

Research on the Function of Alumni Resource Development in The Employment of University Graduates

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Abstract

To realize the full employment and high quality employment of college graduates is the key issue that the government , the education department and the whole society pay attention to. In order to do a good job in employment, it is necessary to make full use of various resources, among which alumni resources play an increasingly important role in the process of student employment because of their unique value. Through studying the status and role of alumni in the employment of college graduates, it can provide feasible ways for the concrete implementation of college employment.

Keywords

Alumni resources ; College graduates ; Employment ; Functional research.

1. Introduction

With the intensification of social competition, the employment of college students has attracted more and more attention from all walks of life. Under the background of severe employment situation. As an important social resource, alumni resources play a more and more important role in the employment of college students. Alumni resources refer to the sum of alumni resources as human resources, financial resources, material resources, information, culture and social influence and other tangible and intangible resources. University alumni resources must become a very precious resource in the development of Alma mater education, we must fully develop and use this employment information resources, improve the efficiency and benefit of university personnel training, improve the quality and effectiveness of graduates employment.

2. The Characteristics of Alumni Resources

Alumni resources refer to the contacts, knowledge, skills, experience and other resources that alumni have accumulated during their study, life and work in their Alma mater. They are unique, extensive, long-term, potential, demonstrative, close and propagandist.

(1) Uniqueness

Each alumnus has a different learning background, life experience and career trajectory, and these unique experiences and experiences constitute the unique value of the alumni resource. For current students, both the success stories and failure lessons of alumni are valuable reference materials to help them better plan for the future.

(2) Universality

Alumni from all walks of life, from politics to business, from scientific research to education, have formed a broad network of social contacts. This universality not only provides students with diversified career options, but also broadens the channels of social cooperation for the Alma mater.

(3) Long-term nature

The ties between alumni and their Alma mater often transcend time limits and form an enduring emotional bond. This long-term nature makes the alumni resources become a strong support for the sustainable development of the Alma mater, whether in financial donations, personnel training or scientific research cooperation.

(4) Potential

The potential of alumni resources is huge, and with the improvement of alumni's personal achievements and the change of social status, the value of their resources is also increasing. Colleges and universities should be good at tapping and activating these potential resources and turning them into the actual driving force to promote the development of the university.

(5) Demonstration

The achievements and deeds of outstanding alumni have a powerful motivating effect on current students. Their success stories not only inspire students' enthusiasm for learning, but also set them clear goals in life.

(6) Closeness

Alumni have deep feelings for their Alma mater and pay close attention to the development of their Alma mater. This closeness makes alumni important supporters and participants in the development of their Alma mater, be it in campus construction, discipline building or cultural activities.

(7) Propagandist

The social status and achievements of alumni often become the brand symbol of the Alma mater, which enhances the social reputation and influence of the university. Through the success stories and positive contributions of alumni, colleges and universities can attract more outstanding students and faculty, and further improve their teaching and research.

3. The Function of Alumni Resources in The Employment of University Graduates

Alumni resources have many functions and provide strong support for the promotion and sustainable development of various undertakings in universities, especially the employment of graduates.

(1) Help and guide students to establish a correct view of employment

Many college students lack planning and thinking about the future when applying for schools and choosing majors, which leads to blindly following the trend and choosing majors that are not suitable for them. After entering the university, they have not designed a reasonable career plan for themselves, and there is no clear career orientation, so they feel at a loss when they apply for a job after graduation. At present, many schools do not offer systematic career planning courses, and some teachers lack practical guidance ability to provide reliable employment guidance for students. The majority of alumni are worthy of respect and trust for students. Their rich social experience, growth process, fighting spirit and work achievement provide young students with vivid, easy to accept and convincing educational content and valuable resources, which can help students correct their employment concept and better plan their life path.

