



# Research on the Employment of College Graduates under the Background of the Normalization of the Epidemic — Taking School of Education of Zhaoqing University as an Example

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**Abstract:** Employment guidance and service work are an important part of ideological and political education in colleges and universities. Through the comparison of the employment rate, employment destination and employment structure of the 2016-2021 graduates of the School of Education Science of Zhaoqing University, it is found that there are problems in the employment work, such as process management, daily care services, and the lack of effective curriculum. In order to adapt to the new normal of employment in the context of the normalization of the epidemic, it is necessary to innovate working methods: implement practical process management, establish a "before-during-after" management system; do practical daily service work, build "special personnel on duty, full service" system; play an important role in curriculum guidance, and build a "three-course mutual aid" system.

**Keywords:** normalization of the epidemic, employment guidance and services, ideological and political education, graduates

## Introduction

Under the background of epidemic normalization, employment in colleges and universities is facing a severe test. At present, China's higher education gross enrollment rate exceeds 50%, entering the universally recognized stage of popularization [1]. This year, the number of college graduates has reached 10.76 million, another record high. With the rapid development of education, it has become a thorny issue how to give consideration to zero reports on campus epidemic outbreaks and high quality employment of college graduates. This paper will take the School of Education of Zhaoqing University as an example to compare the employment status of graduates in recent years under the normal situation of the epidemic before the outbreak of the epidemic. This paper analyzes the impact of the epidemic on the employment situation of applied psychology and Educational Technology in primary education and preschool education, reflects on the existing problems in the employment of graduates of the School of Education, and puts forward innovative measures for employment guidance and service based on the employment new normal under the epidemic environment

## 1. Analysis of employment situation of graduates before and after the outbreak of COVID-19 — A case study of graduates in the past five years

The School of Education of Zhaoqing University has four undergraduate majors: Applied Psychology, Primary Education, Preschool Education and Educational Technology. Students are mainly trained by normal university students. The specific employment status of students in recent five years is as follows:

### 1.1 Employment status of graduates from 2016 to 2019

#### 1.1.1 Graduate employment rate

The first employment rate is a direct indicator to measure the employment situation of college graduates and to a large extent reflects the employment quality of college graduates[2]. The statistical period ends at the end of August every year, that is, two months after graduating graduates. The final employment rate is the last statistics on the employment status of students who graduate that year. The time is up to the end of the year when students graduate. Before the epidemic, the initial employment rate of all graduates of the School of Education of Zhaoqing University was above 98%, and the employment rate could reach 100% by the end of the year.

#### 1.1.2 Employment structure and career development of graduates

According to the statistics on the employment structure of the graduates from 2016 to 2019, 10.1% choose to further their studies, 15.7% choose "iron rice bowl", 0.8% choose to start their own business, 1.7% choose to work at the grass-roots

level, 51.1% choose private enterprises, mainly in educational institutions. 20.6% of the students chose flexible employment for reasons such as preparation for the world War II postgraduate entrance examination and personal physical condition. Generally speaking, the graduates of the School of Education are mainly engaged in the education industry, basically realizing the corresponding majors.

### 1.2 Employment status of graduates in 2020

Due to the impact of the epidemic, the employment rate of the class of 2020 graduates decreased significantly, with the initial employment rate of 80.2 percent and the final employment rate of 92.4 percent. In addition to the influence of force majeure factors, students' employment difficulties also have their own reasons, especially the graduates themselves divorced from the reality of career choice, unwilling to get employed before choosing a job, and lack of correct understanding of the employment situation.

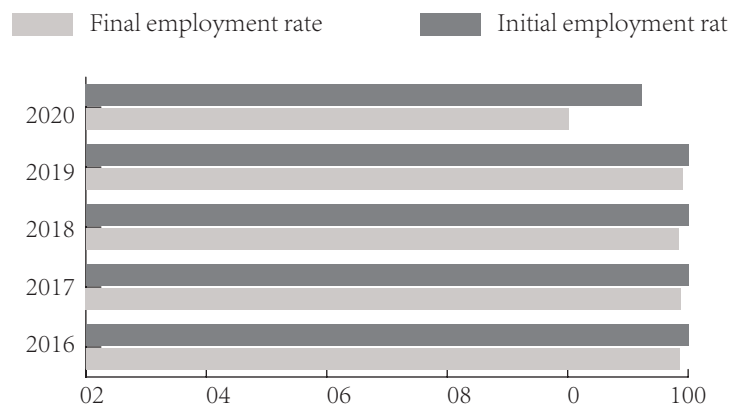


Figure 1. Employment rate of graduates of the School of Education from 2016 to 2020

In terms of the career development of their graduation, the number of graduates entering universities in 2020 has significantly increased, 27.7% higher than that in 2019, mainly due to the expansion of the enrollment of postgraduate and undergraduate students during the epidemic period. In addition, the proportion of grassroots employment and military conscription also increased, while the proportion of private enterprises and flexible employment declined, indicating that students' awareness of occupational risks has significantly increased under the epidemic situation.

