

Strategies for Helping Poor College Students in Employment

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Abstract. In order to effectively help poor college students and promote their smooth employment, the countermeasures were put forward based on various capital shortage problems in the process of employment. Starting from material support, the economic capital for poor college students should be guaranteed; also, the psychological capital for poor college students should be improved based on psychological guidance. Focusing on ability training, the human capital for poor college students should be improved, and the social capital for poor college students should be improved taking employment service as the breakthrough point.

1. Introduction

From the perspective of human resource management, the employment process of college graduates is essentially the process for obtaining their social and professional status. In the transformation of college graduates' identity from campus people to social people, they are restricted by many factors. The social and economic environment, as well as individual human capital, social capital, psychological capital, etc., play an important role. Due to the disadvantage of economic capital and the shortage of human capital, social capital and psychological capital, poor college students often fall into such a dilemma in the process of employment.

2. Lack of Relevant Capital for Poor College Students

2.1. Lack of economic capital

Poor college students' families are in poor economic condition, and they can't afford or can't fully afford the tuition, teaching materials, living expenses, and clothing, transportation and materials costs, etc. The lack of economic capital is the most obvious feature for poor college students. It is also the most direct influencing factor on the lack of human capital, life capital and psychological capital in the process of employment.

2.2. Lack of psychological capital

Psychological capital is a kind of positive psychological state to promote personal growth and performance, including self-efficacy (self-confidence), hope, optimism, tenacity, etc. it dominates individual motivation and work attitude, and affects individual productivity. On the one hand, the poor college students have the high expectation that their relatives and friends "jump out of the farm and change the fate of the family". On the other hand, they are "the reality of their own economic distress among their classmates and their low comprehensive quality". Both of them often bring great psychological pressure to poor students, which makes them prone to self-abasement, anxiety, unreasonable employment expectations and other psychological problems. These further affect the performance of poor students in the process of employment and increase the probability of employment failure.

2.3. Lack of human capital

Human capital is obtained through investment, which is the sum of laborer's technical level, working ability, knowledge accumulation and other aspects of values [1]. Poor students often come from the "old, young, border and poor" areas. They are not only poor in economic conditions, but also lack in comprehensive quality, language expression, interest, etc., due to "less seen, less experienced and less exercised".

2.4. Lack of social capital

Social capital refers to the real or potential resources formed by individual interpersonal

networks, which often appear in social reality. Social capital plays an important role in a person's access to other capital through relatives, friends and other relationships. The employment process of college graduates is not only the competition among graduates, but also the competition between graduates' families and the social resources owned by their families. Due to the regional environment of poor college students' families and the limitations of their parents' knowledge and contacts, the analysis on the employment guidance for poor college students and the support offered by the social network resources are significantly less than other students' families.

3. Countermeasures for Helping Poor College Students in Employment

3.1. The economic capital for poor college students should be guaranteed to start from material support

3.1.1. "Award, assistance, loan, reduction, exemption and subsidy" multiple funding system throughout the whole process

Since the implementation on the new national subsidy policy system in 2007, various colleges and universities have gradually established a financial aid policy system in many ways, such as national scholarships, national student loans, tuition compensation, loan compensation, in-school awards, difficulties subsidies, food subsidies, tuition fee relief, etc. At the same time, the "green channel" for new students from poor families was implemented. In 2018, a total of 75.287 billion Yuan was spent on state student loans, school investment and social investment (including donations from enterprises, institutions, social organizations and individuals), all of which offered certain financial aid to poor students [2].

However, due to a large number of poor students in colleges and universities (about 20% of the total number among students), poor students need a larger amount of tuition, accommodation, living expenses and job-hunting expenses to maintain their basic learning and living needs. The national funding system basically covers every poor student in terms of coverage. In terms of funding intensity, it can't completely address the economic problems for poor students. Many poor students in colleges and universities are still facing greater economic pressure. The national funding policy system needs to further develop in terms of extension and connotation.

