

Research on College Counselors' Guidance for Employment and Entrepreneurship of Students in the New Era under the Background of New Quality Productivity

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Abstract: Against the backdrop of new quality productivity, this paper explores the advantages and significance of college counselors providing employment and entrepreneurship guidance to students in the new era. Based on the responsibilities of their roles, the necessity of carrying out such guidance is analyzed. The challenges faced in this process are discussed, leading to a clarification of the role positioning of college counselors. Finally, from the perspective of counselors, strategies for guiding students in employment and entrepreneurship in the new era are investigated.

Keywords : new quality productivity, college counselors, employment and entrepreneurship guidance

Introduction

"New Quality Productivity" is an important development concept proposed by General Secretary Xi Jinping in the context of the new era's development journey. It injects new vitality into the development of the new era and points to the future direction of development. Innovation is a significant characteristic of New Quality Productivity, where "new" refers to innovation not only in technology and industry development models but also in systems and management approaches. The world is undergoing great transformations and major developments. How to seize the opportunity in the new round of technological revolutions and drive national development and progress is the main challenge we face today.

As the main arena for talent cultivation, higher education institutions have the responsibility to nurture new generations capable of shouldering the mission of national rejuvenation, with a focus on cultivating both virtue and talent. College counselors, as life mentors and trusted friends for students' growth and well-being, frequently interact with young college students. Compared to course instructors, counselors are more easily able to establish emotional connections with students, facilitating better communication. The introduction of New Quality Productivity also raises higher demands for college counselors in providing employment and entrepreneurship guidance. This presents both an opportunity to enhance counselors' professional knowledge and skills, and a challenge to carry out student guidance in the context of New Quality Productivity. Ultimately, the development of New Quality Productivity is inseparable from talent innovation, and education plays a core role in talent development. The professional knowledge and practical abilities of college students in the new era cannot be separated from education. Through employment and entrepreneurship guidance, counselors help students in higher education establish job and entrepreneurial views that align with the development of the new era, refine their professional knowledge and skills, and enhance their employment competitiveness, thereby better integrating into the development-driven society shaped by New Quality Productivity.

I. The Necessity of Employment and Entrepreneurship Guidance by Counselors in the Context of New Quality Productivity

College counselors are the organizers, implementers, and guides of ideological and political education and management work for students. They are mentors who guide students' growth and development and trusted friends who help them solve doubts. Under the context of New Quality Productivity, there are new requirements for enhancing students' abilities in various aspects. The main challenge for college counselors in the new era is how to help students better learn professional knowledge, master industry-relevant skills, and form career concepts that align with the demands

of the times. Therefore, conducting employment and entrepreneurship guidance centered around New Quality Productivity is both the responsibility of college counselors in the new era and the mission to fulfill the fundamental task of moral education. In summary, exploring how to better carry out employment and entrepreneurship guidance for college students under the context of New Quality Productivity is not only necessary but also holds significant theoretical value and practical importance.

II. Advantages and Significance of Employment Guidance by Counselors in the Context of New Quality Productivity

(A) Advantages of College Counselors in Carrying Out This Work

The "Regulations on the Construction of College Counselor Teams" (Ministry of Education of the People's Republic of China, No. 43) explicitly outlines nine key responsibilities for counselors, among which career planning and employment guidance are crucial responsibilities. These involve helping students clarify their career direction, provide employment assistance, optimize their resumes, and offer interview guidance. In providing practical help to students, counselors also enhance their own professional competencies. Compared to course instructors, counselors have unique advantages in employment guidance.

As front-line student managers, college counselors spend considerable time interacting with students, and unless there are special changes, they accompany students throughout their entire university life. Counselors follow the principle of being student-centered, caring for, and serving students, which fosters trust and strengthens relationships over time. This enables students to open up about their career plans, facilitating a more proactive approach to guidance. This shift from passive assistance to active seeking of help enhances the effectiveness of the employment guidance process.

Counselors are also familiar with the personal backgrounds of the students they oversee, including their personality traits, family situations, academic performance, and life circumstances. As the saying goes, "Know yourself and know your enemy, and you will never be defeated." With this familiarity, counselors are better positioned to offer targeted and precise employment guidance and support. Moreover, career goals may evolve at different stages of a student's academic journey, especially in an era of rapid technological and industrial changes. Therefore, employment guidance in the context of New Quality Productivity must be dynamic and keep pace with the times.

(B) Significance of College Counselors Carrying Out This Work

College counselors possess dual roles as both educators and managers. They are responsible for educating students while also ensuring effective student management. With a career planning focus, counselors help students grow into socially responsible, capable young professionals. Providing employment guidance is not only about helping students secure desirable jobs after graduation but also about guiding them to identify their career interests based on national development priorities in the context of New Quality Productivity. This approach ensures that students are better equipped to work towards their professional goals.

