

Discussion on the Employment Quality of College Graduates under the Three-Way Satisfaction Evaluation

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ABSTRACT. *For most colleges and universities in China, the employment of graduates has become one of the core work of the University. However, in the current situation of most colleges and universities in China, the employment quality of graduates is not optimistic, and needs to be improved and optimized accordingly. This paper first expounds the basic situation of the three-way satisfaction of college graduates, and probes into the promotion strategy of the employment quality of college graduates under the background of the three-way satisfaction from three aspects: the college should strengthen the employment guidance education and professional skills training, optimize the employment environment and the employment way of college graduates, and the employer should strengthen the linkage with the college.*

KEYWORDS: *Tripartite satisfaction: employment quality, Employment environment of college graduates*

1. Introduction

In recent years, the employment situation of college students in our country has always been grim, and the difficulty of College Students' employment has become a hot issue in our society. In order to solve this problem, our government has also launched many policies, such as the village official plan and the college students' Entrepreneurship plan. Although they have achieved certain results, they have not completely solved the problem of College Students' employment. In this case, this paper introduces the concept of three-way satisfaction, and based on this to analyze the ways to improve the employment quality of college graduates, so as to solve the problem of graduate employment in China.

2. Tripartite Satisfaction Evaluation System

2.1 Employer Satisfaction

Whether the employer is satisfied mainly depends on the ability of the graduates themselves. The graduates need to give full play to their professional knowledge and their comprehensive quality in their work. What they are looking for is the ability to apply the professional knowledge and comprehensive quality. In the actual work, there are different needs for the ability of graduates. There are three main assessment indicators with universal research significance, namely, the basic skills, spiritual quality and the future development ability of graduates. The basic skills of graduates are mainly the knowledge learned in the school and the personal ability they have, so that they can give full play to social utility through work. The evaluation of basic skills can be assessed by three indicators, namely, post adaptability, employment practice ability and professional knowledge application ability. The spiritual quality of graduates is mainly personal quality. In order to complete the work better, they need to have certain internal quality. There are four aspects of the internal quality commonly required by employers: integrity, professionalism, dedication and social responsibility. The development ability needs the exertion of graduates' comprehensive quality, which is a common ability. The development ability also reflects the ability and level of graduate management. For the assessment of development ability, we can examine the ability of innovation and creation, psychological quality, learning ability, organization and management ability, unity and cooperation ability and communication ability of graduates. Through these indicators, the development ability of graduates is comprehensively investigated [1].

2.2 Graduate Satisfaction

The satisfaction degree of graduates is the satisfaction degree of graduates for the current employment situation, which is explained by comparing the expectation value and the actual feeling effect of graduates. The evaluation of graduates' satisfaction mainly uses three indicators: working environment, salary and salary, and career development prospect satisfaction. The working environment is mainly assessed by four indicators: the satisfaction of graduates with corporate culture, labor relations, working conditions and welfare. It shows graduates' sense of security and belonging to the employment environment. Salary is a common concern of graduates. It is not only the embodiment of their personal value, but also the recognition of their personal ability. However, the salary treatment is closely related to the level of regional economic development. The salary treatment in different regions is different. We can use the satisfaction degree of graduates to relative annual salary and absolute annual salary as indicators to measure. Career development reflects the satisfaction degree of graduates to the realization of their own needs, as well as the respect degree of satisfaction, which is related to the future development of graduates in the employing unit. The satisfaction of graduates' career development is measured by four indicators: the learning opportunities of graduates in the employer, the display of talents in the employer, the professional counterpart rate and the promotion and development space of the employer.

2.3 Government Satisfaction

Government satisfaction mainly refers to the government's satisfaction with the quality of talent training in Colleges and universities, and the comparison between the expected value and the actual perceived effect. The measurement of government satisfaction is related to three indicators: professional counterpart rate, employment rate and employment guidance. Professional counterpart rate refers to the percentage of the number of college students engaged in the professional counterpart work and the total number after graduation. It is an important index to measure the efficiency of human resource development and utilization of college students. Employment rate is an important index to evaluate the employment of college graduates, and it is also the most intuitive index, which has an important reference role for the national employment policy. The employment rate not only reflects the social needs of college graduates, but also reflects the employment competitiveness of graduates. Two indicators can be used to measure the initial employment rate and the year-end employment rate. In the calculation of indicators, it is necessary to exclude the number of people who are not employed voluntarily, such as those who go abroad, go to school, or for other reasons. Employment guidance is the satisfaction of employment guidance service in Colleges and universities. A good employment guidance service can promote the employment of graduates and improve the employment quality of graduates. Five indicators can be used to measure the satisfaction of employment guidance: the strength of employment guidance teachers, the training of employment guidance personnel, whether the employment guidance curriculum system is perfect, whether there is an employment information network system, and whether there is a perfect employment guidance service mechanism. Professional counterpart rate refers to the percentage of the number and total number of professional college students engaged in counterpart work after graduation. It is an important indicator to measure the effective degree of human resource development and utilization of college students [2].

