

Exploration of Career Paths for University Counselors

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Abstract: At present, the employment of college graduates is facing the triple superimposed challenges of total pressure, structural contradictions and digital intelligence transformation. The phenomenon of "slow employment" and "slow employment" is prominent, and the competition in the employment market has turned to the comprehensive competition of rules, data and ability evidence. The state has accelerated the construction of a high-quality employment service system, and promoted the transformation of employment work from a single employment rate oriented to the whole process, precision and high-quality comprehensive management. As the core force in the front line of employment guidance, counselors have natural advantages such as being close to students, ideological and political and psychological coordination, and clear responsibility positioning. However, there are also practical difficulties such as insufficient professional level, fragmented employment resources, limited personalized guidance coverage, and fuzzy application boundary of digital intelligence tools. Based on policy guidance, academic research consensus, combined with social cognitive career theory, employability theory, and career adaptability theory, this paper constructs an employment guidance path of "one work chain+four bite gears", with "enrollment portrait - ability generation - graduation transformation - key governance - quality tracking" as the main line, and promotes the upgrading of counselors' employment guidance from point service to full chain governance through the precipitation of whole process ability evidence, the transformation of closed-loop job search process, triggered hierarchical precise assistance, and long-term guarantee of organized system. This path can systematically improve the core competitiveness of students' employment,

solve the problem of low efficiency in job hunting in the graduation season, accurately help key groups of employment, and provide a replicable, evaluable and iterative practical framework for colleges and universities to achieve high-quality and full employment of graduates.

Keywords: University Counselors; Employment Education; Whole Process Guidance; Four Levels of Refinement; Chain Governance

1. Introduction

The scale of college graduates in China continues to be at a high level, the structural mismatch between supply and demand in the industry has intensified, and the overlapping digital intelligence recruitment has been widely popularized. Algorithm screening, AI evaluation and online interview have become the normal of enterprise recruitment. The logic of job hunting competition has changed from traditional experience competition to a comprehensive competition of data evidence and ability quantification. At the same time, influenced by factors such as career confusion, lack of practical experience, high family expectations and psychological avoidance of job hunting, the group of College Students' slow employment and slow employment continues to expand, and some students fall into the state of blindly preparing for the postgraduate entrance examination, watching at home and avoiding job hunting, which not only delays the window period of personal career growth, but also brings practical pressure to the employment statistics, educational management and campus stability of colleges and universities.

The state has successively issued policies requiring colleges and universities to abandon the single employment rate assessment, improve the four systems of employment guidance, job recruitment, assistance and monitoring and evaluation, put career education and practical

ability training in front, and promote the deep integration of big data and new AI technologies into the whole process of employment services [1]. The Ministry of education has clearly incorporated career planning and employment and entrepreneurship guidance into the legal responsibilities of counselors, requiring counselors to undertake multiple tasks such as value guidance, skill guidance, psychological intervention and grass-roots employment guidance.

Counselors' daily in-depth contact with students can timely capture the fluctuation of career intention, stagnation of job seeking action and changes in psychological mood. They also have the functions of Ideological and political education, psychological counseling and home school linkage. They are the irreplaceable key subjects of employment education. However, in practical work, most counselors lack professional training of systematic employment guidance, and lack practical experience in the workplace; Employment information, enterprise resources and practice platform are scattered and separated, and it is difficult to make overall use of them; The employment guidance is excessively focused on the shock propaganda and data filling in the graduation season, and the whole process of education from freshman to junior is absent; Lack of standardized identification and hierarchical assistance mechanism for key groups such as economic difficulties, job anxiety and slow employment; The application of digital intelligence tools is a mere formality, lacking the normative process and ethical boundary constraints [2], leading to the employment work falling into an inefficient cycle of short-term coping and repeated year after year.

