



# A Study on the Path of Employment Willingness and Supply and Demand Matching of Normal University Graduates in Nanjiang

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**Abstract:** At present, the employment of normal university graduates in Nanjiang has become an important topic of regional education and human resource development. This paper mainly discusses many factors that affect the employment intention of normal university graduates, including education level, professional background and family economic support. In view of the problems in the current employment supply and demand matching mechanism, such as the dislocation of employment willingness and market demand, the lack of policy incentives and the deviation of graduates' professional cognition, this paper puts forward strategies such as optimizing the employment market information sharing, strengthening the policy guidance and incentive mechanism, and improving the professional ability of normal graduates. Through the optimization of supply and demand matching mechanism, it can promote the balanced distribution of educational resources in Nanjiang and help normal college graduates to achieve better employment.

**Keywords:** Nanjiang region, Normal university graduates, Employment willingness, Supply and demand matching mechanism

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## 1. Introduction

With the rapid development of economy and society in southern Xinjiang, the supply of educational resources and the demand for teachers are growing, and the employment of normal university graduates is concerned. However, due to the influence of factors such as the level of regional economic development, policy guidance and graduates' own conditions, the contradiction between employment willingness and market demand is gradually emerging, leading to the low matching degree of employment supply and demand, affecting the employment quality of graduates and the development of regional education.<sup>[1]</sup> In order to solve this problem, this paper analyzes the influencing factors of the employment willingness of Normal Graduates in southern Xinjiang, reveals the problems in the supply and demand matching mechanism, and puts forward targeted countermeasures to provide theoretical basis and practical reference for the employment policy formulation and educational resources optimization in southern Xinjiang.

## 2. Influencing factors of graduates' employment willingness

### 2.1 Education level and professional background

Education level and professional background have an important impact on the employment willingness of normal university graduates. Graduates with high education usually have strong workplace competitiveness and a wide range of

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choices. They tend to prefer positions with high salaries and numerous promotion opportunities. On the contrary, normal university graduates with relatively low education are faced with the limitation of employment choice, which is reflected in the fewer positions available, the limited promotion space and the higher industry entry threshold. Professional background also plays an important role in the employment willingness, and the market demand of different professional fields is significantly different. Majors with strong market demand, such as information technology, medical and health care, education and other majors. Graduates in their field are more likely to find jobs related to their major, which increases their confidence and flexibility in career choice. And those graduates with less market demand are more realistic in career selection. The matching degree of education background and professional background directly affects the expectation of graduates for career development and the orientation of employment willingness.

## **2.2 Family economic situation and support**

The employment choice and willingness of normal university graduates are restricted by the family economic situation. Graduates from well-off families usually have more time and material resources, tend to pursue higher level positions that are more in line with their career vision, have a broader space in career selection, and tend to pursue a master's degree, deepen learning or explore diversified career paths. On the other hand, those graduates from families with relatively poor economic conditions prefer to find jobs that can quickly obtain income and are more stable, and prefer grassroots positions and civil servants as the first choice. The reason for this tendency is that families with a weak economic base are often unable to afford education investment such as postgraduate entrance examination and vocational training, which limits the opportunities for graduates to further study or improve their vocational skills. There are also some families who are lack of social resources and networks, unable to provide valuable employment information or job recommendations for students, which further narrows the scope of career choices for graduates. Therefore, the family's economic conditions and the support they provide determine their career decision-making and choice path to a large extent.<sup>[2]</sup>

