

## Research on the Optimization Path of Employment Services in Vocational Schools

YANG Tingting<sup>[a]</sup>; ZHOU Yueling<sup>[b],\*</sup>

<sup>[a]</sup> Associate Professor, Director of the Enrollment and Career Guidance Center, Enrollment and Career Guidance Center, Chongqing, China.

<sup>[b]</sup> Teaching Assistant, Employment Specialist of the Enrollment and Career Guidance Center, Enrollment and Career Guidance Center, Chongqing, China.

\*Corresponding author.

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### Abstract

The employment of college graduates is a major livelihood project that affects the implementation of the national talent development strategy and social stability. This paper analyzes the current employment situation of graduates and the new challenges facing employment service work of graduates and puts forward four paths to enhance the employment service work of vocational schools by broadening employment channels, consolidating talent training, implementing precise assistance, and optimizing information sharing, in order to provide references to promote the higher-quality and full employment of graduates of vocational school.

**Key words:** Vocational school; Employment services; High-quality full employment

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The national policy and the government work report emphasize “implementing employment priority strategy, strengthening the employment priority policy, and improving the mechanism for promoting employment”. This puts the promotion of youth employment, especially the employment of college graduates, in a more prominent position, providing a fundamental guideline for effectively addressing employment in the new era and establishing a

modern socialist country in an all-round way. As a “ballast stone” to consolidate high-quality and full employment in the new economy and new industry, Minister of Education Huai Jipeng emphasized the need to show the new role of vocational education in cultivating new productive forces and building a modernized industrial system. Vocational schools are oriented to cultivate technical and skilled talents who can adapt to and serve the demand for high-quality development in China’s new stage of development, and the optimization and improvement of their employment services will have a key impact on the quality of employment. Therefore, promoting the effectiveness and precision of employment services in vocational schools will be an intrinsic requirement and an important way to improve the quality of full employment and to empower economic and social development (China Education News, 2024).

### 1. NEW CHALLENGES FACING THE CURRENT GRADUATE EMPLOYMENT SERVICE

Employment is the biggest livelihood project, the heart-winning project and the foundation project, which must be grasped firmly and well. Clearly, doing a good job in the employment of college graduates is not only related to the improvement of people’s livelihood and social stability, but also to the realization of the goal of comprehensively building socialist modernization. However, in recent years, the combined effects of factors such as the increase in the scale of graduates year after year, the complexity and change of the international situation, the transformation and upgrading of industrial structure, and the gradual change of the mentality of graduates have made the work of graduate employment service begin to face new challenges. Firstly, the scale of college graduates continues to grow at a high speed, and the number of graduates employed has broken a new high. National college

graduates in 2024 are expected to reach 11.79 million (Ministry of Education, Ministry of Human Resources and Social Security, 2024), from the perspective of job demand, according to the Ministry of Human Resources and Social Security statistics, 12.69 million people will be newly employed in cities and towns across the country in 2021, and college graduates will become the main body of new employment in cities and towns (China News, 2022). Secondly, the state actively promotes new industrialization and accelerates the development of the digital economy at the policy level, therefore, the new round of technological revolution dominated by digitalization and intelligent manufacturing has largely brought about the adjustment of industrial structure. Changes in the traditional way of production and business will create a higher demand for the professionalism of talents (Liu & Zhu, 2024). Thirdly, the employment mentality of graduates gradually tends to be conservative. According to the “2023 College Student Employability Research Report” released by “Zhaopin.com”, 46.7% of the graduates in 2023 chose state-owned enterprises, and it has been on the rise for three consecutive years. The proportion of those who chose private enterprises was 12.6%, showing a decreasing trend for three consecutive years. Under the fierce competition in the market, graduates who haven’t found an ideal job conversely appeared to be “Delayed Employment”, “Lazy Employment” and “Unemployment” (Wang, Zhang, & Gao, 2023). The new era and employment trend have put forward new requirements for the systematization, precision and effectiveness of the current employment service for graduates.

## 2. OPTIMIZATION OF EMPLOYMENT SERVICES IN VOCATIONAL SCHOOLS

### 2.1 Oriented towards the job market, broaden employment channels

Schools should be based on the development trend of the industry and the characteristics of professional construction, to promote the adaptability of vocational education in cultivating technical and skilled talents. **Firstly, promote the school, faculty members and major leaders to “enter the market” to grasp employment.** The formulation of “Graduate Employment Work Area Management Measures” focuses on the construction of School-Faculty-Leader Three-Tier Employment Market System, extending the employment resources chain. Then, the school should adhere to the principle of “reaching out and bringing in”, strengthen external contact and internal integration, and steadily expand and advance the construction of the job market. For example, schools can play the leading role and demonstrate the exemplary role of the leadership team, combined with the “Special Initiative of University Secretaries and Presidents Visiting Enterprises to Expand Job Opportunities and to Promote

