



Employment Strategies in Applied Universities: A Case Study of Shanxi Technology And Business College in the New Era

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Abstract: The rapid expansion of higher education in China has led to a transformation in the employment landscape for college graduates. In response, the government has established a new employment market mechanism that poses challenges for employment guidance departments. The employment outcomes of college students are closely tied to the development and competitiveness of universities. To address these challenges, applied universities must enhance the comprehensive qualities and employability of their students through long-term planning and coordination. This paper examines the employment work in applied universities in the new era, focusing on the case of Shanxi Technology and Business College. The study highlights the requirements for effective employment strategies, including leadership involvement, coordination, and engagement of all staff members. It also discusses the employment statistics of the 2022 graduates from Shanxi Technology and Business College. The paper outlines the employment strategies employed by the college, such as employment guidance classes, improving the quality of employment education, and establishing on-campus and online recruitment platforms. It emphasizes the coordinated efforts and responsibilities of the college leadership, active participation from various departments, transformation of educational guidance, and the implementation of multiple measures for employment success. The college also emphasizes the accurate collection and statistical verification of graduates' employment data. This study provides insights into the employment work in applied universities, offering valuable strategies and practices for navigating the new era of college graduate employment.

Keywords: employment, strategies, graduates, recruitment platforms, challenges

Introduction

I Introduction

The rapid growth of higher education in China has facilitated the shift from elitist education to mass education and has also brought about changes in the employment landscape for college graduates. To align with the demands of higher education development and the socialist market economy in the present era, the government has established an employment market mechanism characterized by "market orientation, government macro-control, school recommendations, and two-way selection between graduates and employers." This new employment paradigm poses fresh challenges for employment guidance departments at all levels. Consequently, the employment outcomes of college students reflect the quality and effectiveness of university operations to a considerable extent, and they are closely intertwined with the development and competitiveness of colleges and universities^[1].

As an institution focused on practical applications, it is imperative for an application-oriented university to explore new mechanisms for nurturing talent that align with social and economic development as well as the employment market. This entails enhancing the comprehensive qualities and employability of college students. Colleges and universities must consider long-term development, engage in holistic planning and coordination, and establish close collaborations. By improving the employment guidance system for graduates, institutions can effectively fulfill the task of providing employment guidance to college students in the new context. This requires adopting a positive attitude and employing scientific methods^[2].

This study will make a research on the employment work in applied colleges and universities in the new era through a case study of Shanxi Technology And Business College.

About Shanxi Technology And Business College

Shanxi Technology And Business College was established in 1986. In 2004, it received approval from the Shanxi Provincial People's Government. In 2011, it obtained the distinction of being the first private undergraduate college in Shanxi Province with the endorsement of the Ministry of Education. In 2019, it successfully completed the undergraduate teaching evaluation conducted by the Ministry of Education. Since its inception, the institution has been guided by the principles of moral education and operates in accordance with the law, integrity, standardization, and openness^[3]. The college presently operates across two campuses, Longcheng and Beige, with an enrollment of over 19,000 students. The college comprises 13 secondary colleges and 4 teaching departments, offering 44 undergraduate majors and 3 specialized areas of study. It upholds the educational philosophy of dedicating itself to cultivating

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qualified talents for society and abides by the motto of "integrity, dedication, hard work, and striving for excellence." Embracing the spirit of industriousness, the college promotes innovative education models and refines its educational characteristics. It has produced a significant number of highly skilled and talented individuals who have contributed to the economic and social development of Shanxi, establishing a favorable reputation and achieving positive educational outcomes^[4].

II. Literature review

Domestic Studies:

In recent years, several domestic studies have examined the employment situation and employment guidance for college graduates in China. Chen conducted a study focusing on the employment situation and the role of employment guidance for college graduates. They explored the challenges faced by graduates in the job market and emphasized the importance of effective employment guidance to enhance their employability^[5]. Li, Lin, and Xu (2019) investigated the exploration and practical implementation of employment guidance for college students. Their study highlighted the need for universities to develop new mechanisms and strategies to improve the comprehensive quality and employment competitiveness of college students^[6]. Wu examined the role of universities in enhancing college students' employment competitiveness. They provided evidence-based insights into the strategies and measures that universities can adopt to support students in their transition to the workforce^[7]. These domestic studies collectively contribute to a better understanding of the employment landscape and the significance of employment guidance in Chinese universities.

