

RESEARCH ON THE IMPLEMENTATION EFFECT AND IMPROVEMENT STRATEGIES OF THE EMPLOYMENT POLICIES FOR COLLEGE STUDENTS IN YIBIN CITY

Pinhong Zeng¹, Wen Jia²

^{1,2} Yibin University, Yibin, China

Email: 2004114002@yibinu.edu.cn

Abstract

This paper focuses on the employment policies for college students in Yibin City. Based on the elaboration of the national employment - related policy background and the employment status of college students (such as growing scale, fierce competition, and changing employment preferences), it analyzes the current situation and implementation effects of Yibin City's employment policies for college students from the supply - side, demand - side, and environmental - side perspectives. It is found that there is a mismatch between employment policies and employment effects. For example, on the supply - side, there is a mismatch between majors and market demands, and students lack practical abilities; on the demand - side, students have deviations in their employment concepts; on the environmental - side, policy promotion is inadequate and incentives are insufficient. Therefore, multi - dimensional optimization strategies are proposed, including the government building school - enterprise cooperation platforms, strengthening policy promotion, optimizing policy content, accurately matching market demands, and enhancing policy coordination and cooperation. Through these strategies, the aim is to improve the effectiveness of employment policies, alleviate the structural contradictions in college students' employment, achieve the rational allocation of human resources, enhance the quality of employment, and promote the coordinated economic and social development of Yibin City.

Keywords: College students, Employment policies, Policy implementation, School-enterprise cooperation

1. INTRODUCTION

General Secretary Xi Jinping clearly pointed out in the report to the 20th National Congress of the Communist Party of China: "Employment is the foundation of people's livelihood. We will strengthen the employment-first policy, improve the employment promotion mechanism, and promote high-quality and full employment. We will improve the public employment service system, refine the employment support system for key groups, and strengthen targeted assistance for the employment of disadvantaged groups. We will

coordinate the urban and rural employment policy systems, remove institutional and policy obstacles that impede the flow of labor and talent, eliminate unreasonable restrictions and employment discrimination that affect equal employment, so that everyone has the opportunity to realize their own development through hard work. We will improve the lifelong vocational skills training system and work to resolve structural employment issues. We will improve the guarantee system for starting businesses to create jobs and support and regulate the development of new forms of employment. We will improve laws and regulations on labor, refine the consultation and coordination mechanism for labor relations, improve the system for protecting workers' rights and interests, and strengthen the protection of the rights and interests of workers engaged in flexible employment and new forms of employment."

One of the main objectives of China's 14th Five-Year Plan is to achieve the creation of over 55 million new urban jobs and keep the surveyed urban unemployment rate within 5.5%. The plan also points out that in the coming period, the number of newly grown labor forces, such as college graduates who will seek employment in urban areas, is expected to exceed 10 million people each year. During the process of industrialization and urbanization, a considerable number of rural surplus labor forces still need to be transferred for employment, and the task of promoting employment for key groups is arduous. Therefore, efforts should be made to ensure the employment of key groups, including college graduates, demobilized military personnel, rural labor forces transferred to urban areas, and people having difficulties in finding jobs.

II. The Current Employment Situation of College Students in Universities

1. The scale of college students' employment is increasing year by year. With the continuous growth of the number of college graduates, the situation of oversupply in the job market still exists, and the pressure of employment competition remains relatively high. Driven by the popularization of higher education and social and economic development, the scale of undergraduate graduates in China has been continuously expanding. According to the "2024 Report on the Employment Quality of Chinese College Students" issued by the Ministry of Education, the number of fresh graduates reached 11.79 million (an increase of 210,000 compared with the previous year), and it will reach 12.22 million in 2025, as shown in Figure 1.

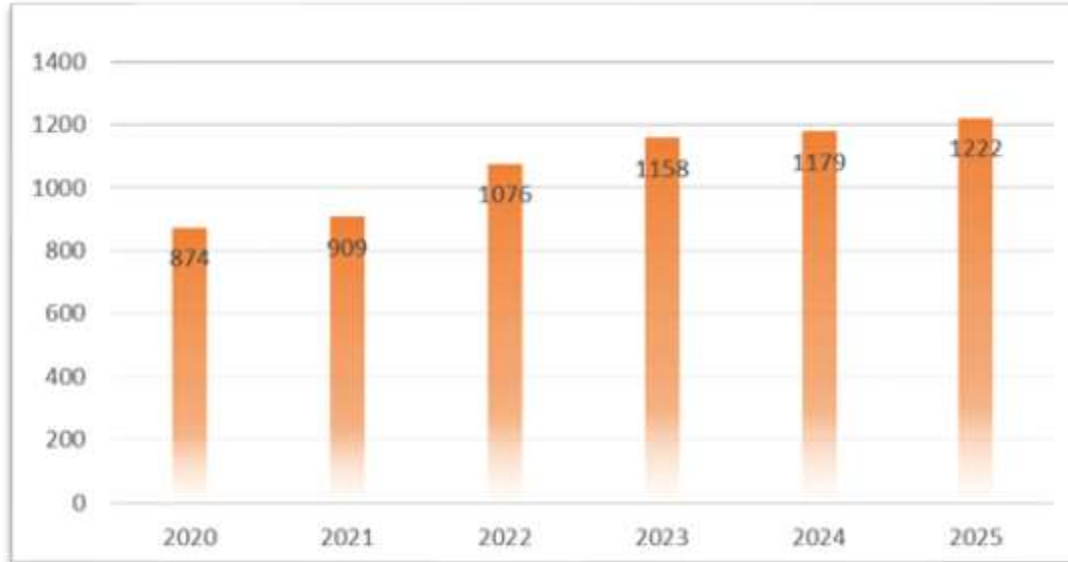


Figure 1. The number of college graduates 2019-2025 (unit:10000;Data Source: Ministry of Education)

