Constructing a Cloud Platform of Employment Network Information in Colleges and Universities

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Abstract. At present, there isn't a unified information platform that can provide college students in our country with comprehensive employment information, which makes colleges and universities of different places fail to share information resources with each other, so they are fighting independently because of the impassable communicative channel. This situation is to the disadvantage of students' successful employments and companies are difficult to find proper talent. For reasons above, a cloud service platform which provides college students with employment information should be constructed. Through applying information technology, fully excavating network techniques and using high-quality information resources, it can be a platform for millions of recruitment information to be released, collected and managed. Meanwhile, it can offer information service to graduates of different groups.

To realize full employment is one of the important overall goals of a country's economic development because a high unemployment rate not only means low resident income, it also leads to many social unstable factors. However, the problem of employment can be solved by colleges and universities where professional students are cultivated only if the local government and colleges as well as the graduates themselves should attach great importance to employment. They can take some efficient measures to solve the problem, or fundamentally relieve the grim employment situation with some methods and approaches as this matters national and social stability. As a result, how to solve employment difficulties of college graduates is an important and urgent issue that employment work in colleges is faced with, so in practice, colleges should do this in detail, start from the view of serving students, and adhere to humanization principles. Meanwhile, according to changing social reality, a new operating mode and approach to college students' employment should be explored actively to provide powerful guarantee for college students.

1. The Necessity to Construct a Cloud Platform of Employment Network Information in Colleges and Universities

With the rapid popularization and application of information technology in our country, China has come into the information age when information technology and network techniques become an importance force to drive social and economic development and people have increasing demands for acquiring and using information. In order to improve the employment rate of college students, bringing in modern technological means and improving the quality of employment service have become essential directions of employment work. Apart from colleges and universities, all sectors of society have made some beneficial exploration to network and information employment, which indicates that constructing a uniform network platform has become urgent affairs of current employment situation. A successful information network platform for college students' employment can not only let students search for and go through employment information conveniently, it can also guarantee the authenticity and reliability of the information so as to provide some advice and guidance for college students. Meanwhile, it can objectively reflect the latest employment status of each industry and enterprise in time. Moreover, it can offer some information support and technical

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assistance to colleges and universities in carrying out employment work and cultivating talent, which will promote the optimization of the curriculum design, provide service for cultivating talent who can really adapt to social need, and equip students with employability in the future.

At present, some colleges and universities in our country have actively provided some occupational guidance, but there are still some disadvantages, like the narrow information channel. According to data, 80% employment information and subscription information that college students get is done among the campus and the first choice for graduates to obtain employment information is from job fairs organized by colleges and universities. Furthermore, other channels may be chosen under the assistance of service organizations providing employment guidance in colleges and universities. At present, Ministry of Education in our country has taken “The Degree of Information Application in Colleges and Universities ” into one of the indicators to evaluate the teaching level. Therefore, in their future development, enhancing the development of information technology, widening the scope of network application, and enhancing the use ratio of information resources will become important trends for them. Meanwhile, constructing a platform to exchange employment information can organically connect graduates, colleges, enterprises with public institutions, which will promote the development of network and information employment guidance. Moreover, this platform can promote the development of a better career education in colleges, help students form a correct employment idea, assist them to get the latest industries and employment situation in time. Students can also learn up-to-date changes in positions and get the latest employment information. At the same time, it is convenient for them to send a resume and easily communicate with employers. All in all, it provides a platform and opportunity to solve problems of employment.

2. Functions of the Cloud Employment Platform

2.1. Integrate WeChat and PC Websites

The cloud employment platform aims to construct an integrated display and management platform on both pc and mobile phones, so colleges only need to manage users unitedly in the backstage management system. On this platform, the recruitment information will be sent to the official employment website and the cloud WeChat platform of colleges synchronously, which can lead enterprises and students to receive first-hand information from different channels.

2.2. Collect Oriented Industry Information Intelligently

The integrated cloud Employment platform of WeChat + the official website can intelligently collect oriented recruitment information of relevant industries, enterprise and colleges that colleges and universities need. To a great extend, it enriches the amount of recruitment information in colleges and promotes students to receive one-stop information through the one-stop platform of colleges. Meanwhile, it is no need for teachers to search for information from all sectors, which saves both energy and time of teachers.

2.3. Accurately Match Graduates with Employment

On this platform, the recruitment information can be pushed to each student’s terminal in time intelligently to remind him of the career talk next day. Meanwhile, students can subscribe to personalized enterprises and job fairs they like and the platform will remind them to participate in job fairs in advance. Moreover, according to information students have read, the platform can match and send similar information to students. Meanwhile, the browsing history of students of the same major will be sent to others, which is helpful for students to accurately browse employment information.

2.4. **Enterprises Can Settle Down on the Platform autonomously and Conveniently**

On the platform, enterprises could possess its unique ID, with which enterprises can register and apply to recruit talent in colleges at any time. On the platform, certificated information can be submitted quickly. They can edit and upload the basic information and release some internship

information at any time any where, so the complete and rich enterprise culture and various display forms on product, promotion videos and H5 will make students have a better understanding of the enterprise vertically. Moreover, on the platform, enterprises only need to register once but they can apply to enter several colleges and universities, which can connect enterprises with colleges directly, conveniently and continuously. In this way, enterprises can pay close attention to students' information and match appropriate posts with them.

2.5. **Provide a Platform to Show Excellent Graduates**

In the channel of colleges, it constructs a platform for students to show themselves. They can upload their pictures, mark their job intentions, edit complete resumes and upload videos. Meanwhile, the structure chart of their personal ability will be formed after being evaluated by teachers and classmates, which can present a more three-dimensional student to enterprises. Meanwhile, teachers in colleges have the administration authority to recommend and upload excellent graduates. Then enterprises can enter the talent pool consisting of outstanding graduates directly, select resumes according to students' job intentions and send them invitations, which greatly promote the connection between talent and enterprises.

