

"One System, Two Dimensions, Three Guarantees and Four Assistants" -- Building a Standardized Career Counseling System for Chinese College Students

Qixin Huang¹, Jun Zhao^{2,*}

¹School of Business, Jiangnan University, Wuhan, China

²Faculty of Career and Entrepreneurship, Hubei University of Technology, Wuhan, China

*Corresponding author

Abstract: China's higher education is changing from "elite" training to "popular" education. The employment of college graduates is becoming a concern of the whole society. Ensuring high-quality employment of college graduates has become one of the main goals of the country's economic and social development during the "Fourteenth Five Year Plan" period. The traditional employment guidance has been unable to meet the needs of enterprises and students' own development, which requires colleges and universities to shift from the original employment management services to the "four-year consistent" career counseling. Research and explore a standardized system of college students' career counseling based on the theoretical framework of "one two-dimensional, three guarantees and four auxiliary", to provide guarantee for the continuous high-quality employment of colleges and universities in China.

Keywords: career, entrepreneurship, employment, standardization

1. Introduction

It is a common requirement for national construction and development, economic and social stability, and people's family happiness to do a good job of employment and entrepreneurship in colleges and universities. Employment is the foundation of people's livelihood, the source of social wealth creation and an important support for social stability. The Fifth Plenary Session of the 19th Central Committee of the Communist Party of China made it clear that "people's wellbeing reaches a new level, and more full and high-quality employment" is one of the main goals of China's economic and social development during the "14th Five Year Plan" period.

2. Research background

Since the transformation of China's higher education from "elite" training to "popular" education, the scale has expanded year by year. The total number of college graduates will reach 10.76 million in 2022, a new record. Under the severe employment situation, "lying flat", "slow employment" and "World War II" have become the choices that contemporary college students are facing, and also the source of difficulties in promoting college employment during the graduation season[1]. Although these phenomena do not represent the full picture of the current employment situation of contemporary college students, the widespread existence of weak employment intention, lack of self-awareness, and immature life planning has made college students' career planning come into the sight of education and management departments. Obviously, the traditional employment guidance has been unable to meet the needs of enterprises and students' own development, which requires colleges and universities to shift from the original employment management service to the "four-year consistent" career counseling.

Although career counseling in China has entered a period of rapid development, the relevant theoretical construction and standardization system are still in the exploratory stage, with different levels of development and development standards among regions and universities, and a unified and scientific system has not yet been formed; and according to the retrieval results of Chinese literature, there are not many relevant researches on career counseling for different groups of college students. At

present, some researchers are based on experience discussion and lack of system construction. The lack of standardized career counseling system has become a major obstacle to the implementation of the Ministry of Education's "ensuring high-quality employment". The career development education in China needs not only the improvement of practice, but also the exploration and construction of theory. Therefore, building a standardized career counseling system for college students in line with China's national conditions should become a guarantee mechanism for colleges and universities to continuously promote high-quality employment.

Career counseling mainly refers to the use of psychology, management, sociology theory and psychological counseling methods to inspire, help and guide the counseling objects to correctly understand social needs, correctly understand themselves, and better complete the process of changing their roles in learning, work and life in terms of psychology and behavior in terms of problems encountered by the counseling objects in terms of career choice, career adaptation, career development, etc. From the definition of career counseling, we can draw a conclusion that career counseling in colleges and universities is a purposeful, planned and organized activity to cultivate college students' awareness and skills of planning their own career, develop individual comprehensive vocational ability, and promote individual career development under the condition of certain social productivity. It is a comprehensive counseling activity with the main line of guiding college students to carry out and implement career planning[2]. This research explores a standardized system of college students' career counseling based on the theoretical framework of "One Two dimensional, Three Guarantees and Four Assistants", which provides a guarantee for the sustainable high-quality employment of colleges and universities in China.

3. Review of research status at home and abroad

3.1 Foreign research

Modern career counseling is developed from career guidance, which originated from the career guidance movement at the beginning of the 20th century. From the perspective of development laws, career counseling abroad is mainly divided into career guidance stage, career counseling stage and career development counseling stage. The details are as follows:

(1) Career guidance stage. After the Industrial Revolution, with the rapid development of the capitalist economy in the United States, the problem of employment emerged as the times require, setting off a career guidance movement, among which Frank Parsons was the most influential person. In 1908, Parsons founded the Boston Career Office to provide career guidance for young people and also train career guidance teachers. In 1909, Parsons published *Career Selection*, which elaborated the role of consultants in career guidance, as well as consulting strategies and methods, and put forward the theory of "characteristics". In 1913, the United States established the National Vocational Guidance Association, and began to publish irregular professional journals in 1915. After World War I, some of the psychological measurement tools used in military measurement were introduced to the civilian population. Psychological tests are combined with vocational guidance. At this time, most of the measuring tools are tests of ability tendency and vocational interest, ignoring the behavioral science that can affect career choice. In 1939, Professor Williamson of the University of Minnesota put forward the "trait factor" theory on the basis of Parsons' "trait" theory.