In 2025, the total number of college graduates in the province will reach a record high, and the number of local college graduates in Yibin is also quite high. College students are still facing fierce competition in the job search process. The number of applicants for popular positions such as civil servants and public institutions is large, and the admission rate is low. Facing the increasingly growing scale of the employed youth group, the changes in the international and domestic situations, the development of science and technology, industrial transformation, and economic structural adjustment are intertwined, leading to a continuous rise in the youth unemployment rate. Therefore, employment has become a hot topic of social concern. Employment quality is related to people's livelihood, affects the long-term development of the economy, and is connected to the improvement of the family happiness index. At present, achieving high-quality and full employment faces two major challenges. On the one hand, there is a great pressure on the total employment volume. The continuous increase in the number of college graduates and the reallocation of employees due to the resolution of overcapacity have contributed to the large pressure on the total employment volume. On the other hand, the structural contradictions in employment are prominent, mainly manifested as the mismatch between employment supply and demand, with the coexistence of the phenomena of "difficulty in finding employment" and "difficulty in recruitment".

2.Changes in the Employment Preferences of College Students

Firstly, the proportion of slow employment and freelance work is on the rise. The proportions of fresh graduates choosing slow employment and freelance work have increased from 18.9% and 13.2% last year to 19.1% and 13.7% this year respectively. With the continuous expansion of postgraduate enrollment in colleges and universities, the proportion of fresh graduates continuing their studies domestically has increased from 4.9% last year to 6.5%. As the domestic economy undergoes transformation and upgrading, and with the rapid development of new forms of employment, college graduates have more diversified choices. An increasing number of students are realizing their self-worth through slow employment and freelance work.

	2023 Graduates	2024 Graduates
Employment in Organizations	57.6%	55.5%
Slow Employment (No Specific Plans for Now)	18.9%	19.1%
Freelance Work	13.2%	13.7%
Continuing Studies in China	4.9%	6.5%
Others	4.1%	3.6%
Entrepreneurship	0.7%	0.9%
Continuing Studies Abroad	0.7%	0.7%

table 1 Destination of graduates(Data source: 2024 Report on the Employability of College Students)

Secondly, there is a trend of flocking to state - owned enterprises in terms of employment types. Judging from the trend of change, the proportion of graduates who wish to enter state - owned enterprises has been rising for five consecutive years, increasing continuously from 36% in 2020 to 47.7% in 2024. In contrast, the proportion of graduates who wish to enter private enterprises has been decreasing for five consecutive years, dropping continuously from 25.1% in 2020 to 12.5% in 2024.For details, please refer to Figure 2.

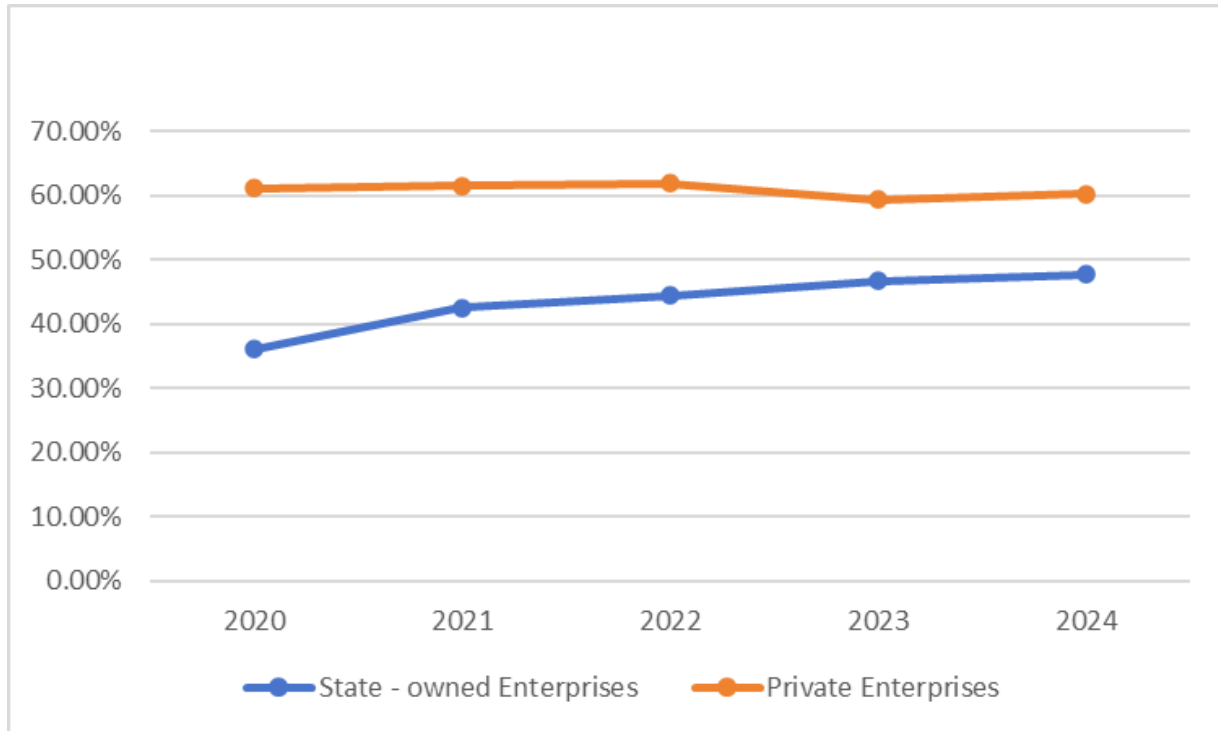


Figure 2. Proportional Changes in Graduates' Expectations of Entering State - owned Enterprises and Private Enterprises (Data source: 2024 Report on the Employability of College Students)

Finally, the employment mindset of college students is shifting. The pursuit of stability is intensifying continuously. They are more eager for stable jobs and income sources to improve their quality of life and risk - resistance capabilities.

