

# Precise Help And Guidance For College Students' Employment Under The New Situation

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**Abstract:** Under the new situation, the employment of college students is facing severe test and great pressure, and there is a difficult situation of employment. On the one hand, it is because college students lack of self-understanding, employment positioning is not accurate, the situation is more serious; On the other hand, colleges and universities fail to do a good job in employment guidance, graduates have a certain relationship with blindness. At present, promoting the employment of college students is an important task for colleges and universities. To improve the employment rate, we should make great efforts in employment guidance. We should not only do a good job in employment guidance, do a good job in help, but also be precise, so as to ensure that college students can find suitable jobs when they graduate.

**Keywords:** College students, Employment, Precise help and guidance.

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Nowadays, college students are facing a lot of pressure in employment. By combing through the current employment status of post-00s college graduates, this paper analyzes some problems in college employment, such as individualized employment information to be improved, lack of pre-thinking in employment, insufficient understanding of grass-roots positions and single employment path for college students, and mismatch between professional skills and job demands of college students[1]. In view of the employment problems and difficulties, the corresponding countermeasures are put forward: setting up the pre-thinking of employment work, strengthening the personalized management of employment work, guiding students to work at the grassroots level in a multi-pronged way, and taking multiple measures to promote the high quality and full employment of graduates.

## I. COLLEGE STUDENTS EMPLOYMENT ASSISTANCE AND GUIDANCE DEFICIENCIES

### 1.1 Lack of professionalism

The employment guidance of college students is very important and is the key to promote the employment rate. The current employment assistance and guidance lack of professionalism. The employment guidance of colleges and universities is not perfect, and the investment of full-time teachers is small, so the requirements of accurate guidance and help cannot be implemented. Some colleges and universities' employment guidance work is ideological and political counselors concurrently, usually have to deal with many affairs, the lack of in-depth research in employment guidance, guidance is not accurate enough, in many cases for the net, can not take into account the actual situation of students, employment guidance effect is not ideal. In addition, the career guidance is not highly professionalized and cannot help students to accurately position and plan their careers.

### 1.2 Failed to build an information platform

In the new situation of college students' employment guidance, the construction of information platform is very important, which can provide necessary information for employment. At present, although the employment guidance in colleges and universities has established an employment-related information platform, it is lack of perfection, which is highlighted by the lack of timely sharing of employment-related data information and inaccurate information promotion. Most of the time, all recruitment and employment information is uniformly pushed, without giving full consideration to students' employment planning, employment intention, employment region, professional ability and professional quality[2]. College students need to sift through a large amount of information, which is prone to omissions and inaccurate judgments.

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Moreover, they spend a lot of time and energy, and sometimes miss the suitable recruitment information for them.

### **1.3 The process is not perfect**

In the process of employment guidance and help to college students, service consciousness is not strong enough is a major problem. College students' employment assistance and guidance work is taken as a task, lack of relevant research and active service awareness, some guidance is not strong, floating on the surface, can not really help students solve the confusion of employment, and can not help them to establish a correct outlook on employment and so on. Employment help and guidance do not deeply analyze and dig the causes of employment difficulties, can not be tailored to the disease, guidance and help effect is naturally not good. The employment guidance focuses on the time before graduation, and the help is mainly aimed at the students who are employed once, and the students who fail to find employment are not paid attention to and recognized.

### **1.4 Failure to form a synergy**

In the practical work of helping and guiding the employment of college students, colleges and universities often fight alone, fail to form a joint force with relevant departments during the period, and lack of reasonable distribution of responsibilities, which ultimately leads to the low effectiveness of employment guidance. The lack of overall planning and arrangement of employment assistance and guidance, the focus on package services of colleges and universities, less communication with education departments and human resources and social departments, and the lack of diversification of employment information and data sources, which will directly affect employment guidance. In employment guidance, counselors and class teachers have not fully played their roles. In the absence of joint efforts in such responsibilities, the effect of guidance and help is not as expected.

## **II. PRECISE GUIDANCE AND ASSISTANCE PATH FOR COLLEGE STUDENTS' EMPLOYMENT**

### **2.1 Do a good job in professional guidance team construction**

Employment guidance is vital to increase employment. When college students find suitable jobs upon graduation, they can play a better role in social and economic construction and realize their self-worth, which is conducive to the development of enterprises and can strengthen the security of college students. To enhance the effectiveness of employment assistance and guidance, it must be precise, and to achieve this goal, it is necessary to do a good job in the construction of professional guidance services. Whether the employment assistance and guidance team is professional or not, and whether the ability is strong or not, has a great impact on the guidance effect, so we must pay attention to the construction of the team. On the one hand, the number of career guidance teachers should be increased to meet the needs of this work for staff; On the other hand, it is necessary to ensure that the guidance personnel are professional, which can really help college students solve the confusion and problems in employment, help them form the correct employment concept and accurate positioning, and guide them to carry out reasonable employment planning[3].

