

# Survey and Analysis of Employment Intention of Higher Vocational Graduates and Study on Employment Countermeasures

-- Based on the employment intention survey results of graduates of Wenzhou Polytechnic from 2020 to 2023

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**Abstract:** Based on the survey results of employment intention of graduates from 2020-2023 in Wenzhou Polytechnic, this paper sorts out and analyzes the employment intention of vocational graduates from the aspects of preferred graduation destination, employment selection factors, employment region, nature of employment unit, salary expectation, major pairs, access to employment information channels, employment guidance and service demands. To explore effective employment countermeasures for vocational graduates' employment demands and form an employment guidance service system to improve their initial employment stability and career adaptability.

**Keywords:** Employment intention; Investigation and analysis; Employment countermeasure.

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## 1. Introduction

In recent years, the employment of college students has become a social problem of general concern in the whole society. According to statistics from the Ministry of Human Resources and Social Security, the number of college graduates reached 10.76 million in 2022, exceeding 10 million for the first time, and 11.58 million in 2023. Moreover, due to the influence of enrollment expansion, the number of college graduates is still at a high level in a certain period of time and the employment situation cannot be eased in the short term. The first employment of college students is of great significance to the whole career of college students, and the significant feature of the employment of college students at this stage is the employment instability. According to the survey report on the career development status and talent training quality of college graduates from 2017 to 2020 in Zhejiang Province, the dimission rate of employment-related college graduates within one year after graduation is more than 40%, higher than the national average level, and the dimission rate of vocational college graduates within one year after graduation is higher than that of undergraduates. Therefore, it is of great significance to study employment countermeasures to improve the stability and adaptability of vocational graduates' initial employment. Other studies show that there are obvious characteristics of employment intention of current graduates in higher vocational colleges, such as high employment expectation, strong pragmatic job selection, lack of competitive confidence, lack of career planning, and lack of entrepreneurial awareness (Zhang Xueli, Huang Jinfang, Yu Qingxue,2011). The satisfaction of higher vocational education teaching and employment service is not high enough (Zhang Qi, 2007). Therefore, higher vocational colleges to develop a systematic employment guidance and service plan, the formation of a comprehensive employment guidance service system is imminent, but the premise is to fine comb and analyze the employment intention of graduates.

## 2. Investigation Objects and Methods

The survey data for this paper comes from four online employment intention surveys conducted by Wenzhou Polytechnic for graduates from 2020 to 2023. The survey method is through the employment network of Wenzhou Vocational and Technical College, in the form of network questionnaire survey for all graduates. The completion rate of the four questionnaires was above 95%. The questionnaire content is mainly designed in the form of questions from the aspects of employment situation expectation, preferred graduation destination, employment selection consideration, employment region, nature of employment unit, salary expectation, major counterpart, access to employment information, employment guidance and service demand, etc. It mainly includes four modules: employment inclination, employment information, employment confidence and employment guidance (He Liang, Zhou Min, Ma Jianjing,2020).

## 3. Analysis of Survey Results

### 3.1. Employment Tendency

As shown in Table 1, the preferred destination for graduates of Wenzhou Polytechnic from 2020 to 2023 is timely employment and further study. Due to the severe impact of the epidemic on the economy and society in 2020, graduates of the class of 2020 generally believe that the employment situation is grim. On the contrary, those graduates who are willing to find jobs in time account for 60.96%, and those who are willing to continue their studies account for the lowest proportion among the graduates of the four classes. From the class of 2021, the proportion of fresh graduates who are willing to continue studying has been increasing year by year, and the phenomenon of "slow employment" is prominent. The main reason is that the society's recognition of college diploma is still not high, and the recruitment conditions of

some quality positions have set the threshold of academic qualification, especially in state-owned enterprises and public institutions. For graduates who need a stable job, continuing to study is to find a more satisfying job.

