

Countermeasures of Career Planning Guidance and Intervention for College Students

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ABSTRACT. *Career planning is particularly urgent in the face of the severe situation of the popularization of higher education and the oversupply of College Students' employment. This paper analyzes and sums up some problems in the process of career planning guidance for college students, and puts forward some macro targeted solutions, in order to make career planning guidance more scientific and operational.*

KEYWORDS: *College students, Career planning, Counseling*

1. Introduction

With the rapid development of modern society, people play a variety of roles from birth, and career represents the process of these roles, including life experience, life path and career, profession, career and other meanings. As the whole process of role-playing throughout a person's life, career is composed of three levels: time, that is, the process of an individual's age or life; experience, that is, each stage of a person's life and the different roles he plays; and the extent to which an individual invests in various roles. College Students' career planning refers to the planning of College Students' learning life and future career development direction with the help of school teachers and counselors, based on their personality, personality characteristics, social needs, their own specialties, interests and other factors, combined with learning career and career expectations. At present, the number of graduates is increasing, the employment situation is becoming more and more serious, and the employment problem of college students has attracted social attention. Therefore, the correct guidance of College Students' career planning and the strengthening of College Students' career education can not only make college students' ideal idea, life goal and career outlook have a better position, but also lay a good foundation for their future career.

2. Problems in College Students' Career Planning

2.1 College Students' Awareness of Career Planning is Not Strong

According to the survey of College Students' career planning, the majority of College Students' career ideals are generally formed later, 58.67% of them are formed during the university period, and 14.54% of them have not yet formed clear career ideals. According to the survey of China University Student Employment magazine, only 5% of the people have received formal career planning services. These data show that, although the importance of College Students' career planning is recognized by more and more colleges and universities, generally speaking, college students' career planning is still not given enough and extensive attention during the learning period. In many colleges and universities, most of the teachers who serve as career planning guidance are counselors or Youth League Committee teachers. Most of them lack professional career planning knowledge and need to receive relevant professional training. The implementation of career planning for college students is just traditional preaching, lacking timeliness and pertinence, personalized guidance and service is more difficult to expect. But many college students always think that "there is a way when the car comes to the front of the mountain, and there is a straight way when the ship comes to the bridge". When they graduate, they can't find a way in the face of the road of life in the future. At this time, they realize the importance of career planning, but they have almost missed the best opportunity to choose a career [1].

2.2 College Students Do Not Have Enough Self-Awareness and Their Career Goals Are Not Realistic

According to the questionnaire survey of “career planning for college students” jointly implemented by sina.com, beisen.com and China University Student Employment magazine, only 12% of them know their personality, interests and abilities, 18% know their strengths and weaknesses in career development, and only 16% know what they like and dislike. This shows that college students generally lack a full understanding of themselves and cannot objectively analyze and evaluate their basic qualities such as personality, interest, specialty, IQ, EQ and ability. Therefore, many colleges and universities are unrealistic in career planning, which is reflected in two aspects: (1) high self-evaluation, high ambition. Some students said that they would be in charge within two years and become the Prime Minister of the Department five years later. There are not a few students who are determined to be gold collars. High career goal orientation can mobilize their enthusiasm and fully tap their potential, but if the goal is too high and impractical, the consequences will often increase their frustration and bring great gap between ideal and reality. In addition, many students tend to go to the large enterprises with high income and good welfare in the eastern economic developed areas, and few people pay attention to the western and rural areas. (2) I'm under rated and short-sighted. Some college students have low self-esteem, often underestimate their own ability, work timidly, lack of open thinking and competitive consciousness. These college students' career goals are often low, which can not optimize the allocation of resources, resulting in the “useless hero” [2].

2.3 Unreasonable Career Planning and Design

There are some problems in the process of career planning, including: first, the lack of scientific self-evaluation system. Correct self analysis and self orientation are the basis of career planning, and also determine the success or failure of career planning. At present, the methods, standards and steps of College Students' self-awareness and self-evaluation cannot be established on the scientific and systematic operation mechanism. Secondly, lack of continuous and systematic career guidance. Many colleges and universities only provide temporary employment guidance to graduates for the purpose of employment, ignoring the long-term career development orientation of the whole college stage. Many freshmen and juniors don't make a reasonable plan for the four-year university time, but guiding the career planning of college students is not an overnight task, which requires a long-term preparation process. Third, lack of personalized career planning. Due to the restriction of funds, teachers and other factors, colleges and universities cannot carry out different career planning for students of different majors, let alone teach students in accordance with their aptitude, and carry out “one-to-one” personalized career design and guidance. Fourth, lack of evaluation and feedback mechanism. The whole career planning needs to be tested and adjusted in time. At present, due to the lack of practice, college students' career planning lacks the diagnosis of all aspects of planning, so it is difficult to adjust and improve the planning[3].