In addition to guiding students to scientific career planning and employment planning according to the performance and actual situation in various aspects, the professional team should also strengthen the guidance on entrepreneurship and innovation, as well as the guidance on aspects closely related to employment. Take resume writing as an example, it is very important in employment, and it is an important window for employers to understand students. Some students are excellent in all aspects, but lack experience in resume writing and cannot highlight their personal advantages, thus missing out on job opportunities. Therefore, in the process of helping and guiding students in employment, the professional team must focus on the guidance of resume writing, but also do a good job in the interview skills guidance, all-round assistance to improve the employability of college students. Some college students' employment concept and view of employment problems, or there is a deviation of self-positioning, these are bound to affect employment, professional team according to the actual situation of in-depth research, targeted guidance to college students, so that the correct understanding of self, clear employment status quo, promote the formation of correct employment and occupation concept, effectively prevent because of the concept deviation and difficult to find employment. In addition, some college students have great employment pressure and anxiety, so the professional guidance team should carry out psychological counseling targeted.

### **2.2 Improve the construction of employment information platform**

The construction and improvement of the information platform is the top priority in implementing the requirements of precision in helping and guiding the employment of college students. The employment guidance should make overall arrangements, clarify the responsibility of the construction of the employment information platform, arrange special personnel to collect, sort, screen and classify the information, and then transfer it to the

information platform and share it with the college students who need relevant information. It should be noted that the information shared on the employment information platform should be comprehensive and include all kinds of employment-related information, such as the relevant policies issued by the state for college students' employment under the new situation, the current policies and information encouraging college students' innovation and entrepreneurship, and the recruitment information and public examination information of various enterprises. The channels for obtaining employment information should be diversified, and timely information should be ensured in the process to prevent college students from missing opportunities due to information delay. The information shared on the platform should be accurate and authentic, and should be verified to avoid misleading students due to information problems.

The employment information platform should not be limited to simply providing employment information, but should make good use of big data to carry out data analysis on employment-related aspects, so as to achieve accurate push. This is based on the analysis of the basic information and situation of each college student who will be employed. Under normal circumstances, multidimensional statistics and analysis should be adopted, involving the major, educational background, personality, professional ability of college students, as well as other certificates in addition to the graduation certificate. As well as interests, personal potential, social practice and association activities, practice, career planning, career intention, employment requirements for the region, etc. On the basis of comprehensive and multi-dimensional analysis, combine the recruitment information with the needs of job seekers to match, and then provide accurate information. It should not only be shared on the employment information platform, but also be pushed on other platforms. For example, it can be accurately pushed through the wechat public account and campus network, and also through the mobile phone client. In addition, if the college students are local, the success rate of pushing the local employment information is higher. Besides, the employment rate of college students will be improved by closely contacting the students' job hunting intention, combining with the needs of employers, taking into account the needs of both sides and giving targeted guidance and assistance. The employment information platform should be bidirectional, establishing a special channel for enterprises to release recruitment information, ensuring that the recruitment information can be timely mastered and accurately pushed, helping college students to seize employment opportunities and improve the success rate of employment.

### **2.3 Identify who to help**

In the process of accurate employment assistance for college students, the key is to determine the object of assistance. First of all, the staff should identify the students who have difficulties in employment. On the basis of accurate identification, targeted help and guidance will be more prominent. During the help period, the class should be taken as a whole, and then the responsibility should be carried out, and the specific personnel should be responsible for the identification. It must be precise, which is the basis of good help work. College students, some of whom have poor family conditions, physical disabilities or academic problems, should be given priority to help them. In the process of investigation, it is necessary to file and record the help objects, input their information into the employment help information system or platform, analyze the causes of difficult employment, and relevant personnel to provide targeted guidance and help. In addition, in the identification of employment assistance objects, we should pay more attention to the students who have left school but are not employed, increase the intensity of investigation, grasp the actual situation, and provide employment assistance to them. On the one hand, dynamic identification and accurate identification should be made to ensure that students with employment difficulties can receive guidance and help; On the other hand, we should keep looking back. For those students who have no difficulty in finding a job or those who have no difficulty in finding a job, we should remove them from the support system and increase the number of students who are in difficulty to be re-identified and help them. Employment assistance should be dynamic, for enterprises and students to break the agreement, need to provide employment assistance services. The selection and adjustment of who to help is extremely important, and must be paid attention to, and to achieve accurate identification and dynamic adjustment, so that all students in need of help in employment can get help and guidance.

