

# Reflections on the Service and Practice of Employment Guidance for College Graduates in the New Era

Huawei Hao

Railway Police College, Zhengzhou, 450053, China

**Abstract:** In recent years, the social employment situation is extremely grim, many college students are facing unemployment after graduation, which is an important problem for colleges and universities as well as college students. Therefore, colleges and universities must strengthen employment guidance services for students, cultivate students' professional practice ability, and constantly enhance the employment competitiveness of College students, so as to promote better employment and employment of College students. This paper mainly considers and studies the employment guidance service and practice of college graduates in the new era, aiming at constantly innovating the employment guidance methods, attaching importance to the improvement of the efficiency of employment guidance service, steadily and steadily, step by step, aiming at improving students' employment competitiveness, reducing employment pressure, improving students' professional practical ability and comprehensive quality, and further. Better service for employers and the state.

**Keywords:** New era; College graduates; Employment guidance; Service; Practice; Research; Thinking

## 1. Introduction

In the context of the new era, the pressure of social employment is gradually increasing, and many college graduates will soon face unemployment after graduation. Based on this situation, colleges and universities must make comprehensive thinking and overall consideration, attach importance to the guidance of employment service for college students, strengthen the guidance of employment service for students on the basis of good professional knowledge, and constantly innovate employment practice methods, create more employment practice opportunities for students, increase their professional practice skills, and be practical. In the process of practice, we should give college students more professional and humanistic guidance, encourage and guide college students to better enhance their professional ability and comprehensive quality, so that college students can more calmly face the severe social employment situation, eliminate all difficulties and enhance their social employment competitiveness.

## 2. Analysis of the Current Situation of Employment Service Guidance and Practice for College Graduates in the New Era

In today's era and environment, when guiding graduates' employment services, schools should pay attention to cultivating students' sustained creativity, improving students' professional quality and skills, and constantly promoting students' career to be more sustainable.

At present, many colleges and universities have set up employment service guidance courses and projects, and actively guide and help college students to face the employment situation correctly, strengthen their professional skills and strength construction, so that students can better adapt to society, and better achieve employment. But there are still many colleges and universities do not attach great importance to the guidance and practice of employment services for college graduates. Professional teachers do not integrate more employment-related information and skills in teaching. In addition, when many teachers carry out specialized teaching, because of the limitations of teaching concepts and methods, students are not fully aware of the current employment situation. At the same time, the students do not pay enough attention to the effective promotion of their professional ability and comprehensive quality. Therefore, many colleges and universities must urgently solve the problems related to the employment service guidance and practice of College graduates, and carry out purposeful and planned professional guidance in full combination with the current situation of social employment and the quality of College students, so as to promote the university to become a big university. Students' employment strength has been improved.

## 3. The Importance of Employment Guidance Service and Practice for College Graduates in the New Era

In the context of the new era, colleges and universities implement employment guidance services and practices for graduates, and combine the needs of the state and Society for talents to focus on training students' comprehensive abilities and qualities, so that the talents trained by colleges and universities can better adapt to the changing and developing society, and better serve the country and enterprises, give full play to their wisdom, love their jobs and dedication. Through strengthening the practice of employment guidance for college students, colleges and universities can create more employment opportunities for students, expand the practical space for college students. Colleges and employment service instructors should give correct guidance and help in the process of students' employment practice, constantly cultivate and improve the professional ability and quality level of College graduates, so as to make students better. It is very important for social stability and the development of enterprises to realize employment, enhance the competitiveness of College students, promote college students to better realize their life value in enterprises, and contribute their intelligence to the economic development of enterprises.

#### **4. Strategic Exploration of Employment Guidance Service and Practice for College Graduates in the New Era**

Colleges and universities should do a good job in the employment guidance and practice of graduates, constantly refine the contents of employment guidance and practice, constantly innovate the training mode of talents, reform the teaching mechanism, pay attention to the training and improvement of students' professional ability and level, and cultivate more high-quality professional and technical talents for the country and society. Next, we discuss and explore the strategies of employment guidance service and Practice for college graduates in the new era.

##### **4.1. Reform and deepen the current education system from the perspective of college graduates**

In recent years, with the effective development of social economy, many enterprises in the country and society have higher and higher standards and requirements for talents. Colleges and universities are mainly the base and cradle of training professionals. They should constantly cultivate high-quality talents that meet the needs of national economic development and social enterprise development. Based on this, colleges and universities must constantly deepen and innovate the existing education and teaching system, from the perspective of College graduates, deeply understand and grasp the status quo of graduates, and constantly formulate and innovate employment service guidance and practical plans and strategies in line with the development of the times, in order to

enhance the professional practice ability and Employment Competitiveness of graduates. At the same time, colleges and universities should adjust the proportion of professional students according to the supply and demand of social talents, and carry out the construction and reform of the teaching structure and system of professional courses to meet the needs of society and enterprises to the greatest extent.