3. Countermeasures of Career Planning Education for College Students

3.1 Training College Students' Ability of Self Identification and Evaluation

Self identification and evaluation positioning are the basis of personal career planning, and also the premise of whether to obtain a feasible planning scheme. Before we make career planning for students, we should first guide them to carry out self identification, understand their internal characteristics and external differences, and focus on choosing their own career path, tailored. A customized career planning is the most appropriate career planning. If we neglect self identification and positioning, the career planning is easy to die in the middle. Secondly, the environment of career planning should be analyzed. Everyone's life goal must be in line with the social environment premise to be realized. When making career design, we must clearly define the social value orientation, understand the overall situation of political economy, science and culture, natural environment, etc., in order to know “what can I do” in career planning, and make our design have practical significance and feasibility[4].

3.2 Construction of “Trinity” Organization System of Career Planning Guidance for College Students

The construction of “Trinity” guiding organization system of College Students' career planning is to guide college students' career planning with scientific guiding ideology, so as to make it more operable and executable. “Integration” refers to the career planning and guidance center of college students, which mainly carries out macro and directional planning and guidance for college students' career planning. “Three bodies” refers to three career planning and counseling offices for college students, i.e. academic work series, educational administration

series and community series, which are mainly responsible for specific planning, organization, implementation and coordination management. The academic affairs series counseling office is mainly responsible for a series of teaching and research work, such as learning guidance, case study analysis, project development guidance, textbook preparation, etc. for career planning professional knowledge and skills training. The learning and Engineering Series counseling office is mainly responsible for guiding the formulation, implementation, feedback evaluation, revision and other implementation of student career planning. A series of divisions can be set up below, including theoretical research, quality development, practical exploration, assessment and evaluation. The specific management mode can be operated by the school department class three-level management mode. The Association Series refers to the representatives from the well-known career planners, employers, parents' evaluation groups and other parties who use their own historical experience and social reality to put forward constructive suggestions for students' career planning. In this way, various departments cooperate with each other, coordinate operation, and jointly promote the effective and orderly progress of College Students' career planning [5-6].

3.3 Training Counselors to Become the Backbone of Career Planning Education Team

The regulations on the construction of counselor team in Colleges and universities (Order No. 24 of the Ministry of Education) points out that “counselors are the backbone of Ideological and political education for college students and the organizers, implementers and directors of the daily ideological and political education and management of college students. Counselors should strive to become students' life mentors and intimate friends for healthy growth. “It can be seen from this that student counselors are the most ideal personnel to help college students solve their academic planning, job-hunting and employment puzzles and problems. This is the responsibility of student counselors, which is determined by their position and role in students' learning, employment and growth. The student counselor is the inspiration of College Students' career dream and the adviser of career planning, the training and improvement of College Students' professional ability, the leader of students' quality education, the guide of psychological pressure and confusion in the process of College Students' job-hunting, and the paver of students' career path. On the other hand, in many colleges and universities, there are many problems in the construction of the employment guidance staff, such as the uneven staff, the imperfect organization, the unreasonable division of labor and the low level of specialization, and the lack of career planning staff with professional knowledge. Students' demand for career planning is growing day by day, which puts forward higher requirements for knowledge accumulation and professional skills of career planning instructors. Therefore, it is a good measure to strengthen the training and guidance of counselors' Career Education in Colleges and universities, and let counselors take charge of the whole process of College Students' career education.

4. Conclusion

Scientific and reasonable career planning is a very important step towards success for college students. It points out the way forward for four years and the whole life of college students. Schools and students should establish the awareness of career planning. Colleges and universities should take this work as an important part of college education and management. Combined with the current problems, with the cooperation of various functional departments, they should explore together to continuously improve the effectiveness and scientificity of College Students' career planning.

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