

Enlightenment of Higher Vocational Employment Quality Research on the Professional Development of College Students

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Abstract

College students' employment is an important task for college graduates to serve national strategies and serve the local economy. Higher vocational employment quality research is an important way to strengthen connotation construction and improve the quality of talent training in higher vocational colleges. It is of great significance to further understand the evaluation and expectations of the employer for the career development of graduates, and exploring the new model of the vocational development and education work of colleges and universities. Essence Based on the research on the quality of employment quality of higher vocational graduates, this article analyzes the career development of college students, and combines the current status and existing problems of the vocational development and education work of higher vocational colleges. Summarize some of the beneficial inspirations of the professional development of colleges and universities.

Key words: Employment quality research; Higher vocational colleges; College students; Career development

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1. INTRODUCTION

Employment is the foundation of people's livelihood, and it is also a lifeline for survival and development of higher

vocational colleges. In recent years, as my country's economic and social development has entered a new normal, the new wave of "mass entrepreneurship and innovation" has promoted the development and change of various industries, and also brought new opportunities and challenges to higher vocational education. Higher vocational education shoulders important tasks to provide human resources guarantee and intellectual support for regional economic and social development, and provides strong talent support for my country's economic and social development. However, in recent years, the employment situation in my country has been severe, especially the employment pressure of graduates from higher vocational colleges has increased. The problems of low employment quality have seriously affected the sustainable development of higher vocational education. Therefore, higher vocational colleges must seize opportunities, meet challenges, vigorously strengthen connotation construction, and improve the quality of talent training. In this context, how to comprehensively understand the evaluation and expectations of the employer's career development and expectations of the employer is particularly important.

2. RESEARCH ON EMPLOYMENT OF HIGHER VOCATIONAL GRADUATES

2.1 Research Objects and Methods

This survey mainly focused on some higher vocational colleges in Guangdong Province as the research object. Through the research on the employment quality of college students, it conducted an in-depth analysis of the current employment issues of higher vocational graduates from the school level and teacher level. The survey mainly carried out a combination of questionnaire analysis and interview method. By collecting questionnaire survey forms in some higher vocational colleges in Guangdong

Province and a face-to-face conversation with teachers, students, and related managers from some higher vocational colleges to understand them. Reasonable suggestions on the current problems of the development of vocational education, combined with their own majors and internship units encountered difficulties during employment.

2.2 Research Content

This survey involves two parts: the employment survey of graduates and the graduate satisfaction survey. Among them, the investigation of employment includes two parts: the overall situation of graduate employment, structural analysis and industry distribution.

2.3 Research Results

It can be seen from the survey results that the employment quality of higher vocational graduates is not optimistic. Most graduates have low employment satisfaction, enterprises do not pay enough attention to their career development, and graduates lack clear professional goals, career planning and occupational awareness in their career development, and lack of learning and exercise opportunities. Students lack awareness of active learning at work, and do not master the methods of active learning. Most people think that work is just a way to make a living, and lack of learning opportunities at work.

By conducting questionnaires on employers and graduates, we summarize the following conclusions:

First, the employment rate of higher vocational graduates has increased year by year. The average employment rate in recent years is as high as 96.01%. Professional knowledge is not solid enough, or is not interested in the majors you have learned. With my country's economic development entering the new normal, the scientific and technological progress and industrial upgrades have continuously expanded the gap in high-quality technical and skillful talents. Higher vocational education, as an important channel for cultivating high-quality technical and skillful talents, is not optimistic about the employment situation of graduates.

Second, higher vocational students are generally not satisfied with their professionalism, and they cannot meet the basic requirements of enterprises for talents. The proportion of the number of people who are more satisfactory for high-vocational students on professional courses and the effect of teaching effects is 60%.

Third, students in higher vocational colleges are not highly satisfied with the working environment. Among them, the proportion of "unable to adapt" and "not satisfied" accounts for a relatively high proportion. The dissatisfaction of the working environment is mainly due to the different goals of enterprises and higher vocational colleges. Enterprises pay more attention to employees' skills, hands-on capabilities and innovative ability, while higher vocational colleges focus on the improvement of

students' professional knowledge and theoretical level, and lack the cultivation of practical hands-on ability.

3. ANALYSIS OF THE CURRENT STATUS OF HIGHER VOCATIONAL GRADUATES IN EMPLOYMENT

The survey adopts the questionnaire method, from the five aspects of employment, employment and professional counterpart rate, employment satisfaction, employment stability, and occupational development satisfaction, a total of 500 questionnaires are issued, 430 effective questionnaires are recovered, and effective questionnaires are effective. The recovery rate is 86%. The survey mainly designed different survey content according to the level of higher vocational graduates at different levels of academic qualifications, and conducts investigations in different groups. At the same time, combined with the visit to the employer, some majors were supplemented. During the investigation, it was found that there were still many problems in the process of employment.

