

Five Dimensions on Supporting College Students With Employment Difficulties

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Abstract

The difficult employment of college graduates is a fundamental issue, in relation to individual future, college development and social harmony. Five dimensions of efforts should be made to work together to support colleges students with employment difficulties by giving full play to the leading role of the government; performing the central role of colleges; relying on enterprises and social organizations; developing the main role of students and boosting the role of families.

Key words: Colleges; Students with employment difficulties; Employment support; Information database; Providing effective protection

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INTRODUCTION

According to the “*Blue Book of Employment*” released by an authoritative third-party research institute MyCOS, there were 6.8 million graduates in 2012 with an employment rate of 90.9% in six months’ time since graduation while there were 7 million graduates in 2013 with an employment rate of 91.4% in six months. It can be seen that with an annual increase of college graduates, over 600,000 students faced various difficulties after the graduation for half a year and could not make it

of getting employed. The difficult employment of college graduates is a fundamental issue, in relation to social stability and harmony, the sound development of colleges and individual growth. The Third Plenary Session of the 18th Communist Party of China clearly stated, “We should promote the employment for young people, especially college graduates”, and “We should provide overall employment assistance to those with special difficulties”. (Zhao & Hao, 2011) We are facing the new topic of how to support the college graduates with employment difficulties and meet their actual demands.

1. GIVING FULL PLY TO THE LEADING ROLE OF THE GOVERNMENT AND MAKING EVERY EFFORT OF GUARANTEEING THE IMPLEMENTATION

The groups among college graduates with employment difficulties come into being and remain expanding gradually since China’s economic reform, especially the reform of employment system. Governments at all levels should give full play to the leading role of promoting employment and reflecting the functions of people’s livelihood, thus providing effective protection for the employment support.

1.1 Policy Support

With a good level design, we should build and constantly improve the operational mechanism and management system of supporting college graduates with employment difficulties. Powers from all parts including colleges, education authorities, human resources and social security departments, and enterprises should coordinate and form a joint effort to guarantee the solid progress in promoting employment. The overall information database of college graduates with employment difficulties

should be established and the related policy system should be set up for bringing benefit in order to achieve the effective docking of college, education authorities and human resources and social security departments. The government should proactively provide support on employment-preparation training, internship training and employment assistance; implement the policy of arranging employment in proportion of college graduates with employment difficulties; actively develop public service jobs; and gradually increase the ratio of employment of college graduates with employment difficulties in grassroots employment projects. Ways like tax breaks should be carried out to encourage enterprises to employ college graduates with employment difficulties, thus having enterprises initiatively involved in solving livelihood issues.

1.2 Information Support

Information resource is a significant community resource in putting forward the employment of college graduates with employment difficulties and asymmetric information is among the main reasons for causing difficulties in employment. The employers would attract talents of the quick release and spreading of recruitment information and students would find the right job with valid employment information. However, in the process of information transfer, poor accesses, lack of platforms and other causes contribute to serious information asymmetry. The government should give full play to its advantages of credibility and resources, improve information channels and platforms, integrate information resources, and help reduce costs in recruitment and applications for employees and students, thus improving efficiency and promoting employment.

1.3 Financial Support

Governments at all levels should perform in accordance with the operational mechanism of supporting college graduates with employment difficulties and set up special funding to promote their employment. From the current situation of employment support, it can be seen that colleges accomplished approximately 70 percent of the employment support but the work could not be carried out in-depth due to lack of funding. The government should increase the amount of college funding for employment. On the one hand, the proportion and amount should be clarified that college special funding for employment would account for, of college funding, so that the funding would be guaranteed at the college level. On the other hand, special aid funding should be set up with allocating funding under earmark, so that the funding would be guaranteed at the government level. The funding can be applied to those students' employment, entrepreneurship and living allowance as well as the purchase of specialized training to enhance their employment.

