

The Research on the Effective Path of College Communist Youth League to Promote the Employment of University Students

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Abstract

This is an important livelihood project and popular support project that promotes the employment of university students, which is related to the vital interests of young university students and social harmony and stability. This research deeply analyzes the significance of the Communist Youth League in Colleges and Universities to promote the employment of university students from the three dimensions of the Country, the University and the individual university students, and systematically studies and puts forward the ways for the Communist Youth League in Colleges and Universities to effectively promote the employment of university students, such as “giving full play to organizational advantages, doing a good job in employment guidance”, “expanding practical advantages, carrying out employment practice”, “integrating resource advantages and achieving employment effectiveness”. It is a practical exploration to implement the decision and deployment of the CPC Central Committee on employment and the “action to promote the employment of university students” launched by the Youth League Central Committee.

Keywords

College Communist Youth League, Employment of University Students, Effective Path

1. Introduction

The employment is the “barometer” of economy, the “stabilizer” of society, and the “ballast” of people’s livelihood. It is an important livelihood project and popular support project that promotes the employment of university students, which is related to the vital interests of young university students and social

harmony and stability. In recent years, with the number of university graduates increasing year by year, the employment situation of university students has been very severe and complex (Zhang, 2022). In the reply letter to the graduates of China University of Petroleum-Beijing at Karamay, the leaders stressed that “Party committees at all levels, governments and all sectors of society should earnestly do a good job in the employment of university graduates, take effective measures, to overcome the adverse impact of the COVID-19, do everything possible to help university graduates find jobs, and enthusiastically support college graduates to make contributions to the Party and the People in their respective jobs”.

In June 2022, the Central Committee of the Communist Youth League organized a video promotion meeting to promote the employment of university students, which re-mobilized and re-deployed the deepening implementation of the “Action of the Communist Youth League to Promote the Employment of University Students”. The meeting clearly pointed out that “serving to solve the employment needs of university students is an inevitable requirement to enhance the political, advanced and mass character of the Communist Youth League, and a practical test of the league’s leadership, organizational and service capabilities. Under the current situation, to do a good job in university employment is “the top priority of the country”. The Communist Youth League must improve its political position, shoulder its political responsibilities, and promote the employment of university students as the main responsibility of the league, contribute to the overall situation of stabilizing employment and ensuring employment for the Party and the Country” (Yang, 2022).

Therefore, to effectively promote the employment of university students by the Communist Youth League in Universities is not only an important measure to implement the spirit of the important instructions and instructions of the leaders on employment work and deepen the implementation of the “Action of the Communist Youth League to Promote the Employment of University Students”, but also an important way to enhance the socialization ability and core competitiveness of young university students in employment. It is also a political responsibility to focus on the main business and shoulder the responsibility of stabilizing employment and ensuring employment.

2. The Significance of the Communist Youth League in Colleges and Universities in Promoting the Employment of University Students

2.1. This Is an Urgent Need for the Country’s High-Quality Development of the Promoting Employment of University Students by the Communist Youth League in Colleges and Universities

The high quality development is the primary task of building a socialist modern country in an all-round way. University students are the precious talent resources

of the Party and the Country, and the leading factor and important support for the high-quality development of the country. How to adapt to the strategic needs of the country's high-quality development in the new era and the country's demands for high-quality talents, promote the cultivation of talents in Colleges and Universities with connotative development to achieve new results, and effectively promote the employment of university students through joint efforts of various parties, that is a question of the times concerned by the Party and the country and the whole society.

2.2. This Is the Inevitable Requirement of the Development of Colleges and Universities of the Promoting Employment of University Students by the Communist Youth League in Colleges and Universities

The employment of university graduates has always been a hot issue of the country and social concern. It is not only a work related to the vital interests of university students, but also a microcosm to measure and test the quality of talent cultivation and the effectiveness of education in Colleges and Universities. Promoting the employment of university students is not a matter for the Employment Department of Colleges and Universities. It is a work that requires multiple departments in Colleges and Universities to work together and answer the same question. Therefore, it is very necessary for the Communist Youth League in Colleges and Universities to focus on the fundamental task of Building Morality and cultivating talents, and to improve the quality of talent training and the core competitiveness of the employment of university students, which is of great significance to promote the employment of university students.

2.3. This Is a Powerful Guarantee for University Students' High-Quality and Full Employment of the Promoting Employment of University Students by the Communist Youth League in Colleges and Universities

Whether university students can be fully employed with high quality depends on their ideological preparation, academic accumulation and comprehensive ability. According to the relevant survey and comparison, "American students begin to study hard in order to graduate from university. When they study in University, they are also studying the market and putting knowledge into practice to learn and understand (such as Stanford University); Chinese students study hard in order to be admitted to university. When they go to university, they will no longer study seriously. They are less concerned about market changes and social changes, and they pay attention and energy to cope with the exam. There are relatively vague of the career goals of most students, and they do not combine their interests and hobbies with their majors well" (Zhai, 2009). Although there are differences in education methods or education systems, it also enlightens our university students not only to care about examinations, but also to pay attention to the improvement of personal comprehensive ability. On the basis of

University Students' personal preparation for all-round employment, the education guidance and effective promotion of the Communist Youth League in Colleges and Universities can help ensure university students' high-quality and full employment.

