

# Research on the Employment Status of Graduates in Higher Vocational Colleges

Shen Changsheng

Suzhou Polytechnic Institute of Agriculture, Suzhou, Jiangsu, 215008, China

shenchangsheng@126.com

**Keywords:** higher vocational colleges; graduates; employment situation.

**Abstract:** This paper investigates the employment situation of graduates in a vocational school in the past three years by means of questionnaire survey. After analyzing the survey data, it puts forward the countermeasures to broaden the employment channels of graduates and improve the employment quality of students.

## 1. Introduction

The expansion of the recruitment from the end of the last century has promoted the popularization of higher education and also brought profound influence to the employment market of college graduates. In this context, what is the employment situation of graduates of higher vocational colleges? The author conducted a survey and analysis of the employment situation of graduates in a vocational school in the past three years through questionnaires. The details are as follows.

## 2. Survey on employment status of graduates in higher vocational colleges

### 2.1 Research objects and methods

#### 2.1.1 Research object

The survey was conducted on the employment situation of graduates from a higher vocational school in the past three years.

#### 2.1.2 Research methods

Because the respondents have left the school and went to various jobs, the author mainly uses online questionnaires and telephone interviews to conduct investigations.

A total of 2000 questionnaires were distributed, of which 500 were for the employer and 1,500 for the graduates. A total of 398 questionnaires were collected from the employer, including 278 valid questionnaires. A total of 1401 questionnaires were collected, including 1,240 valid questionnaires. The questionnaire covered all the students in the school, with a male to female ratio of 55% and 45% respectively.

In addition, in order to enrich the research content, the author also conducted telephone interviews with some graduates and their employers.

## 2.2 Analysis of results

### 2.2.1 Nature of employment unit

According to the results of this survey, most of the higher vocational college students have entered private enterprises, and the proportion has reached 79.44%. Foreign capital and Sino-foreign joint ventures are also the institutions where more students choose to work, and the proportion of students who choose to start their own businesses is very small, accounting for only 4.35% of the total. In addition, most of the entrepreneurial students are engaged in the physical retail industry, and there are no students involved in technology-based entrepreneurship projects.

Private enterprises are relatively active economies in China's market economy. These enterprises are usually small in scale and flexible in setting up posts. After entering the enterprises, graduates of

higher vocational colleges may have to do more than related technical work. Job. Such a situation should arouse the attention of the institutions and adjust them accordingly in the future curriculum. In recent years, the state has introduced a series of policies to encourage college graduates to start their own businesses, for example, to provide graduates with small-scale entrepreneurial loans and reductions in administrative fees, etc. [1]. However, these policies have not played their due role. Most of the higher vocational college students choose to go to enterprises and institutions for employment after graduation. Even if a small number of graduates have tried their own entrepreneurial ventures, the scope of their entrepreneurship has nothing to do with the technology industry.

### **2.2.2 Employment salary level**

The survey results show that most of the students' salary levels are low. More than half of the students' monthly salary is between 2,000 and 3,600, and the monthly salary of more than 4,800 students only accounts for 2.5%. Compared with the local average wage level, the school graduates do not have an advantage in the salary level. In addition, the salary level of the graduates of the school is also much lower than that of undergraduate students who graduated at the same time.

The factors that cause the low salary level of students are more complicated, but mainly because the students' technical ability is insufficient. In the course of the investigation, the author found that some graduates are still engaged in the basic work at the initial level because of their lack of technical ability and lack of innovative ability and awareness. In addition, the situation of low-handedness is common. Some students talk about the theory, but the actual operational ability is not high, and it is difficult to apply theoretical knowledge to practice. Under the trend of higher education popularization, all vocational colleges have embarked on the road of rapid expansion, followed by the rapid growth of the number of students and the insufficient use of practice bases and equipment. Under such circumstances, teachers can only teach more theoretical knowledge and give up some practical courses.

### **2.2.3 Work stability**

According to the survey data, the experience of graduates of higher vocational colleges is not stable. Most of the students have experienced job-hopping experience during the three years of graduation, and some students have experienced multiple job-hopping. The students in higher vocational colleges are younger and lack corresponding social experience. Coupled with the lack of psychological quality and lack of planning for their own careers, they often have randomness and blindness in their choice of work. If you encounter something unsatisfactory at work, you will choose to quit. It can be seen that in addition to the training of students' technical ability, higher vocational colleges should also strengthen the guidance of employment planning.

