

Research on the Role of Career Planning in Promoting Grassroots Employment of College Students under the Background of Rural Revitalization

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Abstract: With the advancement of China's rural revitalization strategy, the development of rural areas is facing new opportunities and challenges. At the same time, the employment problem of college students has always been a concern of society, especially in the grassroots employment field, there are certain difficulties and challenges. Therefore, studying the role of career planning in promoting grassroots employment for college students is of great significance for adapting to the needs of rural revitalization and solving the employment problem of college students. The purpose of this study is to explore the role of career planning in promoting grassroots employment of college students in the context of rural revitalization in China, and to analyze in depth the impact of career planning on grassroots employment of college students. In addition, this article proposes suggestions to enhance students' awareness of grassroots employment and strengthen career planning education and practice, aiming to provide theoretical and practical guidance for promoting grassroots employment of college students and supporting rural revitalization.

1. Introduction

On the vast land of China, rural areas carry rich historical, cultural, and natural resources, as well as endless development potential. However, due to various historical and practical reasons, rural development has lagged behind cities for a long time, and talent loss is severe, which has become an important factor restricting rural revitalization. In order to promote the comprehensive development of rural areas, the country has proposed the rural revitalization strategy, aiming to stimulate rural vitality and promote coordinated urban-rural development. Rural revitalization is China's current national strategy aimed at promoting the comprehensive development of agriculture, rural economy, and farmers. As an important strategy related to the overall development of the country, rural revitalization not only brings huge opportunities, but also has a profound impact on talent cultivation and employment. In the context of rural revitalization, career planning plays an important role in promoting grassroots employment for college students. Currently, China is comprehensively promoting the rural revitalization strategy, committed to achieving the comprehensive development of agriculture, rural economy, and farmers. In this process, as the

backbone of social development, college students' employment issues are not only the key to personal growth, but also an important link in the implementation of rural revitalization strategies. Especially for college students, career planning plays an important role in the context of rural revitalization, which can promote their development and growth in grassroots employment. Therefore, studying the role of career planning in the grassroots employment of college students under the background of rural revitalization is of great significance for promoting talent development and the process of rural revitalization.

With the development of rural industries and the growth of rural economy, various new job positions will continue to emerge. This provides college students with broad employment opportunities and choices, enabling them to find satisfactory careers in rural areas and achieve their own development goals. Whether in agricultural technology, agricultural management, farmer cooperatives, or in rural education, healthcare, cultural tourism and other fields, there are many suitable positions for college students waiting for them to join. With the continuous promotion of the rural revitalization strategy, the working environment and needs at the grassroots level have undergone profound changes. College students need to continuously improve their comprehensive qualities such as critical thinking, innovation ability, and teamwork awareness to adapt to complex and ever-changing work environments. Through career planning, college students can understand their shortcomings in skills, knowledge, and personal qualities, and develop corresponding training plans. In the planning process, they will focus on cultivating practical skills, strengthening communication and cooperation with various sectors of society, improving their comprehensive quality, thereby enhancing employment competitiveness and maintaining employment stability.

Therefore, this article aims to explore the role of career planning in promoting grassroots employment for college students in the context of rural revitalization. It is hoped that through this study, more college students can be inspired to pay attention to, love and immerse themselves in the countryside, grow together with the countryside, and jointly promote the comprehensive revitalization of the countryside. Let us work together to promote the prosperity and development of rural areas, and write a new chapter of rural revitalization in the new era.

2. Current Situation of Grassroots Employment for College Students

2.1 Personal low sense of identification with grassroots employment

Compared to jobs in cities or other regions, some college students believe that grassroots employment brings relatively low social status and income, which greatly affects their sense of identification with grassroots work. They may be more inclined to choose jobs that appear to have higher social status and higher salaries. Among them, some college students may believe that the working environment for grassroots employment is relatively difficult and arduous, while job opportunities in some regions are relatively limited, lacking development space and opportunities, which may also lead to a crisis of identification with grassroots employment. Some college students are influenced by their families or public opinion, viewing urban employment as a more stable and comfortable choice, resulting in a crisis of identification with grassroots employment [1]. The pressure of family expectations and social beliefs may lead them to deviate from their decision to choose grassroots employment. In addition, some college students may lack a comprehensive understanding of grassroots work and a clear understanding of its social significance, personal growth and development potential, which leads to a crisis of identification with grassroots employment. By strengthening publicity and education, providing more opportunities and development space for grassroots employment, enhancing the attractiveness of grassroots work, and improving the conditions of grassroots work, we can help college students better understand and identify with grassroots employment. At the same time, it is also necessary to promote a shift in

social attitudes and make grassroots work a more respected and recognized career choice.

