

Research on the Strategy of University Students' Employment Ecosystem Construction under the Background of Collaborative Education

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Abstract: The popularization of higher education and the intensification of competition in the job market have attracted much attention to the employment of college students. The concept of collaborative education brings a new direction to solve the employment problem, and it is of great significance to construct the employment ecosystem of college students based on this concept. This study focuses on the construction strategy of the employment ecosystem of college students, firstly expounds the significance of the construction of the employment ecosystem of college students under the background of collaborative education, and then analyzes the current situation of the employment ecology of college students, including the poor circulation of employment information, the lack of coordination of education subjects, and the lack of systematic employment guidance. Based on this, the author puts forward construction strategies from multiple aspects, such as integrating education resources, optimizing employment guidance service system, strengthening the linkage between family, school and community, and establishing dynamic feedback mechanism, in order to build a benign and sustainable employment ecosystem, improve the employment quality of students, and promote the effective connection between college talent training and social needs.

Keywords: Collaborative education; College students; Employment ecosystem; Construction strategy

1. Introduction

With the popularization of higher education in China, the number of college graduates is increasing year by year, and the employment situation is becoming more complex and severe [1]. In this context, the state attaches great importance to the employment of college students and has introduced a series of policies to promote employment and education. From the policy requirements of "putting the employment of college graduates in the first place in employment" to "actively expanding the employment channels of college graduates", the key significance of employment for college personnel training and social stability and development is highlighted [2].

The concept of collaborative education provides a new perspective and theoretical guidance for the employment of college students. This concept breaks the relatively isolated state among various subjects in the traditional education model, and emphasizes the close cooperation and interaction among multiple subjects such as universities, families, governments and enterprises. In the construction of the employment ecosystem of college students, it urges us to integrate all resources and build a more complete and organic employment ecology, thus improving the employment competitiveness of college students. We will better implement the national strategic plan on the employment of college graduates and promote the high-quality development of college employment.

2. The Significance of Constructing University Employment Ecosystem Under the Background of Collaborative Education

As a new and comprehensive education concept, collaborative education is of great significance in constructing the employment ecosystem of college students. It is conducive to enhance the competitiveness of students' employment. In the atmosphere of collaborative education, professional teachers, ideological and political teachers, career guidance teachers and business mentors outside the school can jointly provide students with knowledge, skills and professional quality guidance [3]. For example, professional teachers integrate professional practice cases into their teaching, career guidance teachers impart job-hunting skills, and business mentors share cutting-edge information and workplace

experience, so that students have solid professional knowledge and practical employment skills. The process of education can ensure that students receive employment-related education at different stages of university, from career planning in the first year to gradually accumulating practical experience, to avoid blind job hunting upon graduation. All-round education focuses on the improvement of students' comprehensive quality, cultivating their good communication skills, teamwork skills and psychological adjustment skills, which are key factors to stand out in the job market.

3. Problems Existing in the Current Employment Ecology of College Students

3.1 Lack of Coordination Among All Staff

In the current employment ecology of college students, the problem of insufficient coordination of full staff education is prominent, which has a negative impact on students' employment in many aspects. From the perspective of teachers, there is a lack of coordination among teachers of different disciplines. Professional teachers tend to focus on knowledge transfer, with low participation in career guidance, and fail to fully combine professional knowledge with career development needs [4]. For example, science and engineering teachers may mention less information about the employment trend and job skill requirements of the relevant industries in their profession in the teaching process. However, due to the lack of in-depth understanding of the content of professional courses, career guidance teachers cannot plan career paths for students according to the characteristics of their majors when guiding students, which leads to the ambiguity of the employment prospects and directions of their majors.

There are also problems with coordination between administrators and teachers. Administrative staff are responsible for job information release, job fair organization, etc., but there is poor communication with teachers. Teachers are unable to obtain timely information on placement activities and guide students to prepare for them; Administrators also do not understand students' professional learning and employment needs, which makes the employment information push lack of precision. At the same time, the lack of coordination between school and off-campus personnel can not be ignored. Colleges and universities are not closely connected with enterprises and alumni, and the employment standards and practical experience of enterprises cannot be effectively fed back to the education process of schools, and alumni resources cannot give full play to their role in facilitating employment, which makes the employment guidance obtained by students on campus out of line with the actual job market demand, limiting the smooth integration of students into the workplace [5].