Foreign Studies

Foreign studies have also explored various aspects related to higher education and employment. Adams (2019) conducted a study titled "Higher Education and the Changing World of Work," which examined the relationship between higher education and the evolving world of work. The study emphasized the need for universities to adapt their approaches and curricula to align with the changing demands of the job market, ultimately better preparing students for employment. Brown, Lauder, Hugh, and Ashton analyzed the impact of globalization on education, employment, and income in their book "The Global Auction: The Broken Promises of Education, Jobs, and Incomes." They shed light on the challenges faced by graduates in the global job market, highlighting the importance of understanding the dynamics of the globalized economy^[8]. Dacre Pool and Sewell presented a practical model of graduate employability in their study, "The Key to Employability: Developing a Practical Model of Graduate Employability."^[9] The study identified factors that contribute to successful employment outcomes for graduates, providing insights into enhancing their employability. Yorke focused on embedding employability skills into the higher education curriculum in their book, "Embedding Employability into the Curriculum." The authors emphasized the significance of preparing students for the world of work by incorporating employability skills throughout their educational journey. These foreign studies offer valuable perspectives on the global context of higher education and employment, providing insights into effective strategies for improving graduate employability^[10].

III. Requirements for Employment Work

In 2006, the Ministry of Education released Document No. 6, which proposed the proactive establishment of a mechanism for employment work in colleges and universities. This mechanism entails leadership involvement, centralized coordination, faculty and department participation, and engagement of all staff members. Furthermore, during the Fifth Plenary Session of the 19th CPC Central Committee, emphasis was placed on strengthening the employment priority policy, employing all possible means to stabilize and expand employment, and enhancing the employment support system for key groups^[11]. Moreover, in response to the 2020 epidemic, the Party Central Committee and the State Council promptly issued a series of policies and measures to ensure the stability of employment for college graduates. These actions demonstrated the high regard and concern for the employment of college graduates.

The Ministry of Education and the Ministry of Human Resources and Social Security jointly organized the 2021 National Network Video Conference on Employment and Entrepreneurship for Graduates of Ordinary Colleges and Universities. This conference highlighted the importance of understanding the spirit of the Fifth Plenary Session of the 19th CPC Central Committee, recognizing the significance of providing effective support for college graduates, and integrating the requirements of the new development stage, new development concept, and new development pattern into the employment work of colleges and universities. The conference emphasized the need to meticulously plan, coordinate, establish policy reserves, and address potential risks, aiming to promote more comprehensive and higher-quality employment opportunities for the graduates of 2021. In light of these circumstances, it is imperative for colleges and universities to prioritize and implement measures that effectively address the employment needs of college graduates^[12].

IV. Employment of the graduates of 2022, Shanxi Technology And Business College

Shanxi Technology And Business College had a total of 4,448 graduates in the graduates of 2022. Upon analyzing the gender distribution, there were 1,535 male students, representing 34.51% of the total graduates, while 2,913 female students accounted for 65.49% of the total graduates. The gender ratio of males to females was 0.53:1. In terms of the students' origins, the majority hailed from within the province, with a total of 4,234 students, making up 95.19% of the cohort^[13].

The initial employment rate for the graduates of 2022 graduates stood at 91.75%, indicating a commendable level of job placement. Examining the specific employment paths, the predominant choice among graduates was "employment through agreements and contracts," comprising 71.11% of the overall selections. The subsequent popular option was "flexible employment," accounting for 17.60% of the total^[14].

