

An Analysis of the Reasons and Countermeasures for the Employment Difficulties of College Students in Private Universities in the Post-Epidemic Era

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Abstract: The outbreak of the new crown epidemic has seriously impacted the employment of college graduates in China. In the post-epidemic era, facing the double pressure of the epidemic and economic downward pressure, the pressure of college students' employment keeps rising in this social environment, and the current situation of difficult employment of college students is widely noticed by the society. Among the graduates, those from private universities have a slight advantage in the competition. This paper analyzes the current situation of employment of college students in private universities and gives suggestions for countermeasures, in order to make concerted efforts to effectively solve the employment difficulties of college students in private universities and maintain social stability.

Keywords: Epidemic, private universities, employment difficulties

Since 2020, the outbreak of the new crown epidemic has brought huge losses to the country, especially the economic losses are unimaginable. Numerous companies are facing no turnover income and many individual business owners are facing closure. In order to survive, many enterprises took the option of downsizing and reducing the scale of production, and the unemployed population gradually increased, while at the same time the expansion of colleges and universities, each year the number of college graduates showed a rising trend, the outbreak of the epidemic is tantamount to causing a serious impact on the employment of college students. At the same time, there are many stereotypes about the students of private colleges and universities in the employment market. They think that their learning ability is not strong and their comprehensive quality is not high; thus leading to the problem that the students of private colleges and universities are more difficult to be employed compared with public schools.

1. Reasons for the employment difficulties of college students in private universities in the post-epidemic era

1.1 Impact of the social employment situation in the post-epidemic era

In the past five years, the number of college graduates has increased significantly, and the employment situation is still severe. The number of graduates from 2022 to 2023 has exceeded 10 million, and the number of graduates in 2023 is expected to be as high as 11.58 million. In order to alleviate the employment, many places have introduced policies to expand graduate school, for example, Hubei Province has expanded the number of research students by 5%, but the number of applicants for graduate school has also increased year by year, according to statistics, the number of applicants for graduate school in 2023 reached 4.74 million, but the acceptance rate of graduate school in 2023 is not more than 20%, all despite the expansion of college masters, it is still difficult to alleviate the general trend of employment difficulties. After the outbreak of the epidemic, many small and medium-sized enterprises are having trouble maintaining their operations, which has led to a large number of employees losing their jobs, and as the number of unemployed increases, competition remains fierce even though there are many job openings. This has a great impact on the college students of private universities. Small and medium-sized enterprises have always been the main channel of employment for students in private universities. At the end of 2020, with the full liberalization of the epidemic prevention policy industries will start to resume work and production, which means that there will be more opportunities for employment and more opportunities for entrepreneurship, but the epidemic has pushed the popularity of remote work mode This mode of work allows many companies and businesses to find more talent nationwide, rather than being limited to their local area, so applying for a position will be faced with competitors from This can make it more difficult to find a job, as there are competitors from all over the world, not just from the local area. Many private college graduates reflect that in the recruitment process, some enterprises will have the phenomenon of prompting the release of recruitment information will also improve the employment standards in terms of education or professionalism, after the epidemic, employment competition is getting stronger and stronger, and many enterprises have higher standards for the professional ability and comprehensive quality of

employees, so in general many enterprises expect to choose graduates from public institutions, thinking that their overall more excellent and professional, while college students from private colleges and universities are considered insufficient to match the employment requirements of the positions.

1.2 Deviation of self-orientation of college students in private universities

Since they were born, the economy of "post-00" college students has been developing rapidly, and the living environment and technology level they received from childhood are very rich and superior compared with "post-80" and "post-90". The problem is especially prominent among the fresh graduates of private colleges and universities. Students of private universities need to bear high tuition fees, and this also shows to some extent that the family economic environment of students of private universities is not too difficult, so students of private universities have their own views on the living standard and employment environment. As a result, they can't start from the reality and their career orientation is blurred, and they can't realize what kind of degree they can reach with their professional ability. The common employment expectation of college students in private universities is to enter big companies in big cities, but big companies in big cities also mean high competition and high requirements. This leads to many people being eliminated in the first round of resume screening. And at the same time, salary is the main influencing factor for the employment of college students in private universities, they expect to get a bigger salary level, and this kind of low employment view becomes one of the main reasons for the employment difficulties in private universities.