Besides continuing education, college is the final stage before students enter the workforce. Helping students establish correct employment values, guiding them to align their career goals with the nation's development, providing job market insights, and offering interview preparation is integral to counselors' roles. It reflects the true value of their profession and fulfills the mission of fostering talent for the nation, advancing education to meet the needs of the new era.

The introduction of New Quality Productivity accelerates the update and transformation of traditional industries, with shifts in market demands influencing recruitment needs. As educational institutions bear the responsibility of talent

cultivation, they too must adapt to the times and follow the evolving trends. Counselors, as critical players in student management, are required to offer scientifically sound career planning and employment guidance, helping students develop proper employment perspectives. Counselors' work in guiding students towards jobs in key areas, such as rural or western regions where national development is most needed, embodies the fulfillment of their mission. Offering employment and entrepreneurship guidance is not only an important task of college counselors in the new era but also a meaningful contribution to nurturing youth talent and fostering their development.

III. Challenges Faced by University Counselors in Providing Employment and Entrepreneurship Guidance with New Quality Productivity as the Core

(A) Changes in Employment Concepts Among New Generation College Students

As members of the new generation, students today possess new characteristics. The term "new" refers to their departure from traditional employment concepts, no longer viewing "a stable job" as the ultimate goal. They now seek a career that offers freedom, a work environment that allows for personal autonomy, and a professional ideal where they are not constrained by external factors. Additionally, due to differences in academic backgrounds, skills, and interests, students have varying expectations and demands for job positions.

(B) Changes in the Employment Environment and Market Updates

The development of high-tech industries has spurred social changes, with New Quality Productivity serving as the driving force for the rapid evolution of both the employment market and employer demands. This shift has raised the bar for university students, requiring enhanced professional knowledge, practical skills, innovation abilities, and workplace adaptability. However, this fast-paced change

often exceeds the expectations of new generation students, leading them to feel uncertain and confused when facing employment choices. This is particularly true for graduating students, many of whom have not conducted in-depth career exploration, leaving them uncertain about their career interests or unaware of the potential job opportunities related to their majors.

(C) Limitations in Counselors' Comprehensive Abilities and the Current State of Their Positions

According to the Ministry of Education's Regulations on Counselor Workforce in Higher Education (Order No. 43), universities should provide a 1:200 counselor-to-student ratio. However, in most institutions, counselors are assigned more students than the recommended ratio, thereby increasing the difficulty of providing personalized career guidance and making it challenging to address the needs of every student. Effective and precise employment assistance often relies on smaller student numbers, but when managing larger groups, counselors are forced to adopt a generalized approach. If one-on-one guidance is required, the counselors' workload increases significantly, often leading to the inability to offer help to all students.

Furthermore, the nine responsibilities of a counselor outlined by the Ministry of Education include various aspects of student management and ideological education, which occupy much of the counselor's time. The time and energy dedicated to career planning and employment guidance are extremely limited, and often only generalized support such as career policy briefings, resume creation, and interview preparation can be provided as the graduation deadline approaches, leaving little room for individualized assistance. The results of these generalized interventions are often far from ideal.

In addition, the recruitment of counselors in recent years has been increasingly focused on younger, newly graduated individuals, with little restriction on their

academic background. Many newly appointed counselors lack comprehensive social skills and have limited experience in providing career guidance. Compared to more experienced counselors, they may have an insufficient understanding of the national employment situation and policies, and their employment and entrepreneurship guidance abilities still need to be improved. As a result, counselors' lack of comprehensive abilities, combined with the extensive nature of their roles, often means that they cannot allocate sufficient time and resources to employment and entrepreneurship guidance. This leads to an inability to fully engage students' initiative and results in unsatisfactory employment outcomes.

IV. Role Positioning of Counselors Based on These Challenges

Counselors should take "cultivating moral integrity and fostering talent" as their fundamental mission. In the face of the new generation of college students, they must show a sense of responsibility, aiming to nurture diverse talents for the new era and promote the development of New Quality Productivity, while responding to the rapidly evolving society with a consistent core ideology. When facing challenges, counselors should find their proper role positioning, optimize their working methods, and creatively carry out their duties, helping students achieve their career goals while also realizing their own professional aspirations.

(A) Focus on Guidance and Lead the Right Employment Values

One of the primary responsibilities of a counselor is to guide students' values. To address practical issues, counselors must not only help students establish correct employment concepts but also gain a thorough understanding of each student's situation. Only by analyzing specific problems can they develop targeted support plans. By dynamically optimizing these plans during implementation, counselors can guide students to successfully achieve their career goals. Regardless of students' individual personalities, it is essential to strengthen their core awareness of socialist core values.