	2023 Graduates	2024 Graduates
Salary and Benefits	69.3%	71.2%
Stability is Paramount	40.7%	51.0%
Work - Life Balance	39.5%	37.3%
Talent Policies such as Household Registration and Subsidies	18.8%	21.4%

	2023 Graduates	2024 Graduates
Ability to Learn New Things	25.2%	21.3%
Clear Career Development Path	18.9%	17.5%
Major - Job Match and High Job Fit	21.3%	15.1%
Equality and Respect	13.0%	11.9%
Industry/Company Prospects and Market	12.0%	10.2%
Interest - oriented	8.3%	8.9%
Consistency with Corporate Culture and Values	6.4%	4.6%

Table 2 Factors Valued by Fresh Graduates in Job Hunting (Data source: 2024 Report on the Employability of College Students)

As shown in Table 3, fresh graduates are placing increasing importance on job stability. Among the graduating job - seekers in 2024, 51% believe that "stability is of utmost importance", which is a 10 - percentage - point increase compared to last year. This proportion ranks second, only after "salary and benefits" (71.2%).

III. Literature Research on Employment Policies

Starting from the basic classification dimensions, the employment policies for college graduates can be divided into demand-side policies, supply-side policies, and environmental policies. Among them, demand-side policies and supply-side policies directly drive the development of college students' employment work, while environmental policies play an indirect influencing role. Supply-side policy tools refer to the government's provision of support in aspects such as technology, funds, and services, promoting the employment work of college graduates to develop in a more in-depth and refined direction. This tool level mainly involves contents such as talent cultivation, capital investment, information services, and technological support in the employment work of college graduates. Demand-side policy tools mean that the government actively explores and cultivates emerging markets, stimulates technological innovation in employment work, thereby reducing market uncertainties and lowering employment risks. This tool level mainly covers contents such as

government procurement, service outsourcing, trade control, and overseas exchanges in the employment work of college graduates.

Environmental policy tools refer to the government's influence on the employment environment by formulating policies such as regulatory controls, financial and monetary policies, and tax systems, providing more opportunities and platforms for the employment of college graduates, and enhancing the overall strategy of college students' employment work in the development of the national economy. This tool level mainly involves contents such as target planning, regulatory management, financial assistance, and strategic measures in the employment work of college graduatesⁱ.

When Rothwell and Field studied the mutual influence between technological innovation and government policies, they strengthened the role of the government as a facilitator in the process of promoting relevant policies. They distilled three types of roles that the government should assume with respect to the objects affected by policy tools, namely the environmental side, the supply side, and the demand side. These roles respectively correspond to the influence, driving force, and pulling force demonstrated in the process of policy promotionⁱⁱⁱⁱ.

Policy Tool Type	Secondary Policy Tools	Explanation
Supply type	Talent cultivation, information, service, funds, investment, technological support	The government provides support in aspects such as information, funds, science and technology, and talent, improving the supply of elements related to the employment of college graduates, enhancing their willingness and ability to be employed, and promoting their employment.
	Accumulation of elements such as academic performance, scientific research competitions, and internship experiences	During the college stage, graduates continuously accumulate and precipitate elements such as academic performance, scientific research competitions, and internship experiences, effectively expanding the breadth and depth of job - seeking, and providing strong supply - side support for expanding employment opportunities and improving employment quality.

Dem and - type	Government procurement, service outsourcing, trade control, overseas exchanges	The government takes measures in procurement, regulation, international exchanges, etc., actively 开拓 and stabilizing the market for the employment of college graduates, and stimulating their employment.
	Value concepts and capabilities	College students shape and cultivate value concepts and capabilities related to employment demands through relevant measures, emphasizing the application of experience, skills, concepts, etc. required by the employment market.
Envir onment - type	Goals, plans, strategic measures, financial assistance, regulatory controls	The government provides support in aspects such as the market environment, finance, and laws and regulations, providing a favorable policy environment for employment activities, thus indirectly promoting the employment of college graduates.
	Family and society	Families and society can provide a good external support environment for graduates, indirectly promoting college students to achieve high - quality employment.

table 4 Classification and Explanation of Policy Tools

IV. The Current Situation of Employment Policies for College Students in Yibin City

The People's Government of Yibin City attaches great importance to the employment issue. When searching on the official website of the People's Government of Yibin City with the keyword "employment", it can be found that from the beginning of 2024 to March 2024 alone, the frequency of relevant words reached 10,000, which shows the emphasis the People's Government of Yibin City places on employment. Since 2024, the People's Government of Yibin City has taken all measures to ensure employment. For example, "entrusting a third - party organization to carry out the 'Public Employment Service on Campus' in Yibin City in 2024, specifically the 'Light up Your Career, Enjoy Working in Yibin' series of activities, namely the employment and entrepreneurship guidance service on - campus activity".

