

Innovative Research on University Employment Guidance System*

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Abstract: With the social development and deepening reform on higher education system in China, the graduate employment have become a social hot and difficult spot increasingly, and it brings series of challenges to the employment guidance. In order to meet the challenge, this thesis suggests a whole-process employment guidance system to innovate the current guidance. It starts from China's actual conditions and reality and draws lessons from the western countries' theoretical fruit on vocational guidance, then puts forward a whole-process employment guidance mode which is guided with the vocational development theory, is launched facing whole college students and is run through the university stage.
Key words: Employment guidance system; Career development; Career education; Whole-process guidance

1 Introduction

We know that different universities of various countries have different employment guidance systems. In Hong Kong, the majority of universities' employment guidance departments are attached to Student Affairs Section, as a branch of it. Part of job is to provide career consultation and planning. Take the employment guidance system of City University of Hong Kong for example:

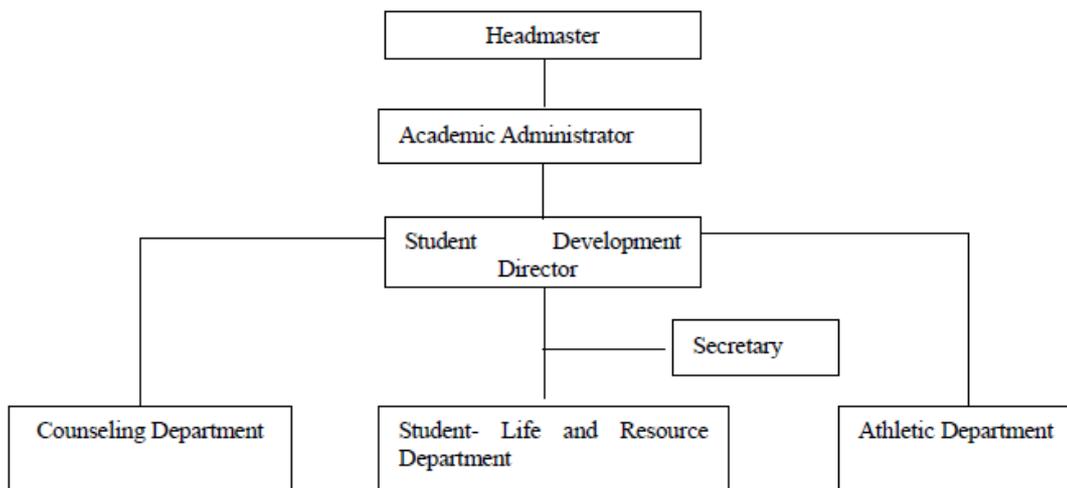


Figure 1 - The Employment Guidance System of City University of Hong Kong

As shown in Figure 1, the employment guidance department is attached to Student Affairs Section. The job of employment education and diathesis development is attached to the counseling department, and the counseling department is a branch of Student Affairs Section. Student Affairs Section of City University of Hong Kong is different from the sections of universities in the hinterland, which contains multiple jobs, such as career planning, psychological counseling, career counseling and etc.

The graduate employment pattern in America can be generalized as following: free assignment of graduates, finding a job on his own ^[1]. Universities attach importance to graduate's issue of obtaining employment, which is because much importance is attached to

* This research is supported by self-renovation foundation of Wuhan University of Technology; the number is 2010-1b-076.

the reputation. The situation of employment relates to the survival and development of university directly.

The USA government adopts the policy of ‘Give everyone his due’ and encourages to obtain employment with market regulation [2]. The Government gave priority to the macroscopic and basic work. The employment guidance center is the central part in the whole university, which is charged directly by a vice headmaster. In the respect of personnel, excluding professional personnel, the center is provided with quite a lot part-time teachers. The function of the center is to connect and disseminate the employment information, compile the employment newspapers, organize the staff recruitment and the alumni. The aim of the center is to access and implement the employment plan.

2 Investigation on the Status of the Existing System

The career development education is the latecomer in domestic universities, which is a subject that developed with the development of political and economical reform and higher education reform. It has no doubt that the existing system remains on the stage of simple employment guidance and the whole-new career development education pattern is remained to be deepened. The research teams scheme and implement the investigation on the situation of the existing system, aiming to understand the status in an all-round way and propose the innovation system. According to the investigation, we select 158 universities as the sample and make a generalization on the prominent features of the existing system.

2.1 Lack of system Independence

Suppose we first take a look at the framework. The employment guidance section is imperfect and is not an independent agency, which is affiliated to other sections of the university. 70 of 158 universities’ employment guidance sections are affiliated to Student Affairs Section, and 54 of 158 work in a united office with admission offices. There are only 30 of 158 universities which setup the employment guidance section as a dependent agency.

