

On the Strategy of Using Peer Education to Innovate College Students' Employment Guidance

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ABSTRACT. *In terms of the employment guidance of colleges and universities, it has been difficult for students to recognize the inculcating employment guidance. Combined with the psychological and behavioral characteristics of college students in the new era, it is found that peer guidance can improve the employment efficiency and promote the "early decision" of employment choice. Peer employment classification group can promote the improvement of employment ability. Peer employment objects can talk to each other, which can promote the relief of psychological pressure. This paper not only discusses the establishment of peer employment team, aiming to the division of labor and cooperation in employment exchange, but also discusses the setting up of peer employment "mentor", which is focused on the employment "help and guidance". Measures such as creating a peer employment example and playing a leading and exemplary role can improve the employment ability of graduates more quickly and effectively and improve the effect of employment guidance for college graduates.*

KEYWORDS: *Peer Education, Employment Guidance, Strategy Analysis*

Since 2020, affected by the outbreak of COVID-19, faced with double pressure: the economic structural adjustment in the world and China's and the slow economic growth, college students employment is difficult to further increase, and the employment guidance of graduates efficiency is lower and the result is bad, so how to develop university students' innovative and effective employment guidance work has become a new topic of university employment work. Non-computer majors in colleges and universities employment instruction work, employment guidance has been difficult to get the students' recognition. Combined with the psychological and behavior characteristics of the new era of college students, it's found that in the process of employment, peer interactions and help between the students is critical, hence appearing more peer positive impact on the employment cases like "referring to classmates' situation", "listening to classmates' proposal" and "group signing a contact". Peer education has a positive promoting significance on the employment, so it is necessary to be analyzed and researched as a new subject.

1. The Prominent Problems Existing in the Instillation Employment Guidance in Colleges and Universities at Present

(a) The school's employment guidance force is limited, so it is difficult to cover all students

Because the number of college graduates has been high in recent years, every year is the "world's most difficult season of employment". Considering the employment as the "number one project" to promote, many colleges have mobilized all power, including counselors, teachers, professional teachers as well as the leading cadre in colleges and universities, but for each student's "precise support", it is too limited. With the ignorance of peer education itself---self-education, self-management, and self-service" in the huge student groups, it is difficult to help each student.

(2) Because students' employment skills and employment experience are uneven, it is difficult to classify guidance

Generalized employment covers a variety of employment ways such as applying for a job, examination and test, applying to a postgraduate program, enlisted in the army, XuanDiaoSheng, go abroad for further study and so on. When taking classification guidance in school, it is difficult to understand each student's employment skills and experience to they should master. And the students' employment will also often change, and their employment knowledge reserve is not balanced. What schools can carry out is some basic knowledge of employment, so it is difficult to achieve precise guidance to realize accurate classification and precise support when taking classified guidance to promote students study group,.

(2) Students' employment expectations and demands often change, making it difficult to take precise measures

Most of the students' career planning targeted is not strong, so the student's employment expectation will affect their mentality with the signing of their classmates, friends. School employment guidance often have unity and hysteresis, hence it is not only difficult to accurately grasp the students expectation over a given period of time, plus the employment recruitment huge amount of information, it is also difficult to accurately grasp a large number of the students' psychological expectations, which is difficult to accurately measures. Employment students' close classmates, friends and so on can grasp this situation in time and influence and promote successful employment, which plays an important role in peer help.

2. The Connotation of Peer Education and the Logical Relationship with the Employment Guidance of College Students

Peer education, from the concept of peer counseling derived, refers to the help, comfort and support from the age of a person in the surrounding classmates and friends to provide a kind of concept change and behavior guide, usually having functions of spontaneity, compulsory, affection, friendship and effectiveness. Peer

education is a method of ideological and political education, which has a third party guiding role. At the same time, employment guidance is also a kind of behavior to guide and influence others' thoughts and psychology, but the teacher is transformed into a student. Peer education and employment guidance have common objects and common methods. The introduction of peer education into the employment guidance of college students can effectively promote the development of employment work.

Some problems should be paid attention to when using the method of peer education to develop college students' employment guidance: (1) the employment guidance mode of peer education must have the sense of service, sharing thinking and dedication, and should pay attention to the confidentiality of the service objects. (2) Peers need go through a system of training before the development of employment guidance, and at the same time, they must be report or consult to the counselor or teacher when they run into some uncertain situation. Peer education cannot be carried out prematurely without guidance, which may have the opposite effect. (3) Peer education is a helping mechanism based on ability and opportunity. It is an obligation rather than a responsibility, and it is unnecessary to bear bad consequences. Students should be encouraged to participate in it boldly. (4) The employment guidance of peer education is to influence and help the object of help in concept, thought and behavior, so there should be appropriate principles, and the decision is still on the object of help. It should be a good "counselor" rather than "the final decision".

