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Exploring the Challenges on Career Planning Education of Higher Vocational College Students in the New Era

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Abstract: With the development of social economy and the diversification of career choices, the importance of college students' career planning has become increasingly prominent. In the college stage, the career planning education for college students is helpful to improve their cognition of the future career, clarify their career goals, and provide strong support for their future employment. This paper used qualitative methods to find out the factors influencing the effectiveness level of career planning education and the challenges faced by universities in implementing the teaching of career planning for college students. Through the research, it is found that the contemporary college students 'career planning guidance system is effective, targeted and feasible, and obtains a new way and new method of career planning for higher vocational college students' career planning education. It provides a reference for the career planning education of higher vocational college students in the new era. By trying to build the career education system for college students in higher vocational colleges in the new era, the career education is closer to the characteristics and reality of the education object, so as to make the career education more scientific and effective.

Keywords: New Era; Vocational College Students; Career Planning Education.

1. Introduction

In recent years, with the development of social economy and the diversification of career choice, the importance of college students' career planning, in the university stage, provide college students with career planning education will help to improve their understanding of the future career, clear career goals, and provide strong support for their future employment, the world in the employment education, efforts to build employment education new system under the new situation, strive to build middle school, university, social professional career, life career, the world industry "Five industries in one" students lifelong career development path.

The Proposal on Vocational and Technical Education adopted by the 18th General Assembly of UNESCO clearly states that " Learning and career guidance should be regarded as an ongoing process and an important part of education, with the aim to help everyone make the right choice in education and career. The employment of college graduates is a topic of common concern in the world. Employment guidance services in colleges and universities, career education to solve the core problem of not only for graduate employment "finishing" policy interpretation, technical guidance, but also for all the students in the whole, full, professional career development education, explore the construction of a new era of higher vocational college students' career planning education guidance system.

2. The Education Background of Career Planning in Higher Vocational Colleges in the New Era

In the new era, the effectiveness of career education for college students in vocational colleges is deeply explored, and combined with the innovation and entrepreneurship education, the theory and promotion strategies of the effectiveness of career education in college students in vocational colleges are creatively proposed and discussed. To re-examine the effectiveness of career education for college students in higher vocational colleges is an attempt to enrich and improve the theoretical system of effectiveness of career education for college students in higher vocational colleges, which is conducive to exploring and construction of career education system in the new era. Through career planning education, college students can more accurately understand their own material and potential resource advantages, and make clear their goals. This will not only guide them to actively explore their career, but also help them to improve their comprehensive quality, enhance their competitiveness in career selection and employment, and lay a good foundation for their future career development and self-employment. Enhance the core competitiveness of college students.

Under the background of higher education, it is particularly important to strengthen career planning education in higher vocational colleges. This can not only help college students stand out in the fierce competition, but also promote their all-round development and realize their self-value. Promote the effective connection of professional theory and practical teaching in higher vocational colleges.

Career planning education helps students to fully understand themselves and make good career planning in the practice such as school-enterprise cooperation projects. This will not only improve their self-awareness, but also help them to better integrate into society and achieve sustainable development.

3. The Significance and Value of Career Planning Education in the New Era

The theoretical significance is the in-depth exploration of the effectiveness of career education for college students in higher vocational colleges in the new era, combined with innovation and entrepreneurship education, creatively proposed and discusses the theory and promotion strategy of the effectiveness of college students' career education in higher vocational colleges. To re-examine the effectiveness of career education for college students is an attempt to enrich

and improve the theoretical system of effectiveness of career education for college students in higher vocational colleges, which is conducive to exploring and construction of career education system in the new era.

The practical significance is to help college students to correct self-cognition and positioning. Through career planning education, college students can more accurately understand their own material and potential resource advantages, and make clear their goals. This will not only guide them to actively explore their career, but also help them to improve their comprehensive quality, enhance their competitiveness in career selection and employment, and lay a good foundation for their future career development and self-employment. This is Enhance the core competitiveness of college students. Under the background of higher education, it is particularly important to strengthen career planning education in higher vocational colleges. This will help college students to stand out in the complicated competition, It will also promote their all-round development and realize their self-value.

