Research on the Construction and Countermeasures of Employment Informatization in Colleges and Universities from the Perspective of Smart Campus

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Abstract

Under the background that the construction of smart campuses in colleges and universities is basically sound, there are more possibilities for the construction of informatization of employment work in colleges and universities. The employment service information platform built on the smart campus can better collect and analyze student data and recruitment information, carry out targeted information push, strengthen the construction of college employment information, and improve the quality of college employment.

Keywords

Smart Campus; Informatization Construction; Enrolment and Employment.

1. The Value of Integrating Smart Campuses into the Employment Information Construction of Colleges and Universities

1.1. Definition and Advantages of Smart Campus

The smart campus was proposed by Zhejiang University in the "Twelfth Five-Year Plan". After many years of development and improvement by many universities, the smart campus can be understood as building a comprehensive and convenient service platform through the integration of resources in education and teaching, scientific and technological research and development, cultural construction, administrative management, life services and other aspects of colleges and universities with the existing information service platform through emerging information technology[1]-[2]. The smart campus is essentially the intelligentization of college work, optimizing the management structure of colleges and universities, and improving students' learning and living experience.

1.2. Analysis of the Fit between Smart Campus and Employment Information Construction

With the expansion of higher education and the reform of higher education, the traditional enrollment and employment work has exposed the problems of high management cost and relatively high error rate, and the information construction of college enrollment and employment work is imperative. The characteristics of employment work in the new era are a large amount of statistical data, full coverage of students, and complex employment information. The development and improvement of smart campuses have provided great help for the construction of employment information in colleges and universities. Smart campus can generate personalized employment guidance and exclusive employment information push according to students ' professional, family status and internship experience, etc. At the same time, the emergence of smart campuses has significantly improved the employment efficiency

of colleges and universities. Students and employers can communicate online in a timely manner through the smart campus platform, saving time, space and other costs, and improving the quality of employment services.

2. The Necessity of Employment Information Construction in Colleges and Universities

2.1. Solve the Contradiction between Supply and Demand

At present, there is a contradiction between supply and demand structure in the employment market. Some companies cannot recruit enough high-quality talents. On the other hand, a large number of college graduates are facing the problem of "difficulty in obtaining employment." The reason is that the talent training of colleges and universities is relatively lagging behind the development of the market, and colleges and universities cannot meet the talent needs of emerging industries; at the same time, with the upgrading of national industries, the demand for talents in some industries has also decreased, but the university personnel training scale adjustment also exists lag[3]. Through the real-time update of job market information, the construction of smart campuses enables colleges and universities to keep up with market demand for talent training, and realize the rational use of teaching resources and the optimal allocation of talent structure.

2.2. Relieve Employment Pressure

The reasons for the high employment pressure in colleges and universities are not only the new high number of graduates, the adjustment of the industrial structure caused by the epidemic, industry cycles, etc., but also the imperfect job market management service system and the unclear understanding of graduates' own quality and market environment, etc. The construction of an informationized employment service platform for colleges and universities can provide a standardized and orderly employment environment for college graduates, and provide students with comprehensive and true recruitment information and the latest assistance policy information. Graduates can also timely and fully understand the fierce competition in the job market and the real employment needs of enterprises according to the informationized employment service platform of universities, so as to adjust their own career philosophy and career expectations. For college students who are studying, they can also plan their learning career reasonably according to the actual employment needs of the enterprise, constantly adjust their knowledge structure, accumulate practical experience in internship, enhance their own competitive advantages, and increase the possibility of success in future employment.

2.3. Improve the Quality of Employment

With the country's economic transformation and the upgrading of the industrial structure, employment issues should not only focus on "quantity" but also on "quality" issues. The quality of employment of college students is not only their personal problems, but also related to the livelihood of thousands of families, social stability and national development. Improving the quality of employment of college students is the top priority of employment guidance in colleges and universities, and the informatization construction of employment work is of great value to improving the quality of employment. Due to various reasons such as family background, hobbies, and psychological expectations, each graduate has different employment needs. The informatization construction of employment work can optimize precise employment services, meet the needs of different graduates, and achieve the high quality and high efficiency of college employment guidance.

3. Difficulties in the Current Employment Informatization Construction of Colleges and Universities

3.1. Low Utilization of Digital Information

At present, colleges and universities have relatively comprehensive data collection on employment, but they are mainly used to produce data reports required by the supervisory unit. There is no in-depth utilization and mining of data, and the utilization of digital information is low. These employment data contain information that is very beneficial to the promotion of employment, such as the employment intentions of graduates, employment satisfaction, corporate recruitment requirements, the skills required by various types of units, and the comprehensive quality of graduates. Because there is no overall planning and utilization for the collection and utilization of employment data, the data storage is not complete enough, mutual exchange is low, and data sharing is difficult, which increases the workload of information processing [4].