1. Supply-side Policies

Yibin City has launched a number of training programs to promote the employment of college students. These include trainings such as the "Enjoy Working in Yibin: College Students' Employment Sprint Summer Camp", the "Special Storytelling Session on Employment and Entrepreneurship for Yibin College Students", and the "Exhibition of High-quality Courses on Employment and Entrepreneurship Guidance for Colleges and Universities in Sichuan Province in 2024", etc. At the same time, one-time subsidies are provided to college students for their employment. Aiming at the pain points of students such as "lack of practical experience, unclear job-hunting direction, unclear resume focus, and neglect of interview details", "one-on-one" vocational guidance services are carried out.

To assist colleges and universities in promoting employment, Yibin University regards employment as a "top priority" project and strengthens the top-level design. In 2023, it has provided more than 37,000 job positions for the graduating class of 2023. The total number of job positions increased by 10% compared with the same period last year, and 240 online and offline job fairs were held. At the same time, characteristic industrial colleges were established to deepen the integration of industry and education and improve students' employment adaptability. Moreover, precise assistance with the approach of "one file for each person" and "one policy for each student" was implemented for 711 graduates with employment difficulties.

2. Demand-side Policies

Yibin City has organized many job fairs for employment. Just during the Spring Festival in 2025, 133 job fairs were held, including various special job fairs such as "Women's Protection: Jobs Are Waiting for You" to assist female college students in finding jobs. Since the beginning of this year, Yibin City has incorporated the "Job Delivery in Four Seasons" recruitment activity into the top ten people-benefiting actions of "Yimei Homeland, Co-creation" in Yibin City in 2024, and continuously held a series of recruitment activities, making great efforts to stabilize employment, ensure labor supply, and promote development with sincere care.

Our city has frequently carried out special job fairs for college graduates and for the labor force from poverty-alleviated households named "Work in Yibin, Jobs Are Waiting for You" by scale, by county (district), and by category. From January to September 2024, the city carried out 1,174 "Job Delivery in Four Seasons" recruitment activities, attracting 635,900 person-times to seek jobs on site, and 55,400 person-times reached employment intentions. At the same time, Yibin City has comprehensively promoted two major employment platforms online, namely "Yijiu Ye · Community Quick Recruitment" and "Yijiu Ye · Yupao". The cumulative number of registrations has reached 283,100, with 375,600 job positions being recruited in real time, and nearly 20,000 person-times have reached employment

intentions, which enables college students to obtain employment information conveniently and efficiently.

Offline, "Yijiu Ye" stations have been built around areas with a dense employment population, such as "colleges and universities, business districts, and industrial parks", bringing employment services like skill training, policy consultation, and job recommendation to the people. Currently, a five-level service system at the city, county (district), township (sub-district), village (community), and industrial park levels has been established offline. 2,295 grassroots employment and entrepreneurship service stations (points) have been built, and 38 "Yijiu Ye" demonstration stations, such as those in Yibin University and the Zhechuan Textile Park in Pingshan, have been completed.

In terms of exploring employment positions, through continuously carrying out the "Three Batches" actions of recruitment in state-owned enterprises, private enterprises, and government agencies and public institutions, and frequently holding a series of recruitment activities such as "Work in Yibin, Jobs Are Waiting for You". From January to May 2024, 3,078 recruitment positions for civil servants and in public institutions were released, and state-owned enterprises and private enterprises recruited 5,046 college graduates with a bachelor's degree or above. Moreover, the rapid development of industries such as crystalline silicon photovoltaics, power batteries, and the digital economy has brought a large number of employment opportunities to Yibin. For example, the Big Data Industrial Park in Yibin has attracted the return of many college talents. Among the 43 members of this team, more than half are locals of Yibin.

3.Environmental-side Policies

Yibin City has introduced a series of policies, such as the "Policies and Measures for Implementing Ten Major Projects to Promote the Employment and Entrepreneurship of Graduates from Colleges and Secondary Vocational Schools and Other Young People". In terms of subsidy policies for enterprises: A one-time employment absorption subsidy of 1,000 yuan per person will be given to small, medium and micro enterprises that recruit college students in the graduation year. For small and micro enterprises, new agricultural business entities and social organizations that recruit college graduates who have not been employed within 2 years after leaving school, sign labor contracts for more than 1 year and pay social insurance premiums for them, social security subsidies will be provided according to the actual social insurance premiums paid by the unit, and the subsidy period shall not exceed 1 year at most.

For subsidy policies for college students: For college graduates who first enter an employer within the city (excluding government agencies and public institutions), sign a labor contract, purchase social insurance and have stable employment for more than one year, a one-time employment subsidy of 1,000 yuan per person will be given to college

graduates who are employed in Yibin. The implementation period of this policy is until July 31, 2025.

Employment Subsidy for Enterprises Established by Entrepreneurs to Absorb Workers: College graduates who have graduated within 3 years are encouraged to start enterprises. For newly added positions in these enterprises that absorb workers for employment, if labor contracts are signed and social insurance is participated in according to regulations, for those who recruit 3 people (including 3 people) or less, a reward of 2,000 yuan per person will be given; for those who recruit more than 3 people, an additional reward of 3,000 yuan will be given for each additional person, and the maximum total reward shall not exceed 100,000 yuan. For eligible college and secondary vocational school graduates who start businesses (within five years of graduation, start their own businesses, obtain business licenses and operate normally and continuously), a one-time entrepreneurial subsidy of 15,000 yuan will be issued. For those who lead and start multiple entrepreneurial projects, the cumulative subsidy shall not exceed 100,000 yuan at most.