In this context, it is necessary to build a full chain employment guidance path that runs through the four-year university, operates in a closed loop, is precisely empowered, and is supported by the system. This paper adopts the research ideas of policy guidance, theoretical support, model construction and landing evaluation, and transforms the macro policy and theoretical logic into an operable, repeatable and curable work system for counselors, taking into account the universality of education and key groups, so as to provide practical reference for improving the quality and efficiency of employment education in Colleges and universities.

2. Research Review

2.1 Policy Orientation: From Single Indicator Orientation to Systematic Governance

The national employment governance has shifted from the simple employment rate indicator assessment to the new pattern of whole chain and whole process systematic governance. The policy clearly requires colleges and universities to advance employment guidance to lower grades, integrate internship, skills training and values guidance into talent training, and guide graduates to serve the grass-roots, small and medium-sized enterprises and the construction of national key fields [3]. At the same time, we should encourage digital technology to enable employment services, and promote the transformation of employment work to intelligent, precise and process.

The policy forces the counselors' employment work to realize three major transformations: from the temporary sprint in the graduation season to the four-year whole course education in the University; In terms of methods, it has shifted from experience preaching to data portrait and ability evidence support; In terms of service, it has shifted from inclusive propaganda to hierarchical classification and precise assistance to key groups [4], which has defined the value direction and practical requirements for path construction.

2.2 Research Consensus: Three-Dimensional Capability, Closed-Loop Process and Organizational Guarantee

In the era of digital intelligence, counselors need to have the three-dimensional ability structure of technology, data and Humanities: skillfully use all kinds of employment digital intelligence tools, build employment portraits based on students' studies, practice and evaluation data, study and judge employment risks, adhere to the ideological and political background, and do a good job in value guidance, emotional counseling and humanistic care. At present, there are many problems in the team of counselors, such as the dislocation of professional training, the lack of professional certification, the data island in the school and the unequal allocation of employment resources. It is difficult to improve the quality only by personal efforts. We must improve the school level training, platform and resource support

system.

Traditional employment guidance has some shortcomings, such as different resume standards, inefficient information screening, blind and scattered delivery, and interview training divorced from the real scene. The academic community has proposed a four-level refined model of "smart resume creation - smart information screening - smart delivery strategies - Smart interview training", which relies on artificial intelligence to reconstruct the whole process of job hunting in the graduation season and realize the transformation from experience driven to data-driven and extensive delivery to accurate job matching [5], providing a core paradigm for the construction of closed-loop normalization of job hunting.

The construction of the employment guidance team should adhere to the professional professional professional development path [6], complement the short board of workplace practice by means of temporary study in enterprises, inter school teaching and research exchanges, and industry mentoring, promote the integration and sharing of curriculum, enterprise and practice resources between Counselors and full-time employment teachers, improve the career development channel and assessment and incentive mechanism, and consolidate the foundation of the employment and education team from the institutional level.

2.3 Theoretical support: the internal logic of the whole process, closed loop and stratification

Social cognitive career theory points out that individual career interest and choice persistence are jointly affected by self-efficacy, outcome expectation, goal setting and environmental support [7]. Employment guidance should enhance self-confidence in job hunting through phased small task disassembly and re examination feedback, calibrate students' employment expectations with industry development cases and alumni employment data, disassemble fuzzy career goals into school year and semester executable plans, and continuously break down information barriers and psychological barriers to job hunting, so as to stimulate the motivation of active employment action.

According to the employability theory, employability is a comprehensive quality

composed of career adaptation, identity, human capital and social capital [8], not a short-term job-hunting skill. Employment education should be based on the continuous accumulation of demonstrable, quantifiable and repeatable practical achievements and ability evidence in the four years of University, so as to shape the long-term employment competitiveness of students across industries and migration.

The theory of occupational adaptability focuses on the four-dimensional psychological resources of attention, control, curiosity and confidence [9]. It can be used for the filing of Freshmen's enrollment assessment, identifying potential risks such as job confusion, job avoidance, and low motivation in advance, and establishing a hierarchical early warning list to realize early identification, early intervention, and early assistance for slow employment and negative job seeking groups, so as to reduce the employment governance pressure in the graduation season from the source.