## **3. Problems in the matching mechanism of employment supply and demand**

### **3.1 Dislocation of employment willingness and market demand**

The dislocation of employment willingness and market demand is an important manifestation of the contradiction between supply and demand for employment of Normal Graduates in southern Xinjiang. Many graduates tend to choose economically prosperous regions, urbanization areas and positions with good treatment, but ignore the employment opportunities of rural schools, especially in remote areas. Restricted by the traditional cognition of career, they think that the working environment in the grassroots school is weak, and the personal development prospects are limited, which does not meet their expectations of career and quality of life. In fact, the demand for teacher resources in southern Xinjiang is more for schools in rural and remote areas, especially for science teachers, bilingual teachers and vocational education talents. However, most of the normal university students are concentrated in the popular education fields such as liberal arts and preschool education, leading to a significant imbalance in the supply and demand of professional structure. For example, in recent years, the Education Department of a county has continuously released recruitment information for science teachers, but there are few applicants, and the relatively abundant liberal arts graduates are competitive in the employment market, and it is difficult to find suitable positions. The contradiction between the diversification of market demand and the single employment preference of graduates affects the employment efficiency of normal students and the distribution of regional education resources.

### **3.2 Insufficient policy support and incentive mechanism**

The lack of effective policy support and incentive measures is the reason for the low matching efficiency of labor employment supply and demand. Although different local governments have put forward corresponding guidance policies for grassroots teachers, such as post subsidies, establishment priority, etc., the attractiveness and implementation

effect of these policies have not yet reached expectations. In some places, the preferential policies have not been fully implemented, and the overall environmental level of grassroots schools is relatively low. Compared with urban schools, there is a gap, which is not enough to have an incentive effect. At the same time, the non-material incentives of grassroots teachers, such as career promotion channels and title evaluation mechanism, need to be improved. Teachers who have served in remote areas for a long time often have limited promotion space and unclear career growth path, which makes graduates lack confidence in the long-term development of grassroots positions. Take the grassroots education post as an example. Although there are initial subsidies, the follow-up support of teachers in the improvement of housing and living conditions is insufficient, and the career development is facing a bottleneck. The lack of policy publicity is also a problem. Many graduates lack a comprehensive understanding of the relevant policies and benefits, and then hold a reservation or rejection attitude towards grassroots positions.<sup>[3]</sup>

### **3.3 Graduates' vocational cognition and ability structure deviation**

The deviation of Normal Graduates' professional cognition and ability structure aggravates the imbalance of supply and demand in the employment market. On the one hand, some graduates have misunderstandings about the basic education position, mistakenly believing that the working environment in the grassroots school is backward, the social recognition is low, and it does not meet their career expectations and life requirements. This kind of misconception makes them tend to choose urban positions when they are seeking jobs, and ignore the value of grassroots education positions and the possibility of future development. On the other hand, there is a big gap between the ability of graduates and the actual market demand. Although some normal university graduates have rich theoretical knowledge, they show obvious deficiencies in classroom teaching, class management, educational technology application and other practical links, which makes it difficult for them to meet the needs of grassroots schools for "all-round" teachers. For example, some rural schools in southern Xinjiang need teachers with bilingual teaching and interdisciplinary teaching ability, but colleges and universities fail to fully integrate local needs in the process of talent training, leading to a gap between the actual working ability of normal university graduates and post requirements. In addition, due to the lack of practical teaching experience, the adaptability of some graduates in grassroots schools is weak, affecting the matching degree of post supply and demand.

## **4. Countermeasures to optimize the employment supply and demand matching mechanism**

### **4.1 Improve the supply and demand information sharing mechanism of the job market**

The defects in the information sharing mechanism of supply and demand in the employment market lead to the obvious information barriers between graduates and employers. In order to achieve the effective matching of supply and demand, it is necessary to build an efficient and transparent employment information exchange system. The education department can establish a database of employment information throughout the country, jointly with colleges and grassroots education institutions, and regularly announce teacher vacancies, covering details such as job categories, work locations, salaries and benefits, so that graduates can grasp the latest developments of grassroots positions in a timely manner.<sup>[4]</sup> In addition, colleges and universities can join hands with the local government through the employment service center to hold a "special recruitment activity for regional teacher positions", invite grassroots education institutions in southern Xinjiang to communicate with jobseekers face to face, and improve the accuracy of position information matching. Take a university in Xinjiang as an example. With the help of the "campus government enterprise cooperation platform", the school helped hundreds of graduates successfully work in grassroots schools, improving employment efficiency. At the same time, the information sharing mechanism can also be combined with digital means to release position information through WeChat official number, small program and so on, so that graduates can grasp employment information at any time. Grassroots schools can also use the short video platform to show the campus style and the daily work of teachers, so as to eliminate the misunderstanding and worry of graduates on grassroots positions,

and enhance the transparency of information and the attractiveness of positions.

