Research on the Evaluation of Employment Quality and the Improvement of Employment Ability of College Students

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Abstract: In China, the number of undergraduate graduates has increased year by year, making the contradiction of college students' employment increasingly prominent. In recent years, due to the economic transformation of the country and the decline in economic growth, the employment problem of college students has also faced greater challenges. This paper firstly conducted a questionnaire survey on graduates who worked for one year, and then carried out data analysis on the survey results, and evaluated the employment quality of college students from five dimensions: occupational matching degree, specialty matching degree, salary and welfare, career development and career stability. The analysis results can describe the employment situation of college students. Based on this, the thesis designs the evaluation system of college students' employability, aiming to improve the employability of college students, and apply this system to employment guidance software to achieve good results.

1. Introduction

According to the data released by the Ministry of Education, the number of college graduates nationwide in 2017 was 7.95 million. In 2018, the number of college graduates nationwide increased by 250,000 to 8.2 million. The number of graduates has reached a record high.As can be seen from Figure 1, from 2010 to 2018, the number of college graduates per year rose from 6.31 million to 8.2 million, and continued to rise. Taking the data of the 2016 China University Student Employment Report released by the Michaels Research Institute as an example, the proportion of "full-time employees employed" after six months of graduation in 2016 is 77.4%. Based on this data, the employment of college students faces a complicated and grim situation.
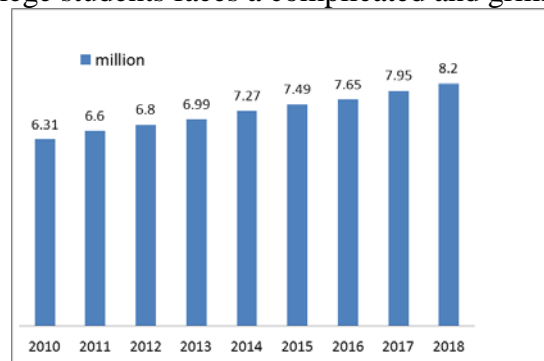

Fig. 1 Number of college graduates nationwide from 2010 to 2018

In 2018, China's macroeconomic real GDP growth rate was 6.6%, which was 0.3% lower than that in 2017. The government's planned economic growth target was achieved, but the economic growth slowed down. In 2019, China's economic structural adjustment has not yet ended, and the downward pressure on the economy will need to be resolved and hedged by a new round of comprehensive reform and a new round of supply-side structural reform. Real GDP growth is expected to be 6.3% in 2019, down 0.3% from 2018 [1]. The economic downturn will lead to a decline in the employment demand of enterprises, which will have an impact on the job market, making the employment situation of talents even more severe. In this paper, it is necessary to

evaluate the employment quality of college students and propose countermeasures to improve the employability of college students.

2. Evaluation of College Students' Employment Quality

2.1 Definition of employment quality

There are many opinions about the quality of employment in China, and many researchers have discussed it from different aspects. The definition of employment quality can use a variety of indicators to judge the whole process of employment of workers, such as employment opportunity acquisition rate, work stability, work environment security, sense of dignity in the work process, fairness in work, salary and benefits, job promotion and personal career planning match. Because college students are highly educated groups and have their own professional direction, the evaluation index of professional matching degree should also be introduced in the evaluation of college students' employment quality.

2.2 Survey data analysis

This paper will take the data of the employment survey of 2017 graduates of Hubei University Zhixing College as an example to evaluate the employment quality of college students.

In order to analyze the influencing factors of employment quality, explore the relationship between the quality of employment and the individual comprehensive ability, learning level, gender difference, subject category, and industry in the university study stage,this chapter analyzes the quality of employment of college students from five aspects: Occupational matching degree, specialty matching degree, salary and welfare, career development and career stability. The occupational matching degree refers to the degree of conformity between the personality of the university student and the nature of the job position, and is measured by whether the university student is interested in the content of work. Specialty matching degree refers to whether the work of a university student is consistent with the major studied. Salary and welfare refer to the amount of income. Career development refers to the promotion opportunities and training time that the company can provide to employees. Career stability is measured by the length of the labor contract.

According to the information displayed by the employment information system of graduates of higher education institutions in Hubei Province, the graduates of the Zhixing College of Hubei University are distributed in 28 majors, with 2099 graduates and 1940 employed people in 2017. The initial employment rate is 92.42%, as shown in Table 1.