3.2 Lack of Employment Information Flow

The poor circulation of employment information is a prominent problem in the current employment ecology of college students, which seriously interferes with the smooth job hunting of students. From the perspective of information dissemination on campus, the construction of the school employment information platform is not perfect, and the information update is not timely. For example, when the recruitment information of some enterprises is released, the positions have been filled, resulting in students spending a lot of time to prepare but losing the opportunity. Moreover, the classification of information is rough, and it is difficult for students to quickly select the content that conforms to their own majors and interests from the massive information. At the same time, information sharing among various departments in the university is insufficient, and the college lacks coordination and communication mechanism with the career guidance center and student associations, so that part of employment information is isolated in a certain department and cannot be transmitted to students in a timely manner.

In terms of information acquisition from outside the university, there are obstacles in the information docking between universities and enterprises. Information such as changes in talent demand, new job types and skill requirements of enterprises cannot be quickly fed back to colleges and universities, so colleges and universities cannot timely adjust their professional Settings and personnel training to adapt to market changes [6]. In addition, the cooperation between colleges and social employment service agencies is not deep enough to make full use of the extensive information resources and professional analytical capabilities of these agencies. For students, lacking access to first-hand employment information from authoritative channels outside the school, they often have to rely on the limited information released by the school and the recruitment content on the Internet, which is easy to fall into the trap of false information, affecting the employment mentality and quality, and destroying the healthy development of the employment ecology.

3.3 Lack of Systematic Employment Guidance

The lack of systematic employment guidance is a key problem to be solved urgently in the current employment ecology of college students, which has a negative impact on students' employment from many aspects. From the perspective of time dimension, employment guidance has obvious stage separation problem. Many colleges and universities focus on the career guidance near graduation, and the guidance for students' career planning during the freshman to junior year is seriously insufficient [7]. For example, when students choose a major at the beginning of college, the lack of detailed explanation of professional employment prospects and development paths leads to students choosing a major in ignorance, and later they may find that the major does not match their interests and career goals. The surprise guidance in the graduation season can not make up for the lack of professional cognition and planning in the early stage, and students are difficult to digest a lot of employment information and skills in a short time, and they are often rushed to prepare for job hunting.

From the content level analysis, the content of employment guidance is one-sided and lack of depth. At present, the employment guidance in some colleges and universities is mostly limited to the surface content such as resume making and interview skills, and involves less in-depth content such as career adaptation and career development [8]. For example, even if students master the interview skills and enter the job successfully, due to the lack of guidance on workplace interpersonal relationship handling and career promotion path planning, they may frequently hit a wall in the early stage of their career, resulting in an increase in turnover rate. This lack of systematic employment guidance can not meet the needs of students in the whole career development, is not conducive to the virtuous circle of university employment ecology, and reduces the sustainable development ability of students in the job market.

4. Strategies for Constructing Employment Ecosystem of College Students under the Background of Collaborative Education

4.1 Integration of Education Resources

Under the guidance of the concept of collaborative education, the integration of education resources is the key strategy to build the employment ecosystem of college students. From the point of view of the integration of school resources, we must first gather the strength of teachers. Professional teachers, ideological and political teachers and career guidance teachers should form a joint force. Professional teachers rely on their knowledge of the subject and understanding of the forefront of the industry, and integrate professional courses with vocational skills needs to cultivate students' professional literacy in the teaching process. Ideological and political teachers guide students to establish correct employment outlook and values through ideological education, and enhance professional responsibility. Career guidance teachers use their professional knowledge to provide students with personalized career planning and job search skills guidance. At the same time, the university integrates various platform resources, including employment information platform, innovation and entrepreneurship platform, etc. By making these platforms interconnected, students can obtain recruitment information, entrepreneurship training resources, vocational assessment and other services in an integrated environment, improve resource utilization efficiency, and avoid information silos and resource waste.

From the perspective of off-campus resource integration, it is very important to strengthen the in-depth cooperation with enterprises. Colleges and universities can establish practice bases and order-type training models with enterprises. Enterprises provide real work scenarios and practical projects for colleges and universities, and colleges adjust talent training programs according to the needs of enterprises. In addition, alumni resources are actively introduced. As a group that has made certain achievements in various industries, alumni can provide students with career experience sharing, employment information recommendation and career development guidance, form a comprehensive network of education resources, promote the improvement of the employment ecosystem and enhance the employment competitiveness of students [9].

4.2 Optimize the Employment Guidance Service System

Under the background of collaborative education, optimizing the employment guidance service system is of great significance to the construction of the employment ecosystem of college students. From the point of view of the optimization of guidance content, employment guidance should achieve full process and depth. Whole-process means that career guidance should run throughout students'

college life [10]. In the early stage of enrollment, vocational enlightenment education is carried out to help students understand the corresponding career fields and development directions of different majors, and assist them to make preliminary career planning based on their own interests. In the process of university study, I integrate career skills training, such as communication skills, teamwork skills, leadership and other soft skills training, as well as professional software operation, data analysis and other hard skills training. Toward graduation, I will deepen my guidance on job-hunting skills, including personalized guidance on resume making and targeted training on interview strategies. At the same time, the content of employment guidance should pay attention to depth, not only the surface of skills, but also the interpretation of industry development trends, long-term career planning and other aspects. For example, to analyze the characteristics of talent demand in emerging industries for students, guide them to pay attention to the development potential of the industry in job hunting, help them plan the career promotion path after entry, so that students have a more comprehensive and in-depth harvest in the employment guidance, and enhance their adaptability in the job market.

