

Optimization and Practical Pathways of University Employment Guidance Mechanisms Based on College Students' Employment Intentions

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Abstract: In response to the current mismatch between the diversified employment intentions of college students and existing guidance mechanisms, this study explores specific countermeasures and practical pathways for optimizing university employment guidance mechanisms. The research team proposes a series of optimization strategies, including establishing a dynamic update data ledger for tracking students' employment intentions, implementing and deepening the "one student, one policy" personalized guidance approach, and building an efficient employment resource sharing platform. Additionally, the study highlights the critical role of young faculty members—specifically frontline university counselors—in breaking down information barriers between teachers and students and providing scientifically grounded value guidance. Through practical application in pilot class activities, the effectiveness of these optimization measures in improving students' job-seeking enthusiasm and contract signing rates has been preliminarily validated. This research provides actionable practical pathways for universities to steadily enhance the targetedness of their employment service systems.

Keywords: Employment Guidance Mechanism; One Student; One Policy; Resource Sharing; Young Faculty; Practical Application

1. Research Background and Significance

1.1 Research Background

Under the current socio-economic environment, the employment of college graduates has always been an extremely important livelihood project, and also a key to maintaining social harmony and stability. As the times develop

rapidly, the new generation of college students currently on campus, when facing the practical problems of entering society, have clearly shown a very significant diversification and personalization in their employment values and employment intentions in the specific job selection process [1]. However, in stark contrast to this rapid change in the thinking of the student group, the traditional employment guidance work in some universities often has obvious lag and the drawback of "one-size-fits-all" when dealing with complex needs. In view of this severe reality, this study decided to take the specific employment intentions of college students as the core entry point for in-depth analysis.

1.2 Research Significance

In terms of theoretical significance, this helps to greatly enrich the relevant academic theoretical framework system for cultivating and optimizing the employment outlook of college students in the new era [1]; in terms of practical value, this helps universities to carry out targeted guidance work more accurately, and rely on the scientific guidance mechanism to truly implement it, thereby steadily improving the overall employment quality of college students and their satisfaction with school services.

1.3 Overview of Domestic and International Research Status

In recent years, many domestic and international academic researchers have conducted extensive and in-depth research on the employment guidance mechanism of universities and achieved fruitful phased results.

1.3.1 Domestic research status

In terms of the current status of domestic research, scholars often focus on the construction of specific guidance models and the in-depth cultivation of students' internal concepts. For example, Zhang et al. focused on

how to construct a specific mechanism for improving college students' employment ability under the classification guidance model [2]. Huang, focused her research on the construction and improvement of the employment guidance mechanism for college students to go to the grassroots level [3]. In addition, Li, conducted in-depth systematic research on the cultivation and optimization of employment outlook for college students in the new era [1]. Liu, based on her front-line teaching management work, explored in detail the actual practice of college counselors in specific employment services [4]. In recent years, with the rapid development of digital technology, domestic scholars have begun to explore the path of digital and intelligent empowerment of employment guidance. Zhang, pointed out that artificial intelligence technology is reshaping the operation mode of university employment guidance and career education, and building dynamic data ledgers and intelligent service platforms has become an inevitable trend to realize "one student, one policy" precise guidance [5]. Relevant research proves that using big data and artificial intelligence to build student employment intention portraits can effectively break the limitations of traditional guidance modes and realize the transformation from extensive management to precise service.

1.3.2 Current status of foreign research

Regarding the current status of foreign research, overseas academic circles have accumulated valuable theoretical experience in completing the construction of mechanisms to guide college students' employment. Bridgstock's relevant special research clearly shows that traditional employment guidance often overemphasizes professional hard skills, thus neglecting the most core career management skills, namely Career Management Skills [6]. Fugate defines "employability" as a comprehensive psychological and social concept, and highly emphasizes the decisive effectiveness of career identity, that is, personal employment values and subjective intentions, in the job search and selection process of graduates [7]. Tomlinson, through in-depth empirical analysis, reviewed in detail the obvious misalignment between college students' subjective employment intentions and the objective market environment during their transition to the labor market [8].

Maher et al. further proposed that modern university employment support systems should

adopt tangible, transitional and transformational multi-dimensional service models, and attach importance to on-the-job experience and tutor guidance to help students adapt to the workplace environment [9]. In addition, foreign studies have begun to pay attention to the application effect of intelligent technology in career counseling. Systematic research shows that artificial intelligence tools such as intelligent chatbots and predictive analysis models can expand the coverage of employment guidance services, but human counselors still need to play a leading role to avoid the negative impact of algorithm bias on students' career choice.