V. The Effect of Employment Policies for College Students in Yibin

During just the Spring Festival period this year in Yibin City, a total of 133 various online and offline recruitment activities were held across the city. However, both the proportion of the number of participants and the number of people who reached employment intentions are relatively small. For example, on the morning of March 14, 2025, the Organization Department of the Cuiping District Committee, the Human Resources and Social Security Bureau of the District, and the Yibin Campus of Chengdu University of Technology jointly held a special recruitment fair named "Work in Cuiping, Jobs Are Waiting for You". The recruitment fair attracted 50 key enterprises in the urban area to participate, covering popular industries such as educational consulting, information technology, manufacturing, and new energy. It provided more than 900 employment positions such as engineers, technicians, and management trainees. However, only 328 resumes were received on the spot of the recruitment fair.

Yibin City has incorporated the "Job Delivery in Four Seasons" recruitment activity into the top ten people-benefiting actions of "Yimei Homeland, Co-creation" in Yibin City in 2024, and continuously held a series of recruitment activities, making great efforts with sincere care to stabilize employment, ensure labor supply, and promote development. Our city has frequently carried out special job fairs for college graduates and for the labor force from poverty-alleviated households named "Work in Yibin, Jobs Are Waiting for You" by scale, by county (district), and by category. Judging from the recruitment results, from January to September, the city carried out 1,174 "Job Delivery in Four Seasons" recruitment activities, attracting 635,900 person-times to seek jobs on site, and 55,400 person-times reached employment intentions. It can be seen from Table 5 that college students have a low

participation rate in the job fairs in Yibin and there is insufficient response to the employment policies of Yibin City.

Recruitment Place	Time	and	Number of Participating Enterprises	Number of Job Positions Provided	Number of Participants	Number of People Reaching Employment Intentions
Xingwen's Breeze Action Recruitment Fair in 2025	"Spring Special	More than 60	More than 10,000	More than 5,000	More than 2,000	502
Changning's Festival Job Employment Month Special Recruitment in 2025	Spring Delivery and Assistance	More than 50	More than 10,000	More than 3,000	328	Unknown
Yibin Chengdu Technology in 2025	Campus University	of More than 50	More than 900			

table 5 Statistical Table of Some Recruitment Fairs in Yibin City (Data Source: Official Website of the People's Government of Yibin City)

VI. Reasons for the Mismatch between Employment Policies and Employment Effects

1. At the supply-side level, it is mainly reflected in the matching degree between majors and demands and students' learning abilities.

(1) There are problems with the matching degree between majors and market demands. Firstly, the adjustment of majors set by colleges and universities may lag behind the industrial upgrading and changes in market demands. There are too many students majoring in some traditional majors, while the cultivation of talents in relevant majors in emerging industries such as artificial intelligence and big data is insufficient. This leads to a mismatch between the majors that some college students study and the demands of the job market, resulting in the situation of "studying something that is not used and using something that is not studied", which affects the employment matching rate and employment quality of college students. For example, currently, emerging majors such as big data in Yibin University are still under application. Secondly, the matching degree between the existing industrial structure in Yibin City and the majors set by colleges and universities is relatively low. For instance, Yibin City may have unique development demands in certain industrial fields, but the setting of relevant majors in colleges and universities fails to keep up in a

timely manner, making it difficult for graduates to find positions that are completely in line with their majors when they seek employment locally. The industrial development of Yibin City may have its own characteristics and key directions. For example, the local new energy power battery industry is one of the key developing strategic emerging industries. However, the major setting in colleges and universities may not fully consider the special demands of these industries, and there is a lack of targeted major setting and talent cultivation plans.

(2) College students lack practical abilities during their college years. In the process of talent cultivation in colleges and universities, the practical teaching link is relatively weak, and some college students lack practical operation abilities and problem-solving abilities. Enterprises generally hope to recruit talents who can quickly adapt to their job positions. However, college students with insufficient practical abilities require enterprises to spend more costs on training, which, to a certain extent, reduces the employment competitiveness of college students and affects the employment quality and the initial stage of their career development.

Take the Business Administration major of Yibin University as an example. Currently, there is a relative shortage of integration between industry and education in the Business Administration major, and the internship bases established with enterprises are not sufficient to accommodate the current number of students. At the same time, there is insufficient communication and cooperation between colleges and universities and enterprises. The information exchange between colleges and universities and local enterprises is not smooth enough. Enterprises cannot convey their specific talent demands to colleges and universities in a timely and accurate manner, and colleges and universities also lack in-depth understanding of the development trends of local industries, resulting in a disconnection between major settings and industrial demands.

2. At the demand-side level, it is mainly reflected in the deviation between students' employment expectations and concepts.

Under the current employment situation, there are some relatively obvious deviations in the employment concepts of college students. These deviations have had a certain impact on their employment choices, employment quality, and even their personal career development. Through interviews with 20 college students in Yibin, the following points have been summarized.

(1) Excessive Pursuit of Stable Jobs

Many college students regard taking the civil service examination, the examination for public institution positions, and entering state-owned enterprises as their top employment choices. They believe that these jobs offer a high degree of stability, and once they are hired, they can feel at ease. The formation of this concept is influenced by traditional employment ideas and family factors on the one hand. Parents and elders often hope that their children can have a stable job. On the other hand, the current social employment market is highly

competitive, with frequent job changes and an increase in unstable factors, which makes college students more eager for a stable working environment.

