

Exploring the improvement of employment quality for graduates majoring in public administration based on China's employment policies for college students

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Abstract. In the current social situation in China, graduates majoring in public administration face challenges such as low salary levels, unclear career development opportunities, incomplete welfare benefits, and limited job content. This study focuses on the employment status of college students majoring in public administration. Using literature analysis, it is concluded that improving the employment quality of public administration students requires joint efforts from students, universities, enterprises, and the government. Measures such as clarifying career planning, optimizing curriculum settings, promoting policy reforms, and strengthening school-enterprise cooperation can be taken to achieve high-quality employment.

Keywords: quality of employment for graduates, public administration majors, employment policy.

1. Introduction

1.1. Research Background

With rapid economic development, the market has put forward new requirements for talent, forcing universities to change their direction of cultivating students. However, there is inevitably a structural mismatch between universities, as the supply side of talent, and the flexible market. The structural contradictions in the employment process of university graduates are still prominent [1]. Therefore, as the main body of employment, university graduates are increasingly finding it difficult to find employment.

Graduates majoring in public administration face greater difficulties and obstacles in the employment process due to their professional characteristics. The integration of theory and practice in the public administration curriculum is insufficient, with courses focusing more on imparting theoretical knowledge and insufficient internships and practical activities [2]. Students find it difficult to effectively transform theoretical knowledge into practical work skills during the learning process, resulting in a lack of coping ability when facing specific problems in employment. Secondly, the targeted nature of the courses is not prominent enough. The courses in public administration cover a wide range of disciplines, but there is a lack of depth in the profession. Students have not formed outstanding professional advantages and core competitiveness, making it difficult for them to compete with graduates from other majors for specific positions in the job market. Moreover, the career planning of students in this major is not clear enough. The employment directions of students in public administration are relatively broad, including government departments, non-profit organizations, enterprises, etc. However, students do not have a deep understanding of the job content and career requirements in different fields during the learning process, making it difficult for them to determine their career goals. This leads to blind job hunting and a mismatch between students and positions.

To address these issues, the government has introduced a series of policies to promote the employment of college students. However, the effectiveness of policy implementation has not been ideal. Therefore, it is of great theoretical and practical significance to construct a comprehensive framework to promote the improvement of employment quality for graduates majoring in public management and explore effective paths to improve their employment quality.

1.2. Research Objective

The purpose of this study is to explore effective paths for improving the employment quality of graduates majoring in public management in China. Based on the current employment policies for college students in China, the current situation, existing problems, and causes of employment quality for graduates majoring in public management are systematically analyzed. The key issues and root causes affecting their employment quality are explored, and innovative strategies and measures are proposed on this basis. The ultimate goal of the research is to construct a comprehensive framework that promotes the improvement of employment quality for graduates majoring in public management, providing decision-making references for individuals, universities, enterprises, and governments, thereby promoting graduates to achieve more stable, satisfactory, and promising employment, meeting personal career development needs, and cultivating and delivering high-quality public management talents for social and economic development.

2. The current regarding the employment quality of graduates in public administration

2.1. Concept of Employment Quality

The quality of employment is an important evaluation indicator for the work of college graduates and an important reflection of the quality of talent cultivation in universities [3]. It is a comprehensive evaluation indicator for employment results and a concept that combines subjective and objective factors. It should reflect both the objective employment status and the subjective feelings of the employment subject [4]. It covers multiple dimensions such as income, environment, stability, and social security, reflecting an individual's overall condition and satisfaction with their work.

2.2. Dimensions of Employment Quality Evaluation System

The employment quality system refers to a set of standards, procedures, and policies for evaluating and ensuring the overall quality of employment positions, used to evaluate and improve the overall quality of employment positions. The purpose of constructing an evaluation index system for the quality of employment for graduates is to turn complex employment quality construction goals into measurable data, providing reference for government decision-making and evaluation of higher education [4], to improve the quality of work and meet the expectations of workers and the needs of social development. Employment quality is a concept that encompasses multiple levels and comprehensively reflects an individual's experience and satisfaction in the workplace. The following are key elements for measuring employment quality of different dimensions:

2.2.1. Salary and wage levels

Wages and compensation levels, including basic salary, bonuses, allowances, stock options, etc., are the core indicators for measuring employment quality [5], directly related to employees' living standards and economic security. Reasonable salary and benefits should reflect employees' job responsibilities and experience level, and have fairness and competitiveness.