Employment” and other special actions, actively enter industrial parks, industries, and small and medium-sized enterprises to strengthen the understanding of the employment demand of industries and enterprises, and to expand employment and entrepreneurship positions and opportunities. Schools that are oriented towards the actual needs of industries and enterprises as well as the development trends of local economies can explore new channels and forms of employment and entrepreneurship for school graduates. **Secondly, mobilize faculty and staff, as well as alumni, to collect employment information to stabilize employment.** Schools should formulate the “Administrative Measures for Graduate Employment Information Contact Points” to encourage teachers and alumni to expand the employment market and to attract employers to recruit in the school. Then, they can deepen the cooperation and communication with local enterprises and key enterprises to explore the construction of employment bases, order cultivation and other multi-channel cooperation matters. At the same time, schools should integrate all kinds of employment information resources in a multi-dimensional way to strengthen the construction of the employment resource base and give full play to the advantages of new media, big data technology and the function of information service. For example, arranging specialists to manage all kinds of information efficiently, in order to make efforts to broaden the paths of students’ job-seeking and employment. **Thirdly, rely on vocational education groups to facilitate employment.** To boost the synergistic development among regions, schools should join hands with industry-leading enterprises, relevant universities, research institutes and other institutions to set up a vocational education group with the participation of diversified subjects, further breaking down the barriers between schools and enterprises. The group can achieve alignment between curriculum content and professional standards, as well as between teaching processes and production processes by establishing an innovative educational model that encompasses resource sharing, talent cultivation, and enrollment-to-employment alignment. This innovative form will ensure that students cultivated by the school meet the technical quality requirements of modern vocational education. In the actual operation process, enterprises participate in the formulation of the schools’ talent cultivation and the improvement of students’ professional literacy in various aspects, while schools actively cultivate and provide high-quality talents to the group members, which forms a good situation of “win-win and benefit-sharing” for the two sides.

### 2.2 Focus on improving abilities as a key point to strengthen talent cultivation

Schools should strengthen the enthusiasm of graduates to join in industrial enterprises and to participate in grass-

roots construction, teachers can cultivate their sense of dedication and enhance their job-seeking capabilities through various forms. **Firstly, strengthen career guidance to clarify professional and career directions.** According to the market development needs and the schools' academic characteristics, the employment guidance work should be moved forward throughout the three years of education in the schools. Different faculties are allowed to update the standard and content mode of employment guidance courses, integrating online and offline career education resources. In the practical teaching process, schools provide precise education according to the academic progress of different grades, offering career planning guidance for freshmen, career development guidance for sophomores, and job-selection skills guidance for juniors, forming hierarchical and progressive employment guidance education through the mutual connection of different stages of employment guidance courses. Finally, a comprehensive "General Education + Elective Courses + Online Courses" curriculum system is established and improved. At the same time, schools can enhance graduates' vocational ability in multiple dimensions through activities such as job-searching simulation contests, career carnivals, career planning contests, and employment core quality training camps. **Secondly, highlight the advantages of the industry and guide the students to take root in the grassroots.** Schools should tap into the corporate culture and introduce the environmental advantages and prospects of grassroots employment. For example, they can hold "career navigation" employment education lectures, excellent alumni exchanges, etc., inviting former outstanding alumni and enterprise experts, so as to guide students to actively choose the industry and enterprises and to strengthen their ideals and convictions to serve the region and to take root in the grassroots. In addition, schools can also organize targeted job fairs for remote areas to actively guide graduates to take the initiative to serve the construction of remote areas such as Xinjiang, Qinghai, Tibet, Yunnan and Guizhou, contributing to the promotion of economic development and safeguarding the livelihood of the society. **Thirdly, set up professional role models and foster the spirit of craftsmanship.** Schools should integrate traditional media and new media, using various forms of special reports to promote the outstanding graduates and outstanding alumni of the labor model deeds and craftsmanship spirit. These forms are able to subconsciously influence people with the story of role models, to inspire people with exemplary spirit, and to motivate people with the value of dedication. Furthermore, these stories of role models can strengthen the importance and necessity of vocational education in the strategy for a talent-strong country and in the adjustment of industrial structure, and strengthen a strong sense of self-confidence and pride for graduates in their job hunting process.