3.1.2. Job hunting subsidy for the employment season

After entering the senior year, college students enter the job season. In addition to the basic tuition, accommodation and living expenses, it also increases the cost of employment. Resume, certificate and other job-seeking materials printing costs, travel expenses to go out for a job, the appropriate clothing costs when applying for a job, the necessary girl interview makeup costs, etc., add up to a lot of expenses for poor college students. Poor college students face greater economic pressure when they apply for jobs.

To this end, the state, society and schools should give special financial assistance to poor students in colleges and universities during the job-hunting season, and set up job-hunting subsidies to help them successfully complete their professional status. For example, Guangdong Province has set up employment and entrepreneurship subsidies for poor college students in recent years. In 2019, poor college students who have applied for student loans will be given job subsidies about 2000 Yuan per person, which will help poor college students in the employment season. Since 2019, Fujian Province has also urged colleges and universities to set up "employment subsidy for college graduates with family economic difficulties", which will be paid in full at one time according to the standard about 2000 Yuan per person [3].

3.2. The psychological capital for poor college students should be improved based on psychological guidance

3.2.1. Daily mental health education

During college careers, the mental health of poor students is evaluated through college students' psychological evaluation. The poor students with abnormal evaluation are regarded as objects of concern. The mental health files are established, and the daily guidance and support are carried out. Through the study on college students' mental health education, we found that college students have a correct understanding of psychological knowledge. When encountering problems, they can

consciously help themselves and ask for help. Relying on psychological lectures, college students have a further understanding for psychological problems and psychological crises. Setting up psychological information staff and peer counselors, psychological problems should be found and intervened in time. Group psychological guidance is carried out to guide the common psychological problems for poor students. More measures should be taken to guide the poor students to adapt to the environment, normal mood, and harmonious personality.

3.2.2. Job hunting mentality guidance

Job hunting means the end of students' career for more than ten years, the termination of students' identity, the great change of identity and life style. The uncertainty of the future will often bring certain psychological impact to poor students. During this period, poor students are prone to anxiety and tension, inferiority and cowardice, blind obedience and conformity, unscrupulous pessimism or "waiting for price" arrogance. These are not conducive to graduates' smooth career choice and employment, and even lead to serious mental illness and psychological crisis [4].

Therefore, the school's employment guidance center, ideological and political education center, mental health and counseling, faculty counselors, etc., should pay attention to the psychological performance for poor students in employment. They are guided to adjust their employment expectations and establish a correct concept in employment according to their actual situation [4]. To help them avoid a long period of frustration, they should give guidance to the setbacks and obstacles in job hunting, so that they can move on to the next round of job hunting as soon as possible. For the graduates who encounter setbacks in job hunting and have abnormal psychology, the school should carry out in-depth and detailed psychological consultation and corresponding psychological training to relieve the psychological pressure. Extreme events should be avoided.

3.3. The human capital for poor college students should be improved focusing on ability training

The acquisition of human capital is not achieved overnight; it needs a long time of accumulation and exercise. In order to win the job, it is unrealistic to rely on sudden training in the employment season. It is necessary for colleges and universities to strengthen their ability training from the beginning of college enrollment.

3.3.1. Daily skills training for poor students

After freshmen enter school, colleges and universities should pay more attention to and help the poor students based on setting up files for poor students. They often have problems with computer basic application skills, oral English skills, and interpersonal skills. Aiming at these problems, poor college students as the training object, to carry out special lectures, skills training courses, training camps, etc.

3.3.2. Community exercise

There are a lot of student organizations and associations in colleges and universities. Due to the diversity of the community, the freedom of activity time, the richness of activity form and the autonomy of management, the student organization is a very good supporting unit for improving the poor students' quality in colleges and universities [5]. In the community, like-minded students are together, which is supported by the peer system. In the community, students' ability of organization, communication, coordination and expression has been exercised through their own planning and activities. In the smooth development of student activities, poor students gain self-confidence and self-worth.

Therefore, college counselors and class teachers should encourage poor students to run for class cadres, school or college Youth League Committee and student union cadres, and guide them to actively participate in school associations. The instructor of the college association should attach importance to the proportion for poor students in the association.

