
Discussion on the Work of Career Guidance in Independent Colleges

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Abstract: With the transformation and development of independent colleges in the new era, student vocational guidance is becoming more and more important. Career guidance in independent colleges is of great significance in that it is conducive to the stability of social development, helpful in improving the quality of independent colleges, and helpful in enhancing students' comprehensive quality. Starting from the characteristics of independent colleges, combined with the role of vocational guidance in the development of independent colleges, this paper points out related problems such as weak consciousness of vocational guidance and unsound system, lack of professional guidance & professional quality of vocational instructors to be improved, single method of vocational guidance, most of them staying in the theoretical level & lack of effectiveness, career guidance lacking continuity and unable to function fully, deviation of college students' understanding of vocational guidance, and puts forward corresponding solutions such as optimizing the team of vocational instructors and improving their professional quality, combining theory with practice to improve its effectiveness, using new media in carrying out comprehensive vocational guidance, etc. By effectively carrying out vocational guidance work, we can not only promote the development of independent colleges, but also help students fully explore their own potential, so that students can quickly adapt to the change of roles after entering the society, improve their employment competitiveness, and realize the all-round development of students and colleges.

Keywords: Independent College, Career Guidance, Discussion

1. Introduction

In recent years, under the background of popularization of higher education, the number of college graduates has increased year by year, while the supply of social jobs is less than demand [1], and the employment pressure is increasing. One of the reasons for such a severe situation is that the career planning of college students is not clear. Therefore, colleges and universities need to strengthen the vocational guidance of college students, cultivate the vocational skills of college students, enhance the competitive advantage of college students, establish the concept of employment, improve the employment skills, so as to successfully complete the employment.

In this environment, the vocational guidance of independent colleges also needs to be paid attention to. As an emerging force in the higher education system, the development model and students of independent colleges have their own

characteristics. Therefore, the personnel training of independent colleges is not only the study of theoretical knowledge, but also to cultivate a number of high-quality applied talents according to social needs. Based on the characteristics of independent colleges, this paper discusses how to complete high-quality vocational guidance under the premise of keeping pace with the times.

2. Characteristics of Independent Colleges

2.1. Students ' Weak Professional Foundation

Although the Ministry of Education has issued regulations on the management of independent colleges, independent colleges are constantly reforming and developing, but there are still problems that cannot be ignored. Compared with public universities, the admission score of independent

colleges is lower. Therefore, the students' learning foundation is relatively weak, and there is a lack of professional knowledge. In employment, this is easy to become a competitive disadvantage. At the same time, students in independent colleges also face a problem. Compared with vocational school students, they have less practical experience and lack the opportunity to cultivate practical ability [2]. Compared with public college students, the foundation is slightly weaker. Therefore, the independent college vocational guidance work needs to be individualized, according to the characteristics of independent college students suit the remedy to the case.

2.2. Students Have Psychological Deviation

Due to the social recognition of independent colleges is not high, although the same undergraduate colleges, but often independent colleges and public undergraduate colleges want to compare. This makes students prone to psychological deviation after admission, forming a state of loss and psychological imbalance [3]. Among them, there are many positive students. They want to change through their own efforts, and because of some negative evaluations of society, they have a sense of frustration, so as to reduce the confidence of learning and consume the motivation of learning. What is more, there is a phenomenon of weak self-control, strong dependence and weak discipline consciousness.

2.3. Clear Professional Setting

The Ministry of Education requires that the specialty setting of independent colleges should be mainly oriented to the needs of local and regional social and economic development, especially to create conditions to accelerate the development of short-term specialties urgently needed by the social and human resources market [4]. It can be seen that the professional setting direction of independent colleges is clear, and most of them are popular majors and majors with high employment rate. Such settings are also designed to strengthen professionalism and increase employment. Therefore, the vocational guidance work of independent colleges needs to be carried out in combination with the specific circumstances of the professional settings of each college.

3. The Significance of Career Guidance in Independent Colleges

3.1. Conducive to Stable Social Development

Independent colleges are also one of the cradles of talent cultivation, and bear certain social functions [5]. Students' employment is not only related to their own development prospects, but also related to the stability of social development and reform. Therefore, the independent college vocational guidance work is far-reaching social activities, with irreplaceable importance. Vocational guidance should

make students fully understand the needs of social development for talents, change traditional concepts, give full play to their potential, rationally allocate human resources, and create a good environment for social development and reform.

3.2. Improving the Quality of Independent Colleges

In the new era, independent colleges are also facing related problems of transformation and development. In a sense, the development of students is also inseparable from the development of colleges [6]. Through the development of vocational guidance, help students to obtain employment smoothly, strengthen the development goals of the college, and promote the common progress of the college and students. Whether the independent college students meet the needs of the society, the employment status of graduates and so on can directly reflect the quality of school running, related to the development and influence of the school.

3.3. Help to Enhance Students' Comprehensive Quality

With the continuous development and progress of society, the comprehensive quality of talents is increasingly demanding. Whether college students can obtain employment depends on their own comprehensive quality and social needs. Reasonable vocational guidance is conducive to helping students conduct correct self-evaluation, recognize their advantages and disadvantages in a timely manner, help them understand the requirements of all walks of life, improve their professional quality and ability, combine their own interests, hobbies and expertise, effectively carry out career planning, cultivate students' employment awareness as soon as possible, improve students' employment ability, and meet the challenges of society with a positive attitude, and achieve good results in competition.