(2) Career counseling stage. Rogers published *Counseling and Psychotherapy* in 1942, which marked the beginning of the career counseling stage. He formally changed from "guidance centered" to "consultant centered". He believed that visitors should be unconditionally respected, emphasizing their ability of self discovery and choice, no longer relying solely on psychological tests, and gradually turned from dogmatic career guidance to more humane career counseling.

(3) Career counseling stage. Since the 1950s, the concept of career guidance has changed from a static and single career outlook to a dynamic and diversified career development outlook. Career counseling has gradually developed into a modern career counseling and is developing towards specialization. During this period, representatives such as Ginberg (1951) and Schuber (1953) put forward the theory of career development stages and career rainbow diagram. At the same time, the American Association for Career Development passed the professional certification system of career consultants, becoming a milestone of career development consulting. In the 1990s, Schuber developed the C-DAC career development evaluation and consulting model. At the same time, computers and the Internet have greatly promoted the establishment of interactive career information systems.

3.2 Domestic research

The development of career counseling in China started late. In the 1920s, Mr. Zhou Jimei, President of Tsinghua University, took the lead in proposing career guidance. Up to 1937, 45 public and private ordinary middle schools in China had carried out vocational guidance to varying degrees, and should cope with the division system and the selective system. Subsequently, due to the turbulent war situation, vocational guidance did not carry out large-scale promotion and research in colleges and universities. After the founding of New China, due to the employment system of "overall planning and distribution" at that time, vocational guidance once stagnated [3]. Until the 1980s, the reform of China's labor and personnel system brought vocational guidance back into people's sight. However, based on the increasingly severe employment situation of college graduates and the introduction of foreign career development consulting experience, Chinese people are more accustomed to calling "career guidance" "employment guidance", and pay special attention to the individual career development and employment guidance of college students. In the 1990s, the National Education Commission first established the National Employment Guidance Center for College Graduates, and then colleges and universities have established employment guidance institutions. At the beginning of the 21st century, China's career counseling and guidance work has made new progress, especially in big cities such as Shanghai. The practice and exploration of career counseling and guidance has been in line with international standards, and a career counseling system and professional curriculum system have been initially established.

It is worth noting that although career counseling in China has entered a period of rapid development, the relevant theoretical construction and standardization system are still in the exploratory stage, with different levels of development and development standards among regions and universities, and a unified and scientific system has not yet been formed; And according to the retrieval results of Chinese literature, there are not many relevant researches on career counseling for different groups of college students. At present, some researchers are based on experience discussion and lack of system construction.

4. Build a standardized system of career counseling for college students

4.1 Establish the concept of "student oriented" career counseling

According to Schuber's career development stage theory, college students belong to the exploration stage (15-24 years old) in the career development stage proposed by the theory[4]. The main task of this stage can be summarized as to explore their own abilities, roles and careers. This shows that the exploration and understanding of oneself and career should be a long-term process, rather than an overnight process that can be effectively completed by focusing on the specific stage of college students' graduation. At present, the focus of employment guidance for college students in China is the one-time employment rate of students. Under the influence of this indicator, many college students will be "employed", and frequently change jobs or become unemployed again after employment due to lack of a good understanding of themselves and related occupations. In the construction of the standardized system, the concept of career counseling that emphasizes more development, continuity and systematicness has been actively introduced, and the student oriented career counseling guiding ideology of "four year consistent system" has changed from focusing on results to focusing on processes.

4.2 Build a personalized and generic two-dimensional distribution system

Contemporary college students have different personalities, but they also have certain commonalities[5]. Career counseling should be divided into two dimensions: individualization and universalization. Personalization focuses on individual guidance. Personalization is a full explanation of the "student oriented" career counseling system and full respect for students. Each college student has a unique development background and future expectations, and should be taught in accordance with their aptitude. The commonness focuses on group guidance. As a major has certain similarities in employment direction, the same family environment also has similar career choice tendencies. This part of the group should be investigated, and unified guidance should be carried out without affecting the reputation of students. Putting career counseling system in individual guidance and group guidance can not only highlight personality guidance, but also maximize teacher efficiency.

4.3 Realize the coordination of system, institution and talent guarantee

Implement the career counseling system in colleges and universities. Rigid policy support is the prerequisite for colleges and universities to effectively carry out career counseling. First of all, establish a rigid and mandatory system, incorporate the data of career counseling into the hard indicators of each evaluation, inspection and evaluation, and establish special school level leaders to focus on career counseling. Secondly, we should establish a nationwide registration system for vocational consultants in colleges and universities, improve the management system of vocational consulting specialty, and standardize the employment, assessment and promotion system of vocational consultants in colleges and universities. Third, the personnel department should improve the identification of the vocational counseling practitioners in colleges and universities, and include the construction plan of the vocational counseling team in the teacher team construction plan.

