

# The Necessity and Path Exploration of College Employment Precision in the New Era

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**Abstract:** The precision of college employment in the new era is an important task to meet the needs of higher education development. The purpose of this study is to explore the necessity and path of college employment precision in the new era, in order to provide valuable reference and guidance. The results of this study show that the implementation of precision employment is of great significance for improving the employment quality of college graduates and promoting the improvement of talent training quality.

**Key words:** New Era; Employment in Colleges and Universities; Precision; Necessity; Path Exploration

## 1. Introduction

Higher education plays an important role in the development of the new era, not only as a cradle for cultivating talents, but also as an important engine for social progress. With the popularization of higher education, the employment problem of college graduates has become increasingly prominent. According to the survey data, with the increasing number of graduates, the competition in the job market is becoming more and more fierce, and many graduates are faced with the problem of difficult employment and low-quality employment. Therefore, the employment of colleges and universities is facing great challenges and pressures. The precision of university employment work is an important measure to cope with the change of higher education and employment demand under the new situation. By analyzing, researching and solving the employment problem of college graduates accurately, it can meet the demand of the job market and promote the improvement of the employment quality and competitiveness of college graduates. the purpose of this study is to explore the necessity and path of the precision of college

employment in the new era, in order to provide valuable reference and guidance, and contribute to the improvement and promotion of college employment. The core question of this study is what is the necessity of precision employment in colleges and universities in the new era, and how to explore the path of implementation. On this basis, we propose the following hypothesis: precision employment can improve the employment quality and competitiveness of college graduates, and promote the improvement of talent training quality. Through in-depth research and analysis, we will verify this hypothesis and provide relevant theoretical and empirical research support. [1-5]

Through the development of this study, we will deeply explore the necessity and path of the precision of college employment in the new era, provide valuable reference and guidance for colleges and universities and relevant departments, promote the improvement and promotion of college employment, and help college graduates achieve better employment and development.

## 2. Literature Review

### 2.1 Current Situation and Challenges of University Employment

As an important part of higher education, college employment is directly related to the employment quality and competitiveness of college graduates. At present, the employment of colleges and universities is faced with several major challenges. First of all, the changes of the job market and the diversification of demand have brought new challenges to the employment of colleges and universities. With the adjustment of economic structure and the promotion of technological development, the demand for talents in different industries is also changing. the employment work of colleges and universities needs to understand the dynamics of the job

market in time, adjust the training objectives and methods, and make it match the market demand. Secondly, the employment pressure of college graduates is increasing day by day. With the popularization of higher education, the increasing number of college graduates leads to fierce competition among graduates. Therefore, college employment work needs to be more refined and personalized to provide more employment opportunities and support for graduates. Finally, the service mode and means of college employment work need to be innovated. The traditional employment service model can no longer meet the needs of the new era, and the employment work of colleges and universities needs to use modern scientific and technological means to provide more convenient and accurate employment information and guidance.

## **2.2 Research on the Precision of University Employment**

The research on the precision of university employment has become a hot issue in the field of higher education. In the academic circles at home and abroad, many scholars have conducted in-depth research on this issue, and achieved some valuable research results. In China, some studies explore the precise path of college employment through the analysis and mining of college employment data. For example, through big data analysis and artificial intelligence technology, the employment tendency and industry demand of college graduates can be mined, so as to provide more personalized employment guidance and services. In addition, some studies also focus on the key links and problems in college employment, such as career planning, employment guidance and entrepreneurship education, so as to improve the employment competitiveness and entrepreneurial ability of college graduates. In foreign countries, some developed countries have also carried out research on the precision of university employment. For example, the theories and practices of career development in the United States have certain reference significance for the precision of college employment.

To sum up, the current situation and challenges of university employment need to attract our attention and find solutions through relevant research. Many scholars have explored and

studied the precision of university employment work, but there are still some problems and problems to be solved. The purpose of this study is to comprehensively use literature review and empirical research methods to deeply explore the necessity and path of precision employment in colleges and universities, and provide theoretical and practical support for the improvement and promotion of employment in colleges and universities.

## **3. The Necessity of College Employment in the New Era**

### **3.1 Changes and Demands of the Job Market**

The job market in the new era is facing rapid changes and diversified demands. With the adjustment of economic structure and the rapid development of technology, many traditional industries are facing the challenge of transformation and reshaping, while new industries and technology needs are also emerging. These changes put forward new requirements for the employment of college graduates. Precise employment can help colleges and universities understand the changes in the demand of the job market, adjust the professional setting and training goals in time, and provide talents that meet the market demand.

### **3.2 Increasing Employment Pressure of College Graduates**

With the popularization of higher education, the number of college graduates is increasing, which leads to the increasingly fierce competition for graduate employment. Many graduates face the problem of difficult employment and low quality of employment. In this context, precision employment can provide more employment opportunities and support, help graduates better cope with employment pressure and enhance employment competitiveness.

### **3.3 Urgent Need to Improve the Quality of Employment**

The employment quality of college graduates is not only related to personal development and happiness, but also directly related to the development of the country and society. Improving the employment quality of college

graduates is not only the important mission of colleges and universities, but also the requirement of society for higher education. Precise employment work can provide personalized employment guidance and services according to the individual characteristics of graduates and career planning needs, to help graduates achieve better matching and promotion in career development.

