

## Analysis on the Countermeasures of Recruiting College Graduates from the Perspective of Career Development

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**Abstract:** In the new period, the recruitment work in universities is faced with the dilemma of low enthusiasm and utilitarian motivation of college students. The reasons are negative influence of social environment, college students' own factors, insufficient recruitment propaganda and lack of attraction of recruitment policy. Under the new situation, we are required to help college graduates realize their dream of smooth military service and lifelong development according to their specialties and professional characteristics, and we are required to discuss the recruitment of contemporary college students in depth with the concept of career development. With the passage of time and the deepening of conscription work, there are some problems in college conscription work in the new period. Based on the concept of career development education, this paper explores the significance of career development education in the recruitment of college graduates, constructs a comprehensive management strategy system with career development education as the main body, and puts forward constructive suggestions on the practical work of recruiting college graduates.

### 1. Introduction

If a country does not have a strong national defense and army, it will not have a safe international and domestic environment. The army is based on soldiers, soldiers are based on recruits, and recruits are based on conscription [1]. Therefore, conscription is the source project of national defense and military modernization and an important work related to national security and stability [2]. In terms of universities, as a political task, they need to conscientiously complete the recruitment of college students in accordance with the spirit of relevant documents of the provincial military region and the Provincial Department of education and the overall deployment and requirements of the recruitment meeting of the people's Government of the region [3]. It is glorious for college students to join the army, but whether they choose to join the army or not, they should understand the steps and significance of career planning from the perspective of career planning, and be able to make rational choices in combination with career planning theory, so as to maximize their positive meaning of joining the army [4]. How to adjust and build the original conscription system and smoothly integrate the conscription policy system of college graduates with social and life needs, so as to deal with the increasingly severe employment form and career pressure, is a major problem in front of the University conscription department.

In order to meet the needs of the development of the times and promote the modernization of the Chinese army, the party and the government decided to recruit soldiers from college graduates [5]. Since the recruitment of college graduates in 2001, hundreds of thousands of college students have joined the army, which has played an important role in improving the quality of the Chinese army and promoting national defense construction. In the past, most of the soldiers absorbed by the national army were students graduated from junior high school and senior high school, which is one of the main reasons for reducing the quality of Chinese Army soldiers to a certain extent [6]. In order to improve the comprehensive quality of soldiers, the state has gradually shifted the recruitment of soldiers to college students with higher education and high quality, especially for fresh college graduates, which provides a good way to join the Army [7]. With the passage of time and the deepening of conscription work, some problems have emerged in the University conscription work in the new period, which need to be seriously studied and treated to find out the countermeasures. In order to solve the dilemma of college graduates' recruitment, we need to create

a good social atmosphere of respecting, supporting and loving the army, strengthen college students' national defense education, innovate the ideas and forms of recruitment publicity, improve and improve the operation mechanism of College Students' recruitment, and broaden the development space of College Students' soldiers in the army, Actively implement various preferential policies for college students to join the army.

## **2. The significance of college students joining the army**

### **2.1. Open up a broader path for college students' Employment Development**

From the perspective of career choice, joining the army can be regarded as a good road to employment development, providing a choice in employment. Although we have carried out national defense education since primary school, under the current college entrance examination mode, national defense education has always been ignored, and it is in an embarrassing situation of paying attention verbally and actually coping with it. The only child's family environment and the current education system all lead to the weakening of college students' national defense concept. If you feel that it is not suitable to continue to develop in the army, there are many preferential employment policies after retirement. At the same time, the army is a big school with a good environment and atmosphere for talents to grow up. The military talents who grow up in the army are talents with multiple post experiences and complex qualities, which is the best environment for training themselves in many ways and will benefit individuals for life [8]. The recruitment of college graduates should provide them with correct career planning and career information in such a life opportunity, so that students in need can know the latest international and national military trends, the most authentic military culture and military work ethics, and the most necessary information on soldiers' work ability requirements. In order to call on more college students to invest in the military construction of the motherland, the state has put forward more preferential policies, which has opened up a broader road for the future development of military personnel. It is no longer a helpless choice for college students to join the army, but an ideal place, which is another broad road to seek common development for themselves and the country.

