

Research on College Counselors' Employment Guidance for University Students

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Abstract: At present, the employment competition among college graduates is fierce, and the structural employment contradiction is prominent. The employment guidance work in colleges and universities is very important to improve the quality of students' employment. College counselors are close to students and familiar with them. They have unique advantages in employment work. They undertake many tasks such as ideological guidance, information service, ability training, psychological counseling, and resource integration. They are an important force for employment education in colleges and universities. This paper analyzes the advantages and functions of counselors in the employment guidance of college students, and explores the optimization path of their employment guidance work, aiming at improving the employment service system of colleges and universities, strengthening the education efficiency of counselors, effectively alleviating the employment problems of students, and helping graduates to obtain high-quality employment.

Keywords: College counselors; College students; Employment guidance; Optimizing path

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1. Introduction

At present, the competition in the employment market for college graduates continues to intensify; the pressure on students' employment is increasing, and the difficult problems of employment are frequent. The structural contradiction between the supply of talent and the demand of enterprises is becoming more and more obvious. Doing a good job in the employment of graduates is an important task of talent training in colleges and universities in the new era, which is related to the personal development of students, the quality of education in colleges and universities, and social stability. As the front-line subject of student management and service, counselors have special job advantages and an irreplaceable educational status. Therefore, continuously improving the professional ability and work level of counselors' employment guidance can effectively cultivate students' employability, accurately meet students' job search needs, provide high-quality and comprehensive employment services for graduates, and promote students to achieve high-quality employment.

2. The advantages of college counselors in college students' employment guidance

2.1. Advantages of the nature of work

Counselors have the most direct and extensive contact with students. They can fully grasp students' personality characteristics, advantages, learning ability, and hobbies ^[1]. It is easier to obtain students' trust and emotional identity, and then accurately grasp students' real ideas and job search intentions. Based on a comprehensive understanding of students' overall quality, professional ability, and personality characteristics, counselors can carry out personalized employment guidance, guide students to carry out self-ability assessment and employment prospect analysis, help students establish scientific career goals, fully tap their personal potential, and continuously improve their overall quality.

2.2. Age advantage of the team

College counselors are mostly young talents who have just graduated, and the age structure has significant advantages. First, the knowledge background and life experience of counselors are highly similar to those of students in school. They are familiar with the frontier ideas of contemporary college students and are easy to have emotional resonance with students. They can accurately grasp the employment needs of students from the perspective of peers. Secondly, counselors have experienced the process of job hunting and job selection, and can empathize with the employment anxiety of graduates and carry out targeted employment psychological counseling. At the same time, counselors can broaden students' employment horizons and enrich students' career choices by combining their own and others' successful employment cases.

2.3. Resource sharing advantages

Counselors are the core executors of the implementation of employment policies and the promotion of employment work in colleges and universities, and also the key link between the school employment center, employers, and students. On the one hand, counselors strictly implement the deployment of employment work in colleges and universities, publicize and interpret employment-related policies, timely push enterprise recruitment information, dynamically grasp students' employment progress and employment problems, and implement classified guidance and personalized guidance services. On the other hand, counselors can accurately push matching high-quality student resources according to the job requirements of employers, provide real and effective student information for enterprises, and efficiently complete students

3. The role of college counselors in college students' employment guidance

3.1. The leading role of thought

Counselors shoulder the core responsibilities of students' career planning guidance and employment value guidance, and guide students to establish a correct view of career choice and employment ^[2]. First of all, guide students to carry out self-cognition in an all-round way, and clearly sort out personal interests, personality, professional skills, and professional values. Secondly, combined with the current situation of the market and the development trend of the industry, guide students to formulate scientific and feasible career planning. At present, some students are affected by bad social trends of thought, and there are problems such as blind following, high eyes and low hands, and vague goals in employment. Through thematic class meetings, employment courses, heart-to-heart talks, and other forms, combined with excellent cases of grassroots employment, innovation, and entrepreneurship, counselors can help students understand the competitive

situation of the employment market and correct deviations in employment cognition. Guide students to balance professional self-worth and social value, abandon traditional employment prejudice, actively adapt to the needs of social development, and establish a scientific and positive employment concept.

3.2. The role of information supply

Accurate, comprehensive, and timely employment information is an important guarantee for students' smooth employment. Governments at all levels continue to introduce favorable policies such as employment support and innovation and entrepreneurship subsidies. Counselors need to take the initiative to follow up on the policy dynamics, accurately interpret the policy content for students, popularize the application process, and help students fully enjoy the policy dividend. At the same time, counselors integrate employment resources through multiple channels and summarize recruitment information from formal channels such as school employment centers, recruitment platforms, and corporate official websites. After screening, classifying, and sorting, they are timely pushed through class groups, public accounts, and employment class meetings. Relying on students' majors, career planning, and interest directions, student portraits are constructed to achieve accurate distribution of employment information. At the same time, a student information feedback mechanism is established to continuously optimize the information push service according to the student's job search experience and improve the quality and efficiency of employment guidance.

3.3. The role of ability improvement

Improving workplace competency is the key for students to achieve high-quality employment. Counselors improve students' professional quality and job-hunting ability in an all-round way by carrying out employment lectures, skills training, and other activities. Through theoretical explanation and case analysis, popularize core knowledge such as workplace etiquette, interview skills, and professional norms. Carry out targeted resume guidance work, explain the resume writing framework, highlight key skills, guide students to create personalized and professional resumes, and improve the pass rate of the initial review of job hunting. Organize simulated interview practical training and provide one-on-one guidance on appearance, language expression, and answer ideas to help students relieve interview tension and strengthen on-the-spot presentation skills. At the same time, actively guide students to participate in professional practice, social practice, volunteer service, and other activities, help students become familiar with the operating model of enterprises and the law of industry development, temper team cooperation, communication, and expression, on-the-spot response, and other core workplace capabilities, and comprehensively enhance the competitiveness of job hunting.