2.2. Universities need to improve their guidance on grassroots employment for students

Some universities fail to provide sufficient career planning guidance and education to students during their enrollment and school years, resulting in insufficient demand and awareness of grassroots employment among students after graduation. At the same time, the communication channels for information and policies related to grassroots employment in schools are not smooth enough, and students often cannot timely understand the opportunities and advantages of grassroots work, lacking comprehensive employment choices. Some schools' employment guidance teams place too much emphasis on guiding students to find employment in cities or well-known enterprises, and their guidance on grassroots employment is slightly insufficient, resulting in a lack of complete understanding and recognition of grassroots employment among students. At the same time, there is a lack of experience sharing and successful case promotion among grassroots practitioners, making it difficult for students to have specific role models and lack inspiration and recognition for successful experience in grassroots work.

There are indeed some shortcomings in the guidance of grassroots employment for college students in universities. It is necessary to strengthen the guidance and education of grassroots employment, especially the promotion of the significance, development prospects, and successful cases of grassroots work, so that students can fully understand and recognize the importance of grassroots employment. At the same time, it is recommended to strengthen students' career planning education and guide them to establish correct employment concepts and values.

2.3. Graduates' employment willingness is greatly influenced by the basic work environment

The working environment at the grassroots level faces difficult working conditions, such as working in rural, remote areas, or units with relatively difficult conditions, which require adaptation to harsh natural environments and infrastructure conditions. This environment may affect graduates' willingness to choose grassroots jobs. In addition, in the grassroots work environment, it is necessary to face more complex social relationships and various forms of pressure, such as dealing with the masses, bearing various instructions from management, task pressure, etc. These factors will affect graduates' willingness to work at the grassroots level. Some graduates may believe that the development space of grassroots work is limited, and their personal value identification is insufficient. They may feel that grassroots work cannot meet their career development needs, thereby affecting their willingness to work at the grassroots level. Some grassroots units lack sound incentive mechanisms and welfare guarantees, which makes graduates hesitant to choose grassroots jobs and worry that their personal rights and interests will not be protected.

In response to these situations, it is necessary to work together from multiple aspects, including government departments, unit organizations, and educational institutions, to improve the working environment at the grassroots level, provide more incentive mechanisms and welfare guarantees. At the same time, it is also necessary to strengthen the publicity and education of grassroots work, so that graduates can have a more comprehensive understanding of the essence and significance of grassroots work and enhance their willingness to work. In addition, it is also necessary to strengthen the summary and sharing of grassroots work experience, so that more people can understand the various challenges and gains of grassroots work, and promote graduates' recognition of grassroots work.

2.4. The recognition of grassroots work in society is not high

In the process of urbanization and modernization, many college graduates are more inclined to seek employment opportunities in cities, while their interest in grassroots work is relatively low. This has led to relatively fierce competition in grassroots employment, and some excellent college students are unwilling to choose grassroots jobs because they generally believe that it is easier to find better development opportunities and living conditions in cities. Secondly, the recognition of grassroots work in society is not high, which is reflected in some common beliefs. There is a common bias in society that grassroots workplaces are remote, with poor conditions and limited development prospects. This kind of cognition has fueled the resistance of college students towards grassroots employment, making many people more willing to choose to work in cities that seem to have more development potential. In addition, the low social recognition of grassroots work is also reflected in salary and welfare benefits. Compared to enterprises and institutions in some cities, the salary for grassroots work is generally lower and the welfare benefits are relatively limited. This makes college students more inclined to choose urban jobs with higher salaries and better benefits when considering employment choices, while ignoring the social value and actual needs of grassroots work.