### **2.4 Guidance and help should form a synergy**

In the actual development of the work of helping and guiding college students' employment, a joint force should be formed in terms of responsibilities. Relevant departments and personnel should cooperate and communicate with each other to jointly promote the actual improvement of guidance and helping. There are many reasons why college students are difficult to find employment, and there are differences among individuals. Therefore, colleges and universities should avoid taking sole responsibility in the actual guidance and assistance, but should adhere to the linkage and cooperation of all parties, and promote the improvement of employment assistance effect under the joint effect. In the front line of employment assistance and guidance, colleges and universities need to start from the whole, make overall planning and arrangement of related work, and do a good job in the distribution of responsibilities and tasks, clear the requirements for relevant parties,

strengthen the responsibility of employment assistance and guidance personnel, and promote the standardization and standardization of relevant work. The government should play a role in the employment guidance of college students, grasp the general direction, and do a good job for colleges and universities. Enterprises should also be included in the employment assistance and guidance system for college students, deepen exchanges between schools and enterprises, and dynamically share information, to provide basis for college students' training and employment guidance.

Colleges and universities, as the main force of employment assistance and guidance, should set up professional groups to uniformly arrange related work and make decisions under the leadership of college leaders. On-campus employment assistance and guidance must consolidate responsibilities, and on this basis establish a supervision and assessment mechanism. For employment assistance and guidance assessment and evaluation, strengthen the responsibility of all parties in this work, but also grasp the shortcomings, provide basis for optimization, and help improve employment guidance and assistance work. During this period, it is necessary to accurately determine the target of employment assistance, which requires communication and cooperation among all departments, and then it is clear who should provide assistance. In the case of fulfilling the responsibilities, a whole-staff assistance system should be established. Precise employment assistance should not only be taken care of by professionals, but also include counselors and class teachers into the system. At the same time, alumni should be introduced to form a joint force to improve the effectiveness of employment assistance.

### **2.5 Precise and personalized assistance throughout the whole process**

In the precise help and guidance of employment, it is necessary to analyze and study exactly how to help, and determine the strategies and methods. In the process, we should attach importance to the guidance of employment and job selection concept, which should be integrated into the precise help and guidance of employment. Many students have difficulties in employment, because of their own employment and career outlook deviation, or is caused by the lack of self-positioning and understanding, so in the accurate help to assist them to establish a correct employment and career outlook. Guidance and education should not only be carried out in the employment guidance of students when they are about to graduate, but should be strengthened when students enter the university campus, so that they can form the correct professional values in ordinary times. Colleges and universities should provide accurate guidance in the career planning of college students. According to the majors, personal strengths and potential, interests and hobbies, personality and professional ability of students with employment difficulties, they should carry out reasonable career planning and help them find suitable jobs.

Colleges and universities should strengthen the awareness of employment service. For students who have practical difficulties in employment, they can give one-to-one help or classify such students, and then assign the responsibility of help to professionals according to the actual situation, who will give accurate help and guidance. In addition to the combination of students' career planning and employment intention, targeted analysis, and then precise recommendation of employment positions, but also to provide subsidies for families with financial difficulties. In employment assistance and guidance, we must ensure that students have any difficulties in which aspects of help, we must fundamentally solve the problem, to ensure that help to the point. Employment assistance and guidance should be carried out comprehensively, involving all students in need of assistance, and then stratified assistance and classified guidance, and finally individual guidance. In the process of precise employment assistance and guidance, psychological counseling and guidance services should be provided, as well as professional training and entrepreneurship and innovation education, and the confusion and problems of employment should be effectively solved. It is necessary to build a school-enterprise cooperation internship platform to provide students with training and practice opportunities, so that they can clearly understand the demand for talents in their positions, grasp the shortcomings of students, help and guide them in advance, and remove obstacles for employment.

### **2.6 Improve the evaluation mechanism**

Accurate employment assistance and guidance should be well quality assessment, grasp the actual results and deficiencies, provide basis for optimization, and promote the continuous improvement of the effectiveness of employment assistance and guidance. We should establish an evaluation mechanism and conduct multi-dimensional evaluation. We should not only master the number of employed people, but also clarify the quality of employment, make comprehensive evaluation and make targeted improvements according to feedback. The subject of accurate employment assistance and guidance evaluation should be diversified, including teachers, students and social groups. On the one hand, data analysis should be carried out in the evaluation, on the other hand, questionnaire survey should be conducted, and students should be talked with to make comprehensive evaluation to enhance accuracy and reliability.

Precise employment assistance involves withdrawal. In the actual work, the withdrawal criteria should be determined, and the exit procedure should be clearly defined. In the work, the operation should be strictly in accordance with the regulations. Usually, one of the main reasons for the client's withdrawal is that he or she has found a suitable job. Support evaluation should be dynamic, adopt the way of follow-up evaluation, evaluate the employment rate, accuracy, satisfaction and other aspects, and solve the existing problems according to the feedback.

### **III. CONCLUSION**

To sum up, it is difficult for college students to find employment under the new situation. Precise help and guidance for employment can promote the increase of employment rate. At present, in addition to the construction of professional teams, precise help and guidance for employment should be accurately identified, and the construction of employment information platform should be improved, the whole process of precise help and personalized guidance, and the evaluation mechanism should be improved to promote the quality of precise help and guidance.

### **CONFLICT OF INTEREST**

There is no conflict to disclose.

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