

Practice of Better Career Guidance in Higher Vocational Colleges under Ideological and Political Education

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Abstract: To improve the affinity and pertinence of ideological and political education in higher vocational colleges, better career guidance is an important starting point. Based on the problems existing in career guidance in higher vocational colleges, this paper analyzes the reasons behind the problems and proposes improved measures, namely: to explore a compound talent training model that meets social needs, to practice the linkage mechanism of employment, enrollment and discipline construction, to build high quality college-enterprise cooperation platform, to carry out practical career cognitive activities, to reform the employment system and ensure professional personnel, to carry out information construction for vocational guidance. Thus, students are employed smoothly and stably. Political identification, theoretical identification and emotional identification of teachers and students can be strengthened.

Keywords: higher vocational colleges, ideological and political education, career guidance, high quality

1. Introduction

The 2016 Chinese University Ideological and Political Work Conference was held in Beijing. The conference stressed that ideological and political work should run through the whole process of education and teaching, and create a new situation for the development of China's higher education. An important reason for the meeting is that the current ideological and political work is in a turning stage, there are not enough affinity, targeted problems, it is difficult to meet the needs of the growth of students and social expectations. Therefore, strengthening and improving the ideological and political work, constructing a new model of ideological and political work in higher vocational colleges, ideological education should be closely combined with the practical problems of teachers and students, really for the growth of students. Career guidance is the process of providing consultation, guidance and help for job seekers to obtain employment, employment stability, career development and employing units to choose and employ persons reasonably.^[1] The report of the 18th CPC National Congress clearly points out that a series of guidelines and policies should be adopted to promote the realization of higher quality employment, and the goal should be changed from "expanding employment" to "high quality employment". In order to achieve higher quality employment, it must be supported by higher quality career guidance, which puts forward new tasks and requirements for career guidance in higher vocational colleges. Taking a vocational college in Guangdong Special Economic Zone as an example, this paper summarizes the current situation of career guidance, analyzes the reasons behind the problems, and discusses how to achieve higher quality career guidance in practice.

2. The state of career guidance: quality and problems

In the face of industrial upgrading and economic and social transformation, as well as the needs of college students' personality development in the new era, there are still many problems and challenges in promoting high-quality career guidance.

2.1 Career guidance pursues high employment rate but fails to help students get a stable job

At present, defining and measuring the quality of career guidance in Chinese colleges and universities often entrust authoritative professional institutions outside the college system to investigate the employment quality of graduates. Mycos Data, a widely recognized third-party agency, measures the quality of graduates' employment based on five indicators: monthly income, job relevance, job fit, job

satisfaction and turnover rate. According to the survey, the employment rate of graduates of the university continues to exceed 96%, 96.3% in 2020, 96.3% in 2019, and 97.35% in 2018. The monthly income is on the rise. The monthly income of graduates of the class of 2020 is 5,930 yuan, a significant increase compared with that of the class of 2019 (5,515 yuan). Other employment quality indicators, however, are less promising, with a turnover rate of about 40% in 2020 and job relevance of about 68% in 2020. There is still a certain distance between the quality of career guidance and its long-term goal. The frequent job-hopping of graduates brings certain losses to themselves, employers and social resources.

2.2 There is a gap between the effect of the whole implementation of career guidance and the requirements of the employer

Combining with the characteristics and needs of students in different grades, the college carries out high-quality, active and diverse career guidance activities, basically realizing the full penetration of college life. To understand the effect of career guidance, the college conducted extensive research on employers. The results show that the employment satisfaction of students in the university is 78% in 2020, and about 21% of graduates are not competent for the job requirements. According to the investigation of human resource market and huawei, ZTE and other companies, vocational college graduates with a single quality structure can hardly meet the needs of technological upgrading of enterprises.

2.3 There is deviation between the dogmatic way of career guidance and students' individual needs

The college has incorporated "Career Planning for College Students", "Employment Guidance for College Students" and "Introduction to Major" into the teaching plan, determined as compulsory courses. The course adopts formative assessment, that is, each student must complete the required practical work with both quality and quantity in order to pass the assessment. However, career guidance is a highly targeted work, each student's character, ability, interest, values are different, industries and positions on the applicant's knowledge level, intelligence, personality also have different requirements. Although the method of "teaching big courses" and "lecturing" achieves full coverage, it lacks targeted learning and training, and is difficult to adapt to the new requirements constantly put forward by the socialist market economic system and the self-realization needs of the young generation. Therefore, the quality of career guidance cannot meet the individual needs of students.

