

Discussion on the Employment of College Students: A Case Study of Universities in Shandong Province, China

Jing Yuan^{1,a}, Wenzhan Xie^{2,b}, Gongxu Lan^{3,c}, Qianqian Liu^{1,d}

¹School of Management, Shandong University of Traditional Chinese Medicine, Jinan, China.

²School of Rehabilitation Medicine, Shandong University of Traditional Chinese Medicine, Jinan, China.

³School of Health, Shandong University of Traditional Chinese Medicine, Jinan, China.

^ayj2458854577@163.com, ^bz577741395@163.com, ^cqdblue_lgx@126.com, ^dataraxia_0@163.com

Abstract. Employment is the foundation of people's livelihood, and youth employment is the top priority in employment. It is another graduation season for college students. After graduation, college students choose between "employment" and "continue further study". The employment of college students has always been a hot issue of social concern. In 2022, Chinese college graduates broke through the 10 million mark for the first time, setting a new record high. According to the current employment situation of college students, taking college students in Shandong, China as an example, this paper analyzes the main problems in the graduation planning and employment of college students, and puts forward countermeasures to improve the employment rate of college students from different levels. In order to alleviate the employment anxiety of college students, carry out employment guidance in colleges and universities, and establish the correct employment concept of college students. Career selection provides help and reference.

Keywords: employment of college students; employment situation; existing problems; countermeasures and proposals.

1. Employment status of Shandong's college students

Chinese university graduates are growing every year, and the employment of college students has always attracted continuous attention from the society. On April 26, 2022, *the 2022 College Student Employment Research Report* released by Zhilian Recruitment showed that only half of the graduates chose to work in the unit, the proportion of freelance and slow employment was further increased, and the number of college students who chose to study for postgraduate study increased. 2022 job seekers expect a monthly salary of 6,295 yuan, down about 6% from last year. This is a feature of a decline in unit employment and an increase in the proportion of freelance and slow-employment for the second consecutive year since last year. In addition, under the hot trend of postgraduate entrance examination, nearly 10% of the people who choose to continue to study in China. Affected by the international epidemic, the proportion of studying abroad is 1.3%, which is slightly lower than last year.

Chinese college graduates are on the rise. In 2022, there were more than 10 million college graduates. Shandong, China, is a major province for college graduates. The number of fresh college graduates has reached 795,000, an increase of 135,000 over 2021, an increase of more than 20%, a record high, and the total pressure is very great. The scale of graduates has increased, and the employment situation has been impacted by the COVID-19 epidemic. It is mainly domestic employment. Employment confidence is sluggish. There are "difficult employment" and "slow employment". The employment situation is not optimistic. In response to the research content, colleges and universities in Shandong Province of China issued questionnaires, and a total of 284 valid questionnaires were received. The questionnaire involved freshmen to fifth-year students in colleges and universities in Shandong, accounting for 48.81% of boys and 51.19% of girls[1].