The research value is (1) Student benefits: By giving full play to the main role of the compulsory course "College students' career planning and development", students can choose appropriate course packages as supplementary courses according to their future career development direction. In terms of guidance and guidance, they can open an online appointment system by relying on full-time and part-time teachers, external enterprise HR, industry experts and scholars, etc., to provide students with online and offline group guidance and case guidance.(2) Teachers benefit: a new "five-in-one" vocational consultation and employment education system has been established for teachers, with curriculum design as the main body, consultation and guidance as the auxiliary, theme lectures as the supplement, vocational competition as the enhancement, and team building as the guarantee.(3) Social value: empower students and setting a benchmark to guide the construction of college students, covering the whole chain of employment guidance work. Employment education runs through the whole process of three years of college, and employment guidance and ideological and political education work are organically integrated, and initially become a template project.

4. The Current Situation and Challenges of Vocational College Students in the New Era

After interviewing the leaders and teachers of some universities in China, them can understand the challenges facing the current career planning of universities.

Table 1. Challenges faced in career planning education in higher vocational colleges

Themes	Frequency	Sample Responses
Difficulty in formulating personalized plans.	nine	S1: (the question mark in the heart of the students) to listen to the teacher, online class on the line, there is a problem, anytime and anywhere to find Baidu, there is no need to go to school? L3: According to the needs of contemporary college students, more development to meet the employment needs of contemporary college students. T4 universities has no clear goal and a single form, which is difficult to meet the needs of students' employment planning.
Insufficient access to job market.	six	S2: Teachers' questions, insufficient theoretical reserve, insufficient case reserve, insufficient activity design and operation ability, insufficient contact with the society, inaccurate grasp of ideological and political opportunities of courses, and not knowing how to answer the questions raised by students. L2: The training of employed teachers and counselors should be strengthened to keep abreast of the current employment situation. T1: Because most employment instructors can just teach their classes well, the teachers don't care about the market information at all.
Limited cooperation between Schools and industry.	seven	S3: Colleges and universities should actively contact with high-quality enterprises, do a good job in connecting schools and employment units, and better serve the contemporary college students. L2: The number of cooperation between schools and enterprises is small, which cannot reach the information that enables all students to understand the industry practice and employment. T3: The school does not develop the job market, and the school allows graduates to choose their own employment, so it is difficult to find a suitable job.
Unestablished evaluation system.	eight	S1: (Schools and businesses want to figure out where the chain fell out.) Said jobs are getting harder to find. HR says talent is getting harder to find. L3: The career planning education carried out by the school is not strong enough to effectively deal with the needs of students for employment planning. As a result, the relevant courses and activities need to be further added. T2: The management of employment cannot form a set of management system, which is solved by the secondary colleges themselves.
Insufficient employment preparation.	six	S4: What to teach "—— Teaching content" How to teach "—— Teaching Settings," how to better teach " —— course development direction. L4: At present, the school has counselors to assist in employment, which cannot systematically and effectively deal with the needs of students' employment planning. T3: If you cannot understand the latest employment environment, you cannot have clear and reasonable teaching objectives, and it is difficult to adapt to the needs of the position.

Through the interview, the challenges are as follows:

1.Students 'demand for employment guidance varies from

person to person, and it needs personalized services. Students have limited understanding of different industries and professions, and they need to provide more information and guidance. Students' psychological needs and confusion are different, and they need to provide targeted psychological support and employment market.

2. The disconnection between employment work and market work, coupled with the unreasonable setting of university courses in colleges and universities, is not considered from the perspective of market supply and demand, but only according to their own teacher qualifications, so teachers have insufficient access to market information.

3.Employment instructors have limited access to job market information to provide accurate and comprehensive information, and students have a limited understanding of the job market to make informed employment decisions. Students do not understand the needs and trends of the job market and cannot adapt to the changes in the job market.

4.The school's training and support for the employed personnel are not enough to improve the service ability, the school's integration and development of employment resources is not enough to provide more employment opportunities for students, and the school's management and evaluation of the employed personnel is not scientific and effective enough to encourage the employed personnel to provide better services.

5.The workload of employed personnel is increasing year by year, which cannot effectively cope with the employment needs of students. The great work pressure of employed personnel cannot guarantee the quality and effect of service. The working hours and resources of employed personnel are limited, which cannot meet the personalized needs of students.