Table 1. Career development of graduates of the School of Education from 2016 to 2020

Year	Go to a school of a higher grade	Iron rice bowl	Entrepreneurship	Grass-roots employment	Recruitment of soldiers	Private enterprise	Flexible employment
2016	10.8%	16.9%	1.1%	1.7%	0	52%	17.4%
2017	9.4%	10.9%	1.2%	1.5%	0	52.2%	24.8%
2018	8.1%	19.9%	0.8%	1.0%	0	54.6%	15.5%
2019	11.7%	15.1%	0.2%	2.5%	0	45.9%	24.4%
2020	17.6%↑	18.5%↑	0.3%↓	3.5%↑	0.3%↑	34.7%↓	17.4%↓

### 1.3 Analysis of employment mentality and current situation of 2021 graduates

In order to better understand the job hunting intention, attitude and expectation of graduates of the School of Education in the context of the normalized epidemic situation, I conducted a questionnaire survey on the prospective graduates of 2021 in September 2020. 236 questionnaires were distributed and 219 were valid. The survey content involves graduates' self-cognition, employment prospect cognition, employment intention, employment expectation and so on.

In terms of career career option, 18.3% of the students hope to work in government agencies, 60.3% of the students hope to work in public institutions, less than 10% of the students are willing to work in enterprises, and even less than 1% of the students want to start their own business. The students still prefer the "iron rice bowl", but the phenomenon of non-establishment unemployment has improved significantly.

In terms of the option of working place, 58.5% of the students want to go to the big city, 34.7% want to go back to their hometown, and 6.9% want to stay in Zhaoqing. A large proportion of students choose big cities and return to their

hometowns, mainly based on living conditions, development opportunities and talent policies, return to their hometowns and other factors.

In terms of salary, 54.8% of students expect an income of 5000-8000 yuan, 37.0% of students expect an income of 3000-5000 yuan, and 6.9% of students expect an income of more than 8000 yuan. According to the employment Guidance Center of Zhaoqing University, the average salary of graduates from the School of Education in recent years is as follows: RMB 3,546 / person in 2016, RMB 3,615 / person in 2017, RMB 4,253 / person in 2018, RMB 5,165 / person in 2019, and RMB 4,831 / person in 2020. Therefore, students' salary expectation is actually on the high side.

As for majors, 59.8% of the students hope to have a suitable major and apply what they have learned in college in their future jobs, preferably as full-time teachers of this major. If there is no way to match the major, students still hope to stay in the education industry and first stand on the platform.

In terms of the attitude towards choosing a career, the mentality of the class of 2021 has changed significantly. People generally agree with employment before choosing a career, and the process of sending resumes is also significantly advanced. Compared with the previous idea that the only way out is to take the entrance examination for editing or postgraduate studies, now more people are willing to take the examination while working, that is, to take the examination before choosing a career.

In general, before the outbreak, education science college students attitude towards the job, presents two extreme phenomenon, positive, students prepare for the earlier life planning is clear, passive students behaved very Buddha is, will not produce any pressure because the students have to work around, don't think long-term unemployed is embarrassing things, for the type of work also have no special requirements, Life plans are vague. The sudden outbreak of the epidemic in 2020 not only brought pressure to the students who had been actively seeking jobs, but also made the students who were in a passive position nervous, and their mentality changed significantly. A survey of the class of 2021 graduates found that although there are still some cases of Buddhist schools, most of them are active in finding jobs. By August 31, 2021, the initial employment rate of the School of Education has reached 94.4%, with 13 unemployed, all of whom are actively seeking jobs except one who can not be contacted, which is significantly better than the graduates of 2020. Among the class of 2021, 6.0% were enrolled in higher education, 45.2% in iron rice bowls, 0.4% in entrepreneurship, 3.4% in grassroots employment, 19.4% in private enterprises, and 19.8% in flexible employment. The specific data are as follows.