2. Analysis on the future planning of college students in Shandong province

2.1 College students are more willing to further their studies after graduation

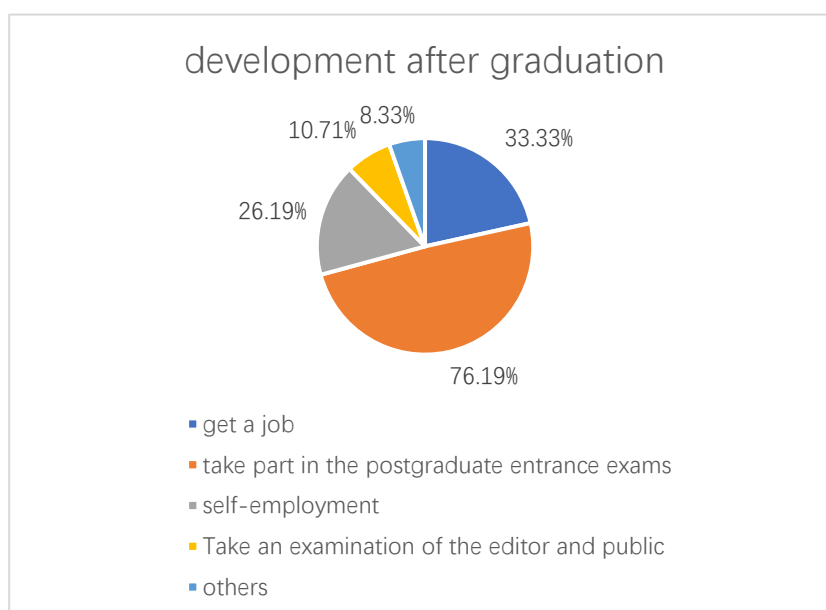


Figure 1 development after graduation

As can be seen from Figure 1, it can be seen that college students have multiple plans for graduation. Among them, they choose to continue their studies (postgraduate entrance examination, going abroad), followed by employment, postgraduate entrance examination and public examination. In 2022, the number of applicants for master's students in China reached 4.57 million, an increase of 800,000 over 2021, an increase of 21%, a new record high. Shandong, as a major province for postgraduate entrance examination, the number of applicants for postgraduate entrance examination reached 416,000 in 2022, an increase of 68,000 over 2021. The survey found that most college students like to take the postgraduate entrance examination after graduating from college, and there is a "postgraduate entrance examination fever".

College students believe that the reasons for the "postgraduate entrance examination" are ranked from high to low: the needs of employers, the impact of national policies, the impact of the surrounding environment, the severe employment situation under the current situation of the COVID-19 epidemic, personal academic hobbies, etc. 75% of the respondents chose the postgraduate entrance examination because they preferred postgraduate entrance examination than undergraduate employers; 58.33% chose the postgraduate entrance examination because they wanted to enter more in-depth academic research, and 54.76% chose the postgraduate entrance examination because of family requirements and expectations; and 51.19% chose the postgraduate entrance examination. I don't want to enter society and use postgraduate students as a buffer period for schools and society.

There is no denying that the postgraduate entrance examination can bring many benefits. For example, through the postgraduate entrance examination, you can improve your scientific research ability and professional level in a certain field; improve your academic qualifications; improve employment competitiveness; it is conducive to expanding your horizons and interpersonal relationships, etc.

2.2 College students' choice of employment is open and diversified

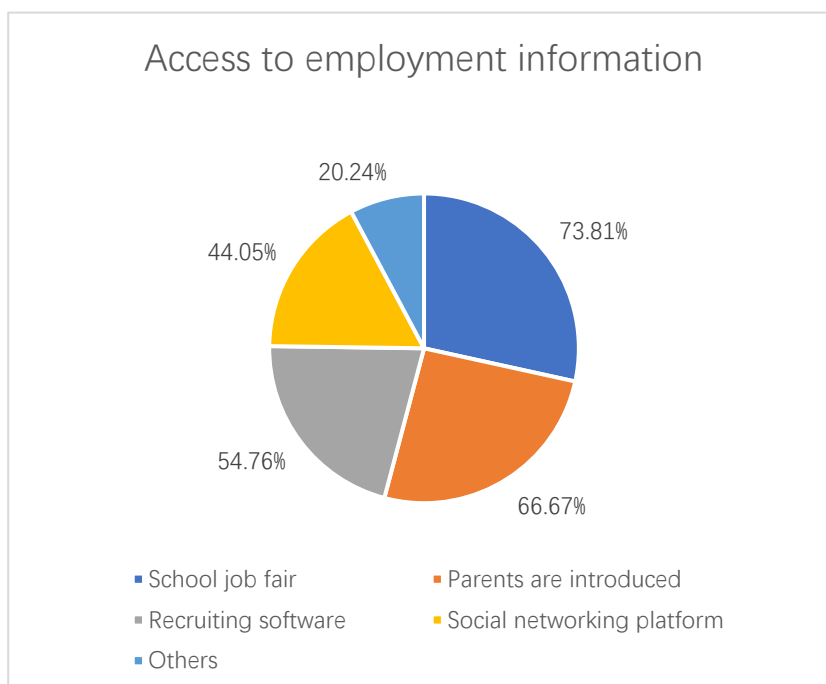


Figure 2. Access to employment information

As can be seen from Figure 2, there are many channels for college students to obtain employment information. Among them, the most employment information is obtained through school job fairs, with 73.81%, followed by parental introduction, recruitment software, social software, etc. Colleges and universities in Shandong hold two job fairs at school every year, namely spring recruitment and autumn recruitment, to provide job choices for graduates. It also helps college students understand the employment situation and employment prospects in advance. With the development of the Internet, all kinds of recruitment software have emerged. In the acquisition of employment information, college students choose recruitment software as a good choice, but they must make a distinction to prevent being deceived.