Table 1 Distribution of Employment Destinations for the graduates of 2022 , Shanxi Technology And Business College

| Employment Results | Employment Category | Number | Proportion |
|---|--|--------|------------|
| Employment through agreements and contracts | Employment with signed labor contracts | 2,250 | 50.58% |
| Employment through agreements and contracts | Employment with signed employment agreements | 864 | 19.42% |
| Conscription as an Obligatory Soldier | N/A | 22 | 0.49% |
| National Grassroots Projects | N/A | 14 | 0.31% |
| Local Grassroots Projects | N/A | 13 | 0.29% |
| Flexible Employment | Other forms of employment | 673 | 15.13% |
| Challenged Students | N/A | 8 | 0.18% |
| Non-Challenged Students | N/A | 2,585 | 58.12% |
| Freelance Work | N/A | 110 | 2.47% |
| Entrepreneurship | Self-employment | 90 | 2.02% |
| Pursuing Higher Education | N/A | 40 | 0.90% |
| Going Abroad | N/A | 5 | 0.11% |
| Temporarily Not Seeking Employment | Intending to pursue further education | 44 | 0.99% |
| Temporarily Not Seeking Employment | Other reasons | 3 | 0.07% |
| Awaiting Employment | N/A | 320 | 7.19% |

Data Source: National University Graduates Employment Management System.

V. The Path to Effective Employment Strategies in the New Era of Applied Colleges

Shanxi Technology and Business College places significant emphasis on employment initiatives. The institution prioritizes the development of private high-level applied colleges and universities while adhering to its mission of "cultivating skilled professionals for society." With a strong commitment to high-quality employment outcomes, the college seeks to expand employment avenues and enhance overall employment standards. To achieve these objectives, the college actively explores innovative approaches such as employment guidance classes that bridge the gap between theory and practice. It also focuses on strengthening the capabilities of the employment team, improving the quality of employment education, and enhancing guidance and support services. The college's employment strategy emphasizes comprehensive planning, concentrated efforts, and precise policies. It includes the establishment of two employment platforms: an on-campus double-selection system and an online recruitment platform. Furthermore, the college aims to boost student recommendations for employment, striving to ensure full employment for all graduates. By adhering to a comprehensive approach that values significance, integration, implementation, combination, and depth, the college aims to cultivate graduates who are highly employable and can secure good jobs. Its primary goal is to assist graduates in finding suitable employment, securing favorable positions, and achieving successful career outcomes^[15].

5.1 Coordinated Efforts and Responsibilities

Shanxi Technology and Business College has established an employment work leading group, headed by the school administration. Recognizing the significance of graduate employment to students' families and societal stability, the leadership group prioritizes graduate employment. Leaders at both the school and college levels understand their responsibility for employment work, coordinate efforts, and adhere to the employment statistics requirements set by the Ministry of Education. The entire university considers graduate employment as an urgent political task, with dedicated attention and effective management. Additionally, the college places great importance on the "one-hand" project, where the party committee secretary and the college president personally oversee the deployment of employment work. The party branch secretary and the college dean oversee the implementation of employment work within the college. This hierarchical linkage establishes a close cooperation and joint management system. Guarantee measures include the implementation of a "three-packages" responsibility system for graduate employment, where school leaders are assigned to colleges, college leaders are assigned to classes, and teachers are assigned to students. This ensures accountability and responsible execution of tasks.

5.2 Active Participation and Leadership

Graduate employment is not the responsibility of a single department or a few teachers. It is a comprehensive evaluation that reflects the quality of talent training in colleges and universities. Employment work is intertwined with various departments within the school. Shanxi Technology and Business College thoroughly analyzes the current employment situation, adjusts work strategies proactively, and responds to challenges such as the ongoing pandemic. Special meetings are held to promote employment work, following the principle of "school-wide engagement, college-wide involvement, and departmental coordination." Responsibilities are assigned accordingly, ensuring a full mobilization, participation, and concern throughout the entire team. Each college within the institution formulates tailored employment plans based on an analysis of the current employment situation for graduates in respective majors. Leaders, teachers, counselors, and alumni actively contribute their expertise and resources, establishing a collaborative framework. Student cadres and party members are also engaged in employment service work, making use of their influential role among peers. All functional departments of the college actively support graduate employment by aligning their departmental work with employment objectives, ensuring comprehensive participation and commitment. Through the collective efforts of all departments, the college strives for full graduate employment.

