

Research on the Implementation Dilemma and Countermeasures of College Graduates' Employment Policy in the New Era

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Abstract: In recent years, the total number of college graduates in China has been gradually increasing. According to statistics, the number of graduates in 2020 was 8.74 million, and it is expected to reach 10.76 million in 2021. The supply of college graduates increases annually, while the number of effective social positions is limited. This leads to an increasingly severe employment situation for college students. If this problem cannot be effectively resolved, it will not only affect the personal lives and employment of graduates but also impact social stability and the high-quality development of China's economy. At present, China has formulated comprehensive policies to promote employment for college students, but there are certain dilemmas in the actual implementation, which have resulted in the policy implementation not achieving the expected outcomes. Therefore, this paper will study and analyze the implementation dilemma and countermeasures of China's college students' employment policy from the perspective of policy implementation in the new era.

1. Introduction

1.1 Significance of the Topic

The employment situation for college graduates in recent years has been increasingly severe^[1]. Merely relying on the market and individual efforts, as well as policy formulation, is far from sufficient to effectively address the issue^[2]. Therefore, focusing on the effective implementation of policies is crucial in resolving the problem^[3]. Researching the implementation of college students' employment policies in the new era helps to identify existing issues in the execution of China's current college students' employment policies and to find solutions to promote the resolution of these issues. Additionally, exploring strategies for optimizing the execution of college students' employment policies in the new era provides a reference for optimizing policy execution in other regions.

Moreover, the employment issue of college students is a significant livelihood issue. Whether this issue can be effectively resolved will not only affect the stability and harmony of current society but also impact China's development and the future of the nation. Optimizing the execution of college students' employment policies in the new era is beneficial for more fully and high-qualityly promoting the employment of college students, maintaining social stability, and providing precise delivery of high-quality talents for China's long-term development. This is of great importance for ultimately

realizing China's strategy of becoming a powerful nation in talent and technology.

1.2 Research Content and Methods

1.2.1 Research Content

The study focuses on the actual implementation of college students' employment policies in the new era, aiming to propose corresponding countermeasures and improvement measures for the difficulties encountered during policy execution. This includes clarifying the responsibility positioning of policy execution bodies, promoting the implementation of policy execution evaluation systems, and strengthening policy publicity and education guidance, thereby enhancing the effectiveness of policy execution and facilitating the employment of college students.

1.2.2 Research Methods

The research involves accessing websites such as CNKI to review a wealth of literature on college students' employment and the execution of related employment policies. By drawing on the research findings and insights of predecessors, as well as identifying research blind spots, the study aims to build upon existing knowledge and foster innovation. Additionally, government official websites, official public accounts, university official websites, and news reports are utilized to gather information on the text and execution status of college students' employment policies in the new era. Relevant analysis of this information provides a theoretical foundation for the thesis.

2. The Current Status of the Implementation of College Students' Employment Policies in the New Era

2.1 Review of the Employment Policies for College Students in the New Era

Since the new era, China has formulated a variety of employment policies for college students. Initially, the central government will introduce the overall development direction for a certain period, and then governments at all levels will formulate local employment policies for college students according to the actual situation of the locality.

Table 1: New Era College Graduates' Employment Policy

Policy Type	Document Number	Document Name	Issuing Authority
Broadening Employment Channels	[2021] No. 27	"Notice on the Employment and Entrepreneurship Work for College Graduates in 2021"	Ministry of Human Resources and Social Security
Supporting Graduates in "Three Supports and One Assistance" Program	[2021] No. 32	"Notice on Implementing the Fourth Round of the 'Three Supports and One Assistance' Plan for Graduates"	Central Organization Department, Ministry of Human Resources and Social Security, and other nine departments
Promoting Graduates as Research Assistants	(2021) No. 13	"Notice on Colleges and Universities to Employ Graduates as Research Assistants in 2021"	Ministry of Education
Encouraging Graduates in	(2020) No. 53	"Notice on Guiding and Encouraging Graduates to Work	Central Organization Department, Ministry of Human

