

On the Function and Ability Improvement of College Professional Teachers in Employment Guidance

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Abstract: College professional teachers are mainly engaged in teaching and scientific research. There are specific connotations and requirements in the employment guidance. Improving the employment guidance ability of college professional teachers can better promote the employment guidance work in colleges.

Introduction

In recent years, the number of college graduates has been increasing year by year, and the employment structure contradiction is prominent. There are many difficult employment titles such as "the employment situation is complex and arduous", "the most difficult employment season", "where to go after graduation", which bring severe employment pressure and challenges to college graduates. It is one of the effective ways to solve the employment problem of college students to carry out employment guidance. Most of the college employment guidance is undertaken by counselors and employment guidance teachers. However, the profession of counselors is not strong, so it is difficult to do professional and systematic employment guidance. Most of the employment guidance teachers teach employment guidance skills based on large class theory, so it is difficult to achieve personalized and dynamic employment guidance. Professional teachers' participation in employment is the superposition of the utility of "human resource cost minimization" and "human resource benefit maximization" in the college employment, and the biggest benefit is students [1]. In guiding teaching and practical work, college professional teachers can carry out the employment guidance for college students professionally, systematically, dynamically, individually and diversely, so as to better promote college employment guidance.

Analysis on the Current Situation of Employment Guidance for College Professional Teachers

Insufficient Understanding of the Importance of Employment Guidance for College Professional Teachers. Firstly, due to the heavy tasks of teaching and scientific research, college professional teachers are often unable to participate in the work of employment guidance due to the institutional factors such as the assessment mechanism, professional title assessment and post promotion, which lead to their willingness to participate in employment guidance, and ignore the importance of employment guidance. Secondly, Due to the unclear division of tasks or poor cooperation between teaching departments and student affairs department in some colleges, many teachers believe that the employment guidance belongs to the student affairs department. Some teachers still have point of "employment matter irrelevant", lead to their participation in employment guidance is not too high, it is difficult to conduct the substantial employment guidance [2]. Thirdly, the evaluation system of professional teachers' participation in employment is not perfect, and the rewards and punishments are not clear, which leads to the low sense of their achievement of participation in employment guidance and affects their enthusiasm.

Lack of Systematic Study and Training of Employment Guidance for College Professional Teachers. At present, many college counselors participate in the study and training related to employment guidance. They can publicize the latest national employment policy and situation to

college students, and play a role of propaganda, organization and service in employment guidance. However, counselors are not professional enough, and their professional background may not match with the students. Thus, it is difficult to reasonably guide students' employment.

Professional teachers seldom participate in the study and training related to employment guidance, and lack systematic training in employment situation and policy. Besides, they have less training on the employment process and skills of college students. In particular, the existing educational concept of employment guidance is not closely combined with professional education, so professional teachers lack pertinence and effectiveness in guiding college students in employment. This leads to the lack of awareness and ability of professional teachers to conduct employment guidance, and it is difficult to guide the professional employment guidance for college students.

The Role of College Professional Teachers in Employment Guidance

Making Use of Majors to Conduct Professional Employment Guidance. Professional teachers have been teaching for many years and have mastered the most advanced professional information. They understand the professional positioning, professional features, and talent training direction of majors, and have a comprehensive knowledge about the industries and enterprises to which the majors belong. According to the development needs of the regions and industries the majors serve, they focus on the key abilities of employment positions, take the integration of industry and education, school-enterprise cooperation as the breakthrough, and train applied, compound and innovative talents from aspects of professional ability, solution ability and social ability. Finally, they improve the key abilities of college students and enhance their employ-ability.

Making Use of Classroom to Guide Employment in Real Time and Dynamically. Professional teachers can make use of classroom teaching to conduct real-time, personalized, dynamic and systematic employment guidance, and help students make academic and career planning in real time. During daily classroom teaching and interaction with students, professional teachers can help them explore their professional interests, characters, abilities, values and other advantages through deep understanding of students; They can help students establish a correct view on employment and career choice; They can also help students to make clear their career orientation as soon as possible, plan to improve their career connotation and improve their employ-ability.

Making Use of Practice to Improve Students' Post Ability. Professional teachers can make full use of the opportunities to guide the practice of college students in class, after class, inside and outside school, and conduct employment guidance. In training applied talents, we must pay attention to the combination of theoretical knowledge and practical ability. By guiding practice, professional teachers enable most students to be educated and talented in practice, expand their comprehensive qualities, enhance their sense of social responsibility and social adaptability, improve their key post ability, and employ-ability.

Making Use of Social Resources to Broaden Students' Employment Channels. Professional teachers can make use of school-enterprise cooperation resources and cooperate in the fields of industry-university-research, internship, employment and recruitment based on principles of complementary advantages, mutual benefit and coordinated development. It will fully play the function of talent training and social service of schools, enhance the close relation between teaching and talent training and local economic and social development, and better serve local economic construction and social development. Meanwhile, with the advantages of local industry departments and enterprises, it can provide a practical platform for teachers and students, provide employment opportunities for students, shape talents together, and achieve a win-win situation. Professional teachers can also use alumni resources of outstanding graduates. This include establishing alumni forum on the campus network to build a platform for communication and interaction between teachers and students and alumni; conducting activities of "alumni class" and "alumni report meeting", making full use of alumni' s connection, implementing the "alumni support" program, conducting activities like "one alumni offering one job" to broaden employment channels^[3].

