

Research on the Implementation of Employment Policy for College Students in Private Universities - Take M College as an Example

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Abstract:

This article applies the T. Smith Policy Execution Process Model theory to propose effective measures for promoting the implementation of employment policies for G College students. The measures are divided into four categories: policy itself, policy execution subjects, policy execution target groups, and policy execution environment. These measures include establishing a comprehensive employment policy system for college students, improving the execution abilities of policy execution subjects, enhancing the employment capabilities of policy target groups, and improving the policy implementation environment. The article aims to enhance the level of employment guidance services for private college students and ensure high-quality employment for college students. It also provides a theoretical basis for improving the employment policy system for college students and resolving the difficulties in implementing employment policies for private colleges.

Keywords:

Private Universities, Employment Policies for College Students, Policy Implementation, T. Smith Policy Implementation Process Model

1. Introduction

This paper focuses on the research conducted at M College, a private university in Fujian. The main objective of the study is to analyze the implementation of the employment policy for M College students. By applying the theory of public policy implementation research, the study aims to identify the underlying issues in the implementation of the employment policy. It also analyzes the reasons behind the challenges faced in implementing the policy and proposes appropriate strategies and recommendations to enhance the implementation of employment policies in private colleges and universities.

2. Significance and Methods

2.1. Theoretical Significance of the Research

This study aims to explore the impact of the employment policy for college students in private colleges and A universities. It aims to contribute to the existing research on the implementation of employment policies in private colleges and universities by providing data support for the formulation of better employment policies for college students in private universities. Additionally, it aims to provide theoretical support for enhancing the employment quality of college students in private colleges.

2.2. Practical Significance of the Research

This study deeply analyzes the causes of problems in the implementation of employment policies and identifies the factors influencing employment quality. By offering targeted solutions to the existing structural employment contradictions in M College, it proposes an optimal path for the reform of the talent training system in private colleges and universities. Ultimately, the research aims to promote high-quality full employment for private college students.

2.3. Research Methods

2.3.1. Literature Analysis Method

This study extensively refers to relevant literature during the writing process. Furthermore, it collects and analyzes employment policy documents and statistical data issued by the Central People's Government of the People's Republic of China, the Ministry of Education, and the official portal of the Fujian provincial government. These sources are classified and applied in the study to provide data support for the implementation of employment policies for college students.

2.3.2. Interview method

The interview method used in this study follows a structured approach. The interviewer prepared a set of questions in advance based on the research purpose. During the interview, the interviewer had the flexibility to adjust the interview program and content to gather more detailed and comprehensive research data. The aim was to analyze the problems and reasons related to the employment implementation at M College. Both full-time and part-time staff of M College were interviewed to gain insights from different perspectives.

2.3.3. Questionnaire survey method

To understand the employment policy and services provided to M College graduates, a questionnaire was designed for this study. A total of 100 questionnaires were distributed, out of which 86 valid responses were collected. The questionnaire survey helped in gaining an understanding of the employment status and psychology of college students at M College, as well as their satisfaction with the university's employment services and guidance. By focusing on the policy target group, this survey further analyzed the factors influencing the implementation of employment policies for M College students, and specific suggestions were proposed.