2.2.2. Career Development Opportunities

Career development opportunities include promotion, training, learning, and career planning, reflecting employees' growth potential and promotional prospects in their careers. Companies should provide these supports to employees to help them achieve their career goals.

2.2.3. Work environment and atmosphere

Including physical environment such as office layout, facilities, and tools, as well as work atmosphere such as teamwork and leadership relationships, a good working environment and atmosphere can enhance employees' work efficiency and satisfaction.

2.2.4. Welfare and employee benefits

Employee benefits, including medical insurance, holidays, year-end bonuses, etc., are also an important component of employment quality. They have a significant impact on graduates' ability to work with peace of mind and unleash their potential [5].

2.2.5. Work Life balance

Work life balance, including policies such as providing flexible working hours and remote work options, is an increasingly important aspect that modern employees are paying attention to. It helps employees better balance work and life, improve job satisfaction and quality of life.

Table 1. First level indicator of employment quality

Numble First level indicator	Dimension description
Salary and wage levels	Including basic salary, bonuses, subsidies, etc
Career Development Opportunities	Including opportunities for promotion, training, learning, and career planning
Work environment and atmosphere	Including physical conditions, colleague relationships, company culture, etc
Welfare and employee benefits	Including benefits such as medical insurance, holidays, and year-end bonuses
Work Life balance	Including flexibility in working hours, adequacy of leisure time, etc

2.3. Graduate Employment Policy

2.3.1. Encourage enterprises to adopt policies for recruiting graduates

1) Tax incentives

Provide tax exemptions and reductions to companies that hire a certain number of college graduates. For example, preferential policies such as corporate income tax and value-added tax are offered to reduce employment costs and encourage companies to increase enthusiasm about recruiting graduates.

2) Social security subsidy

When companies pay social insurance for newly recruited graduates, the government provides a certain proportion of social insurance subsidies. This helps alleviate the burden on businesses and provides social security for graduates.

3) Loan support

For enterprises that attract many graduates, preferential policies should be given in terms of loans, such as reducing loan interest rates and increasing loan amounts. This helps enterprises expand their production and operation scale and create more job opportunities.

2.3.2. Policies to promote entrepreneurship among graduates

1) Entrepreneurship training

Provide free entrepreneurship training for graduates with entrepreneurial intentions, including knowledge and skills training in entrepreneurship awareness cultivation, entrepreneurial project selection, enterprise management, and other aspects.

2) Entrepreneurial funding support

Establish a special entrepreneurship fund to provide start-up capital, loan subsidies, and other support for graduates to start their own businesses. For example, providing financial support for graduate entrepreneurship projects through entrepreneurial guarantee loans, angel investments, and other means.

3) Entrepreneurship venue support

Provide entrepreneurial incubation bases, co-creation spaces, and other venue support for graduates to start businesses, and offer preferential policies such as rent reduction and water and electricity subsidies.

2.3.3. Grassroots employment policies

1) Tuition compensation and student loan compensation

For graduates who work in grassroots and remote areas, tuition compensation and national student loan compensation will be provided. This helps encourage graduates to serve in grassroots and difficult areas, promoting a balanced distribution of talent between regions.

2) Recruitment for grassroots projects

Implement grassroots projects such as the "Three Supports and One Assistance" plan [6] and the "College Student Volunteer Service Western Plan," and recruit college graduates to work at the grassroots level in support of education, agriculture, medicine, and poverty alleviation. After the completion of the service period, policy support will be provided in areas such as civil servant recruitment and public institution recruitment.

3) Subsidies for grassroots positions

Provide certain job subsidies to graduates working in grassroots positions to enhance the attractiveness of grassroots positions.

2.3.4. Employment Service Policies

1) Construction of the Employment Information Platform

Establish an employment information service platform for college graduates, integrate various employment information resources, and provide timely and accurate employment information for graduates.