##### **4.2. Diversification and innovation of talents training model to strengthen the guidance and practice function of employment service in colleges and universities**

In order to cultivate more high-quality, sophisticated and top-notch talents for the country and society, colleges and universities must innovate in personnel training modes and methods, constantly strengthen the guidance and practical functions of employment service in Colleges and universities, constantly cultivate the professional practical ability and innovative spirit of College graduates, improve the effectiveness and quality of employment service guidance and Practice for College graduates, and constantly expand college graduates. The employment rate of students will improve the employment quality of College graduates. Following is the exploration and analysis of the diversification and innovation of university personnel training mode and the specific methods of strengthening the guidance and practical function of employment service in universities.

###### **4.2.1. Pay attention to the organic combination of theory and Practice**

In order to cultivate more talents to meet the needs of social employers, the employment service guidance and practice teachers in Colleges and universities must pay attention to guiding students to effectively integrate theoretical knowledge with practice. Starting from the actual situation of students, let students continue to carry out practical teaching on the basis of mastering professional theoretical knowledge, actively guide and encourage college graduates to participate in professional practice activities, gradually enhance students' professional practical ability and accumulate more professional practical experience from practice, which will increase the employment and employment of college graduates very heavily. Important weight. At the same time, in the process of students participating in professional practice, teachers should attach importance to the cultivation and improvement of students' professional ability, and constantly improve graduates' professional quality and professional ability.

###### **4.2.2. Strengthen the skills education of graduates and improve the competitive power of employment**

At present, in society, the demand for skilled talents is still relatively high. Therefore, colleges and universities must attach importance to this social situation, constantly guide and encourage students to improve their professional skills on the basis of good professional knowledge. At the same time, in the new era and background, comprehensive talents are the general trend of national and social needs. Many enterprises in society tend to have high-quality professional and technical talents and comprehensive talents with strong comprehensive quality and ability. Therefore, teachers in Colleges and universities should constantly attach importance to students' professional knowledge, and make great efforts to guide and encourage students to actively expand and study other professional skills, gradually enrich students' comprehensive ability and cultivate students' comprehensive strength, so that students can occupy a more advantageous position in the fierce market competition, thereby promoting students to be better. To achieve employment and realize their own value of life.

#### **4.2.3. Fostering the dual-creative spirit and ability of college graduates**

In the modern society, the demand for talented people with development potential and creative spirit has been steadily increasing. Therefore, in guiding and practicing employment services for graduates, colleges and universities should focus on cultivating their spirit and ability of innovation and entrepreneurship, encourage them to face up to the severe employment situation in society, change their concept of employment and career choice, and actively carry out innovation and entrepreneurship. Colleges and universities can start with the courses of employment, entrepreneurship guidance and career planning, organize and organize a number of innovation, entrepreneurship activities and competitions. They can also organize some vocational skills competitions or career planning competitions for college students, and actively encourage college students to sign up and participate. In addition, colleges and universities should actively build innovation and entrepreneurship platform for graduates, determine the employment service guidance and practical objectives, actively carry out employment service guidance, constantly cultivate more excellent innovative and entrepreneurship talents, and enhance the comprehensive ability and employment competitiveness of college graduates themselves.

#### **4.3. Upgrading college employment service guidance system in an all-round way**

In order to improve the employment ability of graduates, colleges and universities should constantly improve and upgrade the existing employment service guidance system, fully integrate the employment situation of the society and the employer's demand for talents to improve and

enrich the content of the employment service guidance system, improve the employment service guidance and practice mechanism, strengthen the teaching staff of employment service guidance and practice, and continuously employ them. And train more teachers with strong ability of employment service guidance, and provide professional employment guidance and help to graduates in combination with practical social cases, aiming at helping college students to get employment and employment smoothly, to realize their career ideals and goals, and to give full play to their talents and realize their self-worth in their posts.