1.4 Research Objectives and Content

1.4.1 Research objectives

The main research objective of this project is to explore a more suitable, effective, and comprehensively optimized employment guidance mechanism and specific practical implementation paths based on the real and dynamic employment intentions of university students in the new era. To achieve this objective, the specific research content includes the following core components: First, to comprehensively and deeply understand the current distribution of university students' real employment intentions and their intrinsic needs, identifying the underlying reasons for changes in their values; second, to deeply analyze the various pain points existing in the current employment guidance work of universities, especially focusing on how to completely break down the long-standing information barrier between teachers and students.

1.4.2 Research content

Finally, to explore and formulate specific optimization strategies, including establishing a dynamically updated data ledger, implementing precise classification guidance, and focusing on how frontline young teachers, namely university counselors, should play a crucial role in the operation of the entire mechanism to steadily promote students' successful achievement of better career development goals.

2 Strategies and Paths for Optimizing the Employment Guidance Mechanism for College Students

2.1 Content and Model of Optimizing the

Employment Guidance Mechanism

2.1.1 Content optimization

(1) Strengthen the work of accurate investigation and establish a dynamic update data ledger of employment intentions. In order to more accurately grasp the dynamic changes of students' intentions, universities need to rely on advanced technical means to establish a very detailed dynamic update data ledger of employment intentions. In the actual management process, if a student's career planning goal changes, the front-line young teachers can immediately complete the comprehensive update of the underlying data in this ledger system, thereby providing the most solid data support for the subsequent targeted guidance work for the student.

(2) Strengthen the guidance of employment values and reshape the employment view in the new era. In the face of the current severe overall employment situation in China, universities need to focus on using general education channels such as daily ideological and political education to comprehensively complete the in-depth cultivation and systematic optimization research of the employment view of college students in the new era [1]. Relying on scientific guidance methods, we can help college students in the new era establish a rational career choice concept that truly meets the actual needs of the external market, and at the same time, steadily implement the mechanism for guiding students to work at the grassroots level [3].

2.1.2 Implementation model

Deepen the "one person, one policy" mechanism and implement classified guidance. In view of the extremely diversified choices among college students, such as pursuing postgraduate studies, taking civil service exams, directly entering enterprise positions, and choosing to temporarily delay employment, universities must clearly and accurately divide the student groups with completely different internal needs and implement highly targeted classified guidance for them [2].

2.2 Smooth the Implementation Path of Employment Guidance

(1) Completely break down the information barriers between teachers and students and build an efficient employment resource sharing platform. In order to fully understand the most real employment needs of college students,

educators must build a highly efficient Internet employment resource sharing platform to centrally sort out and integrate the job information of employers that were originally scattered in various external channels. When this sharing platform is successfully built, the supply and demand information can be truly made transparent.

(2) Give full play to the backbone role of young teachers and enhance the guidance effectiveness of counselors. Young teachers have always played a crucial backbone support role in the entire large and complex employment service system. Universities need to rely on continuously improving the practical guidance effectiveness of young teachers in conducting in-depth one-on-one interviews and organizing various class group activities, and truly put the "one person, one policy" practice exploration work that has been discussed for many years into practice, rather than just remaining at the theoretical level on paper [4].

(3) Collaborative education: Construct a resource allocation path with high cooperation among the government, employers and schools. In terms of the top-level design of the mechanism, we should fully learn from the advanced experience accumulated by developed countries in building university employment service systems [10]. Universities in my country should also actively and proactively construct a collaborative system with high cooperation among the three main parties, namely government departments, employers and schools themselves, and truly implement and execute a series of key measures such as the rapid and reasonable allocation of employment resources.

2.3 Optimizing the Guidance Mechanism and Ensuring Its Safeguards

On the one hand, it is necessary to continuously increase the intensity of specialized professional training for young teachers, providing comprehensive support for the development of the teaching staff. Young teachers, as the core backbone for truly implementing the guidance mechanism, directly determine the final effectiveness of various service efforts through their professional guidance capabilities. Therefore, universities should steadily improve the comprehensive quality of frontline counselors by regularly organizing lectures by industry experts,

conducting career planning skills assessments, and arranging in-depth on-site research at external employers. Through these meticulous training measures, educators can ensure they possess keen market insight, enabling them to immediately adjust specific response strategies based on students' dynamic and changing employment intentions, and effectively implement highly targeted and personalized assistance.

On the other hand, it is essential to provide ample supporting funding and technical platform guarantees for the development of the information management system and its subsequent long-term daily maintenance. Successfully constructing a highly efficient dynamic data ledger for employment intentions requires substantial underlying hardware support and continuous optimization of complex software systems. Universities must allocate sufficient special funds and ensure these funds are in place on time and in full. They should leverage advanced internet communication technology and big data analytics algorithms to comprehensively mine and centrally integrate various types of student employment intention data. The deployment of these digital platforms serves as an essential infrastructure to eliminate information asymmetry and enhance the precision of institutional career tracking [11]. Simultaneously, they need to assign specialized technical personnel to conduct backend inspections and daily management, ensuring the security and stability of the entire resource-sharing platform. This will provide the most solid technical support and material foundation for the long-term stable operation of the entire university employment service system.