4. Problems in Vocational Guidance in Independent Colleges

4.1. Weak Consciousness of Vocational Guidance and Unsound System

On the one hand, the weak awareness of vocational guidance is reflected in the lack of attention to the work, the lack of human and material resources; on the other hand, vocational guidance is one-sidedly equated with employment, and it is not recognized that the work is a relatively long-term educational process, which should run through the whole process of talent training. At the same time, the system of vocational guidance is not perfect. First, the lack of infrastructure reduces the effectiveness and specialization of vocational guidance. Second, the lack of institutional guarantee [7], the school did not establish the corresponding competition mechanism and evaluation mechanism, has not yet formed a relatively complete vocational system; third, the lack of organizational security, did not form a sound vocational guidance management system, while the lack of a

combination of full-time and part-time, professional, high-quality teachers, the overall quality of teachers is not high.

4.2. Lack of Professional Guidance, Professional Quality of Vocational Instructors to Be Improved

It is not enough for vocational guidance to rely solely on school resources, which requires the support and cooperation of social resources, especially professionals with work experience and workplace experience. At present, the backbone of vocational instructors in colleges and universities is still dominated by counselors [8], most lack of professional theoretical knowledge and practical guidance experience. In addition to the majority of part-time staff, the main focus on their own work, is bound to cause vocational guidance can not be carried out in depth, unable to grasp the latest ideological status of students, timely understanding of the employment market dynamics and employment information, making the guidance effect is not obvious.

4.3. The method of Vocational Guidance Is Single, Most of Them Stay in the Theoretical Level, Lack of Effectiveness

In the form of guidance, more knowledge is imparted and less skills are cultivated [9]. In terms of the means of vocational guidance, the main form of independent colleges is to set up vocational guidance courses or organize some vocational guidance lectures. These lectures are aimed at the whole students, emphasizing the integrity, ignoring the solution of students' specific problems, lack of targeted and personalized guidance [10]. In addition, vocational guidance in many schools still stays at the theoretical level, and it is difficult to provide students with an operable practice platform, so that students cannot truly apply the theory they master to practice and cannot carry out career planning according to their own specific conditions.

4.4. Career Guidance Lacks Continuity and Is Unable to Function Fully

Vocational guidance is a systematic work that guides students in employment, employment and entrepreneurship. However, some colleges and universities mistakenly believe that the work of vocational guidance is a phased work. This work is only carried out for graduating classes, emphasizing the employment rate unilaterally, ignoring the quality of employment, and blurring the students' employment outlook [11]. In fact, vocational guidance is a continuous job, especially for students in independent colleges, many of which have experienced mistakes in college entrance examination, and various high requirements in employment competition make them more nervous and confused. In this case, it is necessary to gradually carry out vocational guidance from the beginning of their enrollment, so as to make students clear their career planning and start preparations as soon as possible.

4.5. Deviation of College Students ' Understanding of Vocational Guidance

Some students do not have a clear understanding of vocational guidance. They misunderstand that they are only looking for jobs after graduation, do not understand the importance of career planning, and do not attach importance to the idea of vocational guidance activities carried out by schools. They are not active in participation, and do not show initiative. What's more, if you go to university with mixed diplomas or rely on parents' social resources, you don't pay attention to the work, let alone the understanding of vocational guidance. Therefore, professional education should be carried out for newly enrolled students to enhance their learning initiative and enthusiasm, guide them to better understand their own specialties, and make scientific analysis and correct evaluation of their own specialties and specialties [12].

5. Reflections on Vocational Guidance in Independent Colleges

5.1. Optimizing the Team of Vocational Instructors and Improving Their Professional Quality

Professional vocational guidance teachers are an important part of independent colleges. To a certain extent, schools should pay attention to the team construction of vocational guidance teachers, formulate reasonable training measures, and use existing resources to improve the professional quality of vocational guidance personnel to improve the effect of vocational guidance. If the students' own resources are limited, we can consider strengthening the team construction of off-campus vocational guidance experts [13]. For example, according to the professional settings of the college, professionals are recruited from relevant enterprises to know students specifically and pertinently, and the best effect of vocational guidance is achieved through the two-way cooperation between on-campus and off-campus guidance.

5.2. Combining Theory with Practice to Improve the Effectiveness of Vocational Guidance

Practice is the only standard to test whether the truth is correct or not, so to carry out the vocational guidance of independent colleges, not only rely on theoretical paper, but also need to combine with specific practice. Because college students really access to society is not much, only can increase the experience of the time for the summer and winter vacation, lack of systematic practice opportunities. Therefore, their understanding of the concept of career guidance is not comprehensive enough, thus underestimating the difficulty of employment. Therefore, when conducting career guidance to students, students should be guided to vigorously carry out social practice activities, organize students to enter the enterprise site for observation and learning [14], and understand the specific requirements of the employing unit, so as to better carry out career planning, establish a correct outlook on employment and employment, play their own

advantages in competition, and realize the rational use of human resources.

5.3. Using New Media to Carry Out Comprehensive Vocational Guidance

With the development of various new media, vocational guidance can also be expanded from classroom to after-school, combining traditional methods with new tools, making full use of the advantages of new media such as fast transmission, large amount of information and wide audience, and combining various emerging communication tools to carry out vocational guidance [15]. Not only rely on the traditional form of lectures, but also use WeChat, micro-blogging and other new media to integrate vocational guidance into students' lives. And establish graduate employment database, follow-up survey, master the complete employment information.

6. Conclusion

To sum up, effectively carrying out vocational guidance work can not only promote the development of independent colleges, but also help students fully explore their own potential, so that students can quickly adapt to the change of roles after entering the society, improve their employment competitiveness, and realize the all-round development of students and colleges.

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