Abstract. The post-00s (the Generation after 00s) college students in the new era show the characteristics of slow employment. In order to promote the employment of contemporary college students, this paper analyzes the psychological and ideological problems of slow employment of post-00s college students through questionnaire survey on the dynamic employment thought, value orientation, employment location, professional satisfaction and other issues of contemporary college students. A series of employment promotion strategies adapted to the characteristics of college students under the new situation are put forward from the aspects of perfecting the curriculum system of employment guidance, improving the guidance ability of employment guidance teachers, perfecting the employment guidance and service system of graduates.

1 Literature Review

With the continuous expansion of the scale of higher education, the number of college students is increasing year by year, and the higher education is developing toward the popularization. In recent years, due to the combined influence of multiple uncertain factors such as the COVID-19 epidemic and the downward pressure of domestic and foreign economy, college students are faced with great challenges in employment. \cite{1-2} In addition, the new normal of economy brings structural adjustment to the demand for talents in the market. The overall structural demand for employment is decreasing, while the demand for innovative talents will gradually increase. \cite{3} In 2022, the number of college graduates in China reached 10.76 million. Although the number and employment rate are increasing, the competition for talent in the market is becoming increasingly fierce. With the profound changes in the market employment environment, the problem of difficult employment for college students has not been fundamentally alleviated.\cite{4}

In 2021, the first group of post-00s college students completed their four-year college education and entered the job market. Compared with the post-80s or post-90s, post-00s college students show the characteristics of slow employment.\cite{5} The post-00s college students were born in the third decade after China's reform and opening up. In the process of their growth, China's economic and social conditions have been continuously improved, people's living and income levels have been significantly raised, and material and cultural life has been greatly enriched. Their growth process is highly overlapped with the extensive application of Chinese network information technology, and their growth trajectory is also remarkably different from that of the last generation. The unique growth environment of post-00s college students has created their unique psychology and concept of employment, which is compounded by the negative impact of COVID-19 on China's economic development in recent years, further highlighting the difficulty of employment for post-00s college students.

In recent years, the phenomenon of slow employment has gradually become normal among college students. Some of them pursue stability, devote themselves to preparing for civil servants, public institutions, participating in postgraduate examinations or some qualification examinations, and put off employment on the grounds of improving their own ability. Some college students with better family conditions rely on their families to arrange employment and are not willing to get employment at will. The other part of the students are not fully prepared for employment in the severe employment situation, feeling depressed and confused in the heart, so that they are not enthusiastic and active in job hunting. In addition, a considerable number of students have high expectations for jobs due to lack of clear positioning of career expectations and career goals and clear self-understanding, leading to repeated frustration in job hunting, and passively join the ranks of "slow employment".\cite{2}

As China enters a new stage of high-quality development, the post-00s college students are generally equipped with a strong sense of independence, limited life experience, and weak ability to control their emotions.\cite{6} It is urgent to understand the employment thought dynamics and value orientation of post-00s college students, so as to deeply analyze the employment psychology and views of contemporary college students.
2. Survey and Results Analysis

2.1 Research Objects

This survey mainly focuses on the trend of students’ employment thoughts, career value orientation, employment location, professional satisfaction and other aspects. The respondents are junior or senior students in a local university. A total of 340 valid questionnaires were collected.

2.2 Analysis of Survey Results

(1) College students have a low degree of recognition for their major and a high expectation for professional employment. Juniors and seniors develop a basic understanding of majors after a period of study. When they were asked about the prospect of their major, 49.29% of students think their major is promising, 29.29% think it is not promising, 9.29% think it is very promising, 7.86% think it is very unpromising; 4.29% of students are indifferent to the prospect of their major. When asked if they hoped to find a job in their major, 71.43% of the students said yes.

The results show that most students have expectations to engage in related work in their professional field, which is behind the recognition of the knowledge learned in college and the future application of professional knowledge. However, a considerable number of students feel confused about the employment prospects and employment direction of their major, and lack a profound understanding of their major and scientific planning for career development.