2) Career guidance and counseling

Provide career guidance and counseling services to assist graduates in career planning, job seeking skills, interview guidance, and other aspects.

3) Campus recruitment activity support

Support universities to hold campus recruitment activities and build a supply and demand docking platform for graduates and employers. Government departments can promote the smooth implementation of campus recruitment activities by providing financial support and organizing employers to participate.

2.4. Evaluation and analysis of the employment quality of graduates in public management based on the evaluation system

2.4.1. Encourage enterprises to adopt policies for recruiting graduates

According to the official website of China Institute of Labor Relations, a survey on the actual monthly salary of graduates from the School of Public Management of China Institute of Labor Relations in 2021 after their internship period shows that about 42.8% of graduates have a monthly salary of less than 5000 yuan; But at the same time, the salary and remuneration are also related to their geographical location. There are significant differences in the salary levels of graduates majoring in public management in different regions, especially in first tier cities and economically developed areas in the east. The starting salary for graduates majoring in public management is relatively high, and the monthly salary for undergraduate graduates in enterprises can reach 5000-8000 yuan; Undergraduate graduates from provincial capital cities in the central region earn a monthly salary of 3500-5000 yuan, while salaries in other remote or underdeveloped areas are even lower.

In order to ensure the salary level of graduates, the government has introduced a series of policies, including salary incentive policies for grassroots employment, providing higher starting salaries and tuition compensation for graduates who work at the grassroots level through wage grading and compensation support; Encourage enterprises to adopt employment policies, reduce employment costs through social insurance subsidies and employment internship subsidies, while safeguarding the social security rights and interests of graduates; Entrepreneurship support policies, providing financial support and loan incentives, entrepreneurship subsidies and fee reductions, reducing entrepreneurial costs, and improving entrepreneurial success rates; These policies aim to promote

employment for graduates, increase their salary levels and overall income through various forms of support.

However, the salary level of graduates majoring in public administration is still not very ideal after graduation, which is related to the positions that public administration graduates can handle in a short period of time after graduation. Taking administrative positions as an example, they do not have an advantage in terms of salary, with a salary range generally between 3000-5000. One of the reasons is that the nature of work in the field of public administration tends to focus on public service rather than directly creating economic benefits, so the salary level is relatively low.

2.4.2. Career Development Opportunities

To ensure the upward career development path of graduates, the country has introduced multiple policies: expanding employment channels and increasing job opportunities through the increase of personnel and capital in state-owned enterprises and the employment action in advanced manufacturing industries; In the field of vocational skill enhancement, establish a system for comparing skill levels and professional titles, and implement the "New Eight Level Worker" system to provide a development path for skilled talents; At the same time, we provide full cycle entrepreneurship services and subsidies to support graduates in starting their own businesses, thereby creating diversified career paths for graduates.

However, the career development path for public administration majors is still relatively unclear, with relatively few promotion opportunities. Some graduates may feel a lack of sufficient support and guidance in their career development. For example, the position of policy researcher requires a deep understanding of public policies and the collection and analysis of relevant policy information to provide important support for policy-making. But from a basic research position to truly participating in policy formulation and decision-making, it requires long-term experience accumulation and ability improvement, and the competition is fierce, with greater uncertainty in the development path.

The positions that graduates of public management majors are capable of usually rely on the accumulation of more work experience and clear time constraints, so there is a more systematic development path for career advancement for graduates of public management majors; Secondly, in situations where company or unit resources are relatively limited, it is unlikely to tilt resources towards positions related to graduates of public management majors. From this perspective, it is also a limitation for the development of graduates of public management majors.

2.4.3. Work environment

In order to ensure the working environment for graduates, the government encourages state-owned enterprises to improve their working environment and create better opportunities for graduates through policies such as increasing personnel and capital, as well as tax incentives, thereby creating an environment conducive to talent growth.

The working environment in some public management fields may be relatively traditional and conservative, requiring graduates in public management to ensure stability in their work, with efficiency and innovation ranking lower. This may be related to the organizational structure and culture of the public sector, which may place greater emphasis on stability and adherence to established procedures, while being cautious about innovation and change.

