

## Recent College Graduate Village Official Career Migration Issues Research

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### Abstract

Migration is the cognitive characteristic of individual situations with support and interaction between contexts to produce results. In changing roles from college students to village officials, for students in the new rural construction position, the replacement of the position will be a direct occupation of the migration in the process of the college students' career transfer. This includes the pressure of public opinion, college students' awareness of the village officials, and the importance of attention, which affects the smooth progress of the occupation. Whether college students' careers change smoothly or not is directly related to the implementation of the policy of Chinese college students village officials. From the perspective of professional migration analysis of the problems existing in college student village official in new rural construction, this article attempts to review the feasibility of the scheme with the hopes of playing a role in the cause of the college students village officials in China. The data for this paper comes from Key Projects of Philosophy and Social Science Research, Ministry of Education, the University Student Village Official Growth Statistical Data Talent Mechanism, using a random sampling method of the whole of China City. 4,528 questionnaires were recovered, minus the invalid questionnaires of 276, so the effective questionnaires rate was 93.9%.

**Key words:** College-student; Village-officials; Professional migration issues

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### INTRODUCTION

University student village official plan has been got the Party Central Committee and the State Council's high attention and the strong support, as the new thing for the university student village official plan itself has the formidable vitality and the development prospect. And for the country, this is not a simple decision plan and is not an expedient measure, but the state promulgated a policy oriented of is standing in a win-win strategy of university graduates employment and rural development of the height of the overall situation. If this plan is implemented well, from the near future, it will be able to ease the current employment pressure, and in the long run, it will have a huge role in promoting China's new rural construction and development.

### 1. THE MEANING AND INFLUENCING FACTORS OF COLLEGE-STUDENT VILLAGE-OFFICIAL CAREER MOBILITY

#### 1.1 The Meaning of College Student Village Official Career Mobility

Professional ability is the total ability of people to engage in their profession. Professional ability can be defined as: "The knowledge, skills, and attitudes that an individual will learn in specific professional activities or situations in the formation of the ability to achieve certain professional tasks." Learning is a continuous process. In this process, any study is based on knowledge, experience, and cognitive structure. The new learning process and their results will have an impact on the learners' knowledge, skills, and attitude—simply said, the influence of one kind of study on another kind of study. Migration is one of the most common and most important psychological phenomena in the study of human beings. The essence of the transfer is essentially the influence and assimilation between the two kinds of learning in the knowledge

structure and cognitive law.

The college-student village-officials' professional transfer ability is the ability of the students' village officials to learn the knowledge, the skills and professional migration during the tenure of the professional activities or situations in the specific occupational activities or situations.

### **1.2 The Influence Factors of College Student Village Official Career Mobility**

Firstly, subjective aspects. The attitude, knowledge structure, and adaptability of college students village officials can have a huge impact on the occupation of the village officials. (a) The attitude of college students village officials to treat new knowledge and new skills will have a direct impact on the cultivation of college students village officials' migration ability. Positive attitudes will strengthen the ability of migration while negative attitudes will have a great negative impact and even lead to the failure of migration. (b) Each professional college graduate Village Officials' Learning on the job and their mobility in the process of the role are not identical. Different professions greatly affect occupational migration directions and the skills of learning: engineering college student village official and liberal arts college student village official have differences in the way of logical thinking and looking at problems, so career planning for each is not identical, thus the occupational migration ability training should be toward the development of the corresponding trajectory. Finally, the adaptability of college students village officials: That is, dealing with problems in the new environment and the ability to learn new knowledge and skills; college students adapting more powerfully; mastering new knowledge and skills more quickly; the new vocational skills required to master the profession. Therefore, the attitude, knowledge structure, and adaptability of college students village officials play a great role in the vocational transfer ability of college students.

Secondly, objective aspects: family social environment, policy implementation, training mechanism and policy, and so on. (a) the environment of family life and social development has a very important role in the college students village official, because the environment has a subtle influence on the thinking, attitude, and behavior of college students, so as to influence the cultivation of College Students' professional ability; (b) whether the government of the university student village official policy has implemented the university student village official policy and whether the rights and interests of the university student village have been effectively guaranteed, getting effective play of their ability, then directly affects the college students' ability of migration and development; (c) the direct impact on the transfer ability of college students village official is dependent on whether the training mechanism is perfect, whether it is

able to carry out the training of college students village officials regularly according to the national policy; (d) whether the overall control of the work of college students village official policy is perfect or not, which, in the macro aspects from all levels, will guide the students' career migration direction.

Regardless of whether in subjective or objective aspects, the cultivation of college students village official career transfer ability is affected in many ways, so the professional migration ability of college students also possesses much variability, so the research on the status of college students village official career, so in finding out the problem and putting forward relevant countermeasures, the development of college students village officials play a vital role.

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## **2. COLLEGE STUDENT VILLAGE OFFICIAL CAREER POSITION AND OCCUPATION MIGRATION STATUS**

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### **2.1 University Student Village Official Position**

The College student village official has been a role, which may have been embarrassing not to civil servants nor villagers, but to a group of people with the identity of the intellectuals in the new rural construction. To make a correct judgment on College Students' career orientation, it is necessary to find out the reasons for the implementation of the policy of College Students Village Officials: The rural governance of China mainly depends on the patriarchal system, the clan system, and the human relationship, which exists in sharp contrast to the democratic and legal requirements of modern society; in the pattern of social interests, the comprehensive quality of village leadership is uneven, leading to frequent governance crisis; with the quickening pace of urbanization, rural elite loss is caused by the lack of talent to support rural work. The most direct reason is that the number of high school graduates in China has been high while the employment situation is very grim, so the introduction of college student village officials, which to some extent eased the situation, is not optimistic. A large number of college student village officials is not only conducive to strengthening the construction of rural grassroots organizations, but also helps overcome or alleviate all kinds of complicated contradiction that had formed for a long time between rural grassroots masses, promoting rural construction towards science, humanity, and harmonious direction.

The College student village official plan is not an expedient measure, but a series of long-term strategic decisions. In December 2008, Xi Jinping in university student village official representatives symposium pointed out that by the end of 2007, of the country's 31.018 million rural party members, only 18% are under the age

of 35 while 41% are over the age of 56; college degrees or above accounted for only 9.8% of party members, and junior high school and the cultural level accounted for 64.7%. of the existing village party branch secretary, among a total of 600,000 people, 8.45% were below 35 years old and 16.64% over the age of 56; college degrees or above accounted for 8.2%, junior high school accounted 44.7% (Chen, 2010). Since Rral Party members and cadres in the countryside have low cultural quality, age is too advanced, and so on, it is