From the optimization of service form, we should build a diversified career guidance service platform. Online use of big data and artificial intelligence technology to provide students with accurate employment information push and personalized career assessment. Career guidance lectures, workshops, mock job fairs and other activities will be held offline to increase students' practical experience. In addition, a one-to-one employment consultation service will be established to meet the special needs of students, improve the pertinency and effectiveness of employment guidance services, and promote the good development of the employment ecosystem.

4.3 Strengthen the Linkage Between Families, Schools and Communities

In the view of cooperative education, strengthening the linkage of family, school and community is an important strategy to improve the employment ecosystem of college students. Family plays an important role in students' employment process. Parents are important companions in the process of students' growth, and have a deep understanding of students' character, interests and hobbies. However, at present, many parents are not sufficiently involved in the career guidance of students or the guidance method is inappropriate. To strengthen the linkage between home and school, colleges and universities can popularize the knowledge of the current employment situation, industry development trend and employment direction of different majors to parents by holding parent schools and online career guidance courses, so as to improve parents' ability to guide students in employment. At the same time, establish a regular communication mechanism, teachers will report students' learning situation in school and career planning progress to parents, parents can also inform students' performance at home, career choice tendency to the school, the two sides jointly guide students to establish reasonable employment expectations and planning.

Social forces also play a key role in college students' employment. The community can organize all kinds of employment-related public welfare activities, such as employment experience sharing meetings, workplace etiquette training, etc., to create a good employment atmosphere for students. As the receiving end of employment, the linkage between enterprises and universities and families is more important. Colleges and universities can jointly carry out parents' Open Day activities with enterprises to let parents learn about the working environment and employment needs of enterprises on the spot. Businesses can also connect with families, offering internships and career guidance to students. Through this close linkage of family, school and community, a comprehensive employment support network is formed, resources of all parties are integrated, and the shortcomings of a single body in employment guidance are made up for, injecting strong impetus into the employment ecosystem of college students, and promoting the smooth employment and career development of students.

4.4 Establish a Dynamic Feedback Mechanism

Under the background of collaborative education, the establishment of dynamic feedback mechanism is a key part of optimizing the employment ecosystem of college students. From the school's internal point of view, the dynamic feedback mechanism is conducive to the improvement of teaching and employment guidance. Through the continuous tracking of graduates' employment situation, we collect their feedback on the application of professional knowledge and skills in the work. For example, if the majority of graduates report that a certain knowledge point in a professional course is frequently used in practical work but is not sufficiently mastered, the school can adjust the teaching content and methods accordingly, and strengthen the teaching depth and practical application guidance of the knowledge point. At the same time, for the career guidance course, graduates can feedback the problems encountered in the

job search process, such as the types of professional questions in the interview, the special requirements of different enterprises on the resume, etc., the school can update the career guidance content according to this, so as to make it more suitable for the actual employment scenario and improve the effectiveness of the guidance.

From an external perspective, dynamic feedback mechanism promotes the collaborative development of universities, enterprises and society [11]. Enterprises give feedback to colleges and universities on the performance of the hired graduates, including the level of professional skills, professional quality and other aspects. According to these feedback, colleges and universities optimize the talent training program, so that the cultivated students are more in line with the needs of enterprises and society. In addition, social third-party organizations can also participate in feedback, such as the employment service platform feedback on the competitiveness of college students in the job market. Based on these dynamic information, colleges and universities can timely adjust the resource allocation and cooperation mode in the employment ecosystem, ensure the dynamic balance between the system and the social employment environment, and create more favorable conditions for students' employment.

5. Conclusion

It is a systematic and long-term project to construct the employment ecosystem of college students under the background of collaborative education. Through the full participation of the employment promotion network, the whole process of employment guidance system and the comprehensive construction of employment security environment, it can effectively integrate the internal and external resources of colleges and universities, and improve the employment competitiveness and employment quality of students. Colleges and universities should continue to explore and practice, according to social development and changes in the job market, continue to optimize the employment ecosystem, provide better support and guarantee for students' employment and career development, promote the close combination of college education and social needs, and promote the healthy development of higher education. At the same time, the government, employers and families should also actively cooperate to jointly create a good ecology conducive to the employment of college students.

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