**Table 1.** The first-choice graduation destination (Wenzhou Polytechnic graduates from 2020 to 2023)

Num.	Option	Percentage (Graduates)			
		2020	2021	2022	2023
1	Timely employment	60.96%	49.71%	50.8%	43.36%
2	Continue to study	27.63%	37.93%	39.6%	44.63%
3	self-employment	8.85%	2.35%	1.86%	4.12%
4	Go abroad	0.56%	0.14%	0.21%	0.59%
5	Others	2%	9.87%	7.53%	7.3%

According to the survey results, state-owned enterprises are one of the most desirable employment units for graduates of the fourth year, and graduates of 2022 especially prefer to work in other public institutions, accounting for nearly half of the total. The proportion of graduates in 2023 who prefer to work in private enterprises is the least, only 13.42%, which reflects to some extent that the structural contradiction between labor shortage in enterprises and employment difficulties of college students is still intensifying (see Table 2). In recent years, due to the poor entrepreneurial environment and lack of support for entrepreneurial funds, college students' entrepreneurial ideas have not been formed and lack of motivation, and the proportion of college students who have the intention to start their own businesses has not been high.

**Table 2.** The nature of employers (Wenzhou Polytechnic graduates from 2020 to 2023)

Num.	Option	Percentage (Graduates)			
		2020	2021	2022	2023
1	Government	12.27%	9.48%	7.12%	16.63%
2	Schools and research institutes	12.7%	7.66%	6.43%	13%
3	Other public institutions	13.68%	11.38%	40%	14.3%
4	State-owned enterprise	22.68%	28.56%	20.39%	24.76%
5	Foreign-funded enterprise	10.56%	5.93%	1.75%	8.45%
6	Private enterprise	16.79%	22.01%	15.36%	13.42%
7	self-employment	11.32%	6.15%	4.23%	9.43%

As shown in Table 3, the factors that the graduates of Wenzhou Vocational and Technical College consider most when choosing a career are salary and welfare, which always take the highest proportion and account for more than half of the graduates of 2023. Second, development prospects and personal interests. Among the graduates of the 4th class, the consideration of working place is not high, but the consideration of working environment including hardware facilities and corporate culture is relatively high and stable. Based on the analysis of the above data, it can be concluded that enterprises must build a good corporate culture and handle the interpersonal relationship between new and old employees if they want to retain the graduates for the first

time and reduce the dimsson rate.

**Table 3.** The first consideration when choosing a career (Wenzhou Polytechnic graduates from 2020 to 2023)

Num.	Option	Percentage (Graduates)			
		2020	2021	2022	2023
1	Compensation and welfare	36.68%	35.38%	40.35%	56.55%
2	Professional counterpart	12.21%	14.76%	12.58%	14.45%
3	Personal interests and hobbies	20.79%	21.35%	22.98%	24.56%
4	Development prospect	32.85%	30.85%	33.45%	32.45%
5	Unit size	5.98%	7.15%	6.78%	6.59%
6	Work place	5.45%	6.98%	5.56%	4.76%
7	Office hardware	11.98%	10.78%	12.78%	12.56%
8	Work cultural environment	17.88%	15.18%	19.93%	18.87%

As can be seen from Table 4, most graduates of Wenzhou Vocational and Technical College from 2020 to 2023 tend to get jobs in their native places, and about 32% of them intend to work in first-tier cities on average. The proportion of Wenzhou students in Wenzhou Vocational and Technical College has been maintained at about 40%. In addition to Wenzhou students, students from Taizhou, Lishui, Ningbo and other places are more, while students from northern Zhejiang are less. The scale of foreign students in Zhejiang Province has been maintained at about 600 in recent years. At present, the school does not recruit students in Beijing, Shanghai, Guangzhou and other places. According to the survey, rural students often prefer to choose the area closer to their home to work, and the urban children because of their family conditions, in the choice of a wide range of geographical choice of employment, family constraints are often less than rural children. For those students who have interned in internationally famous enterprises in coastal cities, most of them still return to their places of origin after the end of their internship. In addition to the great pressure of starting life in big cities, the main reason is the influence of traditional family concept of old-age care.

