

Carry out the party's mass line educational campaign to promote the employment work of college graduates ---Taking China West Normal University as an example

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Abstract

It is a major decision for the party to carry out mass line educational campaign with "for the people, pragmatic, honest" as the main content, which agree with the CPC Central Committee with Xi Jinping as general secretary's managing the party strictly and strengthening the party's self-construction. As the main carrier of cultivating the builders and successors of the socialism with Chinese characteristics, how the college can do a good job on the mass concerned employment of graduates, and focus on the problem solving is of vital importance to the party's mass line educational campaign in Colleges and universities.

Key words: mass line campaign; colleges and universities; graduates; employment

1. College graduates' employment is a powerful measure to solve the key problems of the masses in the party's mass line educational campaign in colleges and universities.

The 18th CPC National Congress made it clear that to maintain the Party's advanced nature and purity, we should carry out intensive activities throughout the Party to study and practice its mass line, with the focus on the need to serve the people and to be down-to-earth, honest and upright in conduct. It is a major decision of the party to supervise its own conduct and run itself with strict discipline under the new circumstances, a major deployment to build the Party into an innovative, service-oriented and learning Marxist governing party and an important conduct to advance the great cause of socialism with Chinese characteristics.

With activities to encourage party members to excel in their work, colleges and universities carry out the mass line educational campaign. Through a series of means and countermeasures, party members and officials should deeply analyze their problems in implementing the mass line, straighten out their relations with the people and know "who I am". With fresh and effective carrier of activities, we let the party members and cadres go grassroots, be reliable and turn work conduct, always be with the people and clearly know "whom to rely on". We also strengthen the system and conduct building, and we make it regular activity for arty members and officials to go local community and do everything for the sake of the people and understand "whom to work for".

College graduates are the most vibrant, dynamic and creative groups in society. They are valuable human resources. They shoulder the important mission of pushing forward the reform and opening up, modernization drive, building a well-off society in an all-round way and the great renewal of the Chinese nation. As the main carrier of the participants and successors to the socialist cause of Chinese characteristics, Universities should take graduate employment work as a key issue to be addressed in the study and practice activities.

It is an urgent need to do a good job of college graduates employment work as education serves the people and

the party strives to solve the most pressing and real problems of the greatest concern to people. To help college students' employment is the direct embodiment of running higher education to the satisfaction of the people and the sacred mission and responsibility of the educational front. Colleges and universities should understand the employment of college students as serving the people in the spirit of highly responsible for the people. With great enthusiasm, we do everything possible to do a good job in the employment work of the graduates, helping the graduates to achieve their employment desire, find a suitable social stage for them and to the greatest extent realize their social value and the value of life.

For the colleges and universities, doing a good job of graduate's employment is an important practical content to carry out the party's mass line educational campaign and should be put on into the important schedule to have effective results. To improve the employment rate of graduates and the quality of employment is one of the important standards to measure "new progress in problem solving" and "real benefits for people" in universities. Tangible results, therefore, can help our graduates truly feel "new progress" and "real benefits" in the campaign.

2. Colleges and universities should recognize the seriousness of the current graduates' employment situation in the campaign

Since the enrollment expansion in 1999, China's higher education has undergone a rapid transition from elite education to popular education. It has made remarkable achievements, but at the same time, it also brings challenges and prominent difficulties facing the graduate's employment work. Since the market based employment of college graduates in 1998, the Ministry of education's description of the employment situation changed from the initial unoptimistic and later serious, to the now very serious. Therefore, we must have a full understanding of the seriousness of the graduates' employment situation.

In the context of the unimproved international economic situation, China's employment situation is very serious. Domestic positions to provide for graduates have no significant increase, so insufficient demand and the rapid growth of the number of graduates make a main contradiction of this year's employment work. In terms of the supply of graduates, in recent years, the number of college graduates showed growth momentum, with the scale of college graduates exceeding 727 million for the first time in 2014, the highest for the calendar years; In terms of the demand for graduates, in recent years, the college graduates employment rate has been about 70% although the national economy remained high-speed growth of for many years, and provided a lot of jobs, which reflects the graduates employment demand gap is still very great.

Sichuan Province, where China West Normal University is located, has 96 colleges and universities with the number of graduates reaching 36.87 million people, including 2.4 million graduate students, 17.85 million undergraduate students, 16.62 million vocational college students. Faced with the impact of the financial crisis and the severe employment situation, Sichuan provincial Party committee and the provincial government classified the employment of college students as "People's Wellbeing Project". Besides, seen from Sichuan's recruitment fair oriented to college graduates in 2014, the quality of the recruiting units decreased significantly. Recruitments from financial, economic, real estate and other types of enterprises greatly reduced. Compared with that of last year, the number of recruiting units decreased by more than 20%, approach with unit to the number of positions compared to last year also reduced by more than 20%. The increase in job seekers, the number and decline in demand highlighted the contradiction.