3.1 Employment Expectations Need to Be Adjusted.

This survey shows that graduates have a high overall satisfaction with employers, but there are still a considerable proportion of students who believe that employers have incomplete employment mechanisms and low labor remuneration. From the perspective of the employer's investigation data of graduates' employment satisfaction, graduates have a high overall satisfaction with employers, but some students are not satisfied with labor remuneration. This is mainly because: on the one hand, students' employment expectations are too high; on the other hand, higher vocational graduates pay more attention to the interests of the front when choosing a job, and often set the expectations of employment too high. This requires that schools should combine the actual situation of the students when conducting career planning and guidance to guide students to view the employment situation rationally, adjust their own positioning, and actively face the difficulties and setbacks encountered in the process of employment. Only in this way can we lay the foundation for graduates to better adapt to society.

3.2 Lack of Clear Career Planning

Occupational planning refers to the process of overall design, overall arrangements and continuous tracking of individual professional activities and career development to determine the direction, goals and professional activities content. In this survey, 67.12% of graduates of higher vocational graduates did not formulate clear career planning. When conducting occupational planning education for graduates, only 20.27% of graduates can understand the importance of "clear career planning".

61.17% of students believe that “vocational planning education is mainly about school teachers or counselors to tell us” Essence It can be seen that most of the students in higher vocational colleges have no clear and clear understanding of their future, and they have not set corresponding plans and goals based on their actual situation. Room for improvement.

3.3 The Number and Channels Obtained by Employment Information Are Small

Among the employers investigated, 48.4% of the enterprises will publish employment information on the website of the unit when recruiting. 52.6% of the enterprises will publish employment information on the school’s official website when recruiting, but there are still 21.5% The company said that he did not know that there was relevant information on the school’s official website. Among the graduates of higher vocational colleges investigated, 42.1% of the channels for obtaining employment information are limited to the school’s official website, while 16.9% of students depend on the active provided by employers. Due to the lack of corresponding incentive measures in the employment guidance of college students, there are fewer channels and insufficient quantities for some students to obtain employment information, which causes students to unable to use employment information to help develop career development plans to some extent. Carryuration of vocational development and education in colleges and universities.

3.4 Traditional Employment Guidance Methods Need to Change Urgently

The survey shows that the school’s emphasis on the education of students’ career development is generally low, and the employment guidance and service work are not paid enough for student employment guidance and service. The teaching, practice, internship and other links are relatively weak, and it is difficult to meet the requirements of high -quality employment in graduates. In the survey, we found that most of the higher vocational students have a high satisfaction with employment guidance courses, but some students still believe that employment guidance courses have little effect on their employment guidance. The reason may be that the method of traditional employment guidance cannot meet the needs of students to a certain extent. On the one hand, the employment guidance courses of some higher vocational colleges are often carried out by counselors or other administrators. Most of them are simple employment guidance, and they are more casual in curriculum settings. On the other hand, traditional employment guidance courses are mainly teaching knowledge, far away from the actual needs of students, and to a certain extent affecting students’ mastery and learning of professional development. Therefore, colleges and universities should

change the traditional employment guidance method, introduce more consultation and counseling functions, communicate face -to -face exchanges with students, and guide students to learn independently in conjunction with social practice. In this regard, higher vocational colleges should fully recognize the importance of vocational development education, and use it as an important content of students’ quality education and comprehensive ability training to form a situation of all participation.

4. REVELATION OF THE CAREER DEVELOPMENT OF COLLEGES AND UNIVERSITIES

Based on the results of the above survey, combined with the current status and existing problems of the vocational development education work of higher vocational colleges, the author believes that higher vocational colleges can carry out work from the following aspects:

4.1 Guide Students to Carry Out Career Planning and Establish a Correct Outlook on Career Selection.

Professional planning is a clear goal, planning and planning for your future career and life, and on this basis, to establish professional goals, and to establish professional goals, reasonable and reasonable factors such as your professional personality, hobbies, ability levels and values. Set specific professional goals and decompose it into several small goals. In the process, students should clarify their direction of struggle and establish the correct outlook on life, values and world views. Through career planning and education, students understand the significance of their career planning to personal growth, establish a correct outlook on employment, establish employment goals that meet the needs of society, and actively achieve it. Guiding students to carry out career planning and employment guidance is an important part of employment work in higher vocational colleges.

Vocational planning education can be carried out from the following aspects: First of all, schools can strengthen college students to understand their professional knowledge, skills and other aspects through organizational practice activities; second There are certain influential employees to participate; finally, in the process of teaching, provide students with more internship opportunities and exercise space, so that they can truly understand the value and significance of employment.