#### **4.4. Establish the mechanism of school-enterprise co-construction to provide more practice and employment opportunities for graduates**

In the process of guidance and practice of employment service for college graduates, universities can establish strategic partnerships with some enterprises in society. Schools can export higher-quality talents for enterprises, and enterprises should also provide professional practical positions and opportunities for the graduates who are learning effectively, so that students can really practice in their own professional fields and scope. At the same time, colleges and universities should vigorously promote the construction of the work and mechanism of the combination of production, learning and research, gradually carry out school-enterprise cooperation, provide more off-campus training bases for college graduates, and effectively enhance students' professional practical ability, so that students can better hone themselves in specific practice, and constantly improve students' social adaptability and ability. The ability to handle interpersonal relationships correctly will help college graduates to better realize their career ideals and improve their employability.

#### **4.5. Establishing an internet platform for employment exchange and widening employment channels**

Today, with the continuous development of Internet technology, there are abundant employment resources on the Internet. Colleges and universities can establish an Internet communication platform to enable students to search for employment information in the network platform. College employment service instructors should teach students how to screen false recruitment information in the Internet, and conduct a detailed study on the employment standards of some large enterprises. Continuously enrich and improve the vocational ability and employment competitiveness of graduates. At the same time, colleges and universities can also strengthen cooperation with talent exchange centers and provide office space for talent exchange centers, which is conducive to talent exchange centers to provide more efficient, fast and convenient employment guidance services for

students, guide and help college graduates to better understand themselves and better choose their own careers.

#### **4.6. Actively guiding college graduates to change their ideas of career choice**

In the guidance and practice of employment service, colleges and universities should proceed from the actual situation of students. They should actively guide students to start from the grass-roots level and go to the places where the country needs, face the West and grass-roots level, realize their entrepreneurial dreams, and promote students to better realize their life values.

#### **4.7. Building and perfecting the professional employment guidance service mechanism**

In the new era and background, in order to provide better employment services for graduates, colleges and universities must build and improve the professional employment guidance service mechanism, set up professional and standardized employment guidance service team, encourage and guide all college staff to participate in the employment service work, and realize the construction of employment guidance service mechanism from multi-dimensional and multi-angle.

Firstly, from the perspective of students, colleges and universities should fully understand the importance of employment guidance services for graduates, and constantly combine the survival and development strategies of colleges and universities to carry out employment guidance work. At the same time, the staff of employment service guidance in Colleges and universities should fully perform their duties, strengthen their service consciousness and responsibility, so as to continuously improve and improve the effect and quality of employment guidance service in Colleges and universities.

Secondly, colleges and universities should set up professional employment guidance service teams, fully integrate the standards and requirements of the society for all professionals in Colleges and universities to set up more comprehensive and professional employment service guidance teams, specially provide professional employment service guidance to graduates of all professions in Colleges and universities, and conduct in-depth analysis and Research on students' professional technical level, professional ability, comprehensive accomplishment and so on. Personalized characteristics and other situations, so as to provide more comprehensive and effective employment service information for college graduates, pro-

vide more suitable employment positions for students, and promote college graduates to better achieve employment and employment, realize their career ideal and life value.

Finally, colleges and universities should improve and perfect the employment service system, improve and perfect the employment service guidance system from universities, teachers, students, society and other aspects, and implement the employment service guidance responsibility system of College faculty, so that college faculty members can implement employment service guidance work in strict accordance with the employment service guidance system of colleges and universities. To improve the comprehensive ability and accomplishment of the faculty and staff in Colleges and universities, and to provide more comprehensive employment service guidance for college graduates, so as to promote college graduates to better achieve employment, establish a positive and correct concept of career selection and employment, so as to promote the comprehensive development of College graduates.

## **5. Concluding Remarks**

To sum up, in the new era, the employment pressure of the society is relatively high. Colleges and universities must take students as the center, establish and improve the guidance and practice mechanism of employment service, cultivate the vocational ability of College graduates, actively guide and encourage college students to innovate and start businesses, encourage all college staff to participate in the guidance of employment service, and provide more for college graduates. Professional employment service guidance, enhance the employment competitiveness of graduates, improve the employment ability and level of College graduates.

## **References**

- [1] Yuan Ying. Research on the innovation of employment guidance and service model for college graduates under the new situation. *Science and Education Educational Journal (Mid-term)*. 2015, (10), 175-176.
- [2] Hu Xiujun. Construction and improvement of employment guidance service system for college students. *Vocational Guidance*. 2015, (4), 69-71.
- [3] Li Yaru, Chen Bo, Liu Zhifeng. Integration of industry and education to optimize professional settings, school-enterprise cooperation to achieve coordinated development. *Higher Education Journal*. 2017, (6), 136-137.