of the Communist Youth League in universities. Currently, the prominent phenomenon of "slow employment" among college students stems from several fundamental reasons: high expectations that do not align with the realities of the job market; inadequate competence that results in a lack of advantage in employment and entrepreneurship; limited access to information channels that leads to narrow choices in employment and entrepreneurship. During the job search and entrepreneurship process, immature perceptions of employment and entrepreneurship, a



lack of proactive job-seeking actions, insufficient pre-employment preparation, and overlooking the current employment situation are common issues. Thus, Communist Youth League organizations should integrate the values of employment and entrepreneurship into courses such as the “Young Marxist Training Program,” “Youth League Activist Training,” and “Student Backbone Capacity Enhancement” by implementing the concept of the “Curriculum Ideology and Politics”, incorporating values education into knowledge learning and skills development. The above challenges can be addressed through the promotion of education oriented at employment, fostering the spirit of craftsmanship, dedication to work, and commitment to contracts. This approach aims to cultivate concepts such as adherence to laws and regulations, fair distribution based on labor, and willingness to contribute to society. Labor education and practical experiences serve to instill a sense of labor consciousness in college students, aiding them in forming correct attitudes towards work and acquiring fundamental vocational skills and knowledge such as communication, collaboration, self-directed learning, and data collection. Students with exemplary abilities should be highlighted by rewarding them with “Top Ten Outstanding Students” and “Entrepreneurial Stars” titles, so that their achievements in employment and entrepreneurship can be used to guide other students towards emulation and goal-setting. University Communist Youth League should encourage students’ involvement in volunteer programs like the “Western Plan,” stimulating a sense of pride and commitment to serving the country.

The “visible” and “invisible” aspects of university Communist Youth League organizations’ efforts in assisting students with employment and entrepreneurship should not be mutually exclusive; rather, they should be integrated to support each other. It is imperative to maintain the unity between curriculum development and the expansion of social practice. Neglecting the integration of social practice into curriculum development will result in mere theoretical discussions devoid of practical application, resembling a superficial adherence to academic principles. Conversely, focusing solely on social practice without integrating it into curriculum development reduces it to repetitive, checklist-based routines akin to assembly line procedures. Curriculum development and social practice, though emphasizing different aspects—one theoretical, the other practical—ultimately converge, forming the most effective approach for university Communist Youth League organizations to serve college students’ employment and

entrepreneurship needs. University Communist Youth League organizations must insist on the fusion of service advantages and the creation of campus atmosphere. The advantages of university Communist Youth League organizations, including their diverse student audience, broad influence, and sustained engagement, are integral to fostering a conducive environment for employment and entrepreneurship. Concurrently, the process of facilitating college students’ employment and entrepreneurship endeavors serves as a crucial mechanism for continuously nurturing a favorable campus atmosphere supportive of such endeavors. Last but not least, they should also adhere to the coordination between emphasis on macro and micro perspectives and the enhancement of student capabilities. The cultivation of students’ realistic and reasonable perceptions regarding employment and entrepreneurship, as well as the enhancement of their comprehensive abilities, hinge on the diligent planning, meticulous organization, and effective guidance by university Communist Youth League organizations. These organizations must delve deeply into the student body, understanding their characteristics and psychological dynamics, in order to strategically implement targeted initiatives that elevate students’ overall competence and strength. It is important to recognize that college students’ journey towards employment and entrepreneurship is neither instantaneous nor achievable through individual efforts alone. University Communist Youth League organizations should be firmly grounded in the forefront of serving student employment and entrepreneurship, as this is both a necessary response to the calls of the Party and the state and an essential mission in serving the talent cultivation mission of higher education institutions, as well as a driving force for the growth and development of college students.

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