### **2.2. Conducive to the future career advancement of college students**

For college students who join the army, the state and local governments have many preferential policies. In the selection and appointment, priority is generally given to the selection and appointment. Soldiers who have served for two years and meet the relevant conditions can be selected as non-commissioned officers. Qualified college graduates are given priority in the army, which is of great benefit to the future career promotion of college students. Joining the army is also an important part of college students' life experience. In the army, they can not only learn a lot of knowledge that they can't learn in school, but also learn and master various skills and improve their practical ability. The clearer the self-positioning, the more likely the student subject is to find a job that is consistent with his own personality or ability. Of course, the ideal state in which the subject exerts his strengths in the corresponding position is also the most likely to be realized. The attraction of preferential policies for conscription is far greater than the sense of pride and honor brought by joining the army, and the patriotic consciousness of dedicating oneself to national defense and joining the army is diluted. The motivation of enlisting in the army is utilitarian, which will inevitably affect the quality of enlisted soldiers. Therefore, career education and career guidance in conscription should have diversified thinking angles, so that the concept of career development can be integrated into the learning activities of college graduates for the realization of life ideals, and students' vision can be extended from the academic world to the realization world.

### **3. How college students join the army under the guidance of career theory**

#### **3.1. Create a good social atmosphere of respecting and supporting the army and loving the army**

Although joining the army has many advantages, as a college student, you can't blindly join the army. Whether to choose to join the army or not, college students should take the career planning theory as the guide, first of all, make a good self-assessment, have a comprehensive and objective understanding of themselves, make clear their future career development will and direction, and link the army with self-values [9]. Universities should strengthen the leadership of national defense education organizations, innovate educational methods and means, and enhance the attraction and appeal of national defense education. In the process of "two courses" education, universities should further increase the content of national defense education, and provide systematic and professional training for teachers of national defense education. In order to optimize the cultural quality structure of our soldiers and avoid policy risks as much as possible, we should improve and perfect it in many ways. First, reasonably determine the number of college graduates enlisted, appropriately expand the number of non-commissioned officers directly recruited from college graduates, and expand the number of conscripts recruited from college students and national defense students. College students' schools should give college students soldiers some follow-up education in ideological and economic aspects, and ensure that they give key recommendations in the aspects of joining the party, awarding awards, employment, etc.

#### **3.2. Further improve the operational mechanism of university conscription work**

Doing a good job in university conscription is not only the duty of the resident military service organs, but also the responsibility of the party committees and administrative leaders of universities. It is not only the proper meaning of the work of the armed forces department of universities, but also the joint cooperation of the departments of security, learning and engineering. College graduates are older and have a strong desire for professional and professional development. It is difficult to encourage them to join the army by simply compensating tuition fees economically, and it is even more difficult to meet their demands for all-round development. To analyze the occupation of soldiers, it is necessary to make clear what kind of experience process you need to go through as a soldier who is enlisted in the army, and to understand the characteristics of future related occupations of soldiers. Universities can ask retired college students to share their experiences and thoughts in the army, and gradually form a good atmosphere and value orientation for college students to join the army. Figure 1 shows the recruitment of college graduates.



Figure 1 Recruitment of college students

In order to enhance the attraction of college students to enlist in the army and make them have lasting vitality, we should pay attention to formulating specific laws and regulations, strengthen the protection of retired college students' conscripts in employment, training and life, and avoid their worries as much as possible. In order to solve the related problems such as ensuring students'

ideological stability during enlistment and adapting to the new environment after retiring, the original schools of college students should establish a systematic preferential treatment and placement policy system, such as visiting and condolence system for grass-roots troops regularly, condolence system for enlisted students from families with financial difficulties, and academic and economic assistance system for students with financial difficulties after retiring, so as to construct an auxiliary recruitment policy for college graduates with humanized career development.

#### 4. Conclusions

College students joining the army is of great significance to the improvement of the overall quality of the national army, the modernization of the army and the development of national defense. From the perspective of career planning, it is beneficial for college students to join the army for their own career development. However, not all college students are suitable for enlisting in the army. How to make a choice requires college students to conduct self-analysis and career analysis reasonably under the guidance of career theory. The military profession has many particularities, so college students must consider carefully and make rational decisions when choosing this path. College student staff must pay attention to the ideological trends of college students, give correct guidance, overcome difficulties and encourage them to realize their life value. There should be diversified thinking angles for career education and career guidance in conscription, so that the concept of career development can be integrated into the learning activities of college graduates for the realization of life ideals, and students' vision can be extended from the academic world to the realization world. If an individual can meet the requirements of the army, he can apply his professional knowledge in practice, get a rare opportunity for development in the army, and write a brilliant contribution to his life achievements.

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