**Table 2. Career development of 2021 graduates of School of Education**

Major	The number of graduates	go to a school of a higher grade	iron rice bowl		entrepreneurship	Grass-roots employment	Recruitment of soldiers	Private enterprise	Flexible employment	Number of employed persons
			Civil service teachers	The contract system of public schools						
Primary education	78	4	30	12	1	3	0	6	19	75
Preschool education	45	2	9	23	0	1	0	2	7	44
Psychotechnics	72	6	11	11	0	1	0	19	18	67
Education technology	37	2	3	6	0	3	0	17	2	33
Subtotal	232	14	54	51	1	8	0	45	46	219

## 2. Problems in employment in the context of the normalization of the epidemic

Career guidance and service work is a work of conscience with high technical content. Many teachers guided students whiling learning without professional training. Against the backdrop of the normal epidemic situation, this kind of learning and selling will make employment workers feel that they are willing to do so, but there are still many problems hidden in the job hunting situation of the class of 2021

### 2.1 Inadequate process management

Employment tracking is an important link of employment in colleges and universities, as well as an important task of graduating class counselors. The effectiveness of employment tracking is related to the final employment rate of the college, and reflects the success of talent training of the college from one side. It is also a touchstone to test the effectiveness of counselors' work for many years.

Every year, in the process of employment tracking, we encounter the phenomenon that students are unwilling to report employment information or shield counselors, teachers and teachers. In addition to the problem of methods, more importantly, the process management is not in place, which is mainly reflected in the lack of understanding of students and failure to teach students according to their aptitude. Many teachers have such a feeling: freshman students are the most obedient and good management, but senior students become sophisticates and even out of control, which is the problem of process management. In the freshman year, teachers failed to guide students to make good career planning, and in the junior and senior years, students almost became free living. Many students also lost themselves at this stage, and even had psychological problems. In the senior year, students practiced to find jobs, but teachers failed to provide timely employment guidance and care. Therefore, employment guidance and service is “slow work out of fine work” with a long time, not only the senior should do the work, teachers should understand the changes of each stage of students from various channels, and timely correction and guidance.

## **2.2 Daily care services are not in place**

Some scholars have pointed out that “in educational practice, educators and recipients understand and communicate with each other to achieve mutual understanding and consensus among subjects, thus becoming effective subjects and active subjects of education”[3]. In the employment guidance and service work, teachers and students are the effective and active subjects of education, and to play a good role requires teachers to invest enough patience and care, and students to give teachers enough trust. Here while the teacher’s patience and care is the premise, it can be said that the teacher needs to use very patience and care in exchange for a minute of trust, a minute of gratitude, and once the ladder of trust and gratitude collapsed, the employment work can not go on. According to statistics, more than 98% of students are willing to take the initiative to report employment information, mainly based on gratitude school and teacher training. However, in practical work, we find that there is still a lot of room for improvement in teachers’ care for students.

Each year, after the new students, we found that the confusion is the common fault of the freshmen, almost more than 95% of the students will take the university as a place of decompression, nine-year compulsory education, endless vacation make up a missed lesson, day and night to brush the topic before the students spirit to achieve high tension, so think of is the first moment decompression after entering the university. Many students are not willing to devote the energy they had in high school to study, nor will they make career planning, which has become a headache for college teachers, especially the huge number of students it is difficult to provide accurate guidance. When I was a freshman, 99% of the students were still listening to lectures carefully, but this proportion would decrease year by year in sophomore and junior years. Correspondingly, the phenomenon of playing mobile phones rose sharply. Many teachers also turned a blind eye and seldom paid attention to the situation of backward students, all of which directly affected students’ job hunting in senior years.

In the fourth year of college, students with four years of undergraduate education are much more passive than those who upgrade from junior college to university in finding a job. Employment channels and future planning are much slower than those who upgrade from junior college to university . Many teachers are also used to this situation of students with four years of undergraduate education. Therefore, in the whole four years of college, teachers failed to show their corresponding roles, especially in the aspect of career education and guidance. When it comes to employment tracking, teachers are suddenly concerned about students’ situation, which inevitably confounds sensitive students and even backfires them.

## **2.3 The function of the course is not in place**

There are two courses closely related to employment in universities: Career career and planning and career guidance. These two courses have high challenges for teachers, and few senior teachers are willing to take this course. In many cases, instructors drive the students to the shelves, resulting in poor classroom effects.

Career and planning course is offered in the first semester of freshman year. It is intended to help students correctly plan their college life and make clear their future employment development. However, many students gave their feedback that this course is of little significance. In addition, many teachers’ CVS are too thin to introduce vivid teaching cases, and classroom design fails to attract students.