Clarify the connotation and functions of "career counseling center (studio)" and other institutions in colleges and universities. Further define, explore and explore the width and depth of the task of the "center (studio)", and gradually form a referral mechanism with the "college students' psychological counseling center". At the same time, we will build a standardized organization that integrates sub departments such as career consulting room (individual and team), quality assessment room and pre service simulation training room.

We will speed up the professionalization of the teaching staff and strengthen the management mechanism for the collaboration between full-time and part-time teachers. Professional talent team construction is the key to effective career development consultation in colleges and universities. While establishing the access system for highly effective career counselors, we should also set up complete regulations on their professional standards. In combination with the existing and future planning requirements for career development consultants in colleges and universities, the professional standards for career development consultants in colleges and universities should be issued as soon as possible to provide a basis for assessing the quality of consultants and conducting professional supervision.

4.4 Establish a perfect auxiliary system

Build the logic of active theme activity assistance, explore the cooperative operation mechanism of career development courses and consulting, and set up different subject activity assistance at different stages of the university. For example, the first year focuses on the subject of "major diversion and choice of majors", the second year focuses on "innovation and entrepreneurship", the third year focuses on "postgraduate entrance examination or employment", and the fourth year focuses on the subject of "slow employment and lazy employment".

Establish a standardized evaluation system for career counseling, and introduce the world's leading career evaluation software and questionnaires, such as various tests to evaluate the characteristics of professional interests, types of professional personality, and voluntary choices. D Type test of professional personality includes Qi Quality Scale, EPQ, Big Five Personality Scale. The test of the scope of professional interest includes the test of professional value, professional orientation, professional interest, etc. Volunteer tests such as the entrance examination and employment test.

Establish a career information system, covering appointment, evaluation, feedback and tracking, to achieve a "one file for life" database system for college students, track students' career development at any time, carry out personalized and generic guidance, and form a closed loop of career management.

5. Conclusion and Outlook

In his speech (2018) at the Peking University Teachers and Students Symposium, the General Secretary stressed that, "The new era we are facing is not only the best era for the development of the Chinese nation since modern times, but also the most critical era for the realization of the great rejuvenation of the Chinese nation. The vast majority of young people have broad space for development, but also carry the mission of the great era. The vast majority of young people should release their passion and pursue their youth ideals in their struggle, and use their youth and struggle to pave the way for national rejuvenation and contribute to the construction of the motherland.". For contemporary college students, the construction of a standardized career counseling system will help them define themselves and learn how to give value and meaning to life. For colleges and universities, the standardized system of career counseling is not only the main embodiment of "training and

delivering socialist builders and successors", but also an important guarantee for the two core missions of colleges and universities: "for whom to train people" and "where to go".

The theoretical contribution of this study lies in: among the relevant researches on college students' employment in China, there are more discussions from the perspective of employment guidance than from the perspective of career counseling; however, there are many studies on career counseling from the perspective of concept, but few studies on career counseling from the perspective of standard system. Therefore, it is of great theoretical value to conduct relevant research on college students' career counseling from the standardized system level.

In practice, this study hopes to improve and innovate the career consulting system and employment guidance system of college students in China, optimize the talent training mode of colleges and universities, improve personality, develop manpower, and guide college students to achieve the unity of self value and social value, which coincides with the national strategic goal of "ensuring high-quality employment".

Acknowledgements

This work was supported by Project of Hubei Provincial Department of Education (Funding no: 2015276) and the Major project of Wuhan Municipal Education Bureau (Funding no: 2015003).

References

- [1] Broscio M, Scherer J. *Creating and implementing a reality-based career plan [J]. Journal of Healthcare Management, 2003, 48(2): 76.*
- [2] Raabe B, Frese M, Beehr T A. *Action regulation theory and career self-management [J]. Journal of Vocational Behavior, 2007, 70(2): 297-311.*
- [3] Reardon R C, Lenz J G, Sampson J P, et al. *Career development and planning: A comprehensive approach [M]. Thomson Brooks/Cole Publishing Co, 2000.*
- [4] Pereira F N. *Perception of Work, Relationships and Career: A Study with Undergraduate Students [J]. Interpersona: An International Journal on Personal Relationships, 2011, 5(1): 15-34.*
- [5] Chen Xiaoling, Zhang Xinran. *The path of the integration of college students' career planning and ideological and political education -- A review of "College Students' Career Planning and Employment Guidance" [J]. China University Science and Technology, 2020 (11): 103.*