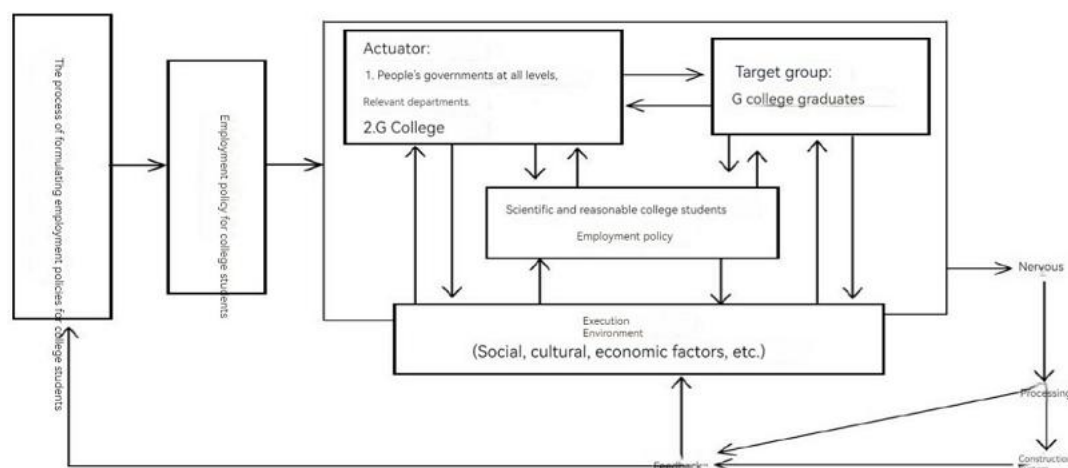


Figure 1. Model framework of employment policy implementation process for college students in M College.

3. Literature Review

3.1. Current situation of foreign research

The employment problem of college students is a significant issue in the development of higher education in China, as well as in other countries, including developed ones. To address this problem, various countries have implemented different employment policies for college students.

Examining these policies and their implementation status can provide valuable insights and guidance for improving college student employment in China.

In Canada, promoting communication and cooperation among domestic universities, government departments, and enterprises has been effective in expanding college students' knowledge and enhancing their practical skills. This approach has contributed to improving the overall quality of college students and facilitating high-quality employment opportunities for graduates. [4] In the United States, education is primarily governed by local governments, allowing schools to have a high degree of autonomy. Local governments have implemented preferential policies, such as exempting student loan debts, to encourage college graduates to pursue specific jobs [5]. Mckeown et al. (2013) emphasized the importance of focusing on the transformation of college students' innovation and entrepreneurship achievements, maintaining strong collaboration with enterprises, and creating a favorable social environment for innovation and entrepreneurship. [6] Gao Xiao xia (2009) provided a comprehensive understanding of the rights and obligations of the stakeholders involved in implementing employment policies for college students. This clarification established a legal basis and ensured the standardized and effective implementation of various employment policies. [7] Ma Yong tang and Xu Jun (2018) argue that developed countries primarily promote the employment of college students through the formulation of policies and measures in macroeconomics, public employment services, vocational education and training, and unemployment insurance. [8]

3.2. Current situation of domestic research

Research on the employment policy of college students. Given China's unique national conditions and the large number of college students in higher education, it is crucial to establish a comprehensive employment policy system for college students.

This system aims to promote full employment among college students and address the imbalance between the number of graduates and market demand. By examining the existing employment policy system for college students, this study identifies its shortcomings and underlying reasons, and proposes an improved and rational employment policy system for college students to enhance the quality of their employment. Consequently, Chinese scholars have conducted extensive research on the employment policy of college students. For instance, Yang Liwen and Jia Liying (2015) analyzed and studied the employment policy of college graduates from the perspective of policy tools [1]. E Yiqiang and Liu Xiaoli (2018) developed guidelines and criteria for the employment of college graduates [2]. Additionally, Shi Shutao and Li Ning (2021) emphasized the need to establish a supply-demand and matching employment policy system. Ma Yongtang and Xu Jun (2018) argue that developed countries primarily promote the employment of college students through the formulation of policies and measures in macroeconomics, public employment services, vocational education and training, and unemployment insurance. [9]

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A brief review of the research status reveals that there are numerous studies on the employment of college students in academic circles, providing a solid theoretical basis and practical significance. However, a careful analysis indicates a scarcity of documents that examine the topic from the perspective of public policy theory, particularly in the context of private universities. Therefore, this study focuses on M College as a representative example of private universities, combining theory with case studies. By utilizing T Smith's policy implementation process model, this paper analyzes the challenges and underlying causes in implementing employment policies for college students in private colleges and universities. It also proposes countermeasures to enrich the research on the implementation of employment policies

and provide a theoretical basis for the formulation of better employment policies in private colleges and universities.