2. PERFORMING THE CENTRAL ROLE OF COLLEGES AND ENHANCING COLLEGE STUDENTS' EMPLOY ABILITY

The direct reflection of college graduates' difficult employment is that their quality doesn't meet with needs of the society, making students at a disadvantage during the employment process. The competition in the job market is fundamentally the competition in the quality of the talents cultivation. From a macro perspective, the talents cultivation in college comes apart from the market demand to some extent. Therefore, colleges should perform the central role in the process of supporting college graduates with employment difficulties.

(a) We should adhere to needs of the society, carry out in-depth researches, and set up market-oriented quick feedback mechanism. According to the changing market demands, we should make timely adjustment of professional settings, optimize the structure of disciplines, promote innovative modes of talents cultivation, intensify the educational and teaching reform, and improve the quality of talents cultivation, thus to achieve the real docking of talents cultivation and society demands. It is the task and mission of higher education to cultivate talents in line with the needs of society. If the students cultivated by colleges cannot meet social requirements, it would not only show irresponsibility for the society and students, but would also bring negative influence to the healthy development of colleges. What is worse, the poor quality of the graduates will inevitably affect the reputation and influence of the colleges, and for a long run, the survival and development of the college will be influenced.

(b) We should promote joint working and establish leadership system as well as working mechanism. We should center on supporting students with difficult employment and set up three-level vertical architectures, thus forming the mechanism and upholding it in the long term. The first level is the unified leadership of colleges, to establish the leading work group responsible for macro-control and supervision. The second level is the organization and coordination of functional departments, in charge of establishing and implementing relevant supporting programs. The third is the specific implementation of colleges. Horizontally, the joint working of college departments should be strengthened. The coordination and cooperation should be intensified among all departments of employment, student management, teaching management, financial management and other departments; and eventually the work pattern of joint working with everyone's participation takes shape, providing organizational guarantee for smoothly implementing the support work.

(c) We should strengthen employment guidance and improve these graduates' employ ability. As the

Chinese proverb goes, "Give a man a fish and you feed him for a day. Teach a man to fish and you feed him for a lifetime." The fundamental way to ensure college graduates' employment is to improve their own employability. If the graduates' employ ability is not qualified for the enterprises' requirements, the external help would only help them temporarily. Thus to raise graduates' competitiveness in employment is crucial in improving employment rate and the quality of employment. We should rely on the faculty of employment guidance to lead employment guidance work to be professional and expert in deeper advances. We should offer targeted programs based on the features of college students with employment difficulties and job market, and implement multiple programs of general guidance, guidance on special employment graduates, one-on-one instruction and counseling, in order to enhance their confidence and employ ability.

3. RELYING ON ENTERPRISES AND SOCIAL ORGANIZATIONS AND ESTABLISHING PLATFORMS TO PROMOTE EMPLOYMENT

According to the statistics from China College Graduates' Employment Annual Report, big enterprises, especially large state-owned enterprises need a limited number of graduates while small and medium enterprises play a key part in receiving graduates. Enterprises should take initiative in shouldering the social responsibility by creating a fair employment environment and employing college graduates with employment difficulties. Meanwhile, quite a number of social organizations, possessing a unique advantage over the channels, can act as a powerful supplement for this task to the government, colleges and enterprises. So we should give full play to enterprises and social organizations by relying on them.

3.1 Relying on Various Types of Enterprises

We should be actively advocate school-enterprise cooperation on joint training, perform talents training in accordance to orders or commissions, establish internship and practice bases and improve the relevance of talents cultivation. The cooperation of enterprises, academies and researches should be developed to increase the conversion efficiency of scientific researches and thus create more employment opportunities. At the same time, we should encourage enterprises to take initiative in shouldering the social responsibility and to give priority to graduates with employment difficulties, by enacting appropriate tax breaks and preferential policies.