Table 1 Employment of 2017 Undergraduate Graduates of Zhixing College of Hubei University

Department	Number of graduates	Number of employed	Initial employment rate
Accounting and Financial Management	480	449	93.54%
Mechanical and Electrical Engineering	127	120	94.49%
Computer and Information Engineering	182	170	93.41%
Economics and Management	438	402	91.78%
Food Engineering	41	37	90.24%
Humanities and Social Sciences	322	295	91.61%
Biological and Chemical Engineering	69	62	89.86%
Foreign language	203	182	89.66%
Art and Design	237	223	94.09%
Total	2099	1940	92.42%

One year after the students graduated, they were surveyed. 1044 valid questionnaires were

collected, including 525 males and 519 females. The gender percentages were 50.28% and 49.71%. The employment locations of the respondents are distributed throughout the country, of which 192 are located in first- and second-tier cities, accounting for 18.39%, and the remaining survey targets are located in non-first-tier cities. Respondents covered 28 disciplines, which were divided into science and engineering, humanities and economics. The proportion of respondents in the three categories was 41.57%, 38.31%, and 20.11%. The survey sample is well represented.

First of all, the overall development of college students' employment quality is examined. According to the descriptive statistics in Table 2, the average score of employment quality is 2.063. From the overall level, the quality of employment of college students within one year of graduation is at a medium level. Among the five evaluation indicators, college students are less satisfied with salary and benefits, reflecting the gap between student expectations and social recognition values.

Table 2 Survey Statistics on College Students' Employment Quality Level

		Number of samples	Minimum value	Maximum value	Average value	Standard variance
Employment quality		1044	1.07	2.83	2.063	0.361
among them	Occupational matching degree	1044	1.00	3.00	2.198	0.607
	Specialty matching degree	1044	1.00	3.00	2.259	0.617
	Salary and welfare	1044	1.00	3.00	1.643	0.552
	Career development	1044	1.00	3.00	2.061	0.560
	Career stability	1044	1.00	3.00	2.155	0.650

2.3 Analysis of factors influencing college students' employment

From the initial employment rate of college graduates and the employment quality survey after one year, it can be seen that the factors affecting the employment quality of college students are as follows:

(1) Market demand has changed. With the development of the economy, some industries are developing at a high speed, and the demand for employees is large. The initial employment rate of students is relatively high, such as those related to electronic information and computer Internet. Traditional industries that can be replaced by artificial intelligence have higher requirements for talents, newly graduated students are not needed by the community. For example, in the case of the improvement of English education and the rapid development of translation software, the employment rate of graduates of English majors continues to decline.

(2) The school curriculum is outdated. Some universities have a professional setting and curriculum structure that is slow to update and cannot keep up with the needs of society. Since 2008, the labor cost has been continuously improved, and the operating costs have been increasing. The employer hopes that the hired personnel will have better adaptability and can maximize their functions. Students have a single knowledge structure that cannot satisfy the needs of society for compound talents.

(3) The gap between supply and demand in the employment market is large. Students who are just employed have insufficient practical experience. After entering the job, they need more training to meet the needs of their work. In order to find a company that can accept their own, students have to lower their requirements for jobs. This will inevitably reduce the satisfaction of employment. Employers have to train graduates for a long period of pre-employment training, which also increases the human resource costs of enterprises. If graduates grow up, they tend to change jobs. If the employer cannot guarantee the stability of employees, it will be more inclined to directly hire talented people with experience, which will make the employment of graduates more difficult.

(4) Student employment expectations are too high. The level of economic development varies greatly across the country. A large number of graduates are reluctant to go to lower economic areas

and are more willing to go to first- and second-tier cities. This has led to a serious polarization of human resources. In some places, there is a shortage of talents, and in some places are highly competitive. The newly-joined college students are not competitive, and if the expectations are too high, it is difficult to find a satisfactory job.

3. Establish an employment ability evaluation system

As a national and social talent training institution, colleges and universities play a dominant role in cultivating college students' employability. The knowledge, skills, and conducts that students receive during school are largely influenced by the characteristics of a university and the system of training talents. According to the results of the analysis of the employment quality of college students, the "employability assessment model" of college students is designed. The evaluation model can evaluate the employability of students, help college students to understand their own strengths and weaknesses, and purposefully improve their employability. Students will eventually become talents that meet the needs of society and the company. The evaluation system is divided into seven parts: academic achievement, professional skills, creative ability, organizational ability, stylistic ability, social practice, and behavioral performance. By rating the seven parts to evaluate the students' comprehensive ability, the students can identify their strengths and weaknesses, so that they can effectively improve and skill training. This evaluation system and scoring rules are used in the "Jianghan University PM" APP, which is in the process of trial promotion. It looks good results.

4. Summary

The employment problem of college students is a prominent problem in today's society. The employment of students who graduated from top universities is better. The survey data selected in this paper comes from the education level of undergraduate graduates of private universities, and it is more representative of the mainstream group of college graduates. The fundamental way to improve the quality of college students' employment is to improve the employability of college students. The evaluation system of college students' employment ability comprehensively evaluates students from seven aspects: academic achievement, professional skills, creative ability, organizational ability, stylistic ability, social practice, and behavioral performance. It is a dynamic evaluation process during the whole period of university. Students are able to improve their own quality and better meet the needs of the job market.

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