2.4.4. Welfare and employee benefits

To ensure the welfare of graduates, the government has introduced a series of policies, including economic subsidies, entrepreneurship support, employment internships, skill enhancement, grassroots employment incentives, recruitment and capital increase of state-owned enterprises, as well as employment services and rights protection. These measures include providing one-time job expansion subsidies to companies recruiting graduates, offering job search subsidies to graduates in financial difficulties, providing social security subsidies for graduates in flexible employment, and providing social security subsidies for small and micro enterprises recruiting graduates. In addition, entrepreneurship subsidies and loan interest subsidies are provided to support employment

internships and provide subsidies. By strengthening employment services and supervision, the rights and interests of graduates are protected, thereby improving the overall welfare level of graduates.

However, the welfare and employee benefits in the field of public management may be relatively limited. Although the public sector has traditionally provided a stable working environment and a relatively comprehensive welfare system, there are also problems such as limited insurance coverage and insufficient insurance amounts. Public management departments usually pay five insurances and one fund for employees, but some additional protection items such as major illness insurance and commercial medical insurance may be missing. The insufficient insurance coverage is mainly reflected in the fact that the contribution ratio and amount of housing provident funds may not meet the needs of employees, especially in areas with high housing prices, resulting in greater pressure for employees to purchase houses. Moreover, compared with finance, Internet, technology and other industries, the level of welfare in the field of public management is obviously at a disadvantage, and there is no high year-end bonuses, equity incentive and other benefits.

2.4.5. Work-Life balance

In order to ensure the work life balance of graduates, the country has introduced policies to protect labor rights and interests, strictly implementing the provisions of the Labor Law on working hours, rest and vacation, and safeguarding the basic right to rest of graduates. For example, it is explicitly stipulated that the daily working hours should not exceed 8 hours, and overtime pay should be paid accordingly, which ensures that graduates have sufficient time to rest and relax in their spare time.

However, due to the nature of their work, some public management fields are relatively busy, making it difficult for graduates to balance work and life. The work of the public sector often shoulders important social functions, such as education, health, safety, etc. The tasks in these areas are heavy and urgent. Sometimes, in order to meet the needs of the public, many public sectors need to provide 24-hour uninterrupted services, which makes the working hours of employees very flexible and difficult to ensure sufficient rest time.

3. Solution measures

3.1. Enhance students' abilities

3.1.1. Clear career planning

Guiding students to be the first responsible person for self-development [7], students should clarify their career plans and development directions as early as possible, and understand the employment prospects and job requirements in the field of public management. Conduct industry research, study the job market in the field of public administration, expand one's horizons to possible employment areas such as government departments, non-governmental organizations, and international institutions, and pay attention to the latest developments and trends in the field of public administration.

3.1.2. Enhance overall quality

Students should pay attention to improving their overall quality and ability level. Obtain practical work experience related to public management through internships, volunteer services, student club activities, and other means. Develop plans to enhance necessary professional skills, such as policy analysis, project management, leadership, etc., and also obtain relevant qualifications in advance, such as administrative management, human resource management, etc.

3.1.3. Enhance employment competitiveness

Students should focus on improving their data analysis skills. With the development of technology, public management is increasingly reliant on data-driven decision-making. Therefore, learning statistical analysis and data processing skills is crucial, and students can even try learning Python, machine learning, etc. To analyze and model to assist in public management affairs. Secondly, the

ability to write reports, proposals, and policy documents is also crucial for public management positions, especially in the public sector.

3.2. Optimize school services

3.2.1. Optimize course offerings and teaching content

Schools should increase the proportion of practical parts in the curriculum and adopt teaching methods such as case analysis and simulation exercises, so that students can deeply understand the complexity of public management. Teachers should regularly conduct research on the latest trends and hot issues in the field of public management, understand the latest developments in the field, integrate research results into teaching content in a timely manner, and cultivate students' innovative thinking and problem-solving abilities. The course content should keep up with industry development and be updated in a timely manner to include the latest theories and technologies, such as big data analysis and artificial intelligence. While building the digital science system, it should further focus on common digital technologies and cultivate students' core digital skills [2].