## **2.3 Situation of the employer**

The survey not only investigated the employment situation of students, but also gave a rough understanding of the employment units of students. The survey results show that the employers of the school are mostly concentrated in the manufacturing industry, with a proportion of 50.36%. In addition, the catering service industry and the retail trade industry are also relatively concentrated employers, accounting for 15.47%.

At the same time, the vast majority of employers expressed satisfaction with the performance of the school graduates, and expressed their willingness to accept graduates from higher vocational colleges for their work; most employers will choose campus recruitment fairs, online recruitment and market recruitment, etc. Ways to select talents, for the new graduates of higher vocational colleges, the monthly salary that each employer can provide varies, roughly between 1500 and 2500. The 2014 China Education Development Report has conducted surveys on the monthly salary of graduates. The report shows that the higher the level of education, the higher the starting salary for graduates, the average monthly salary of doctoral students is 8,800 yuan, followed by graduate students and undergraduates, 5,461 yuan and 3,278 yuan respectively, the lowest in junior college students. Only

2,285 yuan [2]. It can be seen that the starting salary of graduates in higher vocational colleges is at a lower level, and there is still room for improvement.

### **3. Countermeasures to improve the employment status of graduates in higher vocational colleges**

According to the survey, the employment situation of graduates of higher vocational colleges has the following shortcomings: 1 Most students enter private enterprises to take up jobs, and the number of people choosing to start their own businesses is very small; 2 the salary of students is compared with other college graduates. Then, at a relatively low level; 3 Most students do not have career planning, so the phenomenon of job-hopping is more prominent. The author believes that changing the status quo is a systematic project that requires the government, the school, and the students themselves to work together.

#### **3.1 Government aspects**

The author believes that the government should start from the following aspects to improve the employment status of graduates of higher vocational colleges: (1) Improve relevant policy systems. Higher vocational college graduates must expand their employment channels and are inseparable from the government's support at the policy level. At the same time, in addition to good policies, we should also ensure that policies can be put in place; (2) According to the above research, we can know that private enterprises in various industries are the main employment units of current higher vocational college graduates. Therefore, the government can take measures to give more preferential policies to private enterprises that receive graduates, for example, increase financial support for these enterprises, and also grant tax relief to these enterprises [3]; (3) Currently, the more and more colleges and universities have recognized the seriousness of the employment situation, so it is expected to help students to find employment through the establishment of employment guidance courses. However, many colleges have failed to succeed in this area due to shortages of funds and resources. In view of this, the relevant government departments can take measures to give support in this aspect of the school. For example, many private vocational training institutions have rich experience in guiding students' employment. Government departments can guide these institutions into the school to provide employment guidance and pre-job training for students. At the same time, the government can also give full play to the functions of the Labor and Social Security Bureau, guide the department to collect statistics and analyze local talent demand information, and provide graduates with professional and effective employment guidance; (4) Today's highly developed business economy, Self-employment has become an important way to solve the problem of student employment. However, graduates are influenced by traditional views, and they tend to enter the work of enterprises. There are very few people who choose to start their own businesses. Therefore, the government should encourage graduates to start their own businesses and optimize the entrepreneurial environment through the formulation and implementation of relevant policies. When graduates start their own businesses, the most common problem is the shortage of funds. To this end, the government should give them financial support, for example, to give higher entrepreneurial subsidies, or to provide students with full discounted commercial loans.

#### **3.2 School aspects**

(1) Strengthen employment guidance and help students to do career planning. Because of the relationship between age and experience, students in higher vocational colleges often have no clear rules for their future careers, or they follow the trend, how do you do what they do, or follow the advice of their parents. To this end, all higher vocational colleges should establish a special employment guidance department to strengthen employment guidance and help students to do their career planning in the future: 1 The employment guidance department can set up employment guidance courses and conduct regular employment training. When conditions permit, the department may also invite off-campus employment experts to guide students; 2 employment guidance

departments should guide students to establish a correct employment concept, and now the employment situation is severe, students should have a sense of employment competition, and must actively pursue Better job, instead of waiting for work to find the door; 3 Career planning must be realistic and operative. For this reason, the employment guidance department should guide students to recognize the current situation when guiding students to develop career plans. The employment situation, and then on this basis, contact their own professional, personality and hobbies to develop detailed planning [4]; 4 the school's employment guidance department should map the employment situation of students and establish relevant files. For those students who have difficulty in employment, the guidance department can help them to carry out career planning, and can also match them to the enterprises or units that have cooperation with the school.