3.3.3. Work-study exercise

Work-study can not only enable poor students to get a certain amount of economic remuneration through their own labor, but more importantly, they can get a certain amount of exercise and improve their ability [6]. However, most of the part-time work-study posts in colleges and universities are labor-oriented at present, such as the canteen cooks, the library books, the delivery of materials in various offices, the laboratory duty registration, etc., which do not exercise the

ability to poor students.

Therefore, colleges and universities should mainly increase the number of technical work-study posts. For example, a number of scientific research assistants can be set up to enable the poor college students to exercise their professional skills while obtaining material support [3]. It can carry out school enterprise cooperation in combination with major. Through the establishment of after-school or holiday internship posts, poor college students can be trained in professional aspects. This is not only to obtain financial support, but also to accumulate work experience and improve the weight of job-hunting.

3.3.4. Centralized training in job hunting skills

In the job hunting season, colleges and universities should set up "resume clinic" to modify and improve the resume for poor students. "Interview training camp" should be set up to conduct simulation interview and increase interview skills for poor students. "Interview etiquette" training should be carried out so that poor students can behave appropriately, be generous and leave a good impression on the interviewer. It should carry out the "training plan for new employees in the workplace" and "give a ride" to the poor students who have obtained offers. Poor college graduates can better complete the transition from "campus people" to "professional people".

3.4. The social capital for poor college students should be improved taking employment service as the breakthrough point

3.4.1. Vocational counseling

Due to the poor students' families are often unable to give the corresponding job-hunting guidance, the colleges and universities should pay more attention and help to the poor students. When poor students do not know what kind of job they are suitable for, college teachers should give suggestions through their usual observation and career evaluation results. When a poor student has an uncertain idea in two or more work opportunities, the teacher should help the student make a suitable choice by analyzing the student's own and working characteristics. When poor students are frustrated and discouraged in job hunting, colleges and universities should encourage and help in time, so that students can regain their confidence in finding a job.

3.4.2. Analysis on employment policies at the grass-roots level

With the improvement of the national grass-roots employment project, the national grass-roots employment project has become more and more attractive to the graduates. However, many poor college students have received all kinds of financial aid and help from the state due to their journey all the way. They often have a good sense of gratitude and feedback, willing to go to the grass-roots employment and return to the country and society.

Colleges and universities should do a good job in docking the national grass-roots employment policy with poor college students. The national policies include the western plan, three supports and one support, special post teacher plan, college student village officials, special recruitment projects in the border areas, etc. Teachers, employment specialists, counselors and head teachers of employment guidance centers in colleges and universities should introduce the policies to poor students.

In addition, for poor students with entrepreneurial awareness, colleges and universities should carry out entrepreneurial skills guidance. It should analyze the preferential policies for college students' entrepreneurship and encourage them to participate in the entrepreneurship competition. Through the competition for financing, the shortage of funds is solved. For the poor college graduates who have the will to join the army and excellent physical quality, colleges and universities can focus on publicizing the national recruitment policy and the selection and allocation policy for the new graduates. They are encouraged to enlist in the army and realize their life value and pursuit while protecting their family and country.

3.4.3. Employment recommendation

The hard-working characteristics of poor students are often valued by some enterprises, which offer the possibility for the holding of "special recruitment fair for poor students". Colleges and universities can "welcome" enterprises in the form of "special recruitment fair for poor students", thus offering more convenient and targeted employment help for poor students.

In addition, the employment commissioner and counselor teachers in the college and department can use their own enterprise resources to recommend employment to the poor students who are in difficulty in employment. They can be directly recommended to the enterprise's HR to help poor students smoothly realize employment and increase the employment process.

4. Conclusion

The employment is the largest livelihood project, which is an important link of the personnel training in colleges and universities. The employment support for poor college students should be based on the poor college students' present situation of economic capital, psychological capital, social capital and human capital. Through precise policy implementation and precise assistance, they are helped to obtain employment smoothly and satisfactorily.

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