**Table 4.** Employment geographical tendency (Wenzhou Polytechnic graduates from 2020 to 2023)

Num.	Option	Percentage (Graduates)			
		2020	2021	2022	2023
1	First-tier cities	32.66%	33.78%	32.45%	31.54%
2	The place of family origin	59.56%	58.65%	60.01%	53.43%
3	others	7.78%	7.57%	7.54%	15.03%

Salary is one of the most important factors to consider graduates' employment, which directly affects the result of double selection between employers and graduates. According to the survey of graduates from 2020 to 2023 (see Table 5), the majority of graduates from 2021 (62.79%) and 2022 (59.22%) expect their monthly salary to be more than 5,000 yuan after formal employment, while only 11.61% of graduates feel that they deserve a monthly salary of 3,500 to 4,000 yuan. Generally, the average salary offered by enterprises in second - and third-tier cities to graduates of higher vocational colleges is about 4,000 yuan. Obviously,

most graduates' expectation of salary is higher than their own strength value and the average social actual salary level.

**Table 5.** Salary expectations after formal employment (Wenzhou Polytechnic graduates from 2020 to 2023)

Num.	Option (RMB)	Percentage (Graduates)			
		2020	2021	2022	2023
1	3000 or less	26.22%	0.59%	0.85%	10.42%
2	3000-3500	31.98%	1.85%	0.69%	19.65%
3	3500-4000	19.67%	5.87%	1.1%	19.8%
4	4000-4500	9.39%	12.08%	2.89%	17.81%
5	4500-5000	5.09%	16.81%	35.25%	13.41%
6	5000 or more	7.64%	62.79%	59.22%	18.91%

When the graduates of the class of 2020-2023 are surveyed about "whether they are willing to try a position that is not suitable for their major", as shown in Table 6, more than 90% of them are willing to do so in each class, while only a small number of them are not willing to do so, because they are generally aware of the severe employment situation. In the grim employment situation, if you adhere to your major, it will undoubtedly narrow your development space and limit the play of your various talents, thus increasing the difficulty of employment (Liang Bin, 2016).

**Table 6.** The tendency of profession matching (Wenzhou Polytechnic graduates from 2020 to 2023)

Num.	Are you willing to try a position that is not suitable for your major	Option	Percentage (Graduates)			
			2020	2021	2022	2023
1		Yes	94.66%	91.78%	95.22%	93.87%
		No	5.34%	8.22%	4.78%	6.13%

### 3.2. Employment Information

As can be seen from Table 7, graduates of the 4th class believe that attending campus job fairs is the most reliable channel to obtain employment information. Friends, family, and teachers were also considered reliable sources of information by graduates. With the arrival of the 5G era, related talent websites and website job-hunting platforms have taken an increasing proportion in graduates' access to employment information, accounting for 8.26% of the graduates of 2023, a big increase compared with previous years. The university's official website (employment network) and WeChat official account are also attracting more and more graduates' attention, and their module functions are constantly improving.

**Table 7.** Employment information channel trust (Wenzhou Polytechnic graduates from 2020-2023)

Num.	Option	Percentage (Graduates)			
		2020	2021	2022	2023
1	Campus job fair	27.11%	28.59%	34.71%	23.48%
2	Introduction of relatives and friends	18.12%	17.19%	22.65%	15.39%
3	Teacher recommendation	18.62%	19.22%	23.62%	15.99%

4	School official website, Wechat public account	7.61%	11.43%	5.6%	13.06%
5	Social job fair	9.76%	9.75%	5.15%	9.08%
6	The recruitment information obtained during the internship	16%	9.59%	5.11%	11.52%
7	Relevant talent website, online job search platform	0.87%	0.51%	0.27%	8.26%
8	others	1.9%	3.72%	2.89%	3.22%

### 3.3. Confidence in Employment

According to the survey, the most troubling factor for graduates of the fourth class is the lack of practice and work experience, which accounts for an overall rising trend. In particular, 80.92% of graduates of the class of 2022 report that they are not confident in finding a job in this aspect. According to the survey results of part-time jobs of graduates during their college years, some graduates have no part-time experience and generally feel that they are not qualified for the job. However, it cannot be ruled out that graduates with part-time experience are still not satisfied with their job preparation and suffer from other troubling factors, such as lack of employment information and skills. The major matching rate has always been an important indicator reflecting the employment quality, but only a small part of the graduates of the 4th class think that the major mismatch is a disturbing factor, possibly because under the pressure of employment competition, employment first and then career selection has become the mainstream trend.