3. Analysis of the reasons why it is difficult to achieve higher quality career guidance

Career guidance is not only the objective requirement of social development to improve students' comprehensive quality, but also the need to realize students' self-development and sustainable development. At present, the work of career guidance in higher vocational colleges is scattered and the content of guidance is low. The time of career guidance is late, the service object is single, the high-quality teacher is lack, thus, the quality of career guidance is difficult to be further improved.

3.1 Disconnect between career guidance and professional construction

Higher vocational colleges need to serve regional economic and social development, and are employment-oriented, and their professional attributes are their essential characteristics. There is a high degree of consistency between vocational guidance and professional construction in higher vocational colleges. The job needs of related occupations are consistent with the talent training objectives. The labor process, working environment and activity space of related occupations are consistent with the teaching implementation process. The social value of related profession is consistent with the social identity of profession. [2] Therefore, career guidance in higher vocational colleges should guide specialty construction, complement and unify with specialty construction. However, the work of higher vocational colleges is scattered, and each department goes its own way, which leads to the disconnection between career guidance and specialty construction, the disconnection between social demand and talent training, which reflects that the employment competitiveness of students is not enough, that is, the professional knowledge learned in school is relatively lagging behind the development of the times. The lack of comprehensive quality affects their professional competence.

3.2 One-sided understanding of career guidance

Career guidance is a systematic and long-term process that follows a person's entire career, not just a certain stage or period. ^[3] Due to the "utilitarian mentality", students do not realize the importance of career guidance in the early and middle years of college and do not rush for success until graduation. In order to obtain employment, they have to learn resume making and improve interview skills; blindly pursue high salary and good welfare. As for the key points that affect the quality of career guidance, such as person-job matching and career development, they realize later. These subjective misunderstandings are not conducive to students' long-term planning, nor to the improvement of career guidance quality in higher vocational colleges.

3.3 Lack of innovation in career guidance

Traditional career guidance ignores students' initiative and creativity, teachers are active teachers and students are passive indoctrination objects. In this way, the main role of students is not well reflected, and it is difficult to inspire students to take the initiative and explore the desire of career. According to the survey, vocational college graduates think that the most helpful activities for career promotion are social networking expansion (39%), extracurricular self-study knowledge and skills (36%), and vacation internships/part-time jobs (28 %). All three activities are independent and practical. Therefore, mobilizing the autonomy and practicality of career guidance is the direction to innovate the way of career guidance and improve the quality of work under the new situation.

3.4 The quality of the Career guidance team is uneven

At present, most of the career guidance in higher vocational colleges are counselors. On one hand, most of the counselors have not been systematically trained and learned, and lack solid knowledge and excellent skills. On the other hand, a counselor's job is trivial and complicated, it is difficult to have enough time to make career guidance professional. Moreover, under the long-term system malpractice, it is difficult for higher vocational colleges to have an incentive mechanism for relevant personnel to take the initiative to participate in professional training, resulting in that career guidance can't really play an effective role. From a certain point of view, the quality of career guidance personnel is the key to affect the quality of career guidance.

4. Several beneficial attempts to realize higher quality career guidance

Higher quality career guidance is reflected in stronger employment competitiveness, wider employment channels, more stable employment, longer career planning, more diversified career choices, more timely and convenient career guidance services, etc. ^[4] Therefore, the college has made several beneficial attempts to realize the connotation of higher quality career guidance.

4.1 Improve the vocational guidance system with higher quality, and explore a composite talent training model that meets social needs

According to the new requirements of the labor market for applied talents, students should have two main characteristics: one is a certain aspect of professional technical ability; the other is the comprehensive ability. In order to achieve the goal of high quality talents training, the college puts forward the core of "compound major direction, compound curriculum setting, compound ability structure and compound qualification certificate" to cultivate compound talents with "combination of morality and industry, learning and thinking simultaneously, brain and hand". The college has issued policies to reform the major setting and encourage students to choose to expand their majors. The new mechanism of cross-training innovative talents across departments, disciplines and majors gives students more "weapons" to compete with others in job hunting. This new type of high quality personnel training mode is the reform under the guidance of vocational guidance concept. Vocational guidance is no longer the job of the employment office, but integrated into the talent training program to enhance the core competitiveness of graduates' employment from the source, so that graduates' working ability is enhanced year by year.