In order to change the current situation of grassroots employment for college students, career planning is particularly important. Through scientific career planning, college students can have a clearer understanding of the importance and significance of grassroots work. In the planning process, emphasis can be placed on the positive impact of grassroots work on personal growth and social development, guiding college students to recognize that grassroots work is not only a job, but also an opportunity to contribute to the country and society.

3. The significance of grassroots employment for college students in the context of rural revitalization

3.1 Enhancing College Students' Employment Identity and Increasing Employment Opportunities

It is of great significance to resolve employment conflicts and increase employment opportunities for college students at the grassroots level in the context of rural revitalization. Firstly, grassroots employment of college students can drive the development of rural economy, promote the development and upgrading of local industries, improve the level of rural employment, and achieve sustained and stable growth of rural economy. Secondly, college students working in rural areas can bring new knowledge, technology, and management experience, which can help improve the social structure and governance level of rural areas. Once again, college students' employment in rural areas can promote urban-rural exchanges and integration, accelerate urban-rural integration development, promote resource allocation optimization, and achieve the goal of a comprehensive well-off society. Grassroots employment of college students plays an extremely important role in promoting rural revitalization, which is conducive to improving the living standards of rural residents and promoting comprehensive socio-economic development.

3.2. Assist education in revitalizing rural areas and promote talent cultivation

In the context of rural revitalization, grassroots employment for college students is of great significance for education revitalization of rural areas and improving the level of talent cultivation. Firstly, college students engaging in educational work in rural areas can bring new thinking, new concepts, and updated teaching methods to rural schools, promote the improvement of rural

education and teaching level, and improve the allocation of educational resources. Secondly, the arrival of college students can broaden the educational perspective of rural students, enrich their learning experience, promote the implementation of comprehensive quality education, and help cultivate talents who can adapt to future social needs[2]. In some agricultural universities, rural revitalization classes are set up, and local governments and universities cooperate to provide targeted skills training and theoretical knowledge learning related to rural revitalization for college students returning to their hometowns for employment and entrepreneurship, in order to cultivate specialized talents for rural revitalization. Once again, grassroots employment of college students can help revitalize rural education, promote the sharing and mutual recognition of educational resources between urban and rural areas, bridge the gap in education development between urban and rural areas, and promote the realization of fair education. The grassroots employment of college students has a positive and profound significance in revitalizing rural education and improving talent cultivation levels, injecting new vitality into the sustainable and healthy development of rural education.

3.3. Beneficial to promoting rural economic development and industrial upgrading

Firstly, college students' employment in rural areas can bring new knowledge, skills, and concepts. The education and training they received in universities have equipped them with professional knowledge and innovative awareness. These fresh concepts and skills help inject new impetus and vitality into the rural economy, promote industrial upgrading and innovation. Secondly, employment of college students in rural areas can bring about optimized allocation of human resources. Due to the introduction of technology and professional knowledge, the human resource structure in rural areas has been improved, and the quality of labor has been improved. This will help promote the optimization and upgrading of rural industrial structure and promote sustainable development of the rural economy. Furthermore, the employment of college students can also drive the formation of a rural innovation and entrepreneurship atmosphere. The entrepreneurial spirit and innovative awareness of college students can help stimulate the entrepreneurial enthusiasm of local residents, promote innovation and entrepreneurship activities in rural areas, and thus promote the diversified development of rural economy, diversity and upgrading of industrial structure. Grassroots employment for college students not only brings new knowledge, skills, and ideas to the local economy and industrial upgrading, but also improves the human resource structure, promotes innovation and entrepreneurship, and is conducive to the sustained, healthy, and stable development of the rural economy.

4. The Guiding Effect of Career Planning on Grassroots Employment of College Students in the Context of Rural Revitalization

4.1. Help college students establish a correct outlook on career choices

Talent is the key to rural revitalization. Due to the dual division of urban and rural areas, rural human capital in China has been flowing to cities for a long time and the return is weak [3]. Career planning can help college students establish correct values and career choices by explaining the policy background and significance of rural revitalization, and stimulate their interest and enthusiasm for engaging in rural work. Firstly, career planning can help college students clarify their career positioning and development goals, rationally view grassroots employment, recognize the importance of grassroots work for personal growth and social development, learn to combine personal value orientation and hobbies based on their own quality characteristics, and consider the current situation and development trends of the talent market to establish their career goals, thereby

better adapting to rural work. Secondly, career planning can provide college students with suitable career development paths and growth space, allowing them to fully recognize the potential for career development contained in working in rural areas, thereby enhancing their confidence and enthusiasm for rural revitalization and actively investing in rural revitalization construction. Career planning can help college students view grassroots employment more rationally through systematic guidance and planning, establish correct career choices, and motivate them to make contributions to rural revitalization.