Comprehensive policy, research and theory can find the current core contradiction: the policy requires full process, systematic and high-quality employment governance, and the front-line practice still relies on personal experience and graduation season shock, resulting in insufficient evidence of students' ability, lack of key assistance, and weak professional support of counselors. It is urgent to establish a complete path of full process training, closed-loop transformation, hierarchical assistance, and institutional disclosure.

3. Path model and Implementation

This paper constructs the overall framework of "one work chain+four bite gears", with "enrollment portrait - ability generation - graduation transformation - key governance - quality tracking" as the backbone, supporting four supporting modules, including whole process evidence precipitation, closed-loop job search transformation, trigger layered assistance, and organizational system guarantee, to realize the whole process of employment guidance, closed-loop operation, precise governance, and long-term solidification.

3.1 Working chain operation mechanism

3.1.1 Backbone mechanism: four-year one-line precipitation capacity, four-stage refined closed-loop transformation

Adhere to the four-year consistent system of

education, create an ability evidence chain that can be accumulated, verified and benchmarked for students, realize the seamless connection between ability training and job search transformation, and completely change the passive situation of temporary make-up classes for seniors.

Freshmen focus on the enrollment portrait, establish personal employment files, draw a preliminary career direction map, and screen students with low motivation, career confusion, and psychological sensitivity to form a risk list through freshman interviews, career adaptability assessment, and family employment background mapping, so as to lay a data foundation for personalized guidance and hierarchical assistance.

Sophomores focus on the construction of ability evidence base, standardize the warehousing standards of achievements, collect materials such as subject competitions, project practice, volunteer service, skill certificates, and community employment, and carry out self-evaluation of achievements every semester, so as to strengthen the self-efficacy of job search through phased growth accumulation, and avoid students' experience without proof and learning without achievements.

Junior college students focus on the benchmarking of post ability, guide students to find the short board of ability according to the job requirements of the target post, and formulate a personalized reinforcement plan. Relying on the "Introduction+going out" mode, we carried out enterprise internships, workplace visits and alumni discussions, accumulated practical workplace experience, calibrated career positioning, and reduced the incidence of slow employment psychology and behavior from the source [10].

Senior students implement a four-level refined closed-loop system, which is supported by four types of standardized materials, including customized multi version resumes, classified job resource pools, job posting records and interview review analysis tables, and implement a weekly review mechanism for classes and grades. Implement the rational division of labor based on human-computer cooperation: AI undertakes standardization work such as resume format optimization, job information screening, simulated interview training, etc; Counselors are responsible for guiding professional values, checking the authenticity of job materials,

psychological counseling and special breakthroughs in job bottlenecks, while strictly observing the boundaries of data security, privacy protection and algorithm ethics.

3.1.2 guarantee mechanism: trigger layered precise assistance, long-term solidification of organizational ability

Adhere to the principle of "standardization of all staff services and triggering of key assistance", and establish a standardized working mechanism of trigger diversion intervention resumption for four key groups, namely, slow employment, family economic difficulties, psychological and emotional fluctuations, and employment security risks. Once there are trigger signals such as long-term zero delivery, frequent frustration in job search, psychological anxiety and depression, and doubts about the qualifications of the contracted positions, the hierarchical assistance will be launched immediately: strengthen the collaborative communication between home and school, and correct the family's high expectation of job selection; Accurately push appropriate post resources and one-to-one career guidance; Simultaneously carry out psychological decompression and emotional counseling; The risk verification of false recruitment, pyramid selling trap and illegal employment will be embedded in the whole process of post screening, interview invitation and tripartite contract signing to realize the pre prevention and control of hidden dangers.

The organizational guarantee is implemented from three aspects: at the team level, we should improve the special training of employment guidance and the normalization mechanism of temporary study and training in enterprises, and promote the steady development of counselors' professionalization and professionalization; At the platform level, build a school level employment big data platform to realize the full chain data penetration of students' employment portrait, growth process, job search trajectory and employment results; At the evaluation level, we abandoned the rigid indicator of single employment rate and built a comprehensive evaluation system of process participation, job search transformation, employment quality and safety assistance.