Providing graduates with more employment information and internship opportunities

Internship and employment are the key links in college education. Many college students can find suitable positions through their own help or the help of relatives and friends, but there are still some students who lack relevant opportunism. As a valuable resource of the university, alumni can provide internship, employment information and direct employment opportunities for students of their Alma mater. Alumni understand the professional advantages

of their own schools,are familiar with the development of their industries and the demand for talents,and have relevant demand information.Therefore, the development and utilization of alumni resources will open up broader Information channels for students' employment.In view of the contradiction between the current emphasis on theory rather than practice in higher education and the desire of employers to hire graduates with work experience, graduates are increasingly in need of internship opportunities,and the enterprises of alumni can play a good role in accepting internships. Colleges and universities can contact alumni enterprises according to the classification of majors,establish school-enterprise cooperation mechanisms,and provide practice and internship platforms for students.

(3) Enhance the reputation and influence of the Alma mater

The success of alumni is not only a personal honor,but also a source of pride for the Alma mater.Using alumni resources can significantly enhance the social influence and competitiveness of the Alma mater.The outstanding performances of alumni in their respective fields are like shining business cards,showing the educational quality and talent cultivation achievement of the Alma mater to the outside world.This positive brand image helps attract more outstanding candidates and teachers to join,injecting new vitality and impetus into the university.At the same time,donations and support from alumni are also an important source of funds for the development of the university,which can be used to improve teaching facilities,enhance the level of scientific research,and strengthen the construction of teaching staff,so as to further promote the overall development of the university.

(4) Promoting school-enterprise cooperation as a bond

Alumni resources play an irreplaceable role in university-enterprise cooperation.Through the matchmaking of alumni,colleges and enterprises can establish closer ties and cooperative relations.This kind of cooperation not only helps universities understand the latest trends and talent needs of the industry,adjust and optimize the professional offering and curriculum system,but also provides students with more practical training,employment and entrepreneurship opportunities.At the same time,school-enterprise cooperation is also an important way to promote the deep integration of industry,university and research,which helps to promote scientific and technological innovation and the transformation of achievement,and contributes to social and economic development.

4. The Specific Path of Alumni Resources Development in The Employment of College Graduates

As the unique precious wealth of colleges and universities,the full play of alumni resources depends on the scientific and reasonable development path. In the employment of college graduates,making full use of the advantages of alumni groups can not only provide rich employment information and resources for graduates,but also stimulate students' employment enthusiasm and entrepreneurial spirit through the demonstration effect and leading role of alumni,so as to effectively promote the development of college graduates' employment. The following will discuss the specific path of alumni resources development in the employment work of college graduates in detail.

(1) Establish the alumni information base and improve the alumni resource platform

The alumni information base is the basis and premise of the development of alumni resources.The Alma mater shall establish a sound alumni information database to timely record the basic information and career development of alumni , including but not limited to contact information,work units,positions,industries,and professional specialties of alumni.Such information not only helps the Alma mater to establish effective contact with its alumni,but also provides valuable career information and resources for the students.

With the development of information technology, colleges and universities should make full use of modern scientific and technological means to build convenient alumni information platform. These include alumni website, official work of alumni Wechat, Weibo platform, APP port, QQ group and other forms of online communication platforms. Through these platforms, the Alma mater can update the relevant information of alumni and Alma mater in time, such as the career development of alumni, teaching and research achievements of the Alma mater, etc., so as to realize the effective connection between alumni and students. At the same time, the online platform can also provide real-time interactive communication functions, enhance alumni's sense of belonging to their Alma mater, and promote the sustainable development and utilization of alumni resources.

In the process of establishing the alumni information base and improving the alumni resource platform, the Alma mater should pay attention to the accuracy and timeliness of the information. Update alumni information regularly to ensure its accuracy and completeness; At the same time, strengthen communication with alumni, collect feedback and suggestions from alumni in a timely manner, and constantly optimize the functions and services of the alumni information platform.