3.2. Less Investment in Information Construction

The construction of college employment informationization is inseparable from the investment in talents and technology. Although informatization greatly reduces the demand for labor, it does not mean that the role of people is not obvious. On the contrary, it puts forward a higher level for people which require professional talents with information literacy to maintain, utilize and manage the employment information platform. At the same time, investment in technology is also insufficient. The construction and operation of employment information platforms require relatively high software and hardware requirements. The construction of hardware determines the upper limit of platform construction, while the construction of software determines the functionality and use experience of the platform. The two complements each other to create a better employment information platform [5].

3.3. Poorly Targeted Information Push

At present, the general method of employment guidance in colleges and universities is to disseminate recruitment information and employment guidance through channels such as group news, WeChat push, and employment websites. These information release platforms have no difference in the content pushed by different student groups, ignoring the differences in employment information needs of students of different levels and different majors. At the same time, traditional lectures and classrooms are still adopted in terms of employment knowledge transfer and skill training. Moreover, ordinary students have limited ability to accept and process information. The huge amount of homogenized information makes it impossible for students to screen out suitable employment information in time. The incomplete dissemination of employment information has a great impact on the improvement of employment quality.

4. Approaches to the Construction and Optimization of University Informatization

4.1. Changing the Concept of Information Management

Employment information construction is still very different from traditional enrollment and employment work, which requires the management to change management concepts, discard old methods, and build an employment management system that meets the needs of the new era. Employment in colleges and universities should be people-oriented, coordinating the interests of students, colleges and universities, enterprises, superiors, etc., timely introducing new information technology, simplifying work processes, improving work efficiency, and

reducing staff pressure. The input and management of employment information should be standardized and unified management, and data analysis, comparison, and research are meaningful. The construction of employment platforms must be "systematic", avoid invalid work, duplication of work and other problems, and improve the efficiency of the use of human and material resources.

4.2. Building an Informationized Employment Platform

It is necessary to grasp the current advantages of major universities in the construction of smart campuses, and build a comprehensive, timely, and fully functional employment information service platform on the basis of this. Students can use this platform to collect the latest national employment policies, current employment forms and recruitment information of related companies; colleges and universities can have a clearer understanding of the situation of students through this platform, and can track the salary and promotion of students who have been employed, so as to provide effective help for future education and teaching.; Companies can use this platform to release recruitment information, understand the status of students at school, and hand over employment information with the school. So as to achieve a win-win situation for students, universities, and enterprises to meet the needs of all parties.

4.3. Increase Investment in Employment Informatization

The informatization construction of colleges and universities should be included in the important position of the construction of colleges and universities, and all aspects of financial, personnel, and policy assistance should be provided to fully guarantee the smooth development of college employment informatization construction. The first is to guarantee fiscal expenditures, and there must be special funds for the construction of employment informatization. The second is the construction of software and hardware, which guarantees the software and hardware equipment and venues required for informatization construction. The third is to formulate relevant policies. The state and universities must have clear policy assistance and work guidelines for the construction of employment informatization, and there must be unified standards for the construction of employment informatization. The fourth is to clarify work responsibility and obligation, clearly divide labor, and assign responsibility to each individual, so as to ensure the implementation of employment information construction.

4.4. Establish a Professional Talent Team

The enrollment and employment departments of colleges and universities have a heavy workload and high requirements. However, some colleges and universities currently have insufficient full-time personnel for enrollment and employment, and the construction of full-time personnel is not in place, and their employment business and information professionalism are not enough. This requires colleges and universities to form a professional information talent team, the school must have sufficient personnel, funds, and venues to support, do a good job in employment and the introduction of information technology technical talents, and at the same time provide for existing employment staff conduct relevant skills training to continuously improve the construction of the talent team in the construction of employment informatization in colleges and universities.

5. Conclusion

Employment in colleges and universities is related to the happiness of the people, social stability, and the prosperity of the country. The party and the state are very concerned about employment in colleges and universities. Smart campuses are of great help to the construction of employment informatization in colleges and universities. The construction of employment informatization in colleges and universities reduces the working pressure of colleges and

universities, and improves the work efficiency and the quality of employment of graduates. Under the background of the new situation, how to build an employment information platform based on a smart campus, use information technology changes to provide graduates with personalized and high-quality employment information, and to improve the quality and efficiency of employment services in colleges and universities is still an important subject of continuous research and reform.

Acknowledgments

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