### 2.3 Optimize services as the core to implement accurate assistance

Schools should improve the high-quality employment management system to ensure that employment assistance is full of temperature, aiming at precision and pursuing effectiveness. **Firstly, create a support record and provide services at different levels.** Schools should implement warm help. For example, they can carry out the method of "establishing help accounts, decomposing tasks by level, guaranteeing employment positions, and implementing economic assistance". The methods of "one policy for one lifetime" and "one person, one file" require each poor student to be equipped with a full-time counselor and a professional teacher. Teachers provide psychological counselling and employment guidance on a regular basis through the establishment of a three-tier employment service organization, namely, "School Employment Information Service Department - Faculty Employment Service Department - Class Employment Informant". This organization implements "many-to-one" precise assistance to the graduates with difficulties, and simultaneously recommends graduates to high-quality enterprises and units, to realize dynamic tracking and information feedback on the employment status of the graduates. **Secondly, innovate employment mode to benefit poor candidates.** Schools should aim to assist with precision, relying on the expansion of enrollment in higher vocational education, and relying on the use of "Job Placement through Order-specific Training Programs". Meanwhile, schools can consider carrying out directional enrollment, directional training, and directional placement of the employment of poverty alleviation work. After enrollment, students' learning expenses are jointly borne by the school and enterprises, and after graduation, they are directly employed by enterprises, forming the mode of "enrollment is employment" and helping to realize the goal of "one person's employment, the whole family's poverty alleviation". **Thirdly, build a tracking system to feedback on talent cultivation.** Schools should pursue an effective degree of assistance, carrying out a comprehensive research system including "surveys on career aspirations of new students, employment intention of graduates, and the employment process of graduates, tracking the quality of employment of graduates, and surveys on employers", combined with the third-party evaluation report on the employment quality of graduates. These reports can systematically analyze the trends of employment demand in the industry and enterprises and trends of employment patterns of graduates, then provide feedback to the education and teaching departments of schools timely, guiding them to carry out targeted employment guidance and to build an internal closed-loop optimization mechanism of "information feedback-problem finding-rectification and implementation" (Li, Han, & Liu, 2024). Only by integrating employment work

into the entire process of talent cultivation can schools ensure that the output of talent cultivation responds promptly to market signals and connects precisely with industry demands (China Education News, 2022).

#### **2.4 Leveraging digital construction to enhance information sharing**

Schools should make full use of modern information technology to promote the transformation and upgrading of online and offline employment services and to improve the level of information-based employment services.

**Firstly, improve the level of employment management through digital empowerment.** Schools should combine the actual needs of employment information technology work, and further strengthen the coordination and implementation of employment digitalization in all aspects. Moreover, it's necessary to strengthen the establishment and improvement of the employment management platform. Schools should effectively promote the integration of traditional education with digital employment, promote research project management, and promote the management of the second classroom for employment, by increasing financial investment and organizing experts to explore the digital application in the employment management process. Only in this way can schools actively explore digital governance methods for employment education and form a favorable situation to precisely follow up with the dynamics of the students (Wang & Liu, 2023). **Secondly, create a precise service matrix by leveraging both online and offline channels.** Schools should elaborately create a precise employment service matrix and build a multi-channel "Cloud Service Platform", through WeChat official accounts, employment information networks, as well as a three-dimensional employment network such as graduation grade counselor groups and student employment team groups. Furthermore, schools should integrate recruitment resources from the Ministry of Education, Municipal Education Commission, and recruitment platforms such as Beijixing, to timely and precisely push out employment information, employment policy lists, and employment services to graduates. This method can effectively enhance the efficiency of job-seeking information transmission and achieve a full process of "cloud services" that covers information push, recruitment services, resume submission, written tests and interviews, and contract signing procedures. At the same time, according to the demand of employers for professions, positions and abilities, many schools will actively match graduates' resumes with relevant employers, and motivate enterprises to expand the chain of recruitment services both online and offline, so as to make the employment services targeted and efficient for both employers and graduates. **Thirdly, break down barriers and accelerate the interconnection of resources.** Schools should fully explore employment resources, take the initiative

to enhance the supply and demand docking through "online interaction" to further strengthen cooperation in talent training, internship-based construction, industry-education-research-innovation and other aspects. The employment work structure with multiple parties participating and collaborating has been continuously deepened, the graduate employment and entrepreneurship service system has been further improved, and the quality and efficiency of schools' employment work have been enhanced. At the same time, schools should continuously improve the openness of the school employment platform and take the initiative to dock with national and provincial employment platforms. The aim is to create an interactive platform for supply and demand information by organically integrating national, regional and industry-wide employment resources. Schools can ultimately achieve the interconnection and effective sharing of employment information between enterprises and schools, as well as among schools themselves.

The employment of graduates has a profound impact on the well-being of the people and the economic development. The new era's background and development trends have placed new requirements to the employment and entrepreneurship work in schools. Vocational schools should actively implement the relevant national policies and arrangements, and place the promotion of graduate employment in a prominent position. All vocational schools have responsibilities to continuously improve the effectiveness and precision of employment services through a series of measures such as expanding employment channels, consolidating talent cultivation, implementing precise assistance, and optimizing information sharing. These efforts aim to guide more graduates to take the initiative to serve the national strategic needs, to establish their careers and to make achievements in the places where the motherland needs them most. Ideally, they are expected to make a new and greater contribution to the realization of Chinese-style modernization.

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