3.2.2. Interdisciplinary integration

In order to cultivate the comprehensive quality and innovative ability of students majoring in public management, universities should promote interdisciplinary integration by offering interdisciplinary courses and research projects, combining public management with other disciplines such as economics, sociology, psychology, etc., adding interdisciplinary courses, and setting up various teaching activities in practical courses to enhance students' ability to apply knowledge to practical work. This not only broadens students' knowledge horizons, but also enhances their ability to solve complex problems, laying the foundation for cultivating talents with multiple abilities.

3.2.3. Employment Information Service

Schools can establish an employment information platform for public management majors, which can timely release employment policies, recruitment information, internship opportunities, etc., allowing students to understand the dynamics of the job market, submit resumes, and apply for positions through the platform. Regularly hold job fairs and presentations for public management majors, invite employers to come to the school for recruitment, provide opportunities for students to directly communicate with employers, and increase students' employment opportunities. Furthermore, schools can also cooperate with government agencies and enterprises to establish internship and training bases, improve the depth of cooperation with enterprises [8], and provide students with internship opportunities to be exposed to practical work environments, such as government departments, street offices, community committees, public welfare organizations, corporate social departments, public management professional research institutions, etc., to help them accumulate valuable work experience.

3.3. Deepen enterprise support

3.3.1. Expand business areas

Enterprises can cultivate and strengthen the data industry, develop data vendors and third-party professional service organizations, and improve the application support and service capabilities of data elements. At the same time, it is possible to explore the intelligent decision-making of public management big data, develop an urban management intelligent decision support system that combines artificial intelligence technology, and provide high-end employment opportunities for graduates in public management.

3.3.2. Strengthen school-enterprise cooperation

Schools can provide students with practical opportunities, broaden employment channels, and enhance their professional qualities and comprehensive abilities by collaborating with enterprises to establish professional co construction classes, providing enterprise mentors to participate in teaching and career guidance, regularly holding enterprise lectures, encouraging enterprises to hold

professional competitions, reforming practical teaching, and establishing innovation and entrepreneurship platforms. These collaboration methods help students better understand industry demands, enhance professional skills, and thus improve their employment competitiveness.

3.3.3. Improve the training system

Enterprises should establish a comprehensive training system to provide systematic vocational training and guidance for newly hired graduates majoring in public management. We can create an enterprise case library to provide students with a simulation training field that is tailored to their professional needs [4], enabling them to adapt to the work environment more quickly and master work skills. Enterprises can also design targeted internship positions, based on their own business needs and the characteristics of public management majors, to design internship positions related to public affairs management, corporate social responsibility, human resource management, and other related fields.

3.4. Strengthen government leadership

3.4.1. Provide policy support

The government should introduce relevant policies to encourage and support the development of public management [9], moderately increase the number of public organizations, and provide more employment opportunities for graduates majoring in public management. For example, promoting the socialization process of public utilities, introducing multi-party investment and financing mechanisms, enhancing the self-compensation ability of public institutions and service organizations, and thus creating more public management positions.

3.4.2. Strengthen industry supervision

Establish a sound regulatory mechanism for the public management industry to ensure its healthy development. By establishing industry standards and norms, we aim to enhance the overall service level in the field of public management, increase industry attractiveness, and ultimately improve the employment quality of the public management profession.

3.4.3. Provide employment services

The government can establish specialized employment service agencies or platforms to provide employment consultation, career planning, job recommendations, and other services for graduates majoring in public administration. At the same time, we will strengthen cooperation with universities and enterprises, jointly organize job fairs, career planning lectures, and other activities, and improve the regular exchange and interaction mechanism of talent among the three parties through the tripartite cooperation platform between schools, enterprises, and government.

4. Improvement of Employment Policies for Graduates

4.1. Further increase enterprise assistance policies

4.1.1. Strengthen the pertinence of tax preferential policies

Develop more precise tax preferential policies based on factors such as enterprise size and industry characteristics. For example, small and medium-sized enterprises that attract a large number of graduates, they can be given greater tax reductions and exemptions; For emerging industries, technology innovation enterprises, etc., more preferential treatment can be given in terms of corporate income tax, R&D expense deduction, and other aspects.

