

Research on the Construction Practice of Vocational Guidance Service System in Higher Vocational Colleges in the New Era

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Abstract. With the popularization of higher education and social division of labor becoming more and more detailed, employers have higher and higher requirements on the comprehensive quality of graduates. Higher vocational education is also faced with the contradiction between the social demand for high-quality practical talents and the relatively poor social adaptability of graduates, which puts forward higher requirements for vocational guidance in colleges and universities. Based on the author's learning and practical experience, this paper firstly analyzed the significance of vocational guidance in higher vocational colleges, then discussed the problems in vocational guidance in higher vocational colleges, and finally put forward the countermeasures for the construction of vocational guidance service system in higher vocational colleges in the new era.

Introduction

With the popularization of higher education and social division of labor becoming more and more detailed, employers have higher and higher requirements on the comprehensive quality of graduates [1]. Higher vocational education is also faced with the contradiction between the social demand for high-quality practical talents and the relatively poor social adaptability of graduates, which puts forward higher requirements for vocational guidance in colleges and universities. The introduction of the "fine" management theory into the vocational guidance work of college students can make the vocational guidance truly meet the needs of students' career development, constantly improve the vocational competence and employment competitiveness of graduates, and thus promote the optimal allocation of social resources and human resources [2-3].

The Significance of Vocational Guidance in Higher Vocational Colleges

Vocational guidance is a major issue related to the national economy and people's livelihood. In recent years, with the continuous expansion of college enrollment, the number of graduates is also increasing, and graduates' employment has become an indisputable fact. Solving the employment problem of college students is directly related to the vital interests of society, families and individuals. The employment of college students is not only a question of the growth of students, but also the hope of thousands of families, as well as an important topic of people's livelihood. Therefore, to do a good job in vocational guidance is an important content of building a harmonious socialist society, and is related to economic development and social stability.

Vocational guidance is related to the survival and development of higher vocational colleges. From the school's point of view, higher vocational colleges regard service as the purpose, and they are to be employment-oriented, so as to cultivate highly skilled professionals for economic and social development. Therefore, these schools are required to keep close contact with the society, market and enterprises in terms of specialty setting, curriculum arrangement and teaching reform, so as to cultivate talents needed by the society and put what they have learned into practice. Otherwise, learning will be useless and social resources will be wasted, thus affecting the survival and development of schools [4]. Through the development and practice of vocational guidance, we can timely understand the changing trend and characteristics of social and enterprise demand for talents, so as to help schools to analyze the target market, and to make the right decision of talent

training, and to improve the employment rate of graduates, and to lay a foundation for the survival and development of schools. This is because that the employment rate is an important indicator for the society to evaluate the level of colleges and universities and students' college entrance examination choice.

Vocational guidance is an important way for students to realize their individual value. From the perspective of individual students, the inevitable result of vocational education is that graduates will enter the front-line jobs of production, management and service. Only after entering the job market, can individual students transform their knowledge and skills into real productive forces, so as to realize their own value. As premier Wen asked, "learning to survive and employing is not only related to a person's livelihood, but also related to a person's dignity." However, the fierce competition for employment does not mean that every individual student can get a job. Vocational guidance can help students to obtain employment, determine the direction of future career development, prepare for employment, adjust career expectations, choose a career correctly and reasonably, and realize individual value [5].

Problems in Vocational Guidance of Higher Vocational Colleges

Concept of vocational guidance is lagging. Most of the higher vocational colleges in our country are promoted from technical secondary schools or transformed from education colleges. Their ideology is greatly influenced by the old education and teaching mode to some extent, and the vocational guidance basically stays in the mode of technical secondary schools. First, there are institutions without talent. Second, there is education without guidance. Third, there is management without service. Due to managers' insufficient attention to ideology and lack of understanding of the important functions and functions of vocational guidance in promoting employment, vocational guidance fails to form on the whole, and the function of guidance institutions is not sound. In the daily work of vocational guidance, it is only simple employment administration and lacks vocational guidance services.

Employment guidance courses are disordered. The course of employment guidance is the main channel to develop vocational guidance, and is a compulsory course for students in higher vocational colleges. In recent years, although most vocational colleges have opened employment guidance courses, they have not been studied as a subject like foreign universities. In the process of implementation, the employment guidance course in many higher vocational colleges was neglected. Moreover, it only regarded as a response to the superior inspection [6]. Therefore, the employment guidance class presents a state of disorder. Course positioning is inaccurate. Many schools regard it as a part of their moral education, or as a way of dealing with the demands of superiors. Especially in the process of teaching, there exists the situation that theory is divorced from reality. The employment guidance teachers are less professional. Although the vocational qualification certificate for vocational guidance has been carried out in China since 1999, the number of vocational guidance consultants among the personnel engaged in vocational guidance work is still very small. Even if they have the qualification for vocational guidance and consultation, they are not necessarily engaged in vocational guidance work systematically. Thus, it is difficult to guarantee the practical effect of the employment guidance course [7].

