

## **The Reasons and Countermeasures of Employment Difficulties of Graduates from Midwestern Universities**

Kairui Chen, Wei Kang<sup>\*</sup>, Ge Qian Li, Xian Jin Hong Meng

*\*Corresponding Author*

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**Abstract:** Employment is the basis of people's livelihood and the policy of the country. In recent years, along with the continuous popularization of higher education, the number of graduates from higher education institutions has increased significantly, the employment form of college graduates has become more and more tense, and the difficulty of employment of college graduates has become a problem of great concern to the public [2]. Since the implementation of "Revitalization Plan for Higher Education in Central and Western China (2012-2020)", the higher education in central and western China has made great development [5], but compared with the eastern region, the employment difficulties of college graduates in central and western China are more serious. This paper proposes strategies to alleviate the employment difficulties of college graduates in central and western regions based on the analysis of the causes of the current situation of [2].

Keywords: Midwest graduates, employment difficulties

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### **I. Reasons for the current employment dilemma of college graduates in the central and western regions**

The current employment situation is the key influencing factor among the causes of the current employment dilemma of college graduates in central and western regions. Firstly, the current employment supply and demand structure is misaligned, the rate of increase of college graduates is much higher than the rate of increase of demand for college graduates, and the talents cultivated by colleges and universities do not match with the demand of labor market. Secondly, due to the continuous expansion of colleges and universities, the number of graduates keeps increasing, and by the end of 2021, the gross enrollment rate of higher education is 57.8%, and the total scale of 2022 college graduates is 10.76 million, which exceeds 10 million for the first time, and the incremental increase is record high, and the employment pressure of college graduates continues to increase. However, government agencies, state-owned enterprises and institutions are laying off employees for various reasons, and the number of recruitments keeps decreasing. Therefore, the employment situation of college graduates in China is still very serious. The economic development of China's regions differs greatly, the industrial structure of the eastern region is more reasonable than that of the central and western regions, while the industrial structure adjustment of the central and western regions lags behind that of the eastern region. [3], the salaries and jobs available in the central and western regions are relatively less, and the employers in the eastern region are more inclined to choose college graduates from the eastern region, mainly because of the weak support from schools and comprehensive ability to be improved; weak support from families and employment concept to be improved for college graduates from the central and western regions. The main reasons for this are the weak support from schools, the comprehensive ability to be improved, the weak support from families, the employment concept to be improved and the weak support from educational resources, the professional foundation and hands-on ability to be improved.

#### **(1) Weak support and comprehensive ability of employment schools for college graduates in central and western regions need to be improved**

The students of central and western colleges and universities mainly come from the local area, they do not pay enough attention to the comprehensive quality improvement when they receive basic education, and after they enter the university campus, they are limited by the educational resources, and lack of volunteer service, special practice and social practice. In today's society, employers pay more and more attention to students' ability of practical application, interpersonal communication and teamwork, while most of the college graduates are lacking in these aspects and cannot meet the needs of employers, which leads to low satisfaction of students in the interview process, making them weak in competitiveness and often in a disadvantageous position in the process of two-way selection with employers. This makes them weak in competitiveness and vulnerable to employment bottlenecks in the two-way selection process with employers.

**(2) Weak family support and employment concept of college graduates in central and western regions need to be improved**

General Secretary Xi Jinping stressed that family is the first school of life and parents are the first teachers of their children, so they should teach their children "the first lesson of life" and help them to fasten the first button of life. At present, most of the college graduates are only children, and their parents are influenced by traditional concepts such as "expecting their sons to become dragons", "expecting their daughters to become phoenixes" and "honoring their ancestors", and their parents' values invariably put more pressure on their children. After graduation, students hope to get a high salary in a short time and have high employment expectations. The parents' education level, family atmosphere and economic situation directly affect the employment competitiveness of college students, and the education level in the central and western regions is lower than that in the eastern regions, and the economic situation is worse. This is usually reflected in two aspects. On the one hand, they make clear plans for their children's careers when they are growing up, for example, a considerable number of parents require their children to study medicine or get teaching qualifications, and do not allow their children to choose employment independently, and there is prejudice against some careers. On the other hand, some parents hope their children can go to the developed eastern region for employment in the face of the poor economic situation in the central and western region, which leads to many college graduates in the central and western region hoping to be employed in the eastern region, resulting in "peacocks flying to the southeast" and "a river of spring water flowing to the east". "fleeing from the northwest" and other phenomena. However, the employment situation in the eastern region is also severe, and the large number of graduates flocking to the eastern region makes employment more difficult again.

**(3) Weak educational resources support for college graduates in the central and western regions professional foundation and hands-on skills need to be improved**

At the same time, most of the students enrolled in colleges and universities in the central and western regions are mainly local in the central and western regions. Before enrolling in colleges and universities in the central and western regions, these students have a weak foundation, and after enrolling in colleges and universities in the central and western regions, the teachers' strength, scientific research platform and internship opportunities are still significantly different from those in the eastern regions, which makes the professional strength of graduates from colleges and universities in the central and western regions further widen. The gap between graduates from central and western colleges and universities and graduates from other regions is further widened, and they do not have an advantage in the labor market and have difficulties in employment. Especially the provincial colleges and universities in central and western regions and private colleges and universities have limited educational resources, students' professional ability is generally weak, and employers tend to choose 985, 211 and double first-class colleges and universities, which leads to a large number of graduates choosing to improve their professional ability by way of examinations to narrow the ability gap for employment. And because their own exams are too idealistic, exams second or even third war, most students are financially supported by their parents during the preparation period, forming an invisible gnawing, which has a huge impact on employment.