However, an excessive pursuit of stability may cause college students to miss some job opportunities that are more promising in terms of development potential and challenging. Moreover, with the development of society and the advancement of reforms, the so-called "iron rice bowl" jobs are not absolutely stable either. If college students only focus on pursuing stability, they may lack the ability to cope with changes and the spirit of innovation.

(2) Limitation in Geographical Location Selection

Many college students show obvious limitations in their choice of employment locations. They tend to choose first-tier cities or economically developed coastal areas, such as Chengdu, Beijing, Shanghai, Guangzhou, and other places. They believe that these areas are economically prosperous, which can provide more job opportunities and higher salaries. At the same time, there are also better living and development environments. However, this phenomenon of clustering makes the employment competition in these areas extremely fierce, and it greatly increases the difficulty for college students to successfully obtain their ideal jobs. In contrast, although some second- and third-tier cities as well as the central and western regions also have certain development potential and talent demands, they find it difficult to attract enough college students. This limitation in geographical location selection is not only unfavorable to the college students' own career development (because it may be difficult to obtain sufficient development space in areas with intense competition), but also unfavorable to the balanced distribution of talents among regions and the coordinated economic development.

(3) Overemphasis on Salary and Benefits

During the job-seeking process, many college students consider salary and benefits as the primary factor, and even regard it as the sole criterion for measuring the quality of a job. They hope to obtain a high income after graduation to achieve financial independence and improve their quality of life. This concept leads them to often overlook important factors such as the development prospects of the job itself, personal interests, and the space for career growth when choosing a job. For example, some college students, in order to get a higher salary, choose to enter enterprises with an unclear industry outlook or those that have nothing to do with their majors and interests. As a result, they lack motivation and enthusiasm at work, and their career development is also restricted. Moreover, placing too much emphasis on salary and benefits may also cause college students to fall into some salary traps. For instance, some enterprises may use high salaries to attract college students to join, but the work intensity is high, the working environment is poor, or there are unstable factors.

(4) Lack of Entrepreneurship Awareness and the Spirit of Adventure

Although the current society strongly advocates innovation and entrepreneurship and provides a series of policy support and an entrepreneurial environment for college students,

many college students still have a fear and resistance towards starting a business, lacking the awareness of entrepreneurship and the spirit of adventure. They are more inclined to choose traditional employment methods, believing that starting a business is highly risky and full of uncertainties, and worrying that business failure will bring them economic losses and social pressure. This concept causes many college students with entrepreneurial potential and innovative ideas to miss out on entrepreneurial opportunities, and it is also not conducive to stimulating social innovation vitality and the diversified development of the economy. In fact, entrepreneurship can not only provide a platform for college students to realize their self-worth, but also create more job opportunities and promote social development.

3. At the environmental-side level, it is mainly reflected in the inadequate promotion of employment policies and insufficient incentives for students.

(1) Many students are not familiar with the employment policies of Yibin. There are deficiencies in the promotion of some employment policies, and both enterprises and job seekers have a low awareness of these policies. For example, some policies that support small and micro enterprises, as well as entrepreneurial subsidy policies, etc. Due to limited publicity channels, many eligible entities fail to understand and enjoy these policies in a timely manner, which affects the implementation effect of the policies.

(2) The existing employment subsidies are insufficient in terms of incentives. Regarding employment subsidies, most students believe that the salaries offered by companies in big cities are higher than those in local enterprises of Yibin, and this additional salary difference is enough to exceed the amount of these subsidies. In terms of career development prospects and expected salary growth, enterprises in big cities offer more development opportunities and broader space for career advancement.

Students think that working in a big city can not only bring them a relatively high initial salary, but also, with the improvement of their own abilities and the accumulation of work experience, there is greater potential for future salary growth. In contrast, the development speed and scale of local enterprises in Yibin are relatively limited, with fewer opportunities for career promotion, and the range of salary increase may also be smaller. Therefore, students are more inclined to choose to work in big cities, believing that in the long run, the high salaries and development prospects in big cities are more attractive than the subsidies.

VII. Multi-dimensional Optimization Strategies for Yibin City's Employment Policies to Promote Employment

1. The government assists in building a school-enterprise cooperation platform to promote the integration of industry and education.

Building a school-enterprise cooperation platform is of great significance in promoting the in-depth integration of education and industry, improving the quality of talent cultivation, driving the development of the local economy, and solving employment problems.

(1) Strategic Value

From the supply-side perspective, on the one hand, it optimizes the talent cultivation programs of schools to address the issue of the matching degree between majors and market demands. Through the school-enterprise cooperation platform, schools can directly communicate with enterprises and gain an in-depth understanding of the enterprises' talent demand standards and job skill requirements. For example, in the smart terminal industry that Yibin City is vigorously developing, schools can, based on the feedback from enterprises, promptly adjust the curriculum settings of relevant majors such as computer science and technology and electronic information engineering, and add teaching content on cutting-edge technologies such as artificial intelligence and the Internet of Things, so that talent cultivation can better meet the actual market demands and avoid the disconnection between the knowledge learned by students and the needs of enterprises.

