

A Survey and Research on the Employment Situation of College Graduates--Taking the Zoology Major of Southwest Forestry University as an Example

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Abstract This article takes the 2021-2023 graduates of the Zoology major at Southwest Forestry University as an example. Firstly, a survey was conducted on the employment situation of college graduates, followed by an analysis of the current employment situation of college graduates. Then, the influencing factors of college graduates' employment were explained, and finally, intervention measures for college graduates' employment were discussed. Studying and analyzing the employment quality of such majors is of great practical significance for improving the employment situation of animal related majors.

Keywords Employment situation; Graduates; Universities; Zoology major at Southwest Forestry University

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Introduction

Kunming, also known as Spring City, is the capital of Yunnan Province, located in the southwest of China. It is favored by people for its beautiful natural environment and a climate that is like spring all year round. It is also the political, economic, cultural, and transportation center of Yunnan Province. The economy of Kunming has been steadily growing, but there is still a certain gap in development compared to first tier big cities and regional central cities. One of the main reasons affecting the economic development of Kunming is the relative shortage of talents. Cities thrive based on people, and the structure and quality of the labor force directly affect the driving force of regional economic development (Cheng, 2017). Kunming is more eager for talents than at any time in history. At the 12th Party Congress of the city, Kunming proposed to strive to build a city of talent vitality in the new era (Li, 2023).

Comprehensive talent attraction, retention, and utilization are the inevitable paths to strengthening the provincial capital. Fresh college graduates are a dynamic and creative group in the entire society, a valuable talent resource in the local economy, and a builder, main force, and new force in the comprehensive construction of a moderately prosperous society and the great rejuvenation of the Chinese nation. College graduates are a dynamic and creative group in the entire society. It is a precious talent resource of the country. It is a driving force for the comprehensive construction of a moderately prosperous society and the great rejuvenation of the Chinese nation. Fresh college graduates can inject fresh blood into urban development, improve the quality of urban population, provide important talent support for urban economic development, and promote comprehensive, coordinated, sustainable, and healthy economic and social development (Chen, 2022; Yang, 2023). Therefore, it is necessary to conduct in-depth research and exploration on the employment issues of urban college graduates. In order to further understand the ideological status of graduates, targeted guidance should be strengthened to improve the employment ability of graduates. Taking the Zoology major of Southwest Forestry University as an example, this article analyzes the employment situation of graduates from the Zoology major of Southwest Forestry University from 2021 to 2023. Based on survey data, key factors for the employment of college graduates are deeply explored to guide their employment and provide guidance for urban talent introduction policies, local enterprise recruitment, and Guidance on employment and entrepreneurship in universities provides certain theoretical and practical references.

Employment destinations for graduates majoring in Zoology at Southwest Forestry University

This article conducts in-depth research on the employment intention and practical problems of graduates majoring in Zoology from Southwest Forestry University. A questionnaire survey is used in this study. By consulting relevant literature and materials, design a survey questionnaire on the employment intention of graduates majoring in Zoology from Southwest Forestry University. Use Questionnaire Star to distribute the questionnaire, collect relevant data, and conduct data analysis.

We classified and statistically analyzed the employment status of the three graduates from our college from 2021 to 2023, with a total one-time employment rate of 94.29%, 93.30%, and 91.10%, respectively. Although the one-time employment rate has exceeded 90% for three consecutive years, it has shown a downward trend.

According to the nature of the employment unit, the employment destinations of graduates mainly include state-owned enterprises, research institutes, "three funded" enterprises, party and government agencies, private enterprises, and military units (see Table 1). We can see that state-owned enterprises are the main employers. But it is decreasing year by year. Private and foreign-funded enterprises are showing an increasing trend year by year. Even in 2003, private enterprises had surpassed state-owned enterprises. The proportion of graduates entering the military has grown rapidly in the past two years. The main reason is that in recent years, the military has begun to recruit a large number of local college students to enrich the troops.

Graduates' career choices

In June 2023, we conducted a survey on graduates of the class of 2023. When answering the question “What is the source of information for you to sign an employment agreement?”, 24.6% of graduates answered that they relied on their parents or relatives and friends, and 29.1% of graduates answered that they participated in supply and demand meetings held by the province, city, or society. 15.2% were collected through previous graduates, newspapers, magazines, the internet, and 5.3% were collected through graduation internships. However, only 19.5% and 9.6% relied on employment information provided by the school and attended supply and demand meetings held by other universities, indicating that a considerable number of graduates have a broad perspective and collect information through multiple channels and channels. The small proportion of information provided by the school indicates that a large amount of information provided by the school has not been fully utilized.