Although China has been emphasizing career guidance planning during school in recent years, the resources for career guidance capacity building are limited, and there are differences in the implementation of career guidance in colleges and universities in central and western regions, and many graduates have expressed less gains from career guidance planning during school, and some colleges and universities have not even carried out courses related to career guidance. This makes some students lack of employment information resources related to their own majors, and lack of substantial and targeted preparation for future employment.

## **II. Exploration of countermeasures for the employment dilemma of college graduates in central and western regions**

In view of the three main reasons for employment difficulties of college graduates in central and western regions, namely weak school support and comprehensive ability to be improved; weak family support, employment concept to be improved and weak educational resources support professional foundation and hands-on ability to be improved, it is necessary to coordinate resources, increase support, improve students' comprehensive quality ability from school-enterprise cooperation; change concept and career planning to help students establish correct career choice; district Accelerate the development, enhance policy support and attract talents three aspects to propose countermeasures to solve the employment difficulties of college graduates in central and western regions.

**(1) School-enterprise cooperation to enhance students' comprehensive quality ability**

Comprehensive quality is the key for employers to employ college graduates at present, which requires college graduates to face the reality and give full play to their own advantages. College students in the central and western regions should strive to improve their own quality and comprehensive ability of employment. On the one hand, students should consciously exercise and train themselves, and actively participate in social practice. In terms of professional knowledge and skills, students should learn professional theoretical knowledge and use their professional skills in practice, combine theory and practice, and improve their professional knowledge and skills through social practice. In terms of comprehensive quality, develop their own interests, participate in volunteer activities or club activities during school, expand their horizons, enrich their experience, consciously hands-on skills, communication skills, organizational and coordination skills, and develop a sense of responsibility and self-giving spirit. On the other hand, it is necessary to deepen the cooperation between schools and enterprises, and the support of schools and enterprises is indispensable to improve the employability of graduates. At present, career planning guidance in China's colleges and universities is still in its initial stage, and the all-round integrated service system is yet to be perfected, and the employment guidance is still mostly in the transactional work such as signing employment agreements [4]. Schools should make full use of their own social resources, so that college students have a certain understanding of their own professional prospects and social needs before graduation, provide students with timely information resources, help students judge the employment situation, according to the actual situation, "one policy for life" scientific formulation of employment plans [1]. In the mid-west region, there is a shortage of talents, employers should actively seek cooperation with schools, using their own resources to exercise students' hands-on skills and enhance their employability. This will not only provide internship platform for students but also help enterprises to explore outstanding talents and alleviate the problem of talent shortage, and realize two-way communication and selection between graduates and local employers in the central and western regions.

**(2) Changing concepts and career planning to help students establish a correct view of career choice**

It is common for graduates from the central and western regions to have high employment expectations. At present, the employment situation in the developed eastern regions is equally tight and the competition for employment is extremely fierce. Graduates from the central and western regions choose to go to the developed eastern regions for employment, which will undoubtedly make employment more difficult, while the state encourages college graduates to go to the rural and grassroots areas in the central and western regions for employment and entrepreneurship, and promulgates a series of policies such as "Western Development" and "Student Village Officials". These areas have a shortage of talents, a lot of waste and a lot of development potential. The flexible employment of college graduates should take off the "long shirt that Kong Yiji can't take off", get rid of the psychological shackles, put themselves in a good state of mind and establish the concept of professional equality. In this regard, colleges and universities in central and western regions should strengthen students' psychological counseling, cultivate students' concept of independent career selection, and guide them to self-analysis and self-judgment of employment forms. Employers should comprehensively and systematically interpret the criteria of selection and employment and future career development paths, and correct the cognitive bias of students' career development of "education only" [1]. Students should have a clear understanding of society and themselves, analyze their own strengths and weaknesses, do not be overly ambitious, start step by step, work hard, learn and grow in the workplace, and find their own suitable jobs.

**(3) Accelerate the development of central and western regions, enhance policy support and attract talents**

The economic development of the central and western regions is backward and the natural environment is poor, which is less attractive to talents compared with the eastern regions. Only by accelerating economic development can the central and western regions provide good social and educational resources for college graduates, so as to attract and retain talents, meet the needs of employers and promote the development of a virtuous cycle of society. First of all, the central and western regions should be based on the actual local situation while undertaking the industrial transfer in the eastern region, adopt the targeted strategic approach, scientifically guide the industrial transfer and promote the high-quality development of the region. Secondly, to further promote mass entrepreneurship and innovation, entrepreneurship-led employment is an important way to multiply employment and ease the tension of youth employment [6]. The central and western regions are at an important moment of industrial transformation and upgrading, with broad market prospects. The government promotes mass entrepreneurship and innovation for the majority of graduates to provide a new direction of employment. The local self-employment of college graduates in the central and western regions not only achieves employment for themselves but also provides part of the jobs, and for the society, eases the social employment pressure and injects new vitality for the development of the central and western regions. Finally, to improve the implementation of employment support policy support, the government can introduce relevant

preferential policies and provide financial support to graduates employed in the central and western regions. Although some relevant policy support has been provided at present, there are problems such as small support and weak policy propaganda and other implementation is not in place. By improving the implementation of employment policies related to employment support, college graduates in the central and western regions can feel the regional care and attention, and are willing to work and develop in the central and western regions.

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**\*Corresponding author:** Wei Kang, Master, Secretary of the Youth League Committee of the school of electronic information, Changjiang University (assistant researcher of the research center of the Communist Youth League of China), professor, main research direction: Network Ideological and political education, Communist Youth League research, School of electronic information, Changjiang University, electronics & information, Yangtse University, 434023, Changjiang University, No. 1, nanhu road, Jingzhou City, Hubei Province.