3.4. Psychological counseling effect

At present, the competition in the employment market is fierce, and students are under great pressure to find jobs. There are generally negative psychological problems such as lack of confidence, low mood, anxiety, and confusion. Counselors should pay attention to the psychological state of students' employment in a normal way, and timely investigate and find out the psychological distress of students' employment through daily observation and one-on-one talk. By carrying out employment psychological lectures, providing exclusive psychological counseling services, and using empathy, listening, and positive guidance, we can help students ease employment pressure and alleviate negative emotions. For students who are frustrated in job hunting, we

should give timely care and encouragement, assist students in reviewing problems, identifying shortcomings, formulating improvement plans, helping students rebuild their confidence in job hunting, responding to employment challenges with a positive attitude, and giving full play to their personal advantages in the fierce employment competition.

3.5. The role of resource integration

Counselors integrate the employment resources inside and outside the school, and build a diversified internship employment platform for students. At the level of school-enterprise cooperation, we should actively connect with enterprises, participate in school-enterprise negotiations, accurately grasp the industry talent training standards and job requirements, promote the school-enterprise co-construction of internship and training bases, implement the integration of production and education, and provide students with more internships and jobs. Actively invite enterprise HR and industry experts to enter the school to carry out employment lectures and special recruitment meetings to help students intuitively understand the workplace environment and enterprise employment standards. At the level of alumni resources, excellent alumni are linked to carry out experience-sharing meetings to convey job search skills and career development experience, and provide practical employment guidance for students. At the same time, actively organize students to participate in off-campus double selection meetings and talent exchange meetings, broaden students' employment channels, and enrich employment opportunities.

4. Optimization paths to strengthen the main role of college counselors in employment guidance

4.1. Strengthening the construction of a professional counseling team

Colleges and universities need to take multiple measures to comprehensively improve the professional ability of counselors in employment guidance^[3]. In the recruitment process, optimize the selection criteria, focus on recruiting high-quality talents with professional quality, communication ability, responsibility, and service awareness, and consolidate the team foundation. In the training process, special training such as career planning guidance, mental health education, and employment policy interpretation should be carried out regularly, and counselors should be encouraged to study independently and participate in academic exchanges, so as to continuously improve the professional level of employment guidance. In the assessment and incentive link, establish a scientific and perfect assessment and evaluation system, refine work indicators, objectively evaluate the effectiveness of counselors' employment work, and give full play to the guiding role of assessment and incentive. At the same time, we should improve the career promotion mechanism and salary of counselors, broaden the career development channels, enhance the professional identity, sense of belonging, and work enthusiasm of counselors, and create a high-quality and professional employment guidance team.

4.2. Improving the employment guidance service system in colleges and universities

Colleges and universities should set up special employment guidance institutions, clarify the responsibilities and contents of counselors' employment work, and support them with adequate human and material resources^[4]. Optimize the employment curriculum system, and set up systematic courses such as career planning, job search skills, interview response, and workplace literacy to help students systematically master employment

knowledge and job search skills. Upgrade the employment information service platform, introduce intelligent information technology, realize the accurate push of recruitment posts, internship information, and employment policies, and improve the efficiency of information service. Deepen the long-term cooperation between schools and enterprises, continue to expand the employment market, and build an integrated cooperation project for internships and employment. Regularly carry out activities such as enterprise entrance lectures and campus interviews, so that students can closely meet the needs of the workplace, make up for the shortcomings of their abilities, and enhance the core competitiveness of employment.

4.3. Deepening school-enterprise cooperation and integration of industry and education

Counselors need to take the initiative to act as a bridge between schools and enterprises, and continue to deepen the integration of production and education. Actively connect with industry enterprises, invite business leaders and industry experts to attend lectures and seminars to help students grasp industry trends and job requirements in a timely manner, and strengthen professional awareness and employment awareness. In a timely manner, the company's employment needs and cooperation intentions are fed back to the school's functional departments to promote the accurate docking of university professional settings, talent training programs, and market demand. To assist the school in building a school-enterprise internship training base, organize students to enter the base to carry out practical training, so that students can practice their professional skills and accumulate work experience in the real workplace environment. Promote enterprises to participate in the teaching reform of colleges and universities, integrate real projects and industry cases into classroom teaching, realize the seamless connection between teaching and workplace practice, and build a solid practical foundation for students' career development.

4.4. Promoting students' personalized employment guidance

Counselors need to implement precise and personalized employment services based on the differentiated development needs of students. Comprehensively sort out the professional advantages, interests, and career intentions of each graduate, and provide one-to-one job search adaptation suggestions and career guidance. Combined with students' personal characteristics and development demands, assist students in formulating exclusive career planning and development paths. For students with entrepreneurial intentions, we focus on providing special services such as interpretation of entrepreneurial policies, docking of entrepreneurial resources, and answering questions about entrepreneurial problems to help students innovate and start businesses. It pays attention to the psychological state of graduates' job search, provides psychological counseling and positive encouragement for students who are frustrated in job search and have an unbalanced mentality in time, guides students to adjust their job search strategies in time and maintain a positive mentality, helps each graduate to obtain accurate employment and high-quality employment, and realizes the unity of personal value and career development.

Disclosure statement

The author declares no conflict of interest.

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