Policy Type	Document Number	Document Name	Issuing Authority
Communities		and Start Businesses in Urban and Rural Communities"	Resources and Social Security, Ministry of Civil Affairs, Central Civilization Office, Ministry of Education, Ministry of Finance, National Health Commission
COVID-19 Response for Graduates	Teaching [2020] No. 2	"Notice on Employment and Entrepreneurship for Graduates of Ordinary Higher Education Institutions Amidst the COVID-19 Pandemic"	Ministry of Education
Enhancing Entrepreneurship Bases	[2020] No. 26	"Opinions on Further Promoting Reform, Stability of Employment, and Strengthening Economic Momentum by Enhancing the Role of Entrepreneurship and Innovation Demonstration Bases"	General Office of the State Council
"School-Enterprise Action" for Entrepreneurship	[2020] No. 310	"Notice on Launching the 'School-Enterprise Action' for Entrepreneurial Employment in Demonstration Bases"	Development and Reform Commission, State-owned Assets Supervision and Administration Commission, Ministry of Education, Ministry of Human Resources and Social Security
Graduate Employment and Entrepreneurship Promotion Plan	[2016] No. 100	"Notice on Implementing the College Graduate Employment and Entrepreneurship Promotion Plan"	Ministry of Human Resources and Social Security, Ministry of Education
Policies for Mass Entrepreneurship and Innovation	[2015] No. 32	"Opinions on Several Policy Measures to Vigorously Promote Mass Entrepreneurship and Innovation"	State Council

Based on Table 1, a simple analysis and sorting of the college students' employment policies since the new era have been conducted, which are mainly divided into four aspects: policies to broaden channels, policies to encourage entrepreneurship, policies to regulate the market, and policies to improve services.

3. The Implementation Dilemma of College Students' Employment Policies in the New Era

3.1 Unclear Responsibilities and Authority of Policy Implementers

In the execution system of college students' employment policies in the new era, government departments should occupy a leading position, exert a coordinating role, ensure that all executing bodies play their roles effectively, and promote the effective implementation of policies. However, there are some issues in the actual implementation. When formulating policies, government departments have multiple entities with overlapping management and unclear responsibilities.

Different departments undertake different responsibilities, lack effective coordination, leading to unclear division of labor and chaotic responsibilities. In addition, government departments often only complete the content of the policy in the execution process, neglect the subsequent assessment and improvement work. Even if the employment quality of college graduates is assessed, the improvement work is not implemented, affecting the effectiveness of policy implementation. Therefore, government departments need to strengthen coordination and communication, clarify the division of responsibilities, pay attention to policy assessment and improvement, to ensure the effective implementation of college students' employment policies.

3.2 Insufficient Capacity of Policy Implementees

The final implementation effect of college students' employment policies is closely related to the employment capacity of the students themselves. If college students themselves lack employment capacity, or the abilities they have mastered are inconsistent with market demands, even if the policy is perfect and the execution is promoted, the ideal effect cannot be achieved. China's education focuses on the education of theoretical knowledge and relatively neglects the training of social work ability.

Professional teachers mainly come from colleges and universities, lack of understanding of the actual needs of the market, teaching content focuses on theoretical knowledge, the evaluation system also focuses on scientific research achievements and academic performance, lacks the inspection of practical operation ability and work ability, resulting in insufficient employment capacity of college students. In addition, the teaching ideas are inconsistent with the direction of enterprise needs, colleges and universities focus on the mastery of theoretical knowledge, while enterprises focus on the cultivation of practical operation ability, resulting in the abilities mastered by college students being inconsistent with the needs of employers. Even if colleges and universities have carried out the cultivation of graduates' job-seeking ability, mainly cultivate the skills of job interview, and neglect the cultivation of employment ability. Therefore, in general, the employment capacity of college students is insufficient, which is not conducive to the implementation of college students' employment policies.

3.3 Limitations in the Policy Implementation Environment

The implementation of college students' employment policies in the new era is restricted by the economic environment and sudden crisis events^[4]. First-tier and new first-tier cities are still the first choice for college students' employment because there are many well-known enterprises and employment opportunities. However, the economic development of third and fourth-tier cities limits the implementation of local college students' employment policies, and issues such as imperfect infrastructure, limited development space, low salary and lack of employment opportunities restrict the attractiveness of these cities.

In addition, sudden crisis events such as the COVID-19 pandemic also have an impact on the implementation of college students' employment policies. The epidemic has led to many enterprises to stop production and go bankrupt, layoffs, a reduction in job demands, while the number of college graduates is increasing, the supply and demand are out of balance. At the same time, in order to control the spread of the epidemic, the restriction of personnel flow has intensified the difficulty of graduates' employment. Graduates have to turn to online recruitment, but online job seeking has problems such as too many resume submissions and not getting timely replies, increasing the difficulty of employment. These issues all restrict the implementation of college students' employment policies.

3.4 The Need to Strengthen Employment Policy Propaganda and Guidance

In the new era, China has formulated many college students' employment policies, and the policy content is also very detailed and comprehensive. However, there are relatively few students who really pay attention to the college students' employment policies, and the propaganda and guidance of the new era college students' employment policies need to be improved.