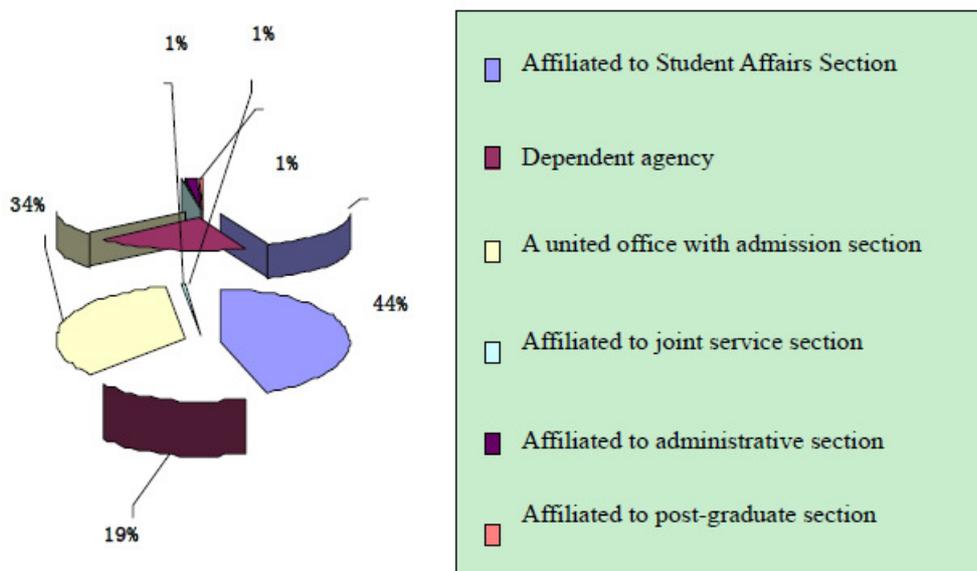


Figure 2 - Framework of the Employment Guidance Section

The employment guidance section can't aim at giving variety to the career counseling, career education and career instruction because it is lack of independence and autonomy. The function of the section is weakened.

2.2 Lack of specialization

Only a very few employment guidance sections have teaching and research agencies.

The major function of the section is employment service and counseling. According to the investigation, 140 of 158 have no research agencies and 120 of 158 have no teaching and research agencies of employment guidance.

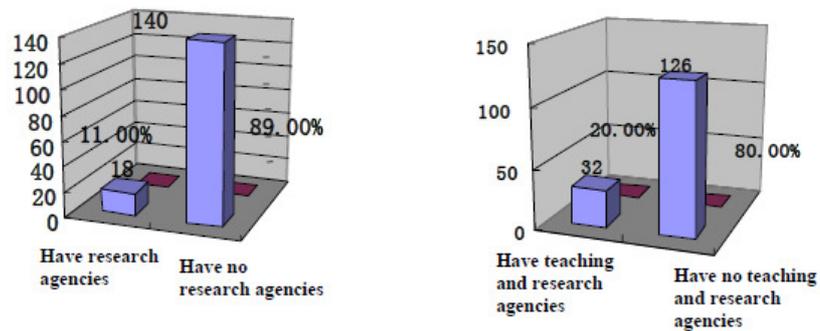


Figure 3 - Specialization of the Employment Guidance System

Judging from the figure 3, employment guidance sections alone cannot solve the research problem. The existing system stops at the stage of single service and the system is too unitary.

According to the investigation, 65 universities have setup the special organizations in the faculties. For lack of the employment guidance organizations in the faculties, universities cannot put their employment guidance services into effect and cannot conduct teaching researches purposefully in the faculties. The employment guidance section cannot seek information from the faculties, which leads to the impairment of the function.

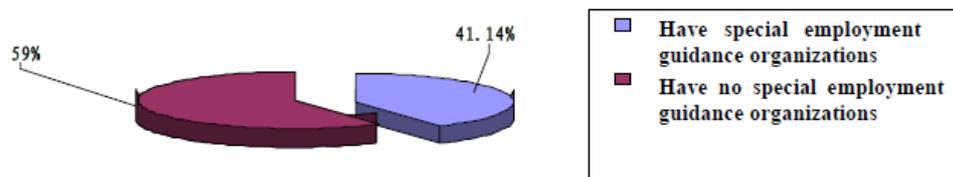


Figure 4 - Institutional Set in the Faculties

2.3 Lack of features of career development education

The existing services for students provided by the employment guidance section put focus on the administrative affairs and the flow of the employment, which have little character. During the existing services, the first four services are providing employment information, employment policy guidance, counseling and agreement management. According to the investigation, the existing system lays particular stress on the administrative affairs and lack of special career development education and guidance, which cannot meet the needs of the students.