Connotation and Requirements of Employment Guidance Ability of College Professional Teachers

The employment guidance ability of college professional teachers is proposed in the background of professionalization. Because of the complexity of the professional ability of professional teachers, there is no final conclusion about their employment guidance ability. This paper concludes that the construction of employment guidance ability for professional teachers should start with the emphasis on training service awareness, knowledge and skills, innovative ideas, management concepts, and good qualities, so as to improve their ability in this aspect.

Service Awareness. The college employment work in China is mainly in the charge of counselors and employment guidance teachers. However, professional teachers often lack systematic understanding of graduates' job-hunting process, and lack of relevant practical experience, so their guidance on employment has great limitations. Thus, it is necessary to enhance their professional skills training for the employment guidance and improve their employment service level. Schools should organize professional teachers to participate in more relevant employment training and conduct targeted employment guidance services.

Knowledge and Skills. Employment is an independent and professional work. Colleges can increase opportunities for professional teachers to "meet" with counselors and employment guidance teachers to learn and train employment guidance knowledge. "Meeting" learning and training can improve professional teachers, counselors and employment guidance teachers' knowledge reserve of employment guidance. Moreover, it can also promote resource sharing and information transmission among the three, and can also quickly integrate existing resources to enhance the cohesion of the employment guidance team.

Innovative Ideas. Innovative awareness is the core of training college innovative talents, which directly determines the subjective initiative when training innovative talents ^[4]. College professional teachers should constantly innovate the idea of employment guidance education and the training system of interdisciplinary integration. They should continue to innovate the first and second classroom integrated training system and the multi-level extracurricular innovative practical teaching system. Besides, they should also constantly innovate the multi-platform training system and improve key post abilities of students. Only in this way can teachers continuously promote the progress and promotion of employment guidance.

Management Concepts. Professional teachers should constantly improve the positioning of talent training and explore talent training features based on the employment requirements of enterprises. They should integrate employment guidance into quality education and professional education, and actively cooperate with counselors and employment guidance teachers. In this way, it is possible to realize the whole process of education in and out of class, teaching and management, and improve the ability of professional teachers to cooperate with counselors and employment guidance teachers to manage employment guidance.

Good Qualities. College professional teachers have heavy pressure on teaching and scientific research, and there is still a long way to go to promote professional teachers' guidance on employment. Only by training good psychological qualities and improving moral cultivation, professional teachers can better guide the employment of college students.

Ways to Improve the Employment Guidance Ability of College Professional Teachers

Improving Professional Teachers' Awareness of Employment Guidance Service. The employment rate and employment quality of college students are directly related to the enrollment situation of majors that is related to the honor of professional development. Thus, the employment is not just the work of the academic and employment departments, but the work of the whole staff, which is bound together for good or ill. As a result, college teachers should consider comprehensively, improve their service awareness of employment guidance, make use of advantages, improve the pertinence and timeliness of employment guidance, and improve the employment rate and quality of college students.

Actively Cooperating with Counselors and Employment Teachers in Employment Guidance. Professional teachers, counselors and employment guidance teachers have their own role positioning and functional advantages in guiding college students' employment. Colleges can reasonably coordinate the division of labor among the three, increase their "meeting" opportunities for learning and training, and promote resource sharing and information transmission among them. In this way, they can better utilize their respective advantages, cooperate and learn from each other, and play their synergy in employment guidance.

Actively Conducting Systematic Learning and Training. To improve the employment guidance ability of professional teachers, colleges must promote the organic integration of professional and employment education, and explore and enrich various types of resources according to the requirements of talent training and employment goals. This will create professional and systematic employment awareness, policy, information and skills for professional teachers, counselors and employment guidance teachers. Meanwhile, schools can employ outstanding employment guidance teachers, excellent employment guidance teams, famous human resources, business leaders, subject leaders and other excellent talents from all walks of life. These people can jointly conduct scientific, advanced and applicable employment guidance learning and training to improve the employment guidance ability of professional teachers.

Making Full Use of New Media Resources. At present, the society has entered the micro era of we media, and people's daily life has been marked with "micro" with Micro blog, WeChat, micro class, micro magazine, micro film, micro broadcast, micro forum. With the emergence of "micro" ways, the arrival of the micro era is an indisputable fact ^[5]. We media has occupied every part of college students' daily life. Especially for the capture and application of information, professional teachers can make full use of various we media, "micro communication" and other resources to publicize employment information to students, improve the employment service level, and better guide the employment of college students.

Perfecting the Incentive Mechanism for Employment Guidance. In order to better promote the participation of professional teachers in employment, schools should establish supporting incentive mechanism. Schools should continually revise and improve the assessment, reward and punishment methods that encourage professional teachers to participate in employment, and clarify the division of labor among counselors, employment guidance teachers and professional teachers in employment guidance. This will increase the sense of responsibility and enthusiasm of professional teachers participating in employment, and improve their ability to guide employment.

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Conclusion

To include college professional teachers in employment guidance team is an important symbol for colleges to realize the participation in employment with all staff and whole process. It is necessary to fully play the advantages of professional teachers in professional teaching, classroom leading, practical guidance and social resources. Besides, it also needs to enrich their service awareness, knowledge and skills, innovative ideas, management concepts, good qualities, etc., so as to better promote the employment guidance in China.

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