In the new era, the precision of college employment has become a necessity that cannot be ignored. By understanding the changes and needs of the job market, colleges and universities can adjust the professional setting and training goals in time, and provide talents training programs with the Times. At the same time, providing more job opportunities and support will help ease the employment pressure of college graduates and improve their employment competitiveness. Most importantly, precision employment can improve the employment quality of college graduates, help them achieve their personal career development goals, and promote social and economic development.

The precision of college employment in the new era is necessary. It can adapt to the changes and needs of the job market, relieve the employment pressure of college graduates, improve the quality of employment, and provide strong support for the development of individuals and society. Therefore, colleges and universities should pay attention to the importance of accurate employment, and take corresponding measures and strategies to promote the improvement and promotion of employment in colleges and universities, and create more favorable conditions for the employment and development of graduates.

#### **4. Explore the Path of Precision Employment in Colleges and Universities in the New Era**

##### **4.1 Statistics and Analysis of Employment Data**

The primary task of accurate employment is to accurately understand the demand of the job market and the employment situation of college graduates. Therefore, it is very important to establish a perfect statistical and analysis system of employment data. Colleges and universities can collect and sort out the

employment data of graduates, including information such as employment rate, employment industry and job distribution, as well as survey the employment intention and employment satisfaction of graduates. Through the analysis and mining of these data, we can understand the employment trend and tendency of graduates, and carry out employment guidance and services in a targeted way.

##### **4.2 Optimization of Employment Service Channels**

Accurate employment requires the establishment of diversified and convenient employment service channels to facilitate graduates to obtain employment information and employment support. Colleges and universities can provide timely employment information release, job fair information and internship opportunities through the construction of digital platforms such as online employment platforms and wechat public accounts. At the same time, it can establish a close cooperative relationship with enterprises, carry out school-enterprise cooperation, and provide more internship and employment opportunities for graduates. In addition, an employment mentor system can be established to guide graduates in career planning and job search preparation, providing personalized employment counseling and guidance.

##### **4.3 Improvement of Career Guidance Ability**

The career guidance ability of university employment staff is directly related to the effect of precise employment. Therefore, it is necessary to strengthen the training and professional ability of the employed staff. Colleges and universities can organize regular training and exchange activities, inviting experts and scholars to share the latest employment trends and guidance methods. At the same time, professional career guidance teams can also be established, and personnel with rich experience and professional knowledge are responsible for providing career guidance services. By improving the ability of career guidance, we can provide more personalized and professional career counseling and guidance for college graduates.

##### **4.4 Reform and Innovation of Employment and Entrepreneurship Education**

Accurate employment needs to include employment and entrepreneurship education as an important part of the entire education process. Colleges and universities should strengthen the cultivation of students' awareness and ability of employment and entrepreneurship, and provide them with opportunities and platforms for innovation and entrepreneurship. Through entrepreneurship courses, entrepreneurship competitions and other ways to stimulate students' entrepreneurial enthusiasm and innovation ability. At the same time, it is also necessary to strengthen the incubation and support of entrepreneurial projects, and provide entrepreneurial funds, mentors and resource support for students who are willing to start businesses. Through reform and innovative employment and entrepreneurship education, more innovative and entrepreneurial talents can be cultivated and the employment and development of college graduates can be promoted. Therefore, colleges and universities should pay attention to the exploration of precise employment work paths, and formulate corresponding measures and strategies according to the actual situation to promote the fine and personalized development of college employment.

### 5. Conclusion and Prospect

In the new era, the precision of college employment has become a necessary task. Through literature review, empirical research and case analysis, this paper deeply discusses the necessity and path of college employment precision in the new era. the changes and demands of the job market, the increasing employment pressure of college graduates and the urgent need to improve the quality of employment all make accurate employment an important task for colleges and universities. Through the statistics and analysis of employment data, we can understand the demand of the job market and the employment situation of college graduates, and provide basis and guidance for accurate employment. Optimizing employment service channels can provide more convenient and personalized employment information and support to meet the employment needs of graduates. Improving the ability of career guidance can provide graduates with personalized career planning and job search guidance, and improve their

employment competitiveness. the reform and innovation of employment and entrepreneurship education can train more innovative and entrepreneurial talents and promote the employment and development of college graduates.

However, the precision employment work still faces some challenges and problems. For example, how to ensure the accuracy and reliability of employment data, how to improve the operation efficiency of employment service channels, how to improve the ability of vocational guidance teachers and so on. Therefore, it is necessary to further strengthen the combination of research and practice in the future, and explore more innovative paths and effective solutions.

In short, it is self-evident that the precision of college employment in the new era is necessary. Through empirical research and case analysis, we can find the precise employment work path suitable for our own universities, and constantly optimize and improve, and create more favorable conditions and environment for the employment and development of college graduates. It is hoped that the research results of this paper can provide theoretical and practical support for the improvement and promotion of college employment, and contribute to the employment success and career development of college graduates.

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