3. The Effective Path of the Communist Youth League in Colleges and Universities to Promote the Employment of University Students

3.1. Give Full Play to Organizational Advantages and Provide Employment Guidance

The Communist Youth League in Colleges and Universities is the mass organization of advanced youth in Colleges and Universities, the assistant and reserve force of the Party Committee in Colleges and Universities, and the bridge and link between the Party Committee in Colleges and Universities and young students (Zhu 2015). Its organizational system is complete, its organizational structure is tight, its coverage is wide, and it has strong cohesion and centripetal force (Xie, 2016). The Communist Youth League organization in Colleges and Universities should give full play to its strong organizational advantages, condense, guide and serve young university students in the employment education, help university students establish a correct outlook on employment, employment and struggle, and constantly improve the core competitiveness of employment.

Firstly, the Communist Youth League in Colleges and Universities can educate and guide university students to maintain an optimistic and positive attitude towards employment by organizing various forms such as Youth Marxism training course, employment themed Youth League Day activities, and employment situation propaganda meetings, so as to understand the national conditions and recognize the situation without escaping and losing confidence.

Secondly, the Communist Youth League in Colleges and Universities can encourage more excellent Youth League cadres and young university students' backbones to participate "career planning" and other courses or employment counseling in the school, so as to improve the overall quality of university students and enrich their employment skills through peer guidance.

Thirdly, the Communist Youth League in Colleges and Universities can sing the theme of the times of "going to the west, to the grass-roots level, and to the places where the motherland and the people need to make contributions" in the prosperity of campus culture, calling on university students to deeply learn and understand the spirit of the leader's reply to the students in the school of science and technology of China Agricultural University, and have the courage to go to the grass-roots level with difficult conditions, the front line of national construction, and the forefront of project research to undergo training, grow talent, and work hard, and "ask for hardship" to sharpen the will, achieve self-achievement and make contributions.

3.2. The Expand Practical Advantages and Carry out Employment Practice

For a long time, the Communist Youth League in Colleges and Universities has formed and established social practice bases, youth volunteer service bases and other positions in organizing various recreational and sports activities and carrying out social surveys, productive labor, voluntary services, public welfare activities, scientific and technological inventions and other social practice activities, which has good practical advantages. In the new era, the Communist Youth League in Colleges and Universities should constantly enrich and improve this advantage, and effectively introduce the employment practice work into social practice activities and the “second classroom”.

On the one hand, we will thoroughly implement the “Action to Promote the Employment of University Students”—University Students Internship Sailing Plan launched by the Central Committee of the Communist Youth League, effectively help university students get familiar with the real working environment, undergo post training, clarify the career direction, and continuously improve their socialization ability and comprehensive employment ability.

On the other hand, by expanding the functions and fields of university students social practice activities, using relevant positions to provide a platform for young university students employment practice, innovation and entrepreneurship, help university students find entrepreneurial inspiration from employment practice, accumulate entrepreneurial experience, form a real feeling of entrepreneurial practice, and more intuitively and persuasively encourage university students to actively participate in entrepreneurship.

3.3. The Integrate Resource Advantages and Achieve Employment Effectiveness

The socialization of the Communist Youth League in Colleges and Universities makes it have a lot of social resources, which is of great significance to effectively promoting the employment of university students. Firstly, it is to give full play to its resource advantages. The Communist Youth League in Colleges and Universities has a wide range of contacts. It can establish contacts with all walks of life through the bridge role of League organizations, Youth League organizations and young entrepreneurs’ associations in various industries and systems, collect employment information, recommend young university students, and truly build an employment platform between employers and university students.

Secondly, it is to integrate the advantages of internal and external resources. The Communist Youth League in Colleges and Universities can work closely with the employment department in Colleges and Universities, and gradually build the social practice base and youth volunteer service base with potential opportunities into the employment practice base and even the real employment channel, so as to provide two-way choices for young university students and employers (Tang, 2009).

Thirdly, it is to innovate the advantages of media resources. With the rapid development of network technology, a large number of new media such as intelligent software and the Internet have gradually become effective ways for young university students to obtain employment information. As the Communist Youth League in Colleges and Universities, effective information can be transmitted to young university students through these new media. This also requires the Communist Youth League in Colleges and Universities to attach importance to the construction of new media platforms such as websites, radio stations, newspapers, micro-blogs, WeChat, innovate working methods, timely release employment information, take multiple measures to provide and create employment opportunities for university students, and try every means to help university students obtain high-quality and full employment.

4. Conclusion

University students are the precious talent resources of the party and the country. We must do a good job in the “second half” of the employment of university students. This is a systematic project that to promote the employment of university students, and the Communist Youth League in Colleges and Universities “gives full play to the organizational advantages, makes good employment guidance”, “expands the practical advantages, carries out employment practice”, “integrates the resource advantages, and achieves employment effectiveness” is the “booster” and “catalyst” for the effective implementation and completion of this systematic project. The Communist Youth League in Colleges and Universities should fully understand that promoting the employment of university students is a major event for the country, the people and the Communist Youth League, further focus on the main responsibility and main business, identify the role orientation, give full play to the advantages of ideological and political guidance, practice activities and employment practice guidance, and reflect the implementation of the decision and deployment of the CPC Central Committee on employment work in action through high, warm and strong employment promotion measures, continue to make new and greater contributions to the overall situation of stabilizing employment and ensuring employment for the party and the country.

Conflicts of Interest

The author declares no conflicts of interest regarding the publication of this paper.

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