4.2. Improving students' comprehensive quality and laying a solid foundation for grassroots employment

Career planning can guide college students to choose grassroots employment positions based on their interests, strengths, and aspirations, providing them with opportunities to improve their comprehensive qualities in practice, such as communication skills, leadership skills, and teamwork skills. The improvement of these qualities makes college students more adaptable to the complex environment and comprehensive needs of grassroots work. Through career planning, college students can better understand the needs and challenges of rural development, and clarify the skills and literacy required in grassroots work. This helps them quickly adapt to grassroots employment and better meet the needs of grassroots communities, improving service levels and work efficiency. Secondly, career planning can guide college students to receive targeted comprehensive quality training, such as improving their community service ability, problem-solving ability, and innovation awareness. This type of training helps college students better excel in grassroots work and more effectively meet grassroots needs. Career planning promotes the development of rural revitalization by improving the comprehensive quality of college students, enabling them to better adapt to grassroots work and meet grassroots needs.

4.3. Enhancing the Employment Enthusiasm of College Students and Promoting Career Development

Career planning can help college students gain a deeper understanding of the policy background and significance of rural revitalization, clarify their role in grassroots work, and enhance their sense of identity and responsibility towards grassroots work. Career guidance promotes college students to establish a correct career outlook, learning to combine their own quality characteristics with personal values and interests, and considering the current situation and development trends of the talent market to establish their career goals [4]. Through career planning, college students can rationally view the opportunities and challenges of grassroots work, clarify career goals, and formulate corresponding career plans, enabling them to devote themselves to rural revitalization work with a more long-term perspective. Secondly, career planning can help college students understand the development prospects and promotion opportunities of grassroots work, encourage them to accept the experience of grassroots work, and thus enhance their confidence and enthusiasm for rural revitalization. It not only focuses on the cultivation of vocational skills, but also focuses on the improvement of comprehensive qualities, including leadership, communication skills, team collaboration skills, etc. These qualities can promote the integration of college students in grassroots work and long-term career development, thereby enhancing grassroots employment enthusiasm and promoting long-term career development, making college students more willing and capable of long-term grassroots work in rural revitalization.

5. The problems in carrying out career planning education in universities under the background of rural revitalization

5.1. The concept of career planning needs to be further popularized

Some universities lack systematicity and continuity in career planning education, often only arranging lectures or courses sporadically, and lacking a comprehensive and systematic career planning education system. Some students lack awareness of the concept and importance of career planning, and lack long-term thinking and planning awareness for their future career development. The teaching staff in the field of career planning education in universities are relatively weak, lacking experienced and professional career planning guidance teachers, making it difficult to provide effective guidance and assistance. At the same time, career planning education in universities lacks a close connection with the actual career market, and there are still problems in the teaching process of "too much indoctrination, too little participation; too many conclusions, too few problems, too much closure, too little divergence; too much emphasis on scores, too little emphasis on abilities; too much book knowledge, too little practical training". Students have insufficient understanding of the job market and actual career needs, leading to career planning being divorced from reality.

5.2. Incomplete curriculum for career planning

The content of career planning courses in some universities is too single, mainly focusing on simple career assessments and job search techniques, neglecting education and guidance on rural revitalization related career opportunities and rural economic development. Some career planning courses lack practical teaching links, making it difficult for students to apply theoretical knowledge to practical rural revitalization practices, resulting in a disconnect between theory and practice. The career planning course is limited by the teaching staff, and lacks professionals or industry elites with practical experience in rural revitalization to serve as course instructors, resulting in a disconnect between teaching content and actual needs. In addition, the update of teaching content is lagging behind, and it has not been adjusted in a timely manner in accordance with the current rural revitalization policies and needs, which cannot effectively guide students to adapt to the new employment environment.