On the other hand, it can expand students' internship and employment channels and improve the problem of students' insufficient practical abilities. The school-enterprise cooperation platform provides students with abundant internship opportunities, allowing them to exercise their professional skills and practical abilities in a real corporate environment. Taking the new energy vehicle industry in Yibin City as an example, students majoring in relevant fields can go to the production workshops and research and development centers of enterprises for internships, getting familiar with the work processes and job requirements in advance. Students with excellent internship performance are more likely to be preferentially hired by enterprises, which greatly improves the employment rate and employment quality of students.

From the perspective of the demand side, students can adjust their existing employment expectations and correct the problem of concept deviation through internships. For example, they can better understand that the salary level is not the only criterion for measuring the quality of a job. Instead, factors such as the development prospects of the industry, the promotion space within the enterprise, and the opportunities for improving their own professional skills should also be comprehensively considered.

During the internship process, students enter the real workplace environment and personally experience the operation mode and work rhythm of the enterprise. They will find that some positions with seemingly low salaries actually have broad development potential. For instance, students interning in emerging Internet start-ups may not receive a generous internship salary at first, but since the company is in a rapid development stage with continuously expanding business, employees have the opportunity to get involved in various cutting-edge projects and accumulate rich practical experience, and there is considerable room for future promotion and salary increase. In contrast, in some mature enterprises in traditional industries, although the starting salary is relatively high, the promotion channels are relatively narrow, and the career development of employees may be somewhat restricted.

In addition, internships also enable students to have a more intuitive feeling about the working environment and corporate culture. Before the internship, some students may only focus on salary and benefits while ignoring the impact of the working environment and corporate culture on themselves. However, during the internship process, they will find that a good working environment and a positive corporate culture can stimulate their work enthusiasm and creativity and improve their job satisfaction.

For example, when interning in an enterprise that values teamwork and employee care, students can feel the mutual assistance among colleagues. The enterprise will also provide various training and development opportunities for employees. Such a good atmosphere will make students more willing to stay in the enterprise for long-term development. Even if the salary level is not particularly high, they can still gain a sense of achievement and satisfaction from their work.

At the same time, internship experiences can also help students recognize their own strengths and weaknesses, enabling them to view their employment expectations more rationally. During internships, students will encounter various practical work tasks and challenges. By completing these tasks, they can identify their strengths and weaknesses in aspects such as professional knowledge, communication skills, and teamwork.

For example, some students find during their internships that although they have a solid foundation of professional knowledge, they are lacking in communication and expression skills as well as teamwork abilities. As a result, they will consciously strengthen their training in these aspects in their subsequent studies and daily lives, adjust their employment expectations, and pay more attention to cultivating their comprehensive abilities.

(2) Problems in the Implementation of Existing Strategies
 Currently, at the school level, when promoting school-enterprise cooperation, there is a problem that although both parties have a strong willingness, it is difficult to implement the cooperation in practice.

Currently, at the school level, when promoting school-enterprise cooperation, there is a problem that although both parties have a strong willingness, it is difficult to implement the cooperation in practice. A thorough analysis reveals that there are many complex factors hidden behind this phenomenon.

From the perspective of schools, the inherent mode of the teaching system is a major obstacle. The traditional curriculum settings and teaching plans often lack flexibility and are difficult to match the rapidly changing actual needs of enterprises. For example, the professional courses in schools may focus on the imparting of theoretical knowledge, while enterprises require students to have practical operation skills and problem-solving abilities. This disconnection makes it difficult to reach an effective consensus in key aspects such as curriculum docking and the formulation of talent cultivation plans in school-enterprise cooperation.

At the same time, there are also deficiencies in the structure of the school's teaching staff. Many teachers have been engaged in teaching work on campus for a long time and lack practical experience in enterprises. They are unable to integrate the latest technologies and management concepts of enterprises into their teaching, which also affects the depth and quality of school-enterprise cooperation.

Enterprises also face challenges. On the one hand, the motivation and reward mechanisms for enterprises to participate in school-enterprise cooperation are not perfect enough. Although enterprises are willing to cultivate talents that meet their own needs, during the cooperation process, a large amount of manpower, material resources, and financial resources need to be invested in students' internship training, curriculum development, and other aspects. However, currently, the policy support and incentive measures for enterprises to participate in school-enterprise cooperation are relatively limited, and the actual benefits obtained by enterprises in the cooperation are not obvious enough, which makes some enterprises adopt a wait-and-see attitude towards school-enterprise cooperation.

On the other hand, the protection of enterprises' trade secrets and intellectual property rights is also one of their concerns. During the process of cooperation with schools, enterprises may be worried that their core technologies and business information will be leaked, thus affecting the competitiveness of the enterprises. This, to a certain extent, hinders the smooth progress of school-enterprise cooperation.

(3) The Government Builds the Platform

The government should introduce more policy support and incentive measures to encourage enterprises to participate in school-enterprise cooperation. At the same time, a sound communication and coordination mechanism and a third-party evaluation institution should be established to provide a favorable policy environment and service guarantee for school-enterprise cooperation. Only when all parties work together can the in-depth integration of school-enterprise cooperation be truly achieved, and more outstanding talents who are adaptable to the needs of social and economic development be cultivated.

2. Strengthen the Promotion of Employment Policies

Broaden the publicity channels and make use of various media platforms, such as television, radio, the Internet, social media, etc., to widely publicize the employment policies. Organize activities such as policy briefing sessions and training lectures, and go deep into enterprises, schools, and communities to explain the policy contents in detail to enterprises and job seekers, so as to improve the awareness of the policies. Establish a policy consultation hotline and an online service platform to promptly answer the questions of enterprises and job seekers, ensuring the effective implementation of the policies.