5. Explore the Construction of a Whole-Process Guidance System for Career Planning Education in Higher Vocational Colleges in the New Era

(I) Constructing self-planning and management of career in vocational colleges in the new era:

1. Learn through the systematic career planning knowledge, get familiar with the knowledge of the industry, understand the industry classification, occupational classification, entry requirements, various types of positions and quality and ability requirements; through the professional data engine system, check the employment direction of graduates of this major, fully understand the employment direction of different disciplines and majors, and explore the job objectives.

2. Effective self-assessment and positioning, understand their own interests and hobbies, and find out the areas they are really interested in through professional interest tests, interest group activities, project practice and other ways. Assess your skills and abilities, including expertise, soft skills. Clarify your professional values, such as the pursuit of stability, income, sense of achievement, social influence, etc.

3. Determine a clear career goals, set long-term career goals, determine my career positioning based on the self-assessment results, and determine which industry and field I want to develop in. Set short-term career goals, and ensure that through reasonable time planning, each short-term goal has a clear time node and schedule.

4. Scientific action plan design, according to short-term goals and action plan, targeted to learn and improve their knowledge and skills, through practice and accumulate experience and network, to lay a foundation for future career development.

5. Rational evaluation and feedback, through regular evaluation of their goal implementation, check whether as planned to complete the tasks, whether the expected results, according to the evaluation results, get mentors, classmates, senior feedback, timely adjust their career goals and action plan, maintain flexibility and adaptability, continuous learning and improvement, according to the industry development and their own change, timely update and optimize the career system.

(2) Building the career planning education service system of higher vocational colleges in the new era,

1. Build research and development career consulting integrated management platform, realize consulting booking, problem receive, consulting report and consulting evaluation across the management, provide individual career consulting (support video and voice), group career counseling, career assessment and email consulting services, form individual consulting, career counseling and employment guidance of progressive career service system.

2. Improve the rules and regulations, optimize the working mechanism, standardize the consultation work process, formulate career Consultant Management Measures, Career Consultation Room Management System, Individual Career Consultation Standards and other systems, and make institutionalized and standardized arrangements for consultation sites, consultation process and feedback mechanism.

3. Set up full-time career planning education institutions, set up career education special funds, the construction of professional career consulting, soft hard meet the requirements of career consulting professional conditions, actively build students growth space, reception, individual consulting room, group, career, consulting space, buy both scientific and professional, reliability and validity of career evaluation system.

4. The construction of professional career planning education teachers team construction a professional, expert, professional career consultant team, including professor, associate professor, lecturer, college career counselor, consultant assistant people, all members need to have psychological consultant or career consultant certificate, continue to promote the training supervision, continuous GCDF, career consulting skills and other special training.

5. Strengthen career planning concept education, improve the career planning course construction, career planning into the required courses, training and hire professional guidance experience and qualification of teachers, provide professional guidance services, regularly invite industry experts, successful alumni held lectures and workshops, share career planning experience and skills, provide students with personalized one-on-one career consultation.

6. Future Prospect of Career Planning Education in Higher Vocational Colleges in the New Era

1. The future outlook of career education for college students in higher vocational colleges in the new era is to enhance career cognition and experience by using data-driven personalized services, career assessment and customized career planning programs, digital and intelligent online

platforms and resources, and virtual reality (VR) experience.

2. Strengthen the in-depth cooperation of school-enterprise joint training and soft skills training and innovation and entrepreneurship education for comprehensive quality improvement, so as to cultivate innovative thinking and entrepreneurial ability. Actively expand the international vision of international exchanges and cooperation, and cultivate students' international vision and cross-cultural communication skills.

3. Vigorously build a graduate tracking service mechanism and develop and maintain a strong alumni network, provide support and opportunities for students and graduates, further strengthen the education of professional ethics and social responsibility and cultivate their sense of social responsibility and dedication. Government departments have issued policies and measures to support the career planning education in higher vocational colleges and increase the resource input in the career planning education to improve the quality and effect of education.

4. Finally achieve the value of education is awaken every child the potential of the heart, help them find hidden in the body special mission and destined to do, the new era of higher vocational college students 'career education challenge effectiveness exploration, the career education embedded vocational education process, enrich and develop the basic connotation of career education, break the professional barriers between humanities and social disciplines and science and engineering, with multidisciplinary communion common higher vocational college students' career education.

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