(2) Carry out alumni lectures and exchange activities, and establish an alumni mentor system
Alumni lectures and exchange activities are one of the important ways to develop alumni resources. Alma maters can regularly invite distinguished alumni back to campus to share their learning and career development experiences by holding "career planning forums" and "industry frontier sharing sessions". These lectures and activities not only enable students to fully understand the development trends and career plans in different fields, but also enhance students' awareness of grassroots employment, flexible employment and self-employment through alumni's presentation.

During the lectures and exchange activities, the Alma mater can invite alumni to share their success stories and failure lessons, so that students can learn from them and avoid detours. At the same time, alumni can also share their network resources to help students expand their contacts and horizons, and improve students' comprehensive quality and career competitiveness.

In addition to lectures and exchange activities, Alma maters can also establish an alumni mentor system. Alumni are invited to serve as career mentors for on-campus students, offering guidance and advice on internships, employment and entrepreneurship. The alumni mentor system can provide students with personalized career planning guidance and help them clarify their career goals and development direction. At the same time, alumni mentors can also provide students with internship opportunities and employment positions to help them smoothly through the initial stage of career development.

In the process of implementing the alumni mentor system, the Alma mater should pay attention to the selection and training of tutors. Alumni with rich professional experience and good professionalism should be selected as tutors to ensure the quality and level of tutors. At the same time, the training and management of tutors should be strengthened to improve their teaching ability and service level.

(3) Strengthen contacts and promote cooperation between alumni and their Alma maters

In order to better develop alumni resources, the college should establish an alumni association as a link and carrier for the development of alumni resources. The alumni Association can regularly organize alumni reunions, symposium and other activities to strengthen the contact and communication between the Alma mater and alumni, and between alumni and alumni. Through the Alumni Association as a platform, the Alma mater can further tap the potential of alumni resources, understand the needs and expectations of alumni, and provide better services and support for alumni.

Schools should set up alumni chapters in areas with a high concentration of alumni based on the distribution of alumni across the country. Alumni chapters can organize regular alumni activities to strengthen contacts and interactions among alumni. At the same time, the alumni chapter can also serve as the representative of the Alma mater in the region, strengthen cooperation and exchanges with local enterprises, governments and other institutions, and end a broader space for the development of the Alma mater.

The Alma mater should actively promote the cooperation between alumni and the Alma mater. Alumni should be encouraged to contribute to the education of their Alma mater by donating funds, building teaching buildings, donating books, setting up awards and grants, etc. These donations can not only provide financial support for the development of the Alma mater, but also enhance the sense of belonging and honor of the alumni of the Alma mater. At the same time, the Alma mater can establish school-enterprise cooperation with alumni, and directly provide internship opportunities and employment positions to students of the Alma mater. Alumni enterprises can provide students with a real career environment and practical opportunities to help them better adapt to the work life. In addition, alumni can also participate in the personnel training and teaching reform of the Alma mater, and contribute to the improvement of the teaching quality and school-running level of the Alma mater.

In the process of promoting cooperation between alumni and Alma mater, Alma mater should pay attention to the depth and breadth of cooperation. Attention should be paid not only to the scale and strength of alumni enterprises, but also to the industry fields and development prospects of alumni enterprises. Through in-depth cooperation with alumni enterprises, they can share resources and complement each other's advantages, and jointly promote the employment of college graduates. At the same time, the Alma mater should also strengthen communication and contact with alumni, timely understand the needs and expectations of alumni, and provide better services and support for alumni.

5. Case Study on The Development of Alumni Resources in The Employment of University Graduates

(1) Case study of alumni resources development in City College of Zhejiang University

Zhejiang University City College attaches great importance to the development and utilization of alumni resources. By establishing alumni association, improving alumni information database, holding alumni lectures and exchange activities, Zhejiang University City College has strengthened the contact with alumni and fully tapped the potential of alumni resources. Alumni actively participate in the employment work of their Alma mater, helping graduates better integrate into the workplace and improve their employment rate by providing employment opportunities, internships, career guidance and financial support. At the same time, alumni also provide industry information, network resources and brand image support for the Alma mater, helping the Alma mater improve its social reputation and influence.