5.3. The professional level of teachers still needs further improvement

Some teachers lack a deep understanding of policy guidance, industrial layout, talent needs, and other aspects in the current context of rural revitalization, resulting in their inability to effectively guide students in career planning that is suitable for rural development. Some teachers have insufficient knowledge reserves and practical experience in career planning, which leads to their inability to provide comprehensive and specific career planning advice to students, especially when it comes to rural employment. In addition, teachers lack experience in collaborating with rural enterprises, rural organizations, government departments, and may not necessarily have an understanding of the actual situation of the rural employment market, which may lead to a lack of forward-looking and targeted guidance and suggestions in vocational planning education. Some teachers are not clear enough about their role positioning in student career planning, which may affect their method selection and guidance effectiveness in the education process.

5.4. Insufficient teaching methods

At present, some universities often place too much emphasis on urban employment and development in career planning education, while neglecting the particularity of rural employment and development. This has led to insufficient teaching methods and a lack of teaching design tailored to the specific situations and characteristics of rural youth, making it difficult for some rural students to effectively obtain guidance and guidance. Some universities' career planning courses are too theoretical, lacking analysis and discussion of practical cases, and teaching methods that guide students to deepen their practice. Especially in the context of rural revitalization, specific cases and successful experiences of rural employment can help students better understand rural employment opportunities and development paths. In addition, career planning involves multiple disciplinary fields, including psychology, sociology, human resource management, etc. However, there is still a phenomenon of disciplinary fragmentation in some universities, lacking interdisciplinary integrated teaching methods, which makes it difficult for students to fully understand their own abilities and interests, thereby affecting the effectiveness of their career planning. At the same time, individual differences among students are significant, but some universities still adopt unified teaching methods for career planning education, lacking sufficient consideration of individual differences. This may result in some students not being able to receive targeted guidance, affecting the effectiveness of their career planning.

6. Career planning measures aimed at promoting grassroots employment in the context of rural revitalization

6.1. Promoting career planning throughout the entire process of university education

Schools can offer courses related to career planning to guide students in understanding grassroots employment opportunities, development prospects, and requirements in different industries, helping them clarify and plan their career goals. Schools can actively cooperate with grassroots organizations to provide students with grassroots internship opportunities, allowing them to experience the content and challenges of grassroots work firsthand, thereby better understanding the characteristics and needs of grassroots employment. At the same time, vocational planning guidance centers can be established to provide personalized vocational planning counseling services for students, including career interest testing, professional ability assessment, etc., to help students formulate grassroots employment goals and plans suitable for their own development. The school regularly invites outstanding grassroots talents and enterprise representatives to hold grassroots employment experience sharing and career development lectures, inspiring students' enthusiasm for grassroots work and helping them establish correct grassroots employment concepts.[5] .In addition, the school can establish an alumni grassroots employment tracking system to provide guidance and support for upcoming graduates through alumni resources, continuously monitor students' career development paths, and enable the school to comprehensively implement career planning to promote grassroots employment, helping students better prepare and plan their own grassroots employment development throughout the entire process of university education.

6.2. Improving the construction of teaching staff for career education

The school organizes relevant professionals to provide employment guidance and career planning training, so that they have the ability to understand and guide the grassroots employment market, and help students better plan their career. In addition, schools can adopt government subsidies, rewards, or other policy measures to guide college graduates to engage in related

professional and technical work in rural areas, while encouraging local young students to return to their hometowns for entrepreneurship or employment. The government can increase support for rural internship and training bases, increase opportunities for grassroots internship and training, and provide students with more practical opportunities and employment channels. The school strengthens the training and support of vocational education teachers, improves their teaching level and vocational guidance ability, adapts to the needs of rural revitalization, and effectively guides the career development of students. At the same time, the school actively promotes deep cooperation between the school and enterprises, allowing students to be exposed to more real career environments and practical opportunities, enhancing their professional literacy and employability. This helps to improve the career planning and education teacher construction aimed at promoting grassroots employment in the context of rural revitalization, and enhance the employment and entrepreneurship abilities and competitiveness of rural youth.