1.3 The unreasonable curriculum and career counseling of private colleges and universities

Nowadays, employers generally believe that the overall quality of college students from private universities is not high. This leads to a greater preference for public college students when recruiting. For example, they think that private college students are not professional enough, not mentally tough enough, and not capable of doing jobs with high professional demands. One of the most important reasons for the low overall quality of students in private colleges is the lack of reasonable curriculum. Some courses cannot even improve students' professional level, but waste teachers' and students' time and energy. For example, in the case of art education of male art subjects, the curriculum of private schools tends to be designed in such a way that students can learn all kinds of painting and have a simple understanding of all kinds of painting, but they do not cooperate with related schools to give students a practical experience in education, which leads to the lack of employment experience of students from private colleges and universities in competition with students from public schools, thus making employment difficult. Another important reason is the lack of accurate career counseling. In the survey, it was found that career counseling is commonly available in universities, but for students, these educational counseling is not useful for them to find jobs in the future. They do not improve their professionalism or their practical experience. For example, in the case of design in art disciplines, private universities organize internships and counseling, but in the process of employment, students find that school projects are not recognized by companies, which consider that the work designed in school has not been implemented on the ground, so companies pay more attention to students' internship experience in companies than their work during school. The unreasonable curriculum of the school leads to the students not being able to meet the needs of today's social environment, which results in the lack of work experience of the private college students. They also don't know enough about the workplace life, thus the employers think that the students of private colleges and universities don't have a high level of comprehensive quality.

2. Measures to solve the employment difficulties of college students in private universities after the epidemic

2.1 Support of relevant government policies

The economic downturn after the epidemic has led to a depressed employment situation, and it is extremely necessary for the government to introduce relevant support policies. Firstly, the government needs to introduce policies and measures for graduates' employment difficulties, such as widening employment channels for private college students. To build a complete employment information platform, more enterprises can participate in releasing real-time recruitment information, so that college students can better understand the hiring needs and recruitment conditions of employers. Secondly, to develop a complete employment system and urge enterprises to implement a reasonable talent recruitment system to encourage employers to examine candidates from various aspects, so that college students can improve their employment competitiveness from other aspects and expand their employment rate. Thirdly, encourage the cooperation between private universities and enterprises, this kind of cooperative teaching mode makes the professional learning not only limited to the theoretical aspects of the curriculum but also applied to the practical work. It can not only let students understand the current employment market demand in advance, improve their practical experience and adapt to

the workplace life in advance, but also let enterprises know more about the college students in private colleges and universities and give full play to their abilities, which can cultivate comprehensive applied talents.

2.2 Reasonable improvement of the employment environment

First, small and medium-sized enterprises have always been the main employment channel for college students in private universities. If certain policy support and financial support and institutional guarantee are given to small and medium-sized enterprises to encourage their good development, a good foundation and condition for the development of small and medium-sized enterprises is laid. This can make a significant increase of jobs, thus reducing a certain pressure of social employment. Second, for the current market discrimination in education, the government and the public should strictly supervise and encourage employers to examine candidates from various aspects such as professional degree, practical experience, psychological quality, working ability and working attitude, rather than just limiting to the threshold of education.

2.3 Effective strengthening of career guidance in private colleges and universities

The employment guidance of private colleges and universities, although the country attaches great importance to the employment of college students in these years, private colleges and universities have more or less some employment guidance, but they are all superficial and cannot play a practical role, so it is very necessary to strengthen the employment guidance of private colleges and universities.

Career guidance should be oriented by social needs as the goal. Private colleges and universities must clearly understand the direction of talents needed by the society, so as to cultivate talents according to the social needs in the undergraduate education. The employment guidance work of colleges and universities should let students understand the social needs and employment situation, and provide reasonable guidance planning for students in some aspects, so as to increase the employment competitiveness of students.

Career guidance should not only be in practice, but also in concept. As the last campus life for students to enter the society, it is an essential part of college career guidance to instill students with a reasonable employment concept. If students have a reasonable employment concept, their employment expectation can be put into practice rather than on paper, so that the employment matching rate and satisfaction rate can be greatly increased.

The career guidance staff of private colleges and universities should be more professional. In many private colleges and universities, the employment guidance work is assigned to counselors, instead of asking special employment guidance teachers to guide students. This situation increases the workload of counselor teachers, and the other counselors stay in colleges and universities for a long time, so they do not understand the current employment situation, and they do not know enough about students' professional knowledge, so the employment guidance work lacks professionalism and timeliness.

This paper is the key project of Hubei Youth Volunteer Service Project: Exploration and Research on the Path of Volunteer Service of College Students in the New Era Helping Rural Revitalization from the Perspective of Synergy, the special project of ideological and political education research of Yangtze University (key project): Research on the Path of Social Practice of College Students Serving Rural Revitalization from the Perspective of Synergetics (2022cxyb08), and the general project of the social science fund project of Yangtze University in 2022: the construction of a new era school by provincial universities in central and western China from the perspective of Synergetics (2022csy16).

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