Analyzing the reasons for the setbacks faced by graduates in the process of choosing a career, most graduates believe that the main reasons are the school's brand, personal comprehensive quality, competitive ability, and professional skills such as computer science and English. Their proportions are 42.5%, 17.2%, 16.7%, and 15.8% respectively, while personal image only accounts for 4.1%.

There are three main situations for some graduates who have not yet signed employment agreements or found a job: the first is that 46.4% of graduates are not satisfied with their job, the second is that 32.7% of graduates are temporarily unable to find a job due to their limited conditions, and the third is that 20.9% of graduates are preparing to take the postgraduate entrance examination.

Table 1. Employment destinations of graduates (distributed by work nature)

	2021 session (%)	2022 session (%)	2023 session (%)
state-owned enterprises	44.64	31.83	26.35
Research institutes and universities	4.26	3.13	4.32
“Three funded” enterprises	12.29	11.34	11.39
Party and government agencies	3.08	3.83	3.46
troops	1.23	2.18	2.13
private enterprise	23.06	29.17	32.08
other	5.73	11.82	11.37

Employment awareness of graduates

In the investigation, graduates answer the question “Have you conducted a comprehensive analysis and serious consideration of your employment?” 33.7% and 49.8% respectively answered “thought about it” and “thought about it but not delved deeply”. This indicates that graduates have already begun to pay attention to their future employment before entering the graduation class. Graduates actively understand the employment situation, and most of them have realized the seriousness of the employment situation. 53.6% and 8.3% of graduates hold “pessimistic” and “pessimistic” attitudes towards the employment situation. 89.3% of graduates believe that personal ability is the primary factor affecting their career choices (see Table 2). At the same time, 27.4% of graduates mainly rely on their families and schools for career choices, and their initiative in career selection is poor.

Table 2. Main Factors Influencing Career Selection (Multiple Choice)

Selection order	First choice (%)	Second choice (%)	Third choice (%)	Total proportion (%)
social relations	27.6	10.3	17.3	55.2
Personal abilities	36.2	23.4	29.7	89.3
Academic performance	12.6	18.3	34.2	65.1

School brand	11.9	16.1	22.3	50.3
Employers demand	6.7	19.7	28.1	54.5
Employment channels	9.4	6.7	9.3	25.4
other	0.7	0.8	3.9	5.4

Psychological preparation for graduates before choosing a career

This survey shows that the competitiveness of graduates has increased. 36.4% of graduates believe that they must find a satisfactory job through fair competition. 54.63% of students will make every effort to find a job that suits them best. Only 4.7% of people have a negative attitude towards career choices. When asked, "If there is the same job, multiple people will compete. What would you do?" 58.3% of graduates expressed willingness to work hard to showcase their talents and strive for employment. Only 3.1% of graduates avoid competition.

In the future, 81.6% of people are full of confidence or have some confidence. Regarding the work to be undertaken, most people express a desire to showcase their intelligence, work hard, and achieve success in their careers. 25.7% of people believe that they will definitely be able to showcase their talents in the future, 31.4% will work diligently according to the needs of their organization, and 39.7% will enrich themselves by adapting to work for seeking opportunities.

87.3% of graduates believe that they have a good or certain understanding of their abilities and strengths and weaknesses. This reflects the diligent thinking of contemporary college students. Skilled in analyzing and understanding oneself. If the job is not satisfactory. 72.4% of graduates stated that they will actively strive for progress, seek opportunities, or seize opportunities to self-study and take the postgraduate entrance examination, but no one is willing to work hard every day. 11.2% of graduates expressed their intention to resign and go abroad. This reflects the good qualities of contemporary college students who dare to face challenges. 53.2% of graduates chose "worry" as the best way to express their pre employment emotions, while 41.3%, 36.4%, and 33.5% chose "contradiction", "confusion", and "anxiety", respectively. Among them, 28.3% of graduates felt the most anxious. Only 15.4% of graduates are confident, while 26.2% of graduates choose to be calm.

Conclusion

The employment quality of graduates is an important component of the level of higher education, which indirectly reflects the trend of social talent demand and the employment situation of graduates (An, 2022; Li, 2022). Universities should actively pay attention to the immediate interests of graduates, further improve the level of employment services, seize development opportunities, and strive to provide a favorable employment environment for graduates. At the same time, universities should actively utilize internet resources, contact enterprises, and carry out "dual selection meetings in the air"; Pay attention to the job search hotspots of graduates, establish graduation training courses to improve their employability; Pay attention to relevant employment policies and regulations in a timely manner, and let graduates understand the job opportunities in the first place, so that they can win at the starting line. In addition, postgraduate entrance exams and civil service exams have always been hot topics for graduates, and universities should provide professional guidance for graduates based on the actual situation of the school. In summary, universities should play the role of a "bridge" to promote the employment of graduates (Yang, 2023; Zhang and Yang, 2023).

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