**Table 8.** The perplexing factors for job-hunting (Wenzhou Polytechnic graduates from 2020 to 2023)

Num.	Option	Percentage (Graduates)			
		2020	2021	2022	2023
1	The major doesn't match	9.21%	5.78%	8.15%	8.21%
2	Insufficient employment information	14.94%	15.22%	6.8%	9.33%
3	Employment policy restriction	5.39%	2.57%	1.03%	3.85%
4	Lack of practical and working experience	29.23%	44.73%	80.92%	47.8%
5	Lack of social connections	15.87%	8.2%	3.21%	6.28%
6	Unfair competition	5.79%	4.03%	1.91%	7.93%
7	Lack of employment skills	17.99%	19.97%	3.86%	10.41%
8	others	1.57%	5.29%	2.27%	6.2%

Among the four graduates surveyed, about half of them did not serve as student leaders during their school years (see Table 9). It can be seen that nearly half of the students do not care about class affairs and activities inside and outside the

school, and think that being a student is a burden, while neglecting the cultivation of interpersonal skills, coordination skills and organizational skills. These abilities will play a positive role in the future graduates' career selection and employment and help the graduates to build up confidence in the organization, quickly integrate into the organization and form organizational commitment.

**Table 9.** Graduates of Wenzhou Polytechnic from 2020 to 2023 serving as student cadres at school

Num	Whether to serve as student cadre during school	Option	Percentage (Graduates)			
			2020	2021	2022	2023
1		Yes	79.37%	77.06%	73.5%	64.45%
2		No	20.63%	22.94%	26.5%	35.55%

As for the question "whether they have had paid part-time jobs in school", more than 70% of the graduates from 2020 to 2022 answered "yes", while only 64.45% of the graduates from 2023 had part-time jobs in school (see Table 10). The main reason is that "continuing to study" accounts for the largest proportion of the graduates from 2023. In order to realize their dream of entering a college, most students prepare for the exam from their freshman year and do not have time to take part-time jobs.

**Table 10.** Graduates of Wenzhou Polytechnic from 2020 to 2023 having part-time job experience

Num	Whether to have part-time jobs during school	Option	Percentage (Graduates)			
			2020	2021	2022	2023
1		Yes	79.37%	77.06%	73.5%	64.45%
2		No	20.63%	22.94%	26.5%	35.55%

### 3.4. Employment Guidance

As can be seen from Table 11, traditional interview skills training and resume making guidance are highly recognized by students due to their powerful practicability. A considerable number of students expect to receive professional interpersonal relationship management guidance and interview skills training provided by enterprise human resource experts and expect the university to provide high-quality recruitment information and recommend high-quality enterprises and positions, which can help them find satisfactory jobs. The class of 2023 has the highest demand for participating in various recruitment activities, accounting for 15.91 percent. As an important carrier for the employment department and human resources and social security department of the university to connect employers and students, the job fair has the best effect in recent years with professional or industry special job fair and enterprise school recruitment special information fair.

**Table 11.** Demand for employment guidance services for graduates of Wenzhou Polytechnic from 2020 to 2023

Num	Option	Percentage (Graduates)			
		2020	2021	2022	2023
1	Resume-making	19.34%	14.84%	15.55%	11.7%
2	Interview skills training	24.89%	24.62%	32.31%	22.72%

3	Professional interpersonal relationship management	20.75%	19.11%	20.16%	12.56%
4	Providing job information	15.4%	19.29%	20.81%	18.38%
5	Carrying out various recruitment activities	9.7%	12.11%	6.65%	15.91%
6	Career planning counseling	8.05%	6.39%	2.18%	8.99%
7	others	1.86%	3.64%	2.33%	9.75%

## 4. Research on Employment Measures - Take Wenzhou Vocational and Technical College as an Example

### 4.1. Open Source and Expand jobs to Promote Full Employment

Establish a "one core and five wings" employment system. The school takes the smart employment system and employment network as the core, and takes the public account point-to-point push, the order class of famous enterprises, the special information session, the precise matching meeting of professional talents, and the large-scale job fair as the five main channels to build a "one core and five wings" employment work system. Relying on the smart employment system, China has improved the functions of online platforms such as employment statistics, precise push and smart service, actively carried out online recruitment services, and promoted the normalization of online recruitment activities. In 2022, 831 new enterprises were registered on the job network, 3,190 positions were posted, and more than 40,000 positions were provided.