3. Optimize the Policy Contents

Adjust and improve the employment policies according to the industrial development needs of Yibin City. Increase the support for key industries and emerging industries, formulate targeted employment subsidy policies to attract the inflow of talents. Raise the standards and attractiveness of employment subsidies, narrow the gap with big cities, and enhance the competitiveness for talents. At the same time, optimize the entrepreneurship policies, simplify the approval process for starting a business, provide more financial support for entrepreneurship and entrepreneurial guidance services, and encourage more people to start businesses to drive employment.

4. Precisely Match the Market Demands

Strengthen the monitoring and analysis of the labor market to keep abreast of the changes in market demands in a timely manner. Adjust the contents and methods of vocational skill training according to market demands to improve the pertinence and practicality of the training. Establish a cooperation mechanism between enterprises and training institutions to carry out order-based training, ensuring that the trained workers can meet the needs of enterprises. Strengthen the guidance on the major settings of colleges and vocational colleges to make them match the local industrial development and cultivate high-quality talents that meet the market demands.

5. Strengthen Policy Coordination and Cooperation

Establish a multi-department coordination and cooperation mechanism, and strengthen the communication and coordination among departments such as the human resources and social security department, the finance department, and the tax department. In aspects such as the distribution of employment subsidy funds and the implementation of tax preferential policies, form a joint force in work to ensure the smooth implementation of the policies. Strengthen cooperation with surrounding cities, jointly build a regional employment cooperation platform, and achieve the sharing and optimal allocation of talent resources.

4. CONCLUSION

The optimization of Yibin City's employment policies is of great significance for promoting employment. Through multi-dimensional optimization strategies such as building a school-enterprise cooperation platform, strengthening the promotion of policies, optimizing policy contents, precisely matching market demands, and strengthening policy coordination and cooperation, the effectiveness of employment policies can be improved, the attractiveness to talents can be enhanced, and the improvement of employment quality can be promoted. In future development, Yibin City should constantly adjust and improve its employment policies in a timely manner according to the needs of economic and social development and

the changes in the employment market, laying a solid foundation for achieving more sufficient and higher-quality employment.

Guided by policies, it is conducive to alleviating the structural contradictions in college students' employment and realizing the rational allocation of human resources. Policy guidance can prompt colleges and universities to adjust their major settings and talent cultivation plans according to market demands, and cultivate more professional talents that meet market demands. At the same time, through policy incentives, college students can be guided to flow to regions and industries with a shortage of talents, so that human resources can be more rationally distributed among different regions and industries, the utilization efficiency of human resources can be improved, and the coordinated development of the economy and society can be promoted.

Funding: Funder Name: Social Science Planning Research Project of Yibin City Grant Number: 2024YBSKL77, Grant Recipient:Pinhong Zeng, The funders played a significant role in the study

5. REFERENCES

- [1] Xiong Guojin. Quantitative Research on the Policy Texts of Promoting College Students' Employment in China under Major Emergencies[J]. China University Science & Technology, 2023(07): 88-94. 10.16209/j.cnki.cust.2023.07.023.
- [2] Ge Leilei, Fang Shiyu, Yang Fan. Quantitative Analysis of Employment Policy Texts for College Graduates from the Perspective of Policy Tools [J]. Journal of the National Academy of Administration, 2018(06):165-170+193.10.14063/j.cnki.1008-9314.2018.06.032.
- [3] Gan Yuhui, Hou Shengchao, Zou Lijun. Analysis of China's Science and Technology Talent Evaluation Policy Texts from the Perspective of Policy Tools [J]. Science Research Management. 2022, 43(3):55-62.
- [4] Yang Shiwei, Xian Jiayi, Weng Yinjiao, et al. Quantitative Analysis of the Policies for New - type R&D Institutions: From the Perspective of Policy Tools and Policy Intensity [J]. Chinese University Science & Technology. 2019(6):32-35.
- [5] Xu Han, Du Ningning. Analysis of the Policies on the Transformation of Scientific and Technological Achievements of University Researchers: A Study of 61 Texts from 1996 to 2020 from the Perspective of Policy Tools[J]. China University Science & Technology. 2022(5):90-96.
- [6] Liu Hui, Li Bao. Research on the Influencing Factors of Employment Choices of Students Majoring in Humanities and Social Sciences [J/OL]. Employment of Chinese College Students: 1-13 [2024-11-27]. <http://kns.cnki.net/kcms/detail/11.4028.D.20241126.1347.018.html>.
- [7] Yang Liwen, Jia Liying. An Analysis and Study of Employment Policies for College Graduates from the Perspective of Policy Tools[J]. Educational Review, 2015(08):14 - 17.

ⁱ Ge Leilei, Fang Shiyu, Yang Fan. Quantitative Analysis of Employment Policy Texts for College Graduates from the Perspective of Policy Tools [J]. Journal of the National Academy of Administration, 2018(06):165-170+193.10.14063/j.cnki.1008-9314.2018.06.032.

ⁱⁱ Gan Yuhui, Hou Shengchao, Zou Lijun. Analysis of China's Science and Technology Talent Evaluation Policy Texts from the Perspective of Policy Tools [J]. Science Research Management. 2022, 43(3):55-62.

ⁱⁱⁱ Yang Shiwei, Xian Jiayi, Weng Yinjiao, et al. Quantitative Analysis of the Policies for New - type R&D Institutions: From the Perspective of Policy Tools and Policy Intensity [J]. Chinese University Science & Technology. 2019(6):32-35.