6.3. Enhancing the practicality of career planning education

Cultivating a rural construction oriented talent system is a systematic education with strong practicality. Students not only need to master professional knowledge, but also social skills. The school organizes students to conduct on-site research and visits to local enterprises, rural cooperatives, government agencies, etc., allowing them to personally experience the situation and development potential of rural employment positions, and helping them better understand employment needs and opportunities. At the same time, the school encourages students to actively participate in social practice activities related to rural revitalization, such as rural volunteers, rural education support, and rural medical volunteer services, to exercise students' practical skills and social responsibility through practical activities. In addition, schools can develop internship plans and projects targeting rural employment for students, arrange practical positions, and enable students to learn and improve their professional skills and professional qualities in practical work. Finally, the school holds vocational experience camps and entrepreneurship training camps with the theme of rural revitalization, inviting successful rural entrepreneurs to share their experiences. At the same time, it organizes students to participate in simulated entrepreneurship and practical work experiences, promoting their deep understanding and practice of rural employment.

6.4. Multi party linkage to promote grassroots employment of college students

Schools can strengthen vocational planning education for students by offering career planning courses, holding career planning lectures, and other forms, helping them understand themselves, the job market, and employment prospects. At the same time, the school cooperates with rural enterprises, cooperatives, and other organizations to establish internship and training bases, providing students with practical opportunities to enhance their practical skills and employment competitiveness. Families can encourage parents to pay attention to their children's career planning, enhance their awareness and support for their children's career planning, and actively participate in vocational planning education activities organized by schools and communities. The school encourages successful entrepreneurs among family members to share their experiences and provide career planning and practical guidance to students. Society can establish a team of rural entrepreneurship mentors, with successful rural entrepreneurs serving as mentors, to provide guidance and support for young people with entrepreneurial intentions, assist the government in playing the role of policy and financial support, and provide more support and assistance for rural entrepreneurs and employment. Government agencies can formulate and implement preferential policies such as tax reduction and loan support for rural youth entrepreneurship and employment, encourage more talents to work and start businesses in rural areas, establish or support rural career

guidance and service centers, provide career counseling, employment information release, entrepreneurship training and other services, and provide more career assistance and guidance for rural youth.

Through the joint efforts of schools, families, society, and government agencies, more comprehensive and practical career planning support can be provided for rural youth, promoting grassroots employment and promoting rural revitalization.

6.5. Enhance students' awareness of grassroots employment

Schools can promote the importance of rural revitalization strategy to students through classroom lectures, campus bulletin boards, campus activities, and other forms, encouraging students to go to the grassroots and understand the significance and value of grassroots work. In addition, the school has established a career planning guidance team to provide personalized career planning consulting services for students, focusing on introducing opportunities and characteristics of grassroots positions, and guiding students to actively choose grassroots employment. At the same time, the school organizes students to participate in on-site inspections, social practices, and summer internships in rural areas, allowing students to personally experience the practical needs of rural revitalization and the working environment of grassroots positions. Finally, schools can invite relevant personnel from the grassroots to preach the charm and attractiveness of grassroots work, share opportunities and development prospects for grassroots employment, stimulate students' awareness of grassroots employment, help students increase their attention and recognition of grassroots employment, and promote more college students to actively integrate into rural revitalization work.

7. Conclusion

Rural revitalization is a national strategy in China, and career planning is of great significance in promoting grassroots employment for college students. By deeply understanding the rural revitalization strategy, college students can more accurately plan their career, choose majors and positions that are suitable for the needs of rural revitalization, and thus better contribute to the cause of rural revitalization and achieve their own development. This research conclusion is in line with China's policy orientation and helps guide college students to better integrate into rural revitalization work.

In the context of rural revitalization, career planning has important prospects for promoting grassroots employment for college students. With the promotion of the rural revitalization strategy, college students can better understand the needs and opportunities of rural revitalization through scientific and reasonable career planning, choose positions that meet their professional and personal development interests, and achieve a win-win situation between themselves and rural revitalization. At the same time, rural revitalization also provides rich and diverse grassroots employment opportunities, and college students can better grasp these opportunities through career planning, achieving an organic combination of their own career development and rural revitalization goals. Looking forward to the future, the deep integration of career planning and rural revitalization will promote more college students to take up grassroots positions and inject more positive and upward force into the cause of rural revitalization.

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