5.3 Transforming Thinking and Educational Guidance

In response to the evolving employment landscape, the university actively revises its approach to employment work, integrating employment education, guidance, and service initiatives. Utilizing the Ministry of Education's 24365 platform, various online open course platforms, and the institution's own media platform, the university guides graduates in reshaping their employment and career selection concepts through online employment courses, employment public welfare classes, and employment micro-classroom videos. The individual colleges also encourage graduates to take initiative in finding employment by influencing the perspectives of parents regarding graduates' career prospects, with this practice demonstrating a positive impact on graduate employment. To support employment education and guidance, the university swiftly established an online service model emphasizing "instant solutions, timely feedback, and continuous follow-up" in line with higher department requirements for graduate employment. The institution also facilitates the dissemination of recruitment information to employers and graduates through the university's employment WeChat public account and employment information network platforms, ensuring timely connections between employers and potential candidates.

5.4 Multiple Measures for Employment Success

Confronting the challenging employment situation, the university has formulated a working policy aimed at "exploring employment opportunities through multiple channels and disseminating employment information through diverse means." By utilizing their own "cloud employment platform" as well as external recruitment platforms such as the Ministry of Education's 24365 campus recruitment service platform, the Wisdom Union recruitment platform, and the Top 100 employment platform, the university has established an online recruitment platform that facilitates intelligent job matching and facilitates targeted online video interviews, webinars, and offline industry job fairs. Graduates are encouraged to participate in various online recruitment activities held both on and off campus. In addition to organizing online and offline job fairs, the university mobilizes all available resources, including alumni associations, alumni-run enterprises, and other alumni networks, to maximize employment opportunities for graduates. For graduates facing difficulties, such as those holding special categories or those who have taken public examinations, the university provides personalized support through tailored guidance, priority recommendations, and one-on-one assistance. The institution has also created a WeChat work group for graduates facing challenges, where counselors and employment guidance teachers proactively engage with graduates, addressing their concerns, providing timely policy interpretations, promoting job opportunities, imparting job hunting skills, and guiding graduates in adjusting their employment strategies based on recruitment trends^[16].

5.5 Comprehensive Surveys and Verified Statistics

The university places significant emphasis on the accurate collection and statistical verification of graduates' employment data as required by higher authorities. It has established a working policy that prioritizes "early surveys, early data collection, and early statistics." As graduates enter their final year, the university conducts intention surveys to gather information on graduates' job preferences and employment expectations, providing a foundation for further employment development initiatives. The mapping survey, carried out by the institution, captures graduates' employment intentions and the employment demands of hiring organizations, allowing for a comprehensive understanding of the employment landscape and facilitating smooth graduate transitions. All colleges are required to assess graduates' employment statuses through various methods, ensuring clear and precise data. The university maintains an updated "lifetime file" of employment information, continuously monitoring graduates' employment outcomes. When verifying graduates' employment statistics, the university places paramount importance on accuracy, establishing a roadmap and timetable for the verification process. It maintains a "zero tolerance" policy for irregularities and violations, implementing a "one-vote veto" system to deter falsification by departments or individuals, thus firmly preventing false employment data and unethical practices^[17].

VI. Conclusion

In conclusion, the employment landscape for college graduates in China has undergone significant changes in the new era of mass education and the socialist market economy. To address the challenges posed by this evolving landscape, Shanxi Technology and Business College has implemented effective strategies and initiatives to enhance employment outcomes for its graduates. The college has demonstrated a strong commitment to cultivating skilled professionals for society and has placed significant emphasis on employment initiatives. Through coordinated efforts and responsibilities, active participation and leadership, and the transformation of thinking and educational guidance, the college has successfully adapted to the changing employment landscape. The establishment of two employment platforms, an on-campus double-selection system and an online recruitment platform, has further facilitated the expansion of employment avenues for graduates. Additionally, the college has implemented multiple measures for employment success, including exploring employment opportunities through diverse channels, utilizing online recruitment platforms, and conducting comprehensive surveys to collect accurate employment data. These initiatives have contributed to the college's ability to provide targeted employment guidance, improve the quality of employment education, and enhance guidance and support services.

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