(2) College students have an objective cognition of the employment situation, and have a high enthusiasm for postgraduate study. Most students have a relatively objective understanding of the current employment situation. According to the survey results, 43.57% students think it is difficult to find a job, and 28.57% students are worried about the current employment situation. Only 24.29% students think they can find a job through hard work, 21.4% students are very optimistic about the current employment situation, and 1.43% students are indifferent to the current employment situation. In terms of employment options, 53.57% students said they would take the postgraduate entrance examination, while only 25% students chose direct employment. Other preferred ways of employment are civil servants, transfer students, studying abroad, joining the army and other jobs. Most students choose to take the postgraduate entrance examination, the origin of which is the employment problem.

Why are college graduates keen on going to graduate school? On the one hand, the current fierce competition leads to their employment pressure. On the other hand, these post-00s are not ready for work, so they temporarily take the postgraduate entrance exam as a buffer. Post-00 college students have been in a privileged living environment since childhood, experienced fewer difficulties and setbacks, and have limited psychological bearing capacity. In the severe employment situation, they are not fully prepared psychologically for employment, and feel depressed and confused in their hearts. They are not enthusiastic and active in job hunting.

(3) College students are lack of understanding of society and enterprises, and looking forward to internship in school-enterprise cooperation units. According to the survey results, the top three factors troubling students in job-hunting are lack of professional knowledge of enterprise positions (69.29%), lacking of understanding of society (61.43%) and lacking of job-hunting methods and skills (55.71%). Other factors troubling students are lack of understanding of the recruitment process and basic requirements of the enterprise (52.86%), insufficient ability (43.57%), hard to give play to their own advantages (4.41%), school employment guidance is not in-depth (32.86%).

During the study period, students lack of necessary preparation for employment psychology and skills, ignore the call of school employment guidance, and lack of opportunities to contact with society and enterprises, resulting in employment problems. Students have a high acceptance of the university-enterprise cooperation practice base, and are willing to do professional practice in enterprises during their study. Among the respondents, 73.57% students said they were willing to work as an intern in the university-enterprise cooperation base during their study. However, in terms of the construction of practice bases, the form is greater than the content, and few enterprises can truly provide sufficient internship positions on the premise of guaranteeing the safety of students.

(4) College students attach great importance to income and corporate culture. The survey results show that students almost do not have the concept of "employment first, then choosing a career". In terms of salary and interest, 67.86% of the students prefer high-paying jobs, while only 32.14% prefer jobs they are interested in. The main factors that were considered before choosing a career were financial income (53.57%), job stability (22.14%), personal development opportunities (15%), working environment (9.29%) and other factors. Salary is more important to 92.86% of students, 80% of students value the atmosphere between colleagues, self-development space (78.57%) and leadership style (75%).

3. Analysis of the employment dilemma faced by post-00s college students

3.1 Social level

(1) The imbalance between supply and demand at various levels is prominent...
Under the influence of demographic dividend and the expansion of enrollment scale of colleges and universities, the growth rate of the number of college students is greater than the growth rate of employment positions, and the supply of graduates far exceeds the market demand, which makes employment more difficult. Secondly, due to the unbalanced phenomenon of economic development, there is a large gap between the economic development of the east and the south, and there is a gap in the employment environment and the number of jobs, so the eastern economy is more attractive than the central and western economy, causing a large number of graduates to choose jobs in the eastern region, leading to the surge of local employment competition.

(2) The reduction of jobs in social demand caused by external uncertainties such as the epidemic
In recent years, due to the combined impact of multiple uncertain factors such as the COVID-19 epidemic and downward economic pressure at home and abroad, many enterprises are in difficulties in operation. In order to save costs and reduce operating pressure, they have taken measures such as reducing business scale, suspending recruitment, adjusting posts and salaries to reduce costs and seek survival and development. At the same time, some small and medium-sized enterprises have been forced to drastically downsize, leading to more experienced talents flowing into the job market, intensifying the job competition and pressure faced by fresh college students.

3.2 University level

(1) University enrollment increases year by year, and the quality of students varies
The situation of college students skipping classes and failing grades increases year by year, which is closely related to the quality of enrollment. More and more students think that as long as the graduation exam does not fail, can successfully get the diploma, so during the school did not put the main energy on learning theoretical knowledge and improve practical skills, while away a good learning time.