3.2 Core Deliverables of the Work Chain and the Caliber of the Re Examination

Define the standards of each link in accordance

with the "input process output recheck" to realize that the work can be implemented, quantified and evaluated, and put an end to the formal standing book.

The enrollment portrait output employment files and risk list, based on the integrity of the portrait and the accuracy of risk identification;

Ability generation forms a career direction map, personal ability evidence base and post benchmarking schedule, with the quality of evidence and the effectiveness of ability gap rectification as the core indicators;

Graduation transformation relies on the four-level refined model and weekly review, with the delivery Interview Employment conversion rate and the efficiency of solving job bottlenecks as the evaluation criteria;

Focus on Governance and implement trigger type dynamic intervention, with the activation rate of slow employment groups, the employment rate of difficult groups, and the zero accident rate of employment safety as the assessment criteria;

Quality tracking carried out a phased return visit after leaving school for 3/6/12 months. The evaluation was based on employment stability, job matching, career development satisfaction, and the effect of education mechanism.

3.3 Summary

This path uses the whole process evidence chain to precipitate students' four-year employment core ability, uses the closed-loop standardized process to improve the efficiency of job search conversion in the graduation season, uses the layered trigger mechanism to accurately reveal the employment security of key groups, and uses the organized team, platform and evaluation reform to solidify the long-term system. The front-end accurately identifies students' individual differences and promotes the pre landing of career planning and ability training; The middle segment system accumulates growth achievements and consolidates sustainable employment competitiveness; The back-end closed-loop enables the whole process of job hunting, tracks the quality of employment and nurtures talent cultivation, forming a replicable, operational and iterative employment and education governance model.

4. Conclusion

Under the background of high employment scale of graduates, prominent contradictions in

industry structure, and normalization of digital intelligence recruitment, the employment work in colleges and universities has shifted from simple employment rate statistics to a new stage of whole process and high-quality systematic governance. The traditional shock guidance mode in the graduation season has inherent shortcomings, such as insufficient identification of front-end students' differences, disconnection between middle-level ability training and job demand, and lack of back-end employment quality tracking and feedback. It is easy to fall into the structural dilemma of many activity sessions, low actual transformation effect, cumbersome data accounts, and weak educational connotation.

Counselors' employment guidance must break through the traditional point service idea, upgrade to the whole chain chain governance, and reconstruct the education timeline, ability evidence chain and evaluation system with "enrollment portrait - ability generation - graduation transformation - key governance - quality tracking". The whole process focuses on the continuous precipitation of four-year capability assets and the integration of the cultivation of employment competitiveness into daily cultivation; The closed loop focuses on the standardization, digitization and weekly repeatability of the job search process to reduce blind delivery and invalid internal friction; Stratification focuses on accurate identification of silent high-risk students, differentiated investment of assistance resources, and keeping the bottom line of employment equity and safety; Organization focuses on solidifying mature working methods into system norms and getting rid of the dependence on Counselors' personal experience and work feelings.

This path can effectively reduce the time and energy cost of job hunting in the graduation season, and significantly improve the adaptability of students to algorithmic resume screening and structured interview; Rely on the process data to accurately diagnose the common bottleneck of class and professional job search, and let the employment guidance change from judging by experience to making decisions based on data; Through the long-term system construction, the employment and education work will not be weakened due to personnel replacement and task fluctuation. Colleges and universities can flexibly adjust the path implementation rules, assistance threshold and

operation rhythm in combination with their own school running level, discipline and specialty characteristics and the characteristics of the regional industrial employment market, and continuously optimize the application specifications and data ethics standards of digital intelligence tools, so as to provide a stable, feasible and referential practice paradigm for promoting high-quality and full employment of college graduates.

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