2.6. Have Track Records of Career Guidance

On the platform, students can book employment guidance online in advance. They can submit applications with mobile phones and then teachers will examine and approve according to schedule so as to reasonably arrange guidance resources. Meanwhile, it can show courses of employment guidance on line, and present the presence of students, through which students' enthusiasm and dynamic condition on employment will be achieved. Meanwhile, through recording and analyzing the content students have browsed, it can provide more targeted and professional employment guidance for students.

2.7. Automatically Collect and Analyze Questionnaires

On the platform, a questionnaire can be edited directly. Then it will be sent to target objects to make it convenient to fill in. When collecting questionnaires, through matching questionnaires with interviewees, the list of the collected and the uncollected will be made, which will monitor the recovery rate of samples. After questionnaires are collected, a data analysis chart will be achieved automatically in the background system, which greatly alleviate artificial work of .collection.

2.8. Administrate Data of the Employment Process

This platform can record the data of enterprises' recruitment information and students' resumes, which accumulates statistics of the whole employment process and then a characteristic indicative analysis result will be given automatically, including real-time employment rate of the college, types of real-time employment, flow direction of real-time employment, employment rate of a specific major, performance of red and green sign majors, which makes employment management more timely and scientific.

3. Business Models of the Cloud Employment Platform in Colleges

3.1. Broaden Information Channel

Apart from its characteristics that colleges can register independently and enterprises can log in the platform to independently release recruitment information, the platform can automatically collect information on career talks, double-channel choosing meetings, and recruitment of surrounding colleges. In this way, students can find the location of career talks guided by one key. Its most characteristic and highly-praised feature is that it can collect oriented campus recruitment information and examination information of target industries, enterprises and organizations appointed by colleges. Therefore, the latest information will be sent to students without any delay after setting it once[1].

3.2. Accurate Information Matching and Data-push

On this platform, employment information can be sent to mass groups. Students can subscribe to characteristic content and the platform will accurately push industrial information of different majors accurately. Meanwhile, there is careful log record of users who have gone through employment information so as to provide convenience for teachers to analyze and guide students' job intentions. Furthermore, it can show hot topics students are focused on to them conveniently. Moreover, according to specific demands and requirements, HR can receive students' resumes and their action of reading resumes will also be fed back to students.

3.3. Management of Whole Employment Process

Through the investigation, we find that websites of many colleges were built several years ago, which means many problems. For example, the web-interface is not that friendly. Students pay little attention to it. Teachers' background management system is old and some work like operation and information management are inconvenient. Managing the whole employment process means to record students' employment behavior like participating in career talks so as to help teachers know their dynamic employment conditions. Meanwhile, students can independently submit their subscription information including the institutions and workplaces, which can make teachers learn about their employment directions in time. Management of whole employment process means to manage teachers' routine work systematically in information methods so as to improve efficiency and liberate teachers from trivial affairs. As a result, they can have more time to think of how to solve more employment problems.

3.4. Collect real-time Employment Statistics

All employment work of teachers is closely connected to collecting employment statistics. They need to collect and analyze employment rate, recruitment information of employers, and real-time employment situation of colleges. According to teachers' feedback, the major mode of data collection is to gather information with excel, which means that data need to be collected and analyzed once again for different requirements. This costs a great deal of time and energy. Meanwhile, these data are collected after employment, so it is not that authentic. However, the cloud employment platform can get real-time data of the number of enterprises coming to college, career talks that are held, released posts and resumes of students and so on.

4. The realization of constructing the cloud platform

4.1Integrate Employment Businesses of Colleges

The platform can classify and integrate different needs of different colleges at different stages and then upgrade and manage them so as to make it a platform that manages the whole employment process of college graduates and an open and ecological platform that combines students, enterprises and colleges.

4.2Help Colleges Play a Better Educational Function in Employment

The cloud platform is a beneficial exploration and try of colleges in carrying out employment work in the new age. It is also the innovation and application of new technology in employment work, so employment guidance department should realize its significance and actively use and popularize it. They also should guide enterprises and employers to release recruitment information on this platform and help students find jobs through this platform so as to save cost for graduates and institutions in job selection[2].

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4.4. Provide the Most Advanced Data Support for School Teaching

Combing the data provided by the platform, teachers can adjust and improve their teaching plans to cultivate talent according to the increasingly changing demands of enterprises and improve students' adaptive capacity in employment. This can also efficiently improve teaching quality of colleges and deepen reforms in education and teaching. Through this platform, employment guidance departments in colleges can have a good master of graduates' job intentions and know the latest requirements of talent market[3]. Once these information is collected, it can offer reference to colleges in future talent training. This can also improve the pertinence and efficiency of college employment work, fundamentally solve employment difficulties of college students and promote students to find jobs smoothly.

4.5Liberate Teachers from Trivial Affairs

Management of whole employment process means to manage teachers' routine work systematically in information methods so as to improve efficiency and liberate teachers from trivial affairs. As a result, they can have more time to think of how to solve more employment problems.

Above all, the construction of the cloud employment platform in colleges and universities is of great significance to the improvement of higher education quality. When referring to constructing an information exchange platform for college graduates' employment, it should be schemed scientifically and management needs to be reinforced in order to construct a unified cloud platform, to build a standard database, to promote information sharing and the formation and development of employment service system, to make talent in colleges to adapt to increasingly changing economical and social development, to cultivate excellent comprehensive talent and to promote the optimizing configuration of talent and social resources of the society.

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