4.2 Practice the linkage mechanism of employment, enrollment and discipline construction, and achieve the goal of higher employment quality

The college regards the employment status as an important basis for the recruitment plan and the adjustment of disciplines and majors. It implements the hard link between the annual recruitment plan and the employment rate of graduates, and reduces or even stops the recruitment of majors with little social demand and low employment rate. Either survival of the fittest, or innovation and transformation, majors adjust dynamically with industry. The college has always organically combined career guidance with enrollment and major construction, effectively realizing the high quality employment of students, which has been recognized by employers. In turn, the high quality employment of students also drives the further improvement of the quality of career guidance.

4.3 Focus on improving the timeliness of career guidance and build a high quality college-enterprise cooperation platform

The college builds 14 characteristic industry colleges with Huawei, BYD and other top 500 enterprises or industry leaders. Eight key laboratories and public technical service platforms have been built. Participated in the development of 10 national vocational qualification standards and 22 industrial standards. Cisco network Technology training Room, Heidelberg Printing Technology Center, PLC training room and other high-level training centers have been established together with Cisco, Heidelberg, Emerson and other international well-known companies. It has jointly trained a large number of top certified graduates in the industry, such as CCIE, OCM, HCIE, RHCA etc., which has become a typical example of high quality employment.

4.4 Advocate the self-help of career guidance, carry out a number of high-quality practice

The college actively builds a self-help platform for career guidance, which takes "activities" as the main form and "practice" as the main feature to promote students' whole-hearted devotion and new cognition. The college adopts the strategy of "bringing in and going out". On the one hand, it actively invites outstanding graduates, entrepreneurs and scholars to the campus and communicates with students face to face through lectures, special reports and other forms. Such activities are held once a month. On the other hand, students are encouraged to go out and collect abundant workplace information and obtain high-quality results through enterprise visits and employment and entrepreneurship research, so that students can independently explore their career.

4.5 Build a team of higher quality career guidance personnel and reform the employment system to ensure professional personnel

The college attaches great importance to the construction of high-quality career guidance team, and has implemented the personnel system reform of "dynamic mechanism of up and down performance assessment". The college quantified the requirements of career guidance into the assessment method, and implemented different levels of employment for guidance staff. Under the promotion of the new employment system, career guidance teachers take the initiative to participate in various training to improve their business ability and teaching level. The professional teaching staff ensures the high quality and professional career guidance and produces high quality results.

4.6 To carry out information construction of vocational guidance and provide higher quality guidance services

The college make full use of big data and cloud platform, the Internet and other advanced technology, developed a set of press releases, recruitment information, self-employment, further study information for the integration of employment guidance website. In particular, online interview area, online evaluation area and online one-stop service system help enterprises release information independently, help students self-diagnosis and achieve employment. In order to enable students to use their mobile phones anytime and anywhere to learn about career trends, the college has developed the WeChat official account for employment, which includes 3 modules and 11 subcategories, including employment guidance, recruitment information and diversified development. The college also uses the SMS platform to send more than 100,000 mobile phone messages to graduates every year to communicate important issues in the first place. Website, WeChat, short message, QQ, microblog, the five kinds of information means let the traditional vocational guidance work with the wings of information. Vocational guidance

presents quality, fast, timely, convenient characteristics of The Times.

5. Conclusions

To sum up, higher quality career guidance is a systematic project integrating students' overall development, a long-term project that runs through students' whole life, and an effective carrier of ideological and political education. Strengthening the ideological and political education in higher vocational colleges, achieving higher quality career guidance, can be better close to student's thought and emotion, meet the needs of the country and social development requirements, to strengthen political identification, theoretical identification and emotional identification of teachers and students, to keep strongly the path of socialism with Chinese characteristics.

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