

Research on the Career Planning Strategy of Social Work Undergraduates in Local Colleges and Universities

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Abstract: In recent years, the social work major has trained more and more applied talents engaged in social service and management, and has become an important force in modern social management and service. However, in the survey, it is found that social work undergraduates not only generally lack the awareness and ability of career planning, but also have certain ambiguity in self-cognition and career orientation. In view of the above problems, this paper proposes strategies such as strengthening the career planning education system to enhance self-cognition and career positioning ability, strengthening professional cognition and professional identity education to build a diversified career development path, so as to promote the improvement of students' professional quality, strengthen the connection between social work professional knowledge and professional ability and employment skills, and integrating social organization career management with individual career management combining with the level of local economic development,.

Keywords: career planning, social work, education, local colleges and universities

Introduction

Career planning plays a vital role in the career development of contemporary college students. It not only affects students' career choice and employment quality, but also has a profound impact on their future career growth and life happiness.

1. The significance of career planning for social work undergraduates in local colleges and universities

As an application-oriented major, the social work major is committed to cultivating professionals with high professional quality and practical ability, be familiar with national policies, and be able to engage in social business management, social work project management, and front-line social work services in government functional departments, enterprises, social organizations and other positions. Students need to systematically master the professional value, knowledge, and skills of social work, and effectively use professional value, knowledge, and skills to solve social problems and provide social help and social services through visits, internships, social practice, and professional internships. The career planning and design of college students can not only make students have a clear understanding of career goals, but also provide a reasonable development path for enhancing employment competitiveness in the employment market in the future, so as to adapt to the needs of social development. Especially for students in local colleges and universities, scientific career planning and design can make up for the lack of geography and resources, enhance their competitiveness

in the job market, so that they have better development in career development. social work undergraduates in local colleges and universities often do not have a good understanding of their own career direction and lack clear career positioning and goals. Through career planning education, students can understand various career opportunities in the field of social work, set clear career goals in combination with their own interests and abilities, and achieve targeted learning and practice. Therefore, students can accumulate relevant experience, lay a solid foundation for future career development, and find a suitable career development path through career planning education.

2. Problems existing in the career planning of social work undergraduates in local colleges and universities

2.1 Weak awareness of career planning

The awareness of career planning of social work undergraduates in local colleges is generally weak. Taking Y College in Yunnan Province as an example, as a provincial local college, the social work major has been recruiting students since 2011. So far, more than 500 undergraduate graduates have been trained. There are 278 students majoring in social work, in a total of seven teaching classes. More than 90% of the students come from Yunnan. The enrollment rate and admission rate of the first choice are low. Students are generally not clear about the employment direction, career cognition, and career planning of their major, and lack long-term planning for their career goals and development paths. The students themselves do not pay enough attention to their career planning. Many students do not know enough about the specific employment prospects and development paths of social work majors. When entering university, they do not have a clear understanding of the future career direction. They often only pay attention to the current academic performance, but do not pay enough attention to career planning and lack reasonable planning.

2.2 The content of career planning education lacks pertinence

The career planning education system of social work undergraduates in many local colleges and universities is not perfect. The practical operation and skill training of professional courses are insufficient, and there is a problem of emphasizing theory and neglecting practice, which makes it difficult for students to meet the actual needs of employers when applying for jobs. So that students are in the job search process at a disadvantage. The content and form of career planning education are relatively simple, and the combination with the profession and industry is not close enough. At the same time, the content of the course is lagging behind, the knowledge structure is unreasonable, and the content of career planning education lags behind in adapting to the local value culture and practical situation. Therefore, it is necessary to continuously strengthen the guidance and education of social work students' values, professional skills, comprehensive quality, and other aspects, so as to form a systematic knowledge system and education mode.

2.3 Lack of teachers and practical resources

In the field of vocational education, the shortage of teachers and practical resources brings some obstacles to students' learning and skill mastery. There is a lack of practical teaching resources in local colleges and universities. The degree of integration of industry and education in the training program of social work specialty is not high. The imperfect or unclear organization and interest mechanism of integration of industry and education leads to unsustainable cooperation. Low social recognition and low awareness of occupation make students and parents lose confidence in vocational education. The practice platform resources of many local colleges and universities are relatively insufficient, and students' practical training is not guaranteed. At the same time, digitization and informatization bring certain challenges to the career of social work students. The curriculum system lacks attention to the development of new social occupations and does not fully meet the needs of the industry and the development of digital society. Therefore, it is necessary to improve the professional and professional identity, strengthen the construction of practical training platform, promote the integration of industry and education, strengthen the teaching staff, and promote the development of students towards the curriculum design direction of real employer demand.