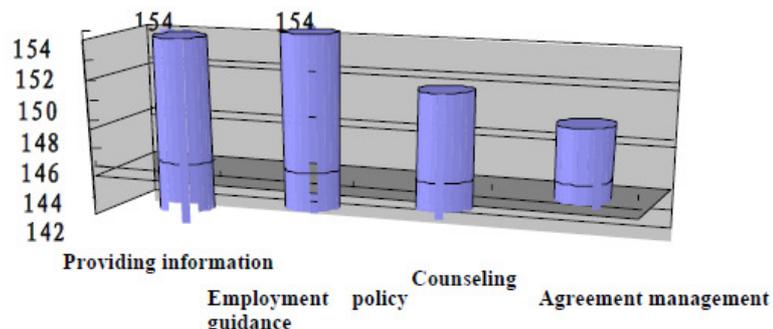


Figure 5 - First Four Existing Employment Services

3 Construction of Whole-Process Employment Guidance System

To realize the demand of the Ministry of Education, we should construct the whole-process employment guidance system firstly and strengthen the institutional improvement and innovation. We should have a full realization of taking the employment as the important stage of talents training in universities^[3]. Not only should we concern on the process of teaching, but also the process of employment. Every single one is different. It is important to help students find the job suitable for them and give full play to favorable local conditions. It is necessary to change the concept and methods of employment guidance service, build the whole-process employment guidance system and change into serving from administration.

The new system should make up the existing deficiency and subdivide the sectors into different parts. Through the investigation and working experience, we construct the whole-process employment guidance system. As follows:

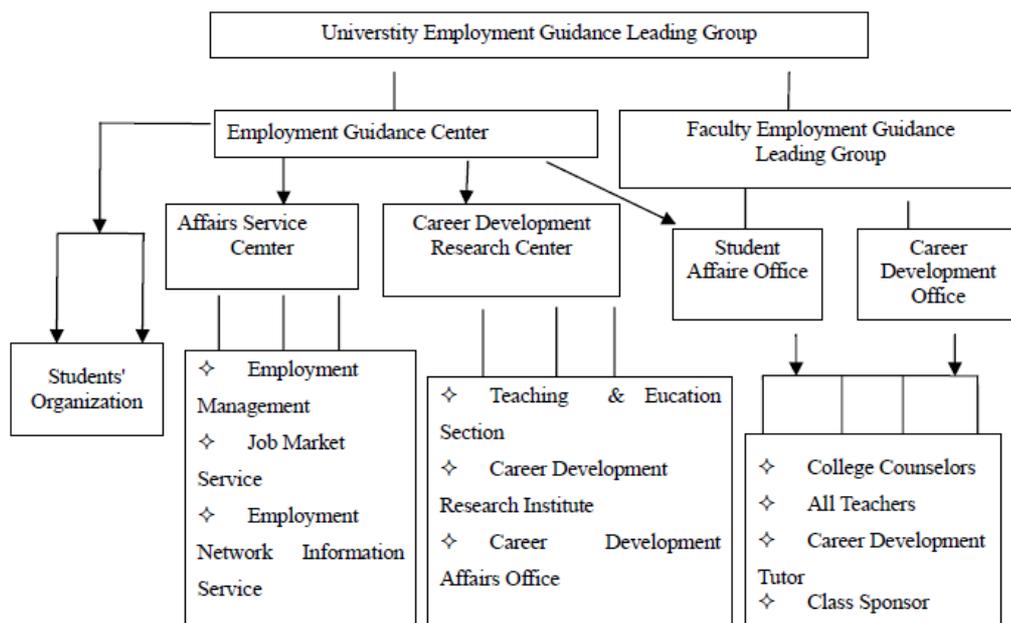


Figure 6 - The Whole-Process Employment Guidance System

As shown in the figure, university employment guidance leading group takes the whole situation into account and leads the work of the employment guidance. In the new set of institution, the leading group takes charge of Planning as a whole and Leads the two branches branch, which is employment guidance center and faculty employment guidance leading group. University employment guidance leading group probes the new train of thought and meets the needs of society, which is beneficial to build the layer upon layer conscientious system.

Employment guidance center has two important work duties: employment affair service and career development education and research. The center keeps close connection with the faculty student affairs office and instructs its work. Between the two duties, employment affair service includes daily administration affair of graduate employment and carries out the work in cooperation commonly from three offices. The first office is employment management office, which responsibility is to manage technological employment process affair. The second office is job market and information office, which responsibility is to develop employment market, organize the job fair and collect the information. The third office is employment network information service office, which responsibility is to network the employment information and manage the employment network platform. The job of career development research and education center is completed in cooperation also from three offices: career development affairs office, career development education and research office

and career development education institute. The three offices take in charge of the investigation on the realm of career development education and individual cases counseling. After the vocational guidance, the students have a fundamental cognition to self.

The feature of the brand-new system is that it insists on walking on two legs. On the one hand, the system reinforces the construction of job market, opens up the channel of obtaining employment and improves the construction of information network; on the other hand, the system engages in the whole-process career development education and provides the guidance and counseling.

4 Conclusion

When facing the severe competition in Employment, the rigor demands from the employers and other competitors, a large number of graduates feel anxious or even hopeless. In order to help students to take the first step well and choose their first ideal job composedly at ease, employment guidance system must be prearranged, so as to enable graduates to take precautions in ideology, knowledge and mind. Countermeasures in constructing the whole-process employment guidance system should be suggested form precise orientation, quality improvement, approaches improvement and etc.

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