3. The Basic Situation of the Three-Way Satisfaction of College Graduates

3.1 Employing Unit

Most employers have limited perception of current college graduates. They believe that most college students do not have necessary practical experience, and their psychological quality is generally not high. After a long period of time, they can really meet the quality requirements of the post. From here, we can see that the current social employers are not satisfied with the comprehensive quality of college students, which also makes the overall performance of the employment quality of college students is not high [3].

3.2 Graduate

Through contact with current college graduates, it is found that most of them are not satisfied with their employment status, and there are many dissatisfied factors, such as work pay, work environment, promotion channels, future development, etc.

This also makes it difficult for most graduates to hold on to their first jobs. They often change jobs after a few months, especially for many college students at present [4].

3.3 Government Sector

The government departments mainly reflect the employment rate, employment structure, employment guidance and so on. At present, the employment rate of college graduates in China is relatively high, but there are still many deficiencies in the employment structure and guidance. In many underdeveloped areas, there is a significant loss of college students, and the employment guidance system of college students in most areas is not perfect, which can not provide corresponding employment services [5].

4. Strategies for Improving the Employment Quality of College Graduates in the Context of Tripartite Satisfaction

4.1 Colleges and Universities Should Strengthen Employment Guidance Education and Professional Skills Training

In view of the current situation that college graduates are not satisfied with their employment, colleges and universities should strengthen the employment guidance education and professional skills training for graduates. In the aspect of professional skills training, it is mainly to adjust its own curriculum system in combination with the corresponding social industry status of different majors, and really teach students some professional knowledge and skills. In the aspect of employment guidance education, it is mainly to carry out perfect employment guidance before college students graduate, so that they can have a correct outlook on employment and values. In this process, colleges and universities should also carry out career planning activities for different students, so that students can better understand their own status, and clear their own advantages and disadvantages, to avoid the low level of eye experts in career selection. In career planning, colleges and universities should be clear about the personality differences between different students, and be able to carry out career planning based on different students, so that they can find their own favorite job. In addition, most of the college graduates in our country are "post-95". Their psychological quality is often low, and their dependence on family is also high. In this case, the employment guidance of college graduates should also be combined with the family strength to provide employment guidance services. This also requires colleges and universities to be able to dredge the communication bridge with parents of students, to communicate with parents more during the graduation season, and to teach parents some experience in career selection, so as to jointly guide the employment of college students [6].

4.2 Optimizing the Employment Environment and Ways of College Graduates

Although most regions of our country pay more attention to the employment situation of college graduates, they have not built a relatively perfect employment service system. Therefore, in the next step of development, local government departments can consider to give priority to information technology, broaden the employment channels of graduates, and provide relatively complete employment information services for graduates. In the graduation season, the government can also consider guiding some job fairs to provide more employment opportunities for graduates. For those who stay here, the government should also provide some preferential policies to retain these graduates. At present, China has entered the era of mass entrepreneurship, so local governments can also consider to provide more entrepreneurial opportunities for college students, and provide certain policy preferences for college students entrepreneurs. Especially when college students start their own businesses, they will encounter insufficient funds. At this time, government departments can also consider expanding financing channels to optimize the entrepreneurial environment of college students. By supporting the entrepreneurial environment of college students, the employment quality of college graduates can be improved indirectly. In addition, government departments can also consider starting with regional advantageous industries to promote the employment of college students and improve their employment environment. For example, the crane industry in Cangzhou is a regional advantage industry, so we can consider cooperation with Hebei water conservancy and electric power university, Cangzhou Normal University and other universities, and optimize the employment environment of college students. In this way, the local government can not only improve the employment quality of college students, but also adjust the regional employment structure to achieve the stable development of regional industries [7].

4.3 Employers Should Strengthen the Linkage with Universities

For employers, the reason why the comprehensive quality level of graduates is difficult to meet the needs of their own posts is mainly because the talent training in Colleges and universities is out of line with their own post development. Therefore, each employing unit can consider actively cooperating with local colleges and universities, vigorously carrying out various activities such as school enterprise cooperation, so that colleges and universities can fully understand the demand for post quality before personnel training, and timely adjust the teaching content and curriculum system in the actual teaching process. In this way, the comprehensive quality of college graduates can truly meet the needs of employers and improve the employment quality of graduates. At present, many colleges and universities in our country begin to attach importance to the combination with social enterprises, establish some cooperation bases between schools and enterprises, and carry out the graduation practice of college students. For employers, it is a win-win thing to strengthen the linkage with universities. For example, the employer may consider opening the internship for college students in some internal positions. On the one hand, the employing unit can provide some practice channels for college students in this way to improve the overall strength of practical teaching in Colleges and universities. On the other hand, through this way, employers can also communicate

closely with college students, and observe their specific performance in work, as well as their future development plans and attitudes. If we find those students with high comprehensive quality, the employer can also consider absorbing these students to improve the comprehensive quality level of its own staff [8].

5. Conclusion

In short, the employment of college graduates is an important issue related to education and national development. In order to evaluate the employment quality of college graduates correctly, the three-way satisfaction evaluation system should be used. Find out the problems in the employment of graduates, and give full play to the government's regulatory role, the school's guiding role, as well as the consciousness of graduates to improve their own ability, solve the problems in time, and improve the quality of graduates' employment.

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