

How do College Counselors do a Good Job in Employment Guidance under the New Situation

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Abstract— the overall employment situation of college students is not optimistic due to the increase of college graduates, the imperfect employment market and employment mechanism of college graduates. Therefore, under the new situation, how to do a good job in the guidance of employment has become an urgent subject for college counselors who shoulder the responsibility of training people

Index Terms— College counselors; Employment guidance; College student

I. COLLEGE COUNSELORS SHOULD FULLY UNDERSTAND THE IMPORTANCE OF COLLEGE STUDENTS' EMPLOYMENT GUIDANCE.

President Xi Jinping has pointed out at the National Conference on ideological and political work of colleges that the foundation of higher education lies in cultivating people through virtue. Without the goal of cultivating people, the work of colleges and even counselors is meaningless. To achieve this goal, colleges must meet the needs of society for persons with different abilities and students for employment. Secondly, the ultimate goal of students' study is employment. Reading itself can not directly change the fate. But only with the needs of the society, can college students realize their own value, change their personal destiny and promote social development. The key point here is employment, which is the link between colleges and society. In addition, the education belongs to the service industry, and students are the important service objects of colleges. Employment of college graduates is related to the vital interests of the people, the social stability and the national economic development. Everyone in colleges should pay attention to and serve for the employment of college students. Among them, counselors play an important role.

II. TO DO A GOOD JOB IN EMPLOYMENT, COUNSELORS MUST FIRST IMPROVE THEIR ABILITY OF EMPLOYMENT GUIDANCE, MAINLY FROM THE FOLLOWING ASPECTS:

First, timely pay attention to the current national policies on employment of college students. Only if counselors have a good understanding of the national employment policies, can relevant policies be communicated and interpreted to students in a timely manner. Only in this way can we help college students understand the future trend of employment. For example, one of the six measures taken by the ministry of education to promote the employment of college students is that we can encourage college graduates to find jobs at the primary organization and in the central and western regions of

our country. If counselors have a good understanding of this policy and timely interpret it to college students, the problem of job-hunting will be solved for many students and these students will do some contributions to the development of the mid-west area. Second, read much more articles and be concerned about WeChat public account, Weibo and other platforms about employment. Counselors should actively forward these information to college students. At the same time, we can also set up our own WeChat public account and other employment platforms according to the professional characteristics of our students. Through these platforms, we can timely convey employment information to students and help them understand the current employment situation and social needs. Third, keep a watchful eye on students themselves. Each student has different personality, ability, family background, job intention, etc., which determines that the employment work is not generic and uniform. Therefore, it is necessary for counselors to know the general situation of each student. After that, counselors can carry out the employment work in a targeted way and do a good job in employment work.

III. COUNSELORS SHOULD IMPLEMENT THE JOB OF EMPLOYMENT GUIDANCE INTO THE DAILY WORK OF ALL ASPECTS.

First, infiltrate the concept of employment into the freshman orientation programs. At the beginning of freshman year, counselors should introduce to students about the general situation of the college, the professional setting, curriculum setting, training objectives and job orientation. It's also very important to introduce the development prospect and social demand of all kinds of majors and to emphasize the significance of the learning of basic courses and specialized courses. Besides, the introduction of the employment situation of college graduates in the past years and the policy of scholarships, grants and student loan can guide freshmen to know their majors and stimulate their interest in majors. Second, integrate the concept of employment into daily education. Counselors should use various forms of activities at ordinary times to guide students to understand the professional society and to realize their own characteristics so as to help them to determine their career ideals and cultivate professional ethics. The education of professional ethics should be included in the education of daily ideological and behavioral standards. The professional ethics should be cultivated in daily life, trained in professional learning, experienced in social practice, improved in self-improvement and strengthened in professional activities. The professional ethics should be internalized into beliefs and externalized into behaviors by college students. Third, guide graduates to apply for jobs and to improve their job-hunting skills. Counselors should actively organize students to participate in on-campus recruitment organized by

the employment department of the university and normative off-campus recruitment activities so as to help students to find suitable jobs. Before that, counselors can make use of the courses of career planning and career guidance to help students to know themselves and to screen out occupational information. In the class, counselors can set up colorful activities such as mock interview and analysis of employment cases to improve students' ability of resume writing and interview language.

Finally, encourage college students to start their own businesses. Being self-employed is the most active employment. It can not only achieve employment for themselves, but also provide more chances for others. Therefore, college counselors should cultivate college students' thoughts of self-employment and spirit of pioneering and innovation. For example, counselors can establish management mechanisms to rapidly promote entrepreneurial work. Through the mechanism, college students' entrepreneurial consciousness, knowledge and psychological quality can be strengthened to a certain degree. In addition, college counselors can ask alumni who have successfully started their own businesses to give a report back to the school, to communicate with students closely, and to talk about the possible difficulties and successful experiences in the process of starting their own businesses. By this means, students' passion of starting their own businesses can be stimulated. What's more, college counselors can encourage students to establish associations related to entrepreneurship or organize some relative competitions. Through the organization of entrepreneurial activities, students can personally understand the process of entrepreneurship, the difficulties and the ways to overcome. This way counselors can turn the employment pressure into the driving force of entrepreneurship and the probability of graduates to succeed in entrepreneurship in the future can be improved.

In a word, college counselors should try every possible means to do a good job in the employment of college students. This job is not only related to the reputation of the school, but also to the social stability and harmony. Nowadays the popularization of higher education makes it difficult for college students to find jobs, but if college counselors can do a good job in the employment guidance, students' requirements for work also become reasonable. Hence I believe that every college student can find a suitable job and make a contribution to social construction.

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