4. Results and Discussion

4.1. The dilemma existing in the implementation of the employment policy for college students in M College

The implementation of the employment policy for college students in M College faces several dilemmas. Firstly, the policy itself is not ideal, as the preferential policies for grassroots employment lack comprehensiveness and specificity. Although the school encourages college students to work at the grassroots level, the impact is not significant, resulting in fluctuating numbers of college graduates working at this level each year and a lack of stability. Secondly, the implementation of the policy faces dilemmas related to the policy subjects. Firstly, there is an insufficient level of policy refinement at College M. The employment policy lacks characteristics specific to the university, which leads to a lack of targeted and detailed policies, ultimately hindering effective implementation. Furthermore, the professional matching rate is not high. According to the employment quality report of graduates from 2018-2022, only 45.33% of graduates found jobs directly related to their major, indicating a low matching rate. Additionally, a questionnaire survey revealed that 29% of students expressed a preference for non-major related careers such as civil service or freelancing. This suggests that the professional setting at M College may not align well with the employment positions desired by some graduates.

According to the quality report of M College from 2018-2022, it has been observed that the graduates are dissatisfied with the practical teaching and curriculum, suggesting the need for improvements. Additionally, the survey results indicate that 42% of the students expect the employment policy implementation department to enhance the effectiveness of the employment guidance service by improving its service ability and efficiency. Furthermore, the employment rate of M College graduates has shown a decline in first-time employment, particularly for the 2020 graduates. This trend of "slow employment" has become evident over the past five years. Moreover, the questionnaire survey revealed that 21% of the students who participated in internships or job placements reported experiencing employment discrimination. They believe that their degree or the reputation of their school contributes to this discrimination, as many reputable organizations tend to prefer graduates from renowned universities.

4.2. Optimization path and countermeasures for implementing employment policies in private colleges and universities

This paper analyzes the difficulties and causes of implementing employment policies in M College. It identifies challenges in the implementation subject, employment group of college students, and the employment environment. In light of these issues, the author proposes the following optimization path and countermeasures.

4.2.1. Establishing and improving the employment policy system for college students

To improve the employment policy for college students, it is important to thoroughly research and analyze the unique characteristics and professional traits of private college students. The design of the employment policy should be targeted, scientific, and enforceable, taking into consideration the specific needs of college

students. By understanding the employment psychology of college students, the incentive measures of various employment policies can be adjusted to enhance the motivation of college students at the grassroots level. This will gradually eliminate the issue of slow employment among college students.

4.2.2. To establish a guarantee mechanism

Firstly, the employment policy should be integrated into the legal framework by introducing relevant laws and regulations. This will protect the rights and interests of college students, regulate employers' recruitment practices, and create a fair and just labor market. Secondly, the policy implementation assessment system should be improved. By including graduate employment in the annual work assessment, universities can focus on and guide employment efforts, ensuring the effective implementation of college students' employment policies. This will ultimately lead to better quality and more sufficient employment opportunities. In addition, it is crucial to prioritize the publicity of these employment policies. Through declaration, announcement, and dissemination of policy objectives and contents, all stakeholders can gain a better understanding and acceptance of the policies, thus facilitating their effective implementation. Lastly, policy enforcement subjects should enhance their implementation abilities. This can be achieved by refining college students' employment policies and improving the quality of education and teaching. By doing so, the objectives of the employment policies can be successfully achieved.