Strengthen the construction of campus recruitment market. Take the initiative to connect with human resources and social services departments at all levels in Wenzhou to understand the employment needs of enterprises; Set up the admission criteria for recruitment enterprises, and ensure the quality of recruitment posts; Jointly with human resources and social security departments at all levels of Wenzhou to carry out a special air information conference to improve the success rate of recruitment docking; We will carry out special recruitment activities on small and medium-sized campuses by category and industry to provide adequate employment information for graduates.

### 4.2. Interaction between Schools and Enterprises to Promote High-Quality Employment

Carry out special recommendations for posts in state-owned enterprises. In order to further explore quality positions, the university invited state-owned enterprises such as Sinopec Shanghai Branch, Zhejiang Happiness Rail Transit, Hangzhou Hanggang Metro Co., Ltd. to hold online and offline special publicity sessions, providing more than 100 recruitment positions in 2022. Actively contacted with state-owned enterprises such as Zhejiang Construction Engineering Group Co., LTD., Taichang Construction Co., LTD., China Railway Shanghai Shentiejieneng Co., LTD., Bank of China Yiwu Branch, and Shui on Rural Commercial Bank to carry

out special recommendation for recruitment positions of state-owned enterprises, providing more than 200 recruitment positions in 2022.

Carry out special recommendations for leading enterprises in Wenzhou. The school has established a multi-channel and all-round cooperation mode with the majority of leading enterprises in Wenzhou, focusing on the connection with Delxi Electric Co., LTD., Ruili Group Co., LTD., Founder Valve Group Co., LTD., Wenzhou Railway and Rail Transit Investment Group Co., LTD. Operation branch and other well-known enterprises in Wenzhou. Through school-enterprise contact negotiation, teachers' precise recommendation, school-enterprise school-local cooperation, pre-employment order class and other forms, in recent years, has cooperated with 45 enterprises to carry out modern apprenticeship, order class talent training.

### **4.3. Employment Guidance to Promote Targeted Employment**

Improve career planning education. Career planning and career guidance courses for college students are implemented in stages and in full coverage, so as to make career planning education run throughout the three years of college and ensure that all students in need can obtain effective career guidance. Teachers are required to combine the theoretical knowledge explanation of career planning education with live cases and enhance students' interest in learning by listing the cases around students, such as the examples of outstanding seniors, seniors and alumni. They are asked to sum up their experience based on these cases and combine the professional knowledge they have learned with their own interests, hobbies and professional skills for career planning. More clear learning direction and goals. At the same time, students are also allowed to participate in the systematic assessment of career interests and abilities, and a scientific and objective assessment report is issued for each student, and finally the graduates are qualified and intended to form a job proposal, as a reference for future graduation job hunting.

Integrate employment guidance resources. Make full use of various resources such as "Internet + Employment Guidance" public service live streaming course, organize students to attend the Ministry of Education "24365 Internet + Employment guidance" public service live streaming course, learn about policies related to employment and entrepreneurship of college graduates, push online employment guidance videos and online employment guidance resource information, and carry out online resume diagnosis, online employment consultation and other services; Organize activities such as resume competition and selection of the most beautiful notes.

### **4.4. Classified Management to Promote Efficient Service**

Carry out special guidance for upgrading college to college. The university has carried out a special liaison mechanism for

employment. For the students with the intention to study further, the university has helped graduates to study further by carrying out such activities as planning to study further, policy consultation, special guidance for applying for higher education, and exchange of experience on higher education. Through the collection and analysis of undergraduate colleges and universities upgrading general and admission scores of each major, to help graduates predict the success rate of entrance examination.

Improve the employment assistance mechanism. Surveys have been carried out on graduates, and lists of employment assistance have been screened for special groups with employment difficulties, family difficulties, and disabilities. Relying on professional teachers, class teachers, counselors and other forces, a ledger has been established for assistance work in accordance with the requirements of "one file for each person and one policy for a lifetime", and a one-to-one grid of accurate assistance has been implemented. For the graduates who have employment intention but have not yet been employed, the career guidance teachers will carry out one-to-one professional guidance from resume production, interview skills, career decision-making and other aspects, and carry out accurate job information push and unit recommendation according to the students' job intention, to help students strengthen practical skills and improve career adaptability.

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