(2) The case of "Alumni Investment Promotion" In Xiamen University

Through "alumni investment promotion", Xiamen University makes full use of alumni resources to promote local economic and social development. By virtue of their economic strength and social resources, alumni have actively participated in the enrollment and employment of their Alma mater, scientific research cooperation, and social services, making important contributions to the development of their Alma mater. At the same time, alumni also promote the development of local economy through investment attraction, project investment and other ways, and realize the mutual benefit and win-win situation between alumni economy and local economy.

6. Existing Problems and Countermeasures in The Development of Alumni Resources

(1) Existing problems

a. Lack of awareness of alumni resources

Some universities do not pay enough attention to alumni resources and lack effective development and utilization strategies, resulting in the waste of alumni resources. This is mainly reflected in the lack of systematic planning for the development of alumni resources, as well as the lack of integration of alumni resources in strategic planning and resource allocation.

b. Alumni contact is not close enough

Due to time, space and other factors, some universities and alumni are not closely connected and lack regular communication and exchange. As a result, alumni are not enough to know the latest news and development achievements of their Alma mater, and also reduce their enthusiasm to participate in the activities of their Alma mater, which affects the effective use of alumni resources.

c. The development mechanism of alumni resources is not perfect

The construction of alumni information database is lagging behind, the data is not updated in time, and the information is not accurate; The form of alumni activities is simple, lack of innovation and attraction; Alumni cooperation projects lack systematic planning and management, and the cooperation mode is single and the cooperation depth is not enough. These problems jointly restrict the in-depth development and utilization of alumni resources.

(2) Countermeasures and suggestions

a. Improve alumni resource awareness

Colleges and universities should incorporate alumni resources into school development strategies and make clear their important role in promoting school development, improving education quality and broadening employment channels. A special organization or department for alumni work should be set up to be responsible for the planning, development, management and maintenance of alumni resources. Through training, seminars and other forms, to enhance the knowledge and importance of alumni resources of the faculty and staff.

b. Strengthen alumni contact and communication

Establish diversified communication channels, such as alumni websites, social media groups, email newsletters, etc., and regularly release Alma mater news, event announcements, alumni appearances and other content. Implement the alumni return visit plan, regularly invite alumni to visit and exchange with the university, and organize alumni seminars, forums and other activities. Carry out personalized care, such as birthday wishes, holiday greetings, career development counseling, etc., to enhance alumni's sense of belonging and identity.

c. Improve the mechanism for developing alumni resources

Strengthen the construction of alumni information database, and improve the mechanism for collecting, sorting and updating alumni information. We will create new forms of alumni activities, organize industry exchange meetings, innovation and entrepreneurship competitions, career development lectures and other activities based on alumni interests and needs. To promote the in-depth development of alumni cooperation projects, and establish diversified cooperation models such as school-enterprise cooperation and industry-university-research cooperation. Establish an alumni resources evaluation and feedback mechanism, regularly evaluate the effectiveness of alumni resources development, and adjust strategies according to the evaluation results.

7. Conclusion

Alumni resources are valuable resources for running a university and an important force in the development of the university. The rational use of alumni resources can adapt to the new school-running system, relieve the employment pressure and promote the development of the university. Alumni workers need to seize opportunities, meet challenges, make full use of alumni resources, set up a new platform for employment, constantly summarize and explore, and make new contributions to the development of higher education in our country. Under the background of the current severe employment situation, colleges and universities should pay full attention to the development and utilization of alumni resources, and give full play to the important role of alumni resources in the employment of college students by establishing alumni information database, carrying out alumni lectures and exchange activities, establishing alumni mentor system, strengthening the cooperation between alumni and their Alma mater and other ways. At the same time, colleges and universities should constantly improve the development mechanism of alumni resources, enhance the awareness of alumni resources, strengthen the contact and communication with alumni, promote the in-depth development and utilization of alumni resources, and provide more powerful support for the employment of college graduates.

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