4.2 Guidance of Innovation Employment Guidance

Higher vocational colleges should innovate employment guidance methods, strengthen communication and cooperation with employers, and provide students with better employment services. Strengthen personalized

guidance; improve the level of professionalism and management of teachers; establish a sound assessment system, encourage outstanding teachers to play their advantages; increase publicity efforts, and enhance students' awareness of vocational planning education. The employment guidance methods of higher vocational colleges should keep pace with the times and educate students innovatively. First of all, we must be targeted. Teachers must be continuously updated according to the changes of the times and society when formulating the professional development plan of college students. Universities can adjust the content of the curriculum, teaching methods, etc. with the actual situation; secondly, we must pay attention to practical results, and the school should also pay attention to the construction of the employment information platform of graduates; once again, to strengthen the mechanism of communication and communication and coordination of schools and enterprises Enterprises can understand students' needs in a timely manner and provide them with better and better services.

4.3 Establish a System of Career Development System

In order to be effectively improved, the quality of employment of higher vocational colleges must establish a professional system that is scientific, reasonable, improved and practical, and can adapt to social development trends and needs. The first is to strengthen information on various types of talents in the employment market of graduates and collect and organize information such as various types of talents in the employment market and related policies and regulations and timely feedback to college student work departments; second, the school should actively communicate with the employer and formulate it during the enrollment process. Corresponding measures to guide college students to establish the correct concept of choice of career and improve their own comprehensive quality level to better cope with the new challenges and opportunities brought by future social development, thereby ensuring the quality of students' employment and promoting social stable development. Establish a system of career development system, penetrate career development education throughout the university life, and start the education education throughout the life of college from the beginning of enrollment. Professional knowledge is combined with employment, entrepreneurship, professional growth, humanistic quality, and professional quality to truly cultivate students into high-quality talents with skills.

4.4 Strengthen the Informatization Construction of Employment Work

The information construction of employment work should be combined with modern information technologies such as "Internet+" to improve the level of informationization

of employment work and provide more efficient services for graduates. Improve the campus employment information platform, increase online and offline employment resources sharing channels, enrich the types of employment information, and facilitate students to find employment information. Strengthen the construction of employment information platforms, use modern technical means to contact graduates and enterprises, and establish effective communication channels. Promote job search dynamics and related knowledge through media such as the Internet, TV. Also; too. Informatization construction of employment quality of higher vocational colleges is an important part of the current development of vocational education. It also plays an important role in promoting the teaching reform of colleges and universities, improving the achievement of students' comprehensive quality and ability to cultivate the work goals. Strengthen the development and use and management of information resources. First of all, we must establish and improve the network-oriented platform of talent information, and update the talent needs and supply and demand status to the campus website in a timely manner; secondly, establish a professional and technical archives and teacher training file library, and actively encourage universities and employers to cooperate to build talent resource sharing websites or recruitment. Provide more employment information service platforms for higher vocational colleges and universities; build employment guidance expert database and vocational planner training system and graduate tracking service system again, and pay attention to the use of Internet technologies to cultivate their professional development capabilities to make them Be able to quickly find your own job and position on the Internet.

4.5 Strengthen the Guidance and Support for Graduates' Independent Entrepreneurship

The survey shows that graduates are generally positive for independent entrepreneurship, but there are still insufficient funds, abilities, and resources. In response to the problems faced by graduates 'independent entrepreneurship, schools should actively build a platform for entrepreneurial practice, offer entrepreneurial guidance courses, strengthen guidance and support for graduates' independent entrepreneurship, and provide them with all-round services such as policy consulting, project planning, and financing loans. Essence Under the current employment situation, higher vocational colleges need to strengthen guidance to the self-entrepreneurial entrepreneurship of graduates, help students to establish the correct concepts, and cultivate their ability to think independently, be courageous, and dare to do it. First, we must strengthen the guidance of students' independent entrepreneurship. On the one hand, higher vocational colleges should fully attach importance to their own

quality and ability cultivation of graduates when conducting employment services. On the one hand, it can also give a certain preferential policies to the school with corresponding support funds from the introduction of advanced talent resources from social persons or other related institutions to promote the reform of education and teaching in colleges and universities, the reform of curriculum settings, and the construction of teacher teams, thereby further improving the quality of employment and the level of employment and Efficiency; in addition, we need to strengthen the guarantee for the funding for self-entrepreneurship of graduates, provide them with a good and loose entrepreneurial environment, and lay a solid foundation for graduates' future independent entrepreneurship.

5. CONCLUSION

At present, with the transformation and upgrading of my country's economic structure, the demand for technical talents in all walks of life is increasing. Therefore, higher vocational colleges should combine their own characteristics, with employment-oriented, and start from the formulation of talent training plans, curriculum settings, teachers' construction, employment services, internship training, and campus culture construction. Talent training model, focus on improving the quality of talent training. At the same time, schools should also continue to strengthen the guidance and service of students' career development, help students clarify their career planning and development goals, and provide them with a full range of vocational guidance services. Strengthening career planning education is the core content of college students' career development education. Higher vocational colleges should give full play to their professional advantages, teacher advantages and practical advantages, innovate working models and methods, promote the comprehensive development of students, thereby transporting more professional talents to the society.

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