(B) Focus on "Empowering" and Provide Precision Assistance in Employment and Entrepreneurship

To help university graduates navigate current challenges and implement effective employment guidance, counselors must closely follow market dynamics, stay informed of emerging industry trends, and understand talent demands to provide targeted career advice. At the same time, counselors should guide students to reflect on their strengths and areas for improvement. Cultivating students' overall quality and employment competitiveness is a gradual process and requires continuous effort. Counselors should adhere to the principles of holistic education, paying attention to students' growth and employing methods such as internships, skill-based competitions like the "Challenge Cup" and "Internet+," to enhance students' overall capabilities and improve their competitiveness in the job market.

(C) Focus on Job Responsibilities and Adapt to Employment Guidance with the Times

The advent of New Quality Productivity offers a guiding framework for the future direction of economic development and industrial transformation. In the rapidly developing and changing society, all industries are seeking new paths of development. To help university students gain a competitive edge in this context, counselors should focus on the following strategies:

First, counselors must clarify their role based on their job responsibilities. When engaging with students, they should adopt a guiding attitude and establish trust, which forms the foundation for further assistance. Without trust, it would be impossible to understand students' true thoughts and provide effective help. Secondly, counselors must enhance their own comprehensive abilities. They should seek advice from experienced colleagues when encountering difficulties, and they should familiarize themselves with the latest employment policies and improve their ability to help students with employment-related challenges. Furthermore, counselors can utilize the

internet to stay informed about cutting-edge theories and social issues, helping students bridge the information gap and access valuable career-related insights. Finally, counselors should establish their own work model, adjust it dynamically based on real-time conditions, and continuously improve the effectiveness of their work by streamlining time spent on administrative tasks. This allows for more effective and focused employment guidance.

V. Strategies for University Counselors in Providing Targeted Employment and Entrepreneurship Guidance

(A) Establish a Solid Foundation for Career Goals and Carry Out Career

Planning in Stages

The first year is the exploratory period for students' careers, during which they can explore career fields related to their major. Guided by counselors, subject teachers, and career planning instructors, students can gain a basic understanding of career planning and begin to identify their interests and career goals.

The second year is the growth stage. After one year of academic learning, students have a better understanding of their major and can evaluate whether they are suited to the career goals they established earlier. In this stage, students can assess and adjust their career goals, refining their career plan. If they find that their initial goals are suitable, they can continue to work towards them.

The third year is a time of trial and uncertainty, as students begin part-time work and experience the realities of the job market. This may lead to feelings of disillusionment and burnout, especially if they have not yet figured out their career path. Counselors can organize thematic class meetings, invite alumni or industry experts to share experiences, and provide students with updated information to break the information gap and offer new insights into career planning.

The fourth year is a crucial period for guiding students to actively pursue employment. Counselors can guide students in preparing resumes, simulating real interview scenarios, and offering strategies for handling job market competition. They can also implement the “mentor system” for career development, involving schools, departments, teachers, and counselors in the employment guidance process to reduce counselors’ workload and ensure accurate career support.

(B) Help Students Establish Correct Employment Concepts and Be a Good Guide

Counselors must guide students to adopt correct employment values, helping them understand their role in contributing to society and promoting national development. This involves encouraging students to work in less-developed regions and sectors where they are needed most, breaking traditional thinking patterns and overcoming biases toward certain careers.

(C) Integrate Information Resources and Serve as a Conduit for Information

In the digital age, the volume of information is overwhelming, and counselors must help students identify high-quality, reliable information. This includes staying updated on the latest employment policies, job openings, and industry trends. Counselors should possess strong information integration and policy interpretation skills, ensuring that students receive accurate and timely guidance.

(D) Implement the "Three-Whole Education" Concept and Serve as a Guide

To achieve high-quality employment, counselors should work with faculty, parents, and industry partners to create a collaborative support system for students’ career development. By integrating ideological education, academic knowledge, and practical skills, they can better support students in achieving their career goals.

Conclusion

The increasing number of university graduates and the rapid development of society have led to significant changes in the employment market and employer demands. The rise of New Quality Productivity has further raised expectations for industries, affecting both university talent development and students' employment perspectives. University counselors play a vital role in fostering the talents needed for national rejuvenation. To fulfill this mission, counselors must continuously improve their employment and entrepreneurship guidance capabilities, integrate management, service, and practical education, and promote the "Three-Whole Education" concept along with the "Four-Party Collaboration" mechanism to achieve high-quality and sufficient employment for students.

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