Employment guidance courses are uniformly arranged in the second half of the junior year, and the survey found that the teaching effect is not very good. In employment, there are not many students who understand employment policies, understand the employment situation, are familiar with the employment system, and have a correct view of career choice. Grass-roots employment program, for example, every year in our country through some projects to poor areas at the grass-roots level talents, in promoting economic and cultural development of the western region and poor areas at the same time, the part solve the employment problem of the classmate, but the survey found, for the western plan, three a grassroots initiatives such as, the students held a positive attitude to the basic, and think that this is a great opportunity to serve the

country, However, they do not know the specific content of the policy. As a result, some students cannot accept the hard conditions and even break the contract during the service period. Some students in a better situation just take this job as a springboard to find a better way out while working.

Another example of career attitude, many students integrity awareness is not enough, especially the exam of the students, before landing to consult the breach of contract, even if the exam, but also the job as a spare, a good opportunity to immediately terminate, even if the initial has signed a service agreement. This reflects our classroom effect is not good.

### **3. New measures for employment guidance and services against the backdrop of normalized epidemic**

For the current employment situation, some scholars use the word “new normal” to summarize. Although the “new” of the so-called employment new normal originates from the economic new normal, it is also subject to the economic new normal. It has the following characteristics: first, uncertain factors have become the new normal; second, technical unemployment is relatively obvious; third, grassroots employment may become a new choice; fourth, the fluctuation of entrepreneurial intention is obvious [4]. The effect of the new norm of education science college graduates displays in: one is the job and the uncertainty of time, School of Education is given priority to with students, in the first half of this year to teach recruit significantly ahead of time, but by the end of June early July outbreak rebound, and there are a number of enrollment in August to delay, upset many students test plan. Second, the number of people signing up for grassroots employment hit a new high. There are about 40 students signing up for grassroots employment this year, and 8 people have come ashore. This proportion has increased compared with previous years. Third, the entrepreneurial intention is negative, some students who have entrepreneurial intention also choose to give up. In view of the current employment new normal, employment work should be more solid.

#### **3.1 Grasp the process management and establish a “pre-event, in-event and post-event” management system**

Employment guidance and service work is an important part of ideological work in colleges and universities, is a systematic, persistent work, do a good job employment need to establish a complete “prior - matter - afterwards” management system: the “advance” refers to the first three years of university, make life planning, to help students understand the students at different stages of change, or the crown, while giving correction at any time. Students can be encouraged by the power of example, for example, new media such as tweets can be used to continuously report the scholarship winners of each year, and salon can be held to invite outstanding representatives to talk about their learning experience, so as to help students firm up their ideals and beliefs. “Things” refers to the senior manager, to test repeatedly frustrated, mistakenly net loans, cause psychological problems of students to help in time, especially in the School of Education more than 80% of the students have to take an examination of ideas, it is easy to test “possessed”, we can invite psychological professional teachers to provide one-on-one care, psychological counseling, Help students learn to come out from failure, but also can invite ashore students to share experience, help students summarize methods.

In addition, from a variety of channels to timely release employment information for the students. For the political review of the shift of the students should also do legwork at any time, do a good job in logistics services. In short, students should be given top priority on the road to employment. “Afterwards” refers to that students pay more attention to the status of students and employers’ satisfaction with college graduates after they enter the job. For students who frequently resign or change jobs, do a good job answering questions and answering doubts at any time. For the feedback of employers, we should also accept modestly. These cases can be applied to the employment guidance of the next batch of students

#### **3.2 Carry out daily service and set up the system of “special personnel on duty and full service”**

Employment is ultimately settled in the employment rate, but the employment rate is not the only measure of the overall work. The so-called “specially-assigned person on duty” refers to that it is better for counselors and homeroom teachers to be full-time during the four years of university, so that teachers can have a more accurate understanding and judgment of students and give precise guidance when encountering problems. The so-called “full service”, refers to the employment work is not one person’s strength, need all the guidance and cooperation of teachers. The leaders make overall arrangements, control the overall situation, use the interpersonal resources at hand to build a platform of “bring in and go out” to provide employment channels for students. Teachers pass on teaching skills and job hunting skills in class, and provide employment information for students at any time; Instructor class director teacher to do a good job in the employment situation analysis and psychological counseling, and conditional organization of various experience exchange meetings. In short, employment

guidance and service work, guidance is the key, service is the key, employment guidance and service work is the success of the university four years of ideological and political work of the touchstone, need to work together, but also need a person on duty. Every teacher should keep the work style of modesty, which requires more care, love, patience, confidence, responsibility and empathy. We care about each student, dedicate our love to each student, patiently answer every doubt that students encounter, believe that our students are the best, students are their own children, and our education is responsible for them.

### **3.3 Give full play to the important role of course guidance and build the “Complementation of three courses mutual assistance” system**

As far as the School of Education of Zhaoqing University is concerned, the courses related to graduates' employment mainly include career and planning, innovation and entrepreneurship education, and employment guidance.