Government departments and colleges and universities are the main channels for the propaganda of college students' employment policies. Government departments mainly publicize policies by issuing notice documents and official website file disclosures. However, the notice documents mainly contact government departments and college and university staff, and students have fewer opportunities to understand and contact. The official website file disclosure is only effective for those who need to understand the policy, and the propaganda effect is not good for students who do not understand the policy.

In terms of colleges and universities, the propaganda is mainly divided into two stages. The first stage is in the year of admission, when colleges and universities educate through opening relevant courses, but mainly for the publicity of learning planning and employment direction, and there is less publicity of specific policy content. The second stage is in the year of graduation, when most colleges and universities compress the policy propaganda time to the year of graduation, and publicize the policy by pushing recruitment information. However, this method of propaganda is not effective.

On the one hand, the propaganda time is short, and graduates need to quickly understand and implement the policy, which increases the graduation pressure and may not be absorbed in place. On the other hand, the propaganda time is easily affected by sudden situations, such as the new crown epidemic, which restricts offline activities and affects policy propaganda and education.

4. Strategies for Optimizing the Implementation of College Students' Employment Policies in the New Era

4.1 Clarify the Responsibility and Positioning of Policy Implementers

In the implementation of college students' employment policies, it is crucial to clearly define the authority and responsibilities of various government departments. Departments should enhance communication and collaboration to form a joint force that promotes the effective implementation of policies. In addition to fulfilling their own policy implementation duties, government departments should also play a coordinating role to facilitate the smooth progress of the entire policy implementation process. This includes assessing the effectiveness of policy implementation and making adjustments and improvements based on the assessment results. In practice, the execution of college students' employment policies often stops at the stage of execution and report release, lacking in adjustments and improvements.

Therefore, the government should play a coordinating role in the implementation activities of college students' employment policies to ensure that all activities are implemented, especially flexible adjustments and optimizations based on feedback from the implementation effects, in order to optimize the policy implementation environment.

4.2 Enhance the Capacity of Policy Implementees

Improving the employability of college students helps to better match graduates with job positions, increasing their advantages in employment and promoting better and faster employment among graduates^[5]. On the basis of increasing the employability of college students, attention should also be paid to the transformation of college students' employment concepts^[6]. If the employment concepts

of college students are not well-established, neglecting their own abilities and blindly competing for popular positions or "perfect positions" such as civil servants and well-known enterprises, it will undoubtedly increase the difficulty of employment for graduates and hinder the implementation of college students' employment policies. Therefore, the transformation of college students' employment concepts should also be given importance.

4.3 Optimize the Policy Implementation Environment

Optimizing the economic environment increases the advantages for promoting employment. For local areas to promote the implementation of local college students' employment policies, the most fundamental aspect is undoubtedly to vigorously develop productivity, attract more enterprises to settle, increase the supply of job positions for college students, and improve employment salary levels and welfare benefits to attract more college students for employment.

4.4 Strengthen Policy Propaganda and Guidance

To promote the implementation of college students' employment policies, it is first necessary to carry out relevant policy propaganda and guidance. Only when the subjects and target groups of policy implementation fully understand and recognize the college students' employment policies can the execution effect be reduced, the execution process be facilitated, and the effective implementation of policies be promoted. In China, government departments and colleges and universities are the main bodies for propaganda and guidance. By strengthening the policy propaganda and guidance of government departments and colleges and universities, the understanding and cognition of the target groups for college students' employment policies can be effectively increased, thereby promoting the implementation of college students' employment policies.

5. Conclusion

This paper takes the new era as the temporal boundary for the study, focusing on the implementation of college students' employment policies, identifying deficiencies, and summarizing insights to provide theoretical and practical guidance for optimizing the implementation path of college students' employment policies in the new era in China.

The main conclusions are: 1) The employment policies for college students in the new era of China are relatively comprehensive and the policy implementation entities are also well-developed and diversified, with certain achievements in policy implementation and overall good employment outcomes for college students. 2) There are some difficulties in the implementation of college students' employment policies in the new era, including unclear responsibilities and rights of policy implementation entities, insufficient capabilities of policy implementation subjects, restrictions in the policy implementation environment, imperfect policy implementation evaluation systems, and the need to strengthen the promotion of employment policies, which urgently need to be addressed. 3) In the new era, measures should be taken to clarify the responsibilities and positioning of policy implementation entities, improve the capabilities of policy implementation subjects, optimize the policy implementation environment, promote the implementation of policy evaluation systems, and strengthen policy propaganda and educational guidance to facilitate the optimization of the implementation of college students' employment policies.

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