(2) Strengthen the cultivation of practical ability and pay attention to the cultivation of students' comprehensive quality. The success of graduates in employment is largely determined by their overall quality. However, at present, most higher vocational colleges still adopt the traditional education mode and only pay attention to the professors of theoretical knowledge. Such a talent training model has not kept up with the needs of the development of the times. All higher vocational colleges must reform them. The content of cultivating students' communication and communication skills is incorporated into the education system.

(3) Conduct curriculum reforms based on actual needs. In the interview process of the author, many graduates believe that the knowledge taught by the school is out of touch with the actual needs of the work. Many of the knowledge taught in the classroom is not used in the work practice, but the knowledge and technology actually needed, school education It is not covered. The reason for this is that the curriculum of the higher vocational colleges is too backward to keep up with the needs of the times. In order to solve this problem, colleges and universities should first understand the needs of knowledge and skills in practical jobs, and then carry out curriculum reforms on this basis, abolish those outdated professions or courses, and pay attention to the majors or courses actually needed.

(4) Strengthen entrepreneurship training and encourage students to embark on the road of self-employment. Self-employment has become an important way to expand employment, raise the income level of graduates and improve students' job satisfaction. However, students must embark on the road of self-employment, and also need to solve problems in terms of thinking, funding, and ability. Graduates just graduated from school, both in terms of experience and ability, so students' self-employment is inseparable from the guidance and help of the school. Higher vocational colleges must not only encourage students to start a business, but also take practical measures to guide students to start a business. Institutions can offer entrepreneurship training courses to give students guidance on how to choose entrepreneurial projects, how to get venture capital, and how to succeed.

### **3.3 Student aspects**

To solve the problem of graduate employment, the government, schools and employers need to work together to form a joint force. However, the key to solving this problem lies in the students themselves. The author believes that students should start from the following aspects in order to achieve high quality employment:

(1) Students should establish a correct view of employment. Judging from the relevant survey data, most of the students currently lack a correct understanding of the prospects of employment. The salary they expect is higher than the actual level. The preferred employer is not a public institution or a well-paid state-owned enterprise. The most anticipated work. The location is a big city like Beishangguang. Therefore, graduates who want to be successful in employment should have an understanding of the current severe employment situation, identify their strengths and weaknesses, and choose suitable jobs and enterprises. In addition, graduates should realize that not only the first-tier cities can provide more and better development opportunities, but also the second and third-tier cities as the focus of future development, and they are also a good choice for their ambitions.

(2) Students should improve their overall quality. The traditional educational viewpoint emphasizes the cultivation of students' theoretical knowledge, so the students who are trained usually

have high theoretical competence. With the development of the times, enterprises have higher and higher requirements for talents. They not only require employees to have a solid theoretical foundation, but also require them to have practical ability and experience. Therefore, students in higher vocational colleges should not only pay attention to the study of theoretical knowledge, but also practice more and exercise their own hands-on ability. At the same time, students can also participate in school club activities during their school days. When conditions permit, they can also go to work outside the school to work part-time. The former can train students' communication and organizational skills, while the part-time job outside the school allows students to get in touch with the society as early as possible, not only can bring a certain income to the students, but also exercise the ability of students to do things for others.

(3) Students can try to start their own business. Although there are certain risks in self-employment, once the success is successful, the return is very considerable, not only will bring economic returns, but also may bring about a great increase in social status. Therefore, those graduates who are ambitious in the future can start to exercise their entrepreneurial ability during the school period, seize the opportunity of the state to vigorously support college students to start their own businesses, tap their potential, and actively start businesses.

#### **4. Conclusion**

The main purpose of higher vocational colleges is to train high-level applied technical talents for the society. Nowadays, the employment situation is getting more and more serious. The employment of graduates of higher vocational colleges faces greater challenges. How to broaden the employment of students and how to improve graduates Issues such as salary levels are issues that need to be considered by higher vocational colleges. This paper believes that to solve these problems, the government should support it from the policy level. Schools should reform the education model and strengthen employment guidance. As a key factor to solve problems, students should take measures to improve their overall quality.

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