Secondly, to refine the employment policies for college students, local government should carefully study the national college students' employment policy. This should be combined with the region's economic and geographical factors, as well as the number of college students. The employment policy should be further refined and perfected to clearly define the responsibilities of each department. Additionally, there should be an improvement in the coordination between different executive subjects and their execution abilities. This will help in forming employment policy implementation rules that are specific to the local characteristics and have a strong ability. In order to improve the quality of education and teaching, it is important to set up majors reasonably. This should be guided by social demand and economic market. A thorough investigation and research should be conducted to strengthen the professional setting demonstration work. It is essential to establish a professional structure and market integration system that cultivates applied senior talents. While doing so, attention should be given to the school's own advantages and the search for professional characteristics. The discipline framework layout should be optimized to enhance the employment advantage of private college graduates. To promote a comprehensive employment curriculum guidance system, courses such as "College Students" "Career Planning" and "Entrepreneurship Foundation" should be offered. Special attention should be given to the development and management of teaching teams. To provide students with guidance in employment and entrepreneurship, senior management talents from enterprises should be employed through the form of going out and introducing. Their rich market experience will greatly benefit the students. Furthermore, it is important to promote the integration mechanism of school-enterprise industry and education. This can be achieved by deepening the integration of industry and education, exploring new ways to expand school-enterprise cooperation, and taking multiple measures to improve the practical ability of college students. By doing so, we can cultivate application-oriented technical talents who can meet the needs of the industry.

4.2.3. To enhance the employ ability of the policy target groups

Firstly, enhance the comprehensive quality and alignment of 'people-post'. As the target group of employment policy, private college students should adopt an employment-oriented approach after admission. They should actively shift from passive learning to active learning, and actively plan the knowledge and skills they need to acquire during their four years in university. By studying and practicing for four years, they can develop true abilities and master core competencies required for employment. This will lead to a qualitative improvement in their skills and make them highly qualified applied talents, meeting the demands of the job market and improving the alignment between people and jobs.

Secondly, establish a correct view of employment through value guidance. It is important to consciously develop a scientific view of employment. This involves keeping up with the changing times and having a holistic perspective. College students should adapt to the current job market, learn about employment opportunities, and then plan their careers accordingly. By gaining practical experience in various jobs, they can develop the qualities that are in demand in the market, understand their own strengths, and pursue their ideal job.

To improve the implementation environment for the policy, the following steps can be taken: Firstly, Promote the transformation and upgrading of the national industrial structure. The country should seize opportunities to accelerate the transformation and upgrading of the industrial structure, promote the development of labor-intensive and knowledge-intensive industries, and encourage the growth of micro, small, and medium enterprises. This will enhance the ability of enterprises to create employment opportunities and absorb more workers. It will also help the country adapt to the new situation and become a manufacturing and service powerhouse.

Secondly, In order to optimize the public opinion environment, the government should leverage its functional advantages and utilize its public power. This can be achieved through implementing relevant measures and strengthening macroeconomic regulation and control. The objective is to shape a society with the right employment orientation, particularly for private college students. The aim is to create a prosperous, strong, democratic, civilized, and harmonious social environment that values freedom, equality, justice, the rule of law, patriotism, dedication, honesty, and friendliness.

5. Figures and Tables

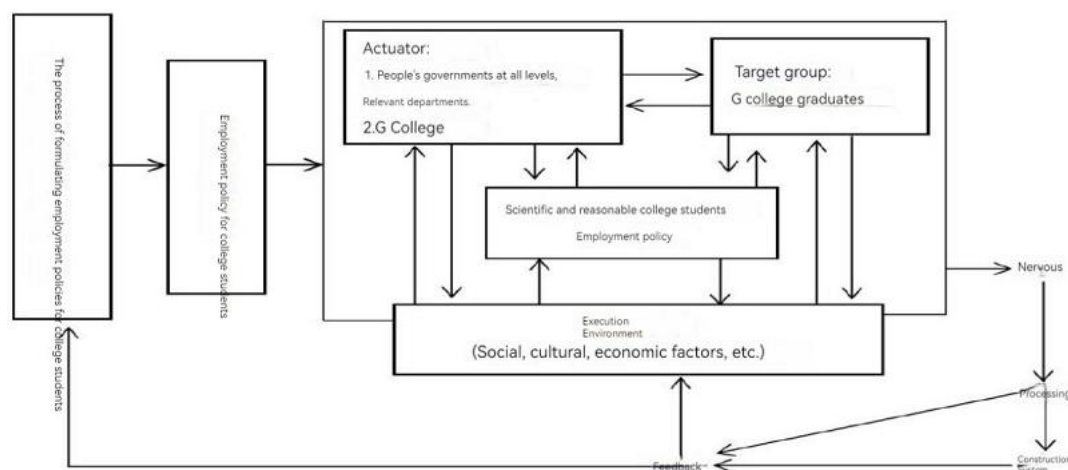


Figure 2. Analysis of data to describe the standards of error analysis and ranges.