The total of full-time college graduates in China West Normal University in 2014 is 9323, the highest over the years. Among them, there were 6105 graduates, 898 postgraduates and 2320 vocational college graduates, majoring in 53 undergraduate specialties, 44 master's degree programs and 23 vocational specialties. The

contradiction between supply and demand of graduates is still the main contradiction of the employment of college graduates. Therefore, we must clearly recognize that the current graduate employment pressure is huge and the task is more arduous. Colleges and universities must establish the employment work of the graduates of the sense of crisis and sense of urgency, further enhance the sense of responsibility and urgency to do a good job of the employment. With the opportunity of the mass line educational campaign, we should attach importance to the employment work of college graduates.

3. Universities should recognize the significance of doing a good job of graduate's employment in the educational campaign

The employment work of graduates is of great importance and of great significance. Employment is crucial to people's wellbeing. Obtaining employment smoothly and improve the quality of employment or not relates to each graduate's wellbeing and entrusts with the hope of many families. Graduate employment situation is an important social indicator of the quality and evaluation of higher education. It is one of the core competitiveness of the school and directly relates to the identification and selection of higher education in the society. Talent cultivation is the basic task of higher education, and education should be student oriented. Colleges and universities should take the improvement of the competitiveness of the graduate's employment as our important duties, putting the interests of the students first, serving the students and doing things for the sake of students.

The most important requirements of running education to the satisfaction of the people is to make the students benefit from what they learn and help them achieve employment and realize their social value and the value of life. Running a school has expert standards and market standards. The so-called market standard is the evaluation of the competitiveness of graduates in the talent market, and the school with low competitiveness is to be marginalized and eliminated. Under the condition of market economy, the fundamental force to promote the employment of graduates is the quality of graduates and the quality structure of our training being in line with the needs of the market. If the students are unable to obtain employment, it cannot be said that the school is a success. The employment rate of graduates is an important standard to measure the running of colleges and universities. Each year the Ministry of Education publishes to the society regularly the university graduate's employment rate, and links it to the undergraduate teaching level evaluation and enrollment plan, which reflects the national attention to the employment of college students.

Employment of college graduates is not only a specific work by the school employment department, but a systematic project involving the whole process of personnel training, which is related to the overall situation of the development of colleges and universities. University personnel training quality depends not only on the level of school education and teaching quality and the strength of the students' employment core competitiveness, but upon on related departments and units' concern, support and interaction of employment. Colleges and universities should call for the majority of teachers and students to participate in employment, implementing the responsibility, activation mechanism and full participation. All departments are concerned, entire school teaching and administrative staff participating in and expanding the channels of employment to form a situation of "full interaction and full participation". The employment work of the graduates will certainly overcome the current difficulties and run smoothly.

4. Colleges and universities should pay attention to and carry out the responsibility for the employment of graduates in the mass line educational campaign

In his inspection to Tianjin in 2013, General Secretary Xi Jinping emphasized We should increase job opportunities for young people, especially university graduates, the rural migrant labor force, urban residents

who have difficulty finding jobs, and ex-servicepersons. We should strengthen vocational skill training; We should improve the human resources market and employment services. In the 2015 government work report, Li Keqiang, premier of the State Council, pointed out that we should strengthen employment guidance and entrepreneurship education and the implementation of college graduate's employment promotion plan, and encourage them to go local communities. Yuan Guiren, minister of Ministry of Education pointed out that the high school party leaders should take employment into the school schedule, to establish and perfect the functions of the Department and School of the target responsibility system, strengthen the personnel and security conditions, and requirements the Secretary and President of the functional departments and to further strengthen the guidance of college students; responsible comrades to further class specific guidance, counselor, teacher to student, targeted guidance to carry out employment, will really clear, the implementation of the employment guidance service to every graduate. Important instructions of the Party Central Committee, the State Council, the Ministry of education and other leading comrades, for colleges and universities in the party's mass line learning practice to further improve the direction of employment of graduates. Colleges and universities must thoroughly implement, further unify their thinking, enhance understanding, and intensify efforts to do a good job in the employment of graduates.

About the employment work of college graduates, second-tier school leaders' attention is the key, the implementation of the responsibility being the guarantee, activation mechanism the means and full participation the foundation. Leaders at all levels put the graduate's employment work on the college important day-to-day work and formulate plans and measures to promote the graduates' employment work carried out in an orderly manner. The second-tier school principal is the person of the first responsibility to effectively assume overall responsibility, put the employment work of the graduate's students on the important work schedule, research efforts deployed, grasping the deployment, organization, coordination, implementation of the work, grasping the supervision and inspection.

The employment work of college graduates is a heavy responsibility of leading cadres of colleges and universities, is a heavy responsibility. In charge of the allocation of human resources and material resources, leading cadres has the administrative power and appeal of the organization and coordination. Only leadership attaching great importance to strengthening the organization and coordination and giving full support to the human, material and financial resources can the employment work be strengthened and promoted. In the face of the grim situation of employment of graduates, the relevant functional departments of the school and a small number of leading cadres alone are difficult to work effectively; we must mobilize and organize all the cadres and workers into full action. In the party's mass line educational campaign, party members and officials in colleges and universities should actively participate in the work of the graduate's employment and jointly promote it.

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