3.2 Relying on Various Types of Social Organizations

Various types of associations for employment promotion can integrate all kinds of employment resources and

provide accurate employment information timely for students, reducing employment costs and improving application efficiency. Foundations for poverty alleviation and student grants should refer to its strong financial strength and guarantee graduates with employment difficulties, especially those from poor families, smooth graduation from school and successful employment, which should relieve, to a certain extent, the employment issue of graduates with employment difficulties due to family poverty. Civil affairs departments at all levels of society and communities with a wealth of resources, can work on legal aid, subsistence allowance, and tracking service. Multi-team works with each doing its duty and together does a good job in supporting graduates with difficulties and promoting their employment.

4. DEVELOPING THE MAIN ROLE OF STUDENTS AND IMPLEMENTING SCIENTIFIC LIFE PLANNING

Employment is vital to the core issue of whether graduates can make a living and have a long-term development. If the "subjective" students don't make positive efforts, the external force, however strong, would not achieve good results. So the key to supporting students with employment difficulties is to mobilize the enthusiasm of the students themselves. By further self-education, self-improvement and self-perfection according to the market demand, the graduates would achieve a perfect match with employment requirements and fulfill a successful employment.

4.1 To Help Students Develop Definite Career Goals and to Promote the Implementation

Currently, the primary cause of graduates' difficult employment is that their capabilities cannot meet the employers' requirements. Employ ability includes qualification for a position and job hunting competence. Employ ability cannot be completed overnight, for it is a result of accumulation. To fundamentally improve students' employment, we would popularize relevant knowledge on employment and application through career development and planning courses, and encourage students to make appropriate life orientation and career path based on themselves. Graduates should establish the scientific concept of employment in exploring the professional world, set reasonable goals in employment and carefully put into action with the accumulation and improvement.

4.2 To Provide Students With Targeted Career Counseling Services

However perfect the planning is, it needs constant adjustment and improvement in the implementation. The

problem is the starting point to solve a problem. When students encounter specific career puzzles and problems, we should provide them with specific individual consulting service. Through professional instruction from experienced global professional planners and career instructors, students' practical problems and puzzles during studying and growing could be solved.

5. BOOSTING THE ROLE OF FAMILIES AND CARRYING OUT EMPLOYMENT EDUCATION

With changes in the employment system, the system of "Unified Recruitment, Unified Distribution" has been replaced by the present system of "government leading, market guide, two-way choice and individual option". College graduates' concept of employment is also changing, and family member occupies a considerable proportion among factors influencing their concept of employment. To work out employment difficulties, families should establish a correct concept of employment and boost its role of promoting the successful employment of graduates.

5.1 To Establish the Communication and Interaction Mechanism Among Colleges, Families and Students

Students' idea on employment is largely influenced by the concept of the family, especially those parents who impose their employment preference on their children and help the students determine their career goals. In view of this situation, schools would establish the mechanism of regular interaction with the parents and keep in touch with them. Colleges should have their career guidance penetrated into the family members and guide them to have reasonable expectations with correct understanding on the employment situation. Parents should take into consideration students' actual orientation, communicate with the schools regularly, learn students' performance at school, and correctly guide students to establish a reasonable job orientation and employment concepts,

instead of blindly expect their children to pursue a secure job, to work in metropolises and so on.

5.2 To Make Joint Effort in Promoting Employment of Students With Employment Difficulties

Various reasons have led to employment difficulties, like the concept issue which contributes to the phenomenon "There are job vacancies but the students don't take the job", or the individual's unqualified capabilities causing that "There are no suitable job vacancies for the students". Compared with the latter one, those who don't take the available jobs need more concern and support. Since the students themselves are facing great employment pressure, family members should be patient to assist in analyzing the causes, drawing up plans, organizing the implementation; and help change the status quo as soon as possible. The families should not blame blindly, ridicule or even reprimand them, which would increase the psychological burdens and pressure of students with employment difficulties, and result in deep troubles.

CONCLUSION

It is a systematic project to support the group of college students with employment difficulties, which requires the joint effort from multiple dimensions, including the government, colleges, enterprises and social organizations, families and students. We should constantly analyze the new situation, research on new features, explore new modes, pay persistent attention and show support continuously, ensuring the livelihood project revealing the superiority of socialism to perform in a detailed, pragmatic and beneficial way.

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