2.4 Students' self-cognition and career orientation are vague

Lack of clear understanding of their own interests, abilities, and career goals makes it difficult to find their own positioning in the career direction. At the same time, the lack of professional identity and sense of belonging of social work students has led many students to engage in the social work industry^[1], and there is a certain distance between professional education and career choice. In addition, according to the results of the return visit of graduates in the past five years, the turnover rate of social workers is high and the employment stability is insufficient. At the same time, many students are vague about their career positioning, professional identity definition, lack of clear goals, and lack of clear employment direction. Many students are easily affected by other factors in career choice, such as parents' expectations, social trends, ignoring their own interests and abilities. They lack subjective initiative in choosing a career, and are often blind, resulting in career choices that are not consistent with their actual situation. The situation of high eyes and low hands is more prominent, and the situation of slow employment and slow employment is also more obvious.

3. Strategy of career planning for social work undergraduates in local colleges and universities

3.1 Strengthening the construction of career planning education system

Under the guidance of the values of "helping others and helping themselves" in the social work profession, career planning education must be student-led. Students need to improve their self-cognitive ability, so as to be deeply involved in understanding their interests and tendencies, and which show students more possibilities of career paths by accumulating experience in rich practical platforms such as school-enterprise cooperation, career counseling, and internship opportunities. On the other hand, career counselors and teachers can give professional guidance to help students develop practical personal plans. The social work major is a practice-oriented major. It needs to constantly optimize the curriculum system, increase the content of practical training, and establish a talent training model that integrates imparting knowledge, cultivating ability, and improving quality.

3.2 Improving students' self-awareness and career positioning ability

The improvement of self-cognition and career positioning ability needs to be coordinated with the characteristics of applied undergraduate talents and the attributes of social work specialty. Through case work, group career counseling, etc., achieve multi-angle career planning counseling. Experience the real working environment, feel the needs of the industry, and combine with social needs, and select specific areas according to interests and skills, such as children and family services, elderly services, mental health, and other specific areas. Through in-depth practice to broaden self-exploration to understand the real world of work, professional teachers, and social work service agencies to guide students to develop clear career goals to help students make career choices. During the preparation of resume writing and interview, students can accumulate experience by participating in various recruitment activities, and constantly optimize and adjust through evaluation and feedback. This systematic planning guidance helps students to clarify their career goals, so as to achieve remarkable results in personal development and career pursuit. Through professional training, we can cultivate the ability of self-awareness, enhance self-empowerment, discover and build core career advantages, and clarify the mode of personal career development.

3.3 Strengthening professional cognition and professional identity education

College students need to strengthen professional cognition and professional identity education, and have a more comprehensive and objective understanding of professional interest, professional ability, and professional values. By participating in research projects, academic conferences, seminars and volunteer services, students can expand their horizons, and integrate classroom teaching, special lectures, and interviews with industry experts through professional internship practices, so that students can deeply understand the connotation and prospects of the fields they choose, and think about the roles and responsibilities they play in society. By strengthening professional education and professional

values education, students can constantly internalize social work values to enhance professional identity, enhance students' sense of social responsibility, mission, and carry forward the unique spirit of the industry. Schools can also help students cope with and overcome stress and enhance their inner resilience through occupational psychological tests and psychological counseling. These practices help to improve professional cognition and professional identity, and encourage them to firmly move towards the unity of personal and social values.

3.4 Building a diversified career development path

Social work students need to build a diversified career development path and establish a career path that is consistent with individuals, profession, and society^[2]. There are various career development paths for social work majors, such as government systems, social organizations, other social welfare, service and public welfare groups, as well as other enterprises and institutions. We should strengthen the exploration of employment space and possibilities in related industries of social services, and focus on optimizing the social environment and professional environment, and explore the professional career path of localized social work. With the improvement of the social welfare system and the reform of the social governance system, the demand for social work professionals is increasing. The social work profession will play an increasingly important role in the fields of social security, social welfare, and community services, and has broad market prospects. Governments, non-governmental organizations, communities, enterprises, and universities should continue to deepen cooperation, broaden employment channels, and optimize the social environment. Under the new situation, it is necessary to constantly pay attention to the opportunities and challenges of social work major in grassroots governance, seek the localization orientation of professional development and career development, pay attention to the localized cultural orientation thinking of talent training, reform the professional practice path, and promote professional and technical empowerment. The professional development of the industry will enhance students' career expectations, build an information platform, and enhance social support. Through multiple measures, we can help students who seek to break through self-limitations in multiple fields, quickly identify the track, and effectively establish a personalized and diversified career development path.

4. Conclusion

The career planning of undergraduate social work students in local colleges and universities has a direct impact on their career development and employment competitiveness. By strengthening the construction of career planning education system, enhancing students' self-awareness and career positioning ability, and building a diversified career development path, we can effectively solve the existing problems and improve students' professional cognition and professional identity education. This can help students to clarify their career goals and formulate scientific career development plans while enhancing their employment competitiveness and professional quality.

Conflicts of interest

The author declares no conflicts of interest regarding the publication of this paper.

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