#### **4.2 Strengthen policy guidance and incentive mechanism construction**

The improvement of policy guidance and incentive mechanism is the core way to solve the problem of employment supply and demand mismatch. Local governments at all levels should strengthen policy support for basic education posts, especially in the fields of economic incentives and career growth. For example, special financial subsidies can be set up to provide living allowances and housing security for graduates to teach in schools in remote areas, so as to reduce their economic pressure. We can implement the "rural teacher incentive plan" strategy, provide free accommodation for university graduates who are willing to serve at the grassroots level, and give one-time settlement subsidies, so as to attract more excellent teachers. In addition, improving career development channels is also an important measure to enhance the attractiveness of jobs. Education management institutions and other departments should implement preferential policies in the evaluation and promotion of grassroots teachers, give priority to the selection of outstanding talents who have worked at the grassroots level for many years, and remove the obstacles to their career development. The government should also launch a special staffing policy for grassroots posts to ensure the stability of Posts and enhance the sense of professional belonging of graduates. The universality and accessibility of policy publicity also need to be improved. The policy content should be promoted through universities, media and government platforms, so that graduates can understand the preferential policies and career development prospects of grassroots work, change the employment selection concept of normal university students, and stimulate their enthusiasm for grassroots education.

#### **4.3 Improve the professional ability and employment competitiveness of normal university graduates**

It is an important measure to improve the vocational ability and employment competitiveness of graduates to optimize the employment supply and demand matching mechanism. In the aspect of training normal talents, colleges and universities must strengthen the integration of theoretical teaching and practical operation to ensure that graduates have the ability to adapt to grassroots education positions. The cooperation between universities and local governments is the way to achieve this goal. For example, it can be integrated into the grassroots teaching practice link in the education process of normal students, and work together with the basic education schools in southern Xinjiang to build a practice teaching base, so that students can receive a year of teaching practice before graduation. Colleges and universities cooperate with local schools to carry out internship projects. During the internship, students go deep into classroom teaching, class management, home school interaction and other practical work, effectively improving their teaching practice ability and professional adaptability. In addition, the school should strengthen the construction of vocational skills courses, and add professional courses such as bilingual teaching, psychological guidance and information technology application to meet the actual needs of Southern Xinjiang, so as to cultivate educational talents with professional skills and broad abilities. Career planning and employment guidance also need to be strengthened. The school can provide one-to-one career counseling for graduates, helping them grasp the career growth path and personal development potential of grassroots positions. In addition, normal students are encouraged to participate in various teaching skills competitions and training activities to enhance their overall quality and employment capital. With a sound vocational ability training system, graduates can better meet the requirements of grassroots education posts, and achieve high-quality employment and personal career development.<sup>[5]</sup>

#### **Conclusion**

optimizing the employment intention and supply and demand matching mechanism of normal students in southern Xinjiang is the core link to promote the harmonious allocation of local education resources and human resources. At present, the formation of employment willingness is affected by many factors such as education level, family economic support and career cognition. In the employment market, there are problems such as the dislocation of supply and

demand, the lack of policy incentives and the mismatch between professional ability and market demand. It is an effective way to alleviate the employment dilemma by strengthening the information sharing of the employment market, improving the policy guidance and incentive mechanism, and improving the professional ability and competitiveness of graduates. It is necessary to further explore and improve the research and application of supply and demand matching mechanism in combination with regional characteristics and market demand, so as to help the normal students in southern Xinjiang achieve a more comprehensive and high-quality employment goal.

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