(2) The tasks of auxiliary teaching are complex, but the number of personnel is relatively short
College counselors generally undertake the ideological and theoretical education and value guidance, the construction of the party and the class, the construction of the style of study, the management of students’ daily affairs, the education and consultation of mental health, the network ideological and political education, the response to campus crisis, career planning and employment and entrepreneurship guidance, and many other aspects. In the case of a large number of students but a shortage of auxiliary staff, it is difficult to cover all aspects of work in detail, especially in the aspect of employment, limited by the experience of counselors themselves, the guidance function is limited.

(3) The curriculum of vocational planning is too theoretical, and the teaching content is disconnected from the enterprise
Students’ career planning courses are usually arranged by the recruitment and employment department of the school, and the teachers are mainly counselors and professional teachers. Most of the teachers in this group are "from school to school" and have not been baptized in the workplace. As a result, the curriculum content is too paper-based and lacks practical guidance meaning, which affects students’ learning interest.

3.3 Student Level

(1) College students still retain a strong elite complex
Most of the graduates have too high expectations for the choice of career and position, and do not establish the correct employment concept. Many graduates generally have high expectations on salary, position, industry and other aspects, low requirements on work intensity and difficulty, and their ability level can’t fully match the phenomenon of better jobs.

(2) The concept of bearing hardships and being down-to-earth is weak
Most of the time, students accept the idea that "As long as the academic performance is good, admitted to a good school, they can find a good job, don't have to endure hardships and work overtime" and so on, students yearn for graduation job. But the real job competition is fierce, lack of work experience of new people can only start from the grassroots work, although the job development prospects are broad, but can stick to the last few people.

(3) Lack of scientific planning for life and development
Many students lack planning and realization plans for their life development direction, blindly follow the herd mentality, and have no clear goals for their future development, postgraduate entrance examination, work or civil servant examination. Quite a few students simply think that if they succeed in postgraduate entrance examination, they will have more job opportunities. When they see that others around them are preparing for postgraduate entrance examination while they do not want to work for the time being, they decide to take the postgraduate entrance examination first.

4. Analysis on employment promotion strategies of post-00s college students

(1) Improve the construction of employment guidance curriculum system
Career guidance should be integrated into the university curriculum system, and career planning education and employment guidance should be gradually integrated into the teaching process of professional courses. At the same time, the vocational guidance systems is improved through the development of special lectures, such as vocational guidance and strive to make this system throughout the whole process of university education.

(2) Increase the supply of employment information of specific professional positions
Professional teachers are closely related to the social industry, and the situation of the students of this major is also more understanding, to fully mobilize the
enthusiasm of the majority of professional teachers, graduation thesis instructor, class teacher, etc., to provide more and better employment positions for graduates. In addition, alumni from all walks of life are also a valuable asset in the job market. We should strive for more employment opportunities and platforms through various means to provide a solid guarantee for the full employment of graduates.

(3) Improve the professional level of career guidance for teachers
In order to effectively improve the professional quality, policy level and working ability of counselors and professional course teachers in employment guidance, the college regularly or irregularly carries out various training methods such as visiting enterprises to expand their posts, going out for further study, internal lectures on employment policy theory, etc., in order to create a college career guidance team with high quality and certain specialization and professionalism.

(4) Counseling and employment tracking for each student
Graduating class counselors do a thorough investigation and statistics of graduates' employment status, grasp the job hunting and employment of each graduate, and realize one graduate first gear. Comprehensively tracking the employment of graduates will be implemented to record their current employment intention and employment progress, so as to achieve point-to-point employment information push. According to the students' employment intention, school provide more precise assistance to graduates, especially to set up dynamic employment statistics ledger for graduates of special groups and provide one-to-one assistance. Targeted to slow employment, slow employment of students to guide the employment view, help them actively choose jobs.

(5) Improve the employment guidance and service system for graduates
A combination of online and offline employment guidance service system has been established to provide policies and services to graduates through a variety of channels. Fully interpret the policies of civil servants, institutions and other recruitment of college graduates, through explaining the requirements of the preliminary examination, pre-interview qualification examination, political review, as well as archives storage and social security payment related policies, so that graduates can form a more comprehensive and objective understanding of the identity of college graduates. At the same time, we actively publicize recruitment information of grassroots projects such as the West Plan, encourage and guide graduates to flow to the grassroots level, and encourage qualified graduates to engage in grassroots office work and entrepreneurship.

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