At the same time, the survey shows that 28.57% of the choices of employment units choose state-owned enterprises; 28.57% choose government agencies; 27.38% choose public institutions; 8.33% choose private enterprises; and 4.76 percent choose foreign-funded enterprises. It can be seen that college students in Shandong prefer patriotic enterprises and government units when choosing employment units, prefer stable and high-social positions, which is greatly influenced by the traditional culture and ideas of Shandong Province of China.

2.3 The employment factors of college students are more comprehensive

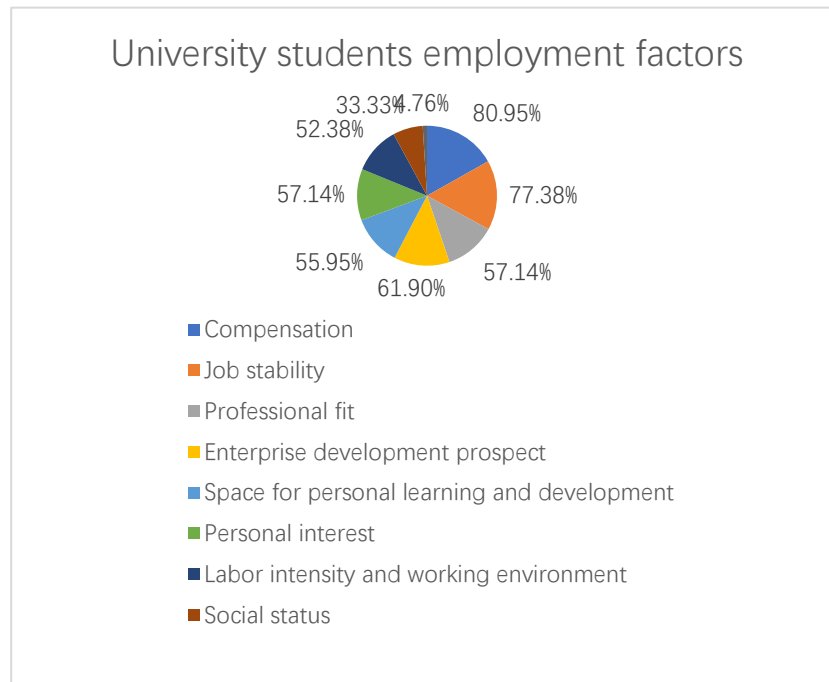


Figure 3. University students employment factors

From Figure 3, it can be seen that college students consider more factors in employment: salary, job stability, enterprise development prospects, professional counterpart, personal interests, labor intensity and working environment. Work remuneration is the most important thing for college students when they are employed. If they do not get their ideal salary, college students will choose to wait. Therefore, when choosing employment, they will eliminate some jobs that do not seem to be suitable for them. Among them, 76.19% of the surveyed people want to engage in occupations and their majors; 20.24% of people have an indifferent attitude, depending on the situation; and 3.57% do not want to engage in occupations with their majors[3].