In a table caption, it includes statistical analysis of data to describe their standards of error analysis and ranges.

6. Conclusions

Employment is crucial for individuals to sustain their livelihood. In recent years, various policy measures have been implemented by the government, local authorities, and universities to ensure the successful employment of college students, resulting in significant achievements. Private universities, as a part of China's higher education system, play a vital role in reducing the financial burden on the country's education sector. They make notable contributions in meeting the aspirations of more young people to pursue higher education, promoting the accessibility of higher education, and enhancing social and cultural development as well as labor productivity. However, with the rapid growth of the social economy, the number of graduates from Chinese universities is increasing day by day, leading to the inevitable challenge of employment for graduates from private universities. Taking M College, a private university, as an example, it is undeniable that their efforts and initiatives in ensuring full employment and facilitating high-quality job placements for graduates have been acknowledged by notable organizations in the field of college graduate employment and entrepreneurship. From 2018 to 2022, M College has made progress in promoting the employment quality of graduates through improved teaching and administrative coordination. However, there are still challenges in the implementation of employment policies at the college. These challenges include inadequate grassroots employment policies, lack of policy details, slow employment process for college students, unreasonable professional settings, and employment discrimination. To address these issues, this article analyzes the situation using T. Smith's policy implementation process model theory, focusing on idealized policies, implementation subjects, target groups, and the implementation environment. The main reasons for the challenges are identified as incomplete employment policies, lack of capabilities among implementation subjects, the need to enhance the comprehensive quality of graduates, and discrimination in the policy implementation environment. To overcome these challenges, it is recommended to establish a comprehensive system of employment policies for college students, improve the capabilities of policy execution entities, enhance the policy implementation environment, and strengthen the employment abilities of the target groups. By addressing these underlying issues, the sustainable development of higher education in China can be promoted.

The implementation of employment policies for college students in private universities requires collaboration and cooperation among multiple employment enforcement entities, and cannot be achieved overnight through a simple case study. However, there are several shortcomings in this paper. Firstly, the data used in this article is sourced from government departments at all levels, portal websites of other administrative departments, or official websites of higher education institutions. Due to the limited personal statistical methods of the author, not all data could be collected and presented. Secondly, the questionnaire surveys and interviews were limited to college students and employment workers on campus, and did not involve various collaborative departments involved in employment execution. Additionally, the narrow scope of the survey conducted by various employers, along with the author's limited personal abilities, resulted in a less thorough and comprehensive text analysis. Therefore, this article is still in the preliminary analysis stage. In light of the aforementioned shortcomings, we hope to have the opportunity to further enrich and

improve this paper in the future, and contribute our efforts to addressing the employment problem of private university students.

Conflicts of Interest

The author declares that there is no conflict of interest regarding the publication of this article.

Author Contributions

Conceptualization: Baitao Liu and Guo Xing; Methodology: A.B.; Software: Weibin Lei and Meiyang Huang.; Validation: Baitao Liu and Guo Xing.; Formal analysis: Baitao Liu and Guo Xing; Investigation: Baitao Liu and Guo Xing.; Resources: Baitao Liu and Guo Xing.; Data Curation: Baitao Liu and Guo Xing.; Writing – original draft preparation: Baitao Liu and Guo Xing.; Writing – review and editing: Baitao Liu and Guo Xing; Visualization: Weibin Lei and Meiyang Huang.; Supervision: Weibin Lei and Meiyang Huang.; Project administration: Weibin Lei and Meiyang Huang.; Funding acquisition: Weibin Lei and Meiyang Huang.

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