3. Practical Application and Effectiveness Evaluation of the Optimization Mechanism

3.1 Pilot Implementation of the Optimization Plan in Classes and Departments

To scientifically verify the preliminary optimization strategies, the research team applied a series of specific optimization measures to the classes they actually managed, thus conducting a comprehensive and in-depth pilot implementation. In the specific operation, counselors strictly updated the employment

intention data ledger based on the previously established data, meticulously conducting a thorough investigation of all students in the class. This investigation required counselors to rigorously compare and analyze students' initial career expectations with their recent participation in various professional internships. If, in processing this complex data, it was found that some students' career planning goals were seriously out of sync with the objective environment, or that their subjective intentions did not fully align with their professional competence, then frontline young teachers would immediately intervene. In the actual intervention phase, educators conducted in-depth individual interviews to completely break down the long-standing information barrier between teachers and students. Relying on this meticulous one-on-one communication approach, young teachers fully uncovered the true psychological needs hidden behind static data, thus truly and comprehensively implementing personalized support measures tailored to each individual.

3.2 Analysis of the Effectiveness of Phased Implementation

After a relatively complete pilot operation period, the research team, utilizing the detailed feedback data collected in the early stages, comprehensively completed the phased effectiveness analysis of various optimization measures. Regarding the students' initiative, since the information barrier that had long existed between teachers and students was completely broken down using advanced methods, and the highly efficient employment resource sharing platform was truly implemented, the overall frequency with which students actively sought real employment information through various external channels has significantly increased. If the platform pushes the latest job information, students can immediately check and apply within the system. They are no longer passively waiting for young teachers to allocate job resources, but have begun to actively and proactively participate in the early career planning exploration activities. In terms of actual employment implementation, the specific student groups who received highly targeted and categorized guidance throughout the process demonstrated a strong ability to adapt to the objective market. In-depth analysis of the background data clearly shows a

significant increase in the proportion of students who initially reached employment agreements at the beginning of the graduation season. This further proves that clearly segmenting students with different real needs and implementing differentiated support is an extremely correct decision. In the regularly conducted questionnaire feedback sessions, the overall satisfaction of students with the employment guidance services provided by the school and frontline counselors also showed a steady upward trend.

The changes in objective data across all dimensions are sufficient to prove that by comprehensively implementing this series of optimization strategies, the optimized practical path fully and deeply aligns with the real intrinsic needs of university students in the new era.

3.3 Problems in Practice and Subsequent Correction Plans

In the specific implementation process, although the various strategies have achieved certain results, some pain points that need to be addressed and resolved have indeed been exposed.

3.3.1 Problems exposed

Firstly, regarding the objective supply and demand of job resources, it can be found that for some less popular majors, the number of relevant positions available in the external market remains severely insufficient. When students in these majors use shared platforms to collect information, they often face the reality of extremely narrow choices, which directly affects their enthusiasm for actively seeking employment opportunities. Secondly, regarding the psychological development of individual students, for those with a deeply ingrained, persistent "slow employment" mentality, relying solely on regular on-campus counselors for ideological discussions is unlikely to produce immediate corrective effects. This is because these students often lack an objective understanding of the real social environment, and conventional one-way guidance within the school is insufficient to fundamentally break down their inherent mental barriers.

3.3.2 Corrective measures

In response to the various problems exposed in actual work, the subsequent corrective measures need to comprehensively strengthen the in-depth cooperation between universities and

external employers.

(1) Universities need to actively introduce authentic workplace immersion experiences, directly bringing students who have been in a period of confusion into actual business operation scenarios. By allowing students to personally experience the real working atmosphere and competitive pressure of the external market, it is more effective to help them reshape their cognition and break down their negative "slow employment" mentality. This practical experience mode is consistent with the transformational employment support concept proposed by Maher and other scholars [9].

(2) It is essential to establish and implement a mechanism for on-site mentoring by senior corporate mentors. By hiring corporate managers with rich practical experience as off-campus mentors, extremely valuable cutting-edge industry information and practical professional skills can be directly imparted to students. Such industry-led mentorship and work immersion effectively bridge the perceptual gap between graduates' professional expectations and real-world workplace requirements [12]. In this way, by relying on the powerful synergy of multiple parties, the current shortage of relevant positions for unpopular majors can be made up for, and a series of problems such as students' cognitive biases can be completely reversed.

4. Conclusion

This study demonstrates that traditional guidance models suffer from significant drawbacks, including information asymmetry and a lack of personalized support. By establishing a comprehensive and dynamically updated data ledger of employment intentions, deepening the implementation of the "one person, one policy" mechanism, and carrying out precise categorized guidance, the targeted nature of university employment services can be greatly improved. Young teachers played a crucial role in breaking down information barriers and optimizing the mechanism, ultimately contributing to better and higher-quality employment outcomes for university students.

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