3. The Use of Peer Education to Promote Employment Guidance

(1) Peers lead to the improvement of employment efficiency and the promotion of "early decision" in employment choice. University students' employment is not difficult in "looking for", but difficult in "choosing". In the choice of employment, college students take into account multiple factors, such as salary, specialty, working region, nature of enterprises and working atmosphere. Some graduates often have been holding a few "offer" but still feel difficult to choose. Counselors already teach the theory of "human-job matching," but self-analysis requires peer "evaluation", which has an important significance for the understanding of the objective self, so Peer education can lead to employment values and promote students' early employment.

(2) Peer employment should have a kind of classification group to promote the improvement of employment ability. Job hunting requires skills. Common job hunting skills include resume making, interview written test, resource information and reasonable positioning; Public employment requires comprehensive ability and comprehensive knowledge; Postgraduate entrance examination requires long-term preparation of basic knowledge and professional ability, etc. Accurate classification of graduates is particularly important. Part of the employment guidance schools or teachers do not have the corresponding ability, we need students themselves to discuss with each other to find professional institutions and classified learning and communication, so the success rate of employment will be greatly improved. In addition, the recruitment in the general job search has a certain driving effect; the

first employment of students can master a certain amount of resources, information, experience and ability, etc. From the psychological point of view, the peer drive of employment classification will produce a certain "Matthew effect". With the same method, more employment opportunities can be found. From this point of view, the integration of peer education into employment guidance will produce the effect of twice the result with half the effort.

(3) Peer employment can talk to each other which could promote the relief of psychological pressure. Employment pressure is one of the biggest sources of psychological pressure for graduating students. Counselors or head teachers have very limited time and energy during employment, so it is difficult to take into account the employment psychology of a large group, which is more obvious at any time when the graduation date is approaching, or more serious as the employment problem is not solved.

The close attribute of peers should be made full use of, as the objects they talk to have the close relationship with them, hence more likely to arouse resonance. The psychological pressure of employment can be relieved through group communication, bedroom talk, outdoor chat and other ways, which are more effective than the teacher's inculcating way in the employment method selection and reasonable positioning.

4. The Building of the Peer Education Model of College Students' Employment Guidance Can Enhance Their Employability.

(1) The establishment of peer employment team can promote the division of labor, cooperation and employment exchange. The energy of the team must be greater than the individual, so the employment work is the same. The establishment of peer employment group and the setting up of the peer group should be taken place, taking into account the employment mode, the relationship between classmates, the origin of students and the principle of giving consideration to individual voluntary formation of employment team, which are conducive to job information collection, resume modification, policy inquiry and other division of labor. Because team members are deeply familiar with each other, it is easy to resonate, hence communicating together about employment problems, and then discussing problems and communication to form the understanding of the objective and practical skills, which often can create more employment opportunities and improve employment ability.

(2) The setting up of peer employment "mentor" contributes to form employment "help and guidance". Student cadre, power of student party members and cadres of the students should be fully used to set up employment peer "mentor", and provide them with the system of training and guidance to make this part of the "advanced" drive "junior". Employment first can drive employment later, forming a situation of "catching up and surpassing" employment, and finally forming common employment to enhance efficiency and quality of employment. The selection of peer employment "mentors" should take into account the representation of student groups,

including female students, ethnic minority groups, families with economic difficulties and other special groups, as well as representatives from different directions such as public service examination groups, postgraduate entrance examination groups and job-seeking groups, so as to guide other students by classification.

(3) The creating of a role model for peers in employment plays a leading and exemplary role. The power of role models can influence student employment values, so it is especially important to publicize and create examples in employment. The role models may be those in the previous professional grade or those in the same grade and major. The role models are not necessarily excellent, but those with reasonable positioning, early employment, and breaking through conventional choices. For example, students who are recruited into the army or employed at the grassroots level, as role models, are not only in line with the national policy guidance, but also dare to try first.

Or the average student employed by well-known enterprises should be as an example of employment publicity to further strengthen the publicity and share the successful experience of successful employment, which could play a leading and demonstration role.

5. Conclusion

Set up on the good friendship of classmates, peer education can promote employment and promote the way of innovation of the employment, which can make up for a lack of number and energy of employment guidance teachers group and achieve accurate support. But there are some risks, such as the designated position, ability insufficiency, the inappropriate method of peer students' understanding, etc. which also can lead to the opposite effect. The selection and training of peer backbone students should be enhanced to give full play to the functions like students' self-management, self-service and self-education, which can promote the perfection and development of universities employment instruction work.

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