The vocational guidance system is not sound. There are still many difficulties and problems in the immature system of vocational guidance. The whole process of vocational guidance concept has not yet formed. Many vocational colleges not regard vocational guidance as a long-term job that students must run through from enrollment to graduation or even after graduation, but as a short-term job for the graduating class. From the perspective of the vocational guidance environment, at present, many vocational colleges' vocational guidance is limited to the campus, so it fails to coordinate with the society and enterprises. In particular, the study of corporate environment and corporate culture is not enough, which leads to the lack of theoretical vocational guidance and operability. This will also lead to the situation that students will not know what to do when they enter the society and go to work.

Countermeasures for the Construction of Vocational Guidance Service System in Higher Vocational Colleges in the New Era

Operation system to enhance students' employability and development ability. If the vocational education system is a comprehensive education for the whole school students, then the vocational guidance system is a point, which carries out personalized guidance education for individual students. The implementation of the professional tutor system is an effective way. Once students enter the school, the professional tutor will find out the situation of each student, and guide the students to carry out professional learning cognition, and then select courses, so as to guide the students to actively participate in all kinds of vocational skills competitions and internship practice activities, and to enhance the professional ability of students [8-9]. The construction of entrepreneurship education system can use virtual entrepreneurship as a stage, and students can carry out entrepreneurship planning competitions, lectures, BBS, simulation practice and other ways to enrich students' entrepreneurship knowledge and experience, improve students' entrepreneurship ability, and guide students to establish a scientific concept of entrepreneurship, employment and talent. Student pioneer park can also be used as a carrier to guide students to actively participate in the campus departments so that to carry out a lively entrepreneurial practice.

Based on the enrollment and employment offices of the functional departments, the employment work will be radiated to all departments to form a fan shaped employment service network. First, we will strengthen market training and improve the quality of graduates' employment. Leaders of higher vocational colleges should lead teams to go deep into enterprises, carry out visits to enterprises, understand the trend of social employment demand, conduct graduate internship and employment tracking feedback, and actively contact employers to recruit talents. The second is to take the enrollment work as the starting point, the employment work as the terminal point, the vocational quality assessment as the basis, and regard the development of career planning as the goal, so that to achieve a people-oriented and whole-process vocational guidance service system; the third is to take the network as the platform, and all teachers who participated in the employment guidance are regarded as the starting point, so as to achieve the three-dimensional vocational guidance.

Establish early warning system for students' employability and development. Vocational guidance and service internal control audit mechanism and external professional evaluation institution evaluation mechanism can be established by participating in ISO9001 certification in higher vocational colleges. For example, we should establish a job evaluation system in schools, and follow up and supervise the vocational guidance and service work of each department in real time [10]. Moreover, we also need to recognize the excellent evaluation so as to continuously promote the quality of employment work. Through the comprehensive evaluation of the vocational education system, vocational guidance system, vocational practice system, entrepreneurial education system, employment work system and information service system by external professional evaluation institutions, it will enhance the students' employability and development power. And the indicators to improve the employment rate of students are also promoted. Finally, it can fully feed back the information of the assessment to the organizational security system, and further promote the new round of work of adjusting the vocational education system, the vocational guidance system, the professional practice system, the entrepreneurship education system, the employment working system and the information service system to form a closed loop. In order to enhance the students' employment ability and development power, we continue to advance towards realizing the goal of students' all-round employment.

Improve the organizational system to ensure students' employability and development. Higher vocational colleges can establish the "first-in-charge project" including leadership decision-making, integrated functional departments, and the specific work of each department, forming a three-tier work network. We should take the secretary, the president as the leader, and the vice president as the command, so that to form the first level of leadership and decision-making in the college [11]. We should set up a enrollment and employment office and a vocational guidance development of teaching and research office to manage the administrative work of employment

guidance and the teaching work of theory and practice of vocational guidance respectively so as to form the second level of co-ordination of functional departments. The departments have set up student employment working groups headed by the secretary of the Party General Branch, which includes two types of departments, namely, the departmental committee of the league and the specialized teaching and research department, forming the third level of the specific work of the departments.

Summary

With the rapid expansion of enrollment in colleges and universities, graduate employment has become a key issue affecting the survival and development of colleges and universities. The establishment of a well-organized vocational guidance system in higher vocational colleges can guide students to renew their view of employment, and help students to understand themselves, determine reasonable professional direction, and effectively improve the pertinence and effectiveness of vocational guidance work. This can also improve the quality of higher vocational education personnel training, and then constantly improve the quality of employment and professional development of graduates, so that to ensure the sustainable development of higher vocational education.

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