Personal career planning is to determine suitable career direction and goals and make corresponding plans based on self-understanding, so as to avoid blindness in employment and reduce the possibility of employment failure, and provide the most efficient path for individuals to career success [5]. The development of career planning is the motivation to engage in a certain occupation and realize the value of the post. Graduation season, however, fuzzy ideal career objectives and professional when classmates are still more than half, to apply both psychology and education technology professional students, for example, first performance in slow employment mentality, in March 2021 the employment of a baseline, there are still some students in these two major is Buddha, nearly 10% of the students said no employment;

The second is the lack of confidence, applied psychology professional students in addition to the individual test and one's deceased father grind successful, most students don't know what the professional use, although the education technology professional students can be engaged in computer related specialty, but often face professional knowledge by the embarrassing situation of computer professional students, Some freshmen have lost confidence in their major and even changed majors at the beginning. Therefore, the course of Career and Planning not only helps you to define your life goals and plan your life well, but also helps you to interpret the significance of learning this major from a professional perspective and enhance your confidence.

Innovation and entrepreneurship education, “refers to the education concept and education mode with the basic value orientation of cultivating the innovative spirit, entrepreneurial consciousness and ability of the educatees” [6]. New entrepreneurship education is a new concept which is consistent with the spirit of The Times and the current social development. Its core goal is not to train students to be entrepreneurs, but to make innovation and entrepreneurship interact and promote each other, to train students to have creative spirit and creative ability, and eventually become individuals with pioneering characteristics. According to the survey, this course is the last one that teachers want to take when arranging courses every year, and also the worst one when evaluating teachers at the end of the semester. This course does not achieve its teaching objectives. To make this course better, teachers need to make clear the goal of talent training, try to integrate it with professional education, and dig out innovative resources in professional courses. In addition, qualified teachers should be encouraged to guide students to participate in various college students' innovation and entrepreneurship training programs to mobilize students' subjective initiative; support students to participate in the “Internet Plus” College Student Innovation and Entrepreneurship Competition, challenge Cup and other innovation and entrepreneurship competitions at all levels. In addition, in order to improve the quality of education and teaching, it is necessary to hire famous alumni or entrepreneurs to carry out corresponding course guidance.

The course of employment guidance mainly conveys national employment policies, teaches recruitment skills and explains the knowledge of file dispatch to students. Want to play a better class effect, one is to optimize teaching design, the employment policy, files sent this kind of theoretical content, greatly, employment system, we can arrange lecture, for such field applied techniques, resume the content of sex is stronger, best with small-class teaching, let everybody can get comments on resume, Everyone will have a chance to conduct a mock interview.

The second is to update the teaching content, such as personnel agency, a lot of teachers are still talking in class, because the textbook has not been deleted, but in fact, many places have cancelled the personnel agency system many years ago, teachers should update the teaching content at any time. Third, we need to keep charging the batteries. China's employment policy and employment situation will change every year, so teachers should keep abreast of relevant knowledge and interpret the latest employment situation for students in class, instead of filling the teaching content with data from many years ago. Fourth, students should play the main role. Taking employment tracking as an example, teachers always make a basic form that is consistent with the content required by the system, and then arrange the monitor to take a survey every half month, and the teacher will input the information into the system. This method mainly relies on the teacher's urging. Beginning from

2020 graduate, in order to optimize the graduates find jobs, provincial education department, introduced the “Guangdong university students’ employment entrepreneurship” small programs, small program involves students graduate with a lot of interests, such as electronic tripartite agreement and send electronic registration certificate, appoint, archives, employment information to fill in, etc., the teachers can use the small program method in detail to the classmates, Students can report their own employment information, submit their own transfer materials.

## Conclusion

Under the background of the normalization of the epidemic, there is a new normal in the employment of students and the new normal in the employment market. As ideological and political education workers in universities, we need to get out of the comfort zone, constantly update our educational ideas, innovate our work ideas, and build a solid employment service system. “We want to use good classroom teaching the main channel, to adhere to in the improvement of ideological and political theory to strengthen, improve the ideological and political education and targeted affinity, meet the demand of students’ growth development and look forward to, other each lesson is to keep a canal, a kind of good responsibility farmland, make all kinds of courses with the direction of ideological and political theory, form synergies.” [7] Let the career and planning course play a foundational role, spread innovative knowledge and creative ideas for students through innovation and entrepreneurship education, let the employment guidance course become a platform for students to answer questions, realize the three courses of mutual assistance, promote employment work together.

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