4.1.2. Raise the standards and deadlines for social security subsidies

Appropriately increase the subsidy standards for enterprises to pay social insurance for graduates and extend the subsidy period. This can reduce the employment costs of enterprises, while also providing more stable social security for graduates and enhancing their sense of employment security.

4.1.3. Establish an incentive mechanism for cooperation between enterprises and universities

Encourage enterprises and universities to carry out industry university research cooperation and jointly cultivate talents. For enterprises that cooperate closely with universities and actively participate in talent cultivation, priority can be given to tax incentives, project applications, financial support, and other aspects to promote deep cooperation between enterprises and universities and improve the employment quality of graduates.

4.2. Optimize graduate entrepreneurship policies

4.2.1. Strengthening the effectiveness of entrepreneurship training

Enriching entrepreneurship training content, in addition to traditional entrepreneurship knowledge and skills training, can also include training in market research, business model innovation, team building, and other areas. At the same time, successful entrepreneurs and entrepreneurs are invited to serve as training mentors to provide more practical guidance for graduates.

4.2.2. Expand the channels of entrepreneurial capital support

In addition to the entrepreneurship special funds established by the government, social capital can be guided to invest in graduate entrepreneurship projects. For example, establishing venture capital funds, angel investment funds, etc. to provide financial support for potential entrepreneurial projects. At the same time, strengthen cooperation with financial institutions, innovate financial products and services, and provide more convenient financing channels for graduates to start businesses.

4.2.3. Improve the service system of entrepreneurial venues

Further strengthen the construction and management of entrepreneurial incubation bases, co-creation spaces, and other venues to improve service quality and level. We can provide one-stop services for entrepreneurs, including office space, equipment and facilities, legal consultation, financial agency, etc., to reduce entrepreneurial costs and improve the success rate of entrepreneurship.

4.3. Improve grassroots employment policies

4.3.1. Improve the remuneration of grassroots positions

Increase financial investment in grassroots positions, increase subsidies for grassroots work positions, special work subsidies, and special key work subsidies, and establish a mechanism for comparing the salaries of civil servants with those of employees in enterprises. Optimize the allocation of grassroots work force, promote the linkage between professional level and job level, and implement salary and benefits guarantee. At the same time, improving the working environment and living conditions at the grassroots level, providing better job and life security for graduates.

4.3.2. Expand the development space of grassroots positions

Establish and improve the promotion mechanism for grassroots positions, providing more promotion opportunities for graduates who have performed well in grassroots work. For example, in the recruitment of civil servants and public institutions, a certain proportion of positions can be set aside for targeted recruitment of grassroots staff, encouraging graduates to develop long-term at the grassroots level.

4.3.3. Strengthen the publicity and guidance of grassroots employment

Intensify the publicity of grassroots employment policies, and promote the importance, development prospects, and preferential policies of grassroots work to graduates through various channels. At the same time, we invite graduates who have achieved outstanding results in grassroots work to return to school and exchange experiences, play a demonstrative role as role models, strengthen the attractiveness of grassroots employment policies [10], and guide more graduates to work at the grassroots level.

4.4. Improve the quality and efficiency of employment service policies

4.4.1. Improve the functionality of the employment information platform

Further optimize the functions of the employment information service platform for college graduates, improve the accuracy, timeliness, and comprehensiveness of information. Intelligent recommendation, online consultation, job search feedback and other functions can be added to provide more personalized employment services for graduates.

4.4.2. Strengthen the construction of vocational guidance and consulting teams

Cultivate a high-quality vocational guidance and counseling team to improve service levels. Professional training, qualification certification, and other methods can be used to enhance the professional competence and business capabilities of vocational mentors. At the same time, establish a quality evaluation mechanism for career guidance and consulting services, and continuously improve service quality.

4.4.3. Innovative forms of campus recruitment activities

Enrich the forms and contents of campus recruitment activities. In addition to traditional on-site job fairs, online job fairs, video interviews, aerial presentations, and other activities can be held. At the same time, strengthen communication and cooperation with employers, organize targeted job fairs based on the professional characteristics and employment needs of graduates, and improve the effectiveness of recruitment activities.

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