2.4 The employment situation of college students is grim

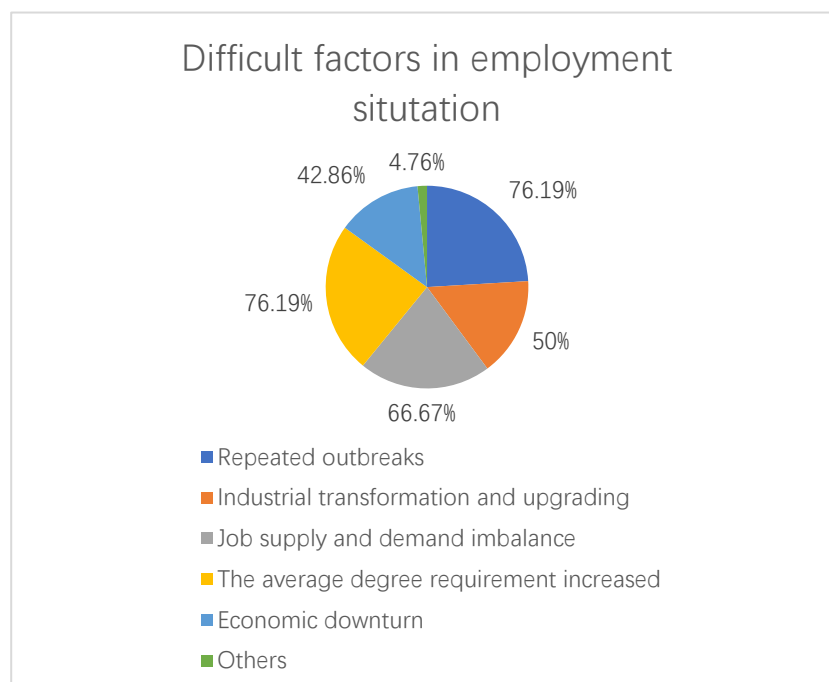


Figure 4 . Difficult factors in employment situation

In 2019, the outbreak of the COVID-19 epidemic brought a great impact on the development of China's economy, causing many enterprises to face layoffs and closures. The employment situation of college students has become more severe in the years of the epidemic. The survey shows that college students believe that self-ability is the key factor in employment success, accounting for 88.1%; majors account for 70.24% of employment success factors; national policies account for 63.1% of employment success factors; schools study account for 51.19% of employment success factors; and parents' interpersonal relationships are in universities. The proportion of student employment factors accounts for 47.62%. College students believe that the factors of employment success have a lot to do with their ability, so they have also stimulated more college students to take the postgraduate entrance examination and doctorate to a certain extent. From Figure 4, it can be seen that the current difficult employment situation is related to the current epidemic, industrial transformation and upgrading, the improvement of average academic requirements, and unbalanced supply and demand for jobs.

2.5 More college students' entrepreneurial intentions

In today's socio-economic situation, college students have more market opportunities than before, and the entrepreneurial rate is increasing year by year. According to the survey, among the reasons why college students choose to start a business, the proportion of meeting their personal development needs is 59.52%; they hope to have more time at their disposal is 48.81%; they expect a platform to give full play to their personal knowledge and experience account for 46.43%; they believe that wealth freedom can be achieved to a certain extent. The ratio is 41.67%; the proportion of likes challenges is 38.1%. College students have a strong impulse and curiosity, and they prefer to try to start a business than others. With the increase of employment pressure, some college students turned to entrepreneurship.

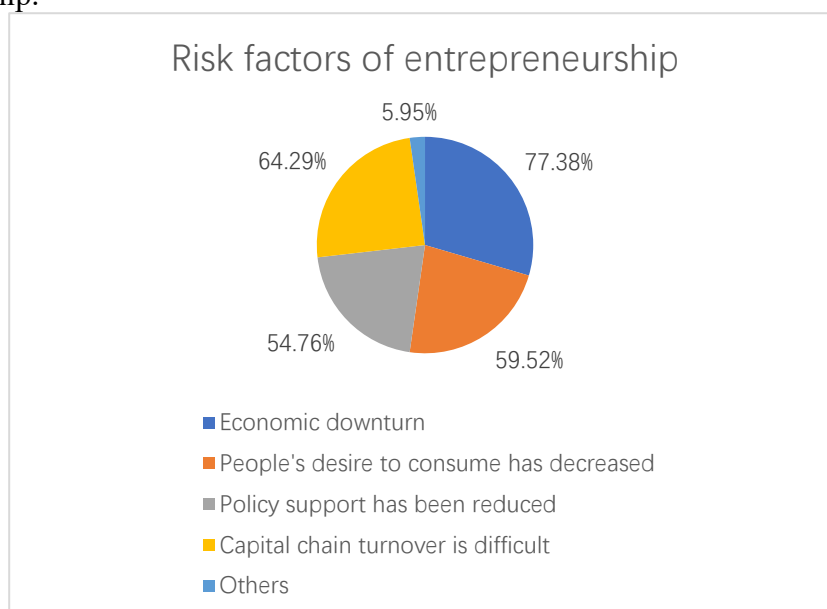


Figure 5. Risk factors of entrepreneurship

There are many factors affecting college students' entrepreneurship, such as social encouragement support system, market potential of entrepreneurial projects, social relations between individuals and families and social resources, team coordination and complementarity, start-up capital, market saturation and regional factors. As can be seen from Figure 5, the downward pressure on the economy in the background of the COVID-19 epidemic is the most important factor in entrepreneurial risk. Among the respondents, 33.33% will continue to start a business after failing a business, and 66.67% will choose to find a job after failing a business. College students do not start a business overnight. They need start-up capital, venue facilities, ability technology, policy support, etc.

3. Analysis on the causes of employment difficulties for college graduates

3.1 Colleges and universities continue to expand enrollment, and the market capacity is saturated

In order to popularize higher education and recruit more students, university education has gradually moved from elite education to mass education. Unlike the continuous expansion of enrollment in colleges and universities, the growth rate of jobs provided by society does not match the growth rate of college students, resulting in the supply of jobs in the market unable to meet the demand well. At the same time, with the industrial transformation and upgrading, more and more traditional jobs have been replaced by artificial intelligence, and social jobs tend to develop in an intelligent direction. In addition, due to the impact of the COVID-19 epidemic and the economic downturn, many industries are facing unemployment, which has exacerbated the employment difficulties of college graduates.

3.2 The employment guidance mechanism of colleges and universities is not perfect

Most colleges and universities carry out career guidance and career planning courses, most of which are taught by counselors in their majors. Some universities do not pay enough attention to the employment of college students and lack specificity, science and systematization in the teaching process. Counselors do not have professional knowledge of employment guidance and planning courses, and are mainly responsible for the guidance and education of students' work. According to a survey of 284 college students in Shandong Province, 61.02% of college students think that the school employment guidance course is helpful to them, and 39.98% of college students still think that the employment guidance and planning courses offered by the school are not very helpful to them and lose the original intention of the university to offer this course.

3.3 Students have too high expectations and do not have a correct view of career choice

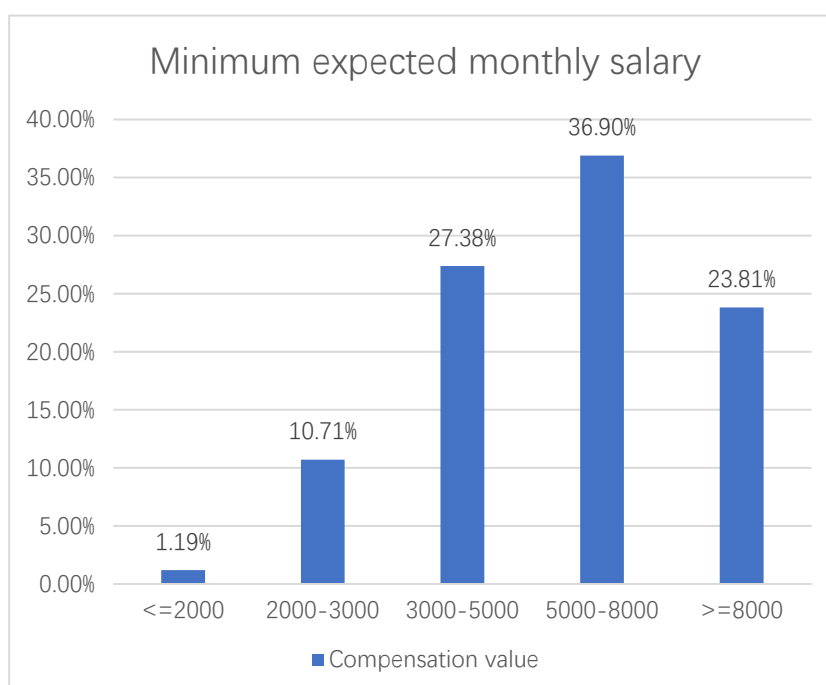


Figure 6 Minimum expected monthly salary

Due to the transformation of higher education from elitism to popularization, the overall academic level has been significantly improved. However, college students who have just entered the society cannot quickly adapt to the change of roles and are in a state of "successful people". Some college students believe that they have studied hard at a cold window for decades, and the salary difference

between just graduating from their senior high school and junior high school is not much, and there will be a certain psychological gap. They should have a stable, decent, socially position and well-paid job, so in the search for a job, college students will eliminate many jobs that they think are not suitable for them. As can be seen from Table 1, the majority of college students' monthly minimum salary is concentrated in 5,000-8000, and their expectations for the monthly minimum salary are high. Some college students believe that they should stay in big cities and companies to realize their life values, ideals and ambitions. They have high requirements for material life, geographical environment, status, fame and wealth, and not enough confidence in work-centered. Therefore, in the fierce workplace, it is difficult for college students to find their favorite job.

3.4 University personnel training does not meet market demand

With the rapid development of China's economy and science and technology, the demand of the talent market is also changing. The training programs and personalized teaching of many colleges and universities do not meet the needs of talents in the market well. First of all, some universities value theory and practice. They account for a large proportion of theoretical courses in the teaching process, and the requirements for practice are relatively slack. In the employment of college students, there will be low eyes. Secondly, the training of universities only pays attention to the teaching of theoretical knowledge and lacks humanistic care, resulting in college students' professional knowledge being too rigid and poor social adaptability. Finally, some professional course knowledge is too outdated to be updated with the development of society, unable to keep up with the pace of scientific and technological development, disconnected from the actual needs of society, and unable to meet the needs of enterprises for talent recruitment.

3.5 Insufficient government policy support

Although the Shandong government has issued a series of measures to promote the employment of graduates, support college students to start their own businesses, and give graduates certain financial subsidies and other related policies, the implementation and pertinence of these policies are poor, and the degree of refinement is not enough, resulting in the idealized effect in the implementation process. At present, insufficient employment security and service network for college students, and insufficient supporting public facilities have also reduced the effectiveness of college students' employment support policies to a certain extent, limited the multi-channel employment of graduates, increased the flexibility and difficulty of college students' independent entrepreneurship, and further increased the employment pressure of college students[2].

4. Study on countermeasures to promote college students' employment

4.1 The government introduces favorable employment policies

Although the Shandong Provincial Government has issued a series of employment policies for graduates to support college students to start a business and find employment flexibly. However, it is necessary to strengthen implementation. First of all, the Shandong Provincial Government can establish an entrepreneurship incubation base for colleges and universities to reduce the entrepreneurial costs of college students, lower the threshold for entrepreneurship, and increase financial support. Secondly, optimize the approval process for college graduates. Make good use of the smart employment hall service, simplify the employment procedures for graduates, fully implement electronic registration cards, and promote the rapid packaging of college graduate employment services. Finally, the Shandong Provincial Government should broaden the employment channels for college students, give college students employment subsidies and internship subsidies, promote the stable employment implementation rate of college graduates, include unemployed graduates in employment training, promote skills upgrading, and enhance the competitiveness of future employment.

4.2 Colleges and universities should strengthen employment guidance

According to the needs of social development, colleges and universities should update professional courses, combine theory with practice, and pay attention to the practical ability of college students. At the same time, we will strengthen the construction of employment guidance teams, introduce professionals in employment guidance, improve the strength of teachers, enrich the form of employment guidance courses, and establish a personalized and professional employment guidance service system for college students, so as to effectively improve the quality of career development and employment guidance services in colleges and universities, and help college students adapt quickly. Role change. Finally, colleges and universities cooperate with enterprises to recommend high-quality students to enterprises and solve the employment problems of some graduates.

4.3 College students should establish a correct view of career choice

First of all, college students should change the concept of employment and establish a popular concept of employment. At present, there are still a large number of employment opportunities in small towns, private enterprises, etc. There are many ways to realize the value of life. College students can pay more attention to projects such as the "Western Plan", "Three Supports and One Support". Employment is not once and for all, the quality of work is not unchanged, and any work is inseparable from hard work. Secondly, enhance the comprehensive quality. College students should learn professional courses well, strengthen practice, do a good job in winter and summer internships, exercise themselves during the internship process, and improve their ability. Finally, college students should take the initiative to find job opportunities. In the face of their favorite jobs, they should constantly strive for it and establish the concept of "employment, career selection". Therefore, college students should develop morally, intellectually, physically, aesthetically and labor in order to promote their employment.

4.4 Enterprises play the role of the main force in employment

Enterprises are an important platform for creating wealth and an important carrier for absorbing labor. During special periods, enterprises can cooperate with relevant departments to carry out employment actions. For example: In May 2022, I Love My Family and People's Daily Online launched the College Student Employment Escort Plan. I love my family will provide 17,247 exclusive positions for college students through job release, live recruitment, campus and other activities, covering human resources, financial management, intelligent data, data platform, user growth, real estate consultant and other popular positions. In order to avoid the epidemic affecting employment, I love my family to carry out talent recruitment through online lectures, remote interviews, online signing and other forms. It will also enter colleges and universities according to the mitigation of the epidemic, carry out offline recruitment and lectures, and communicate face-to-face communication with college graduates. At the same time, enterprises can also provide housing subsidies for college graduates to help graduates live in peace.

References

- [1] Li Xiumei, olive leaves, Gui Yong. Between materialism and post-materialism - changes in the employment attitude of college students in the post-epidemic era [J]. Culture Horizontal.2021(01):120-129+159
- [2] Zhou Wenxia, Li Shuoyu, Feng Yue. Research status of college student employment and college student employment dilemma [J]. Employment of Chinese college students.2022(07):3-8
- [3] Shanjie, and Zhu. "The changing literary environment for rural junior high school students in China: the case of Xiang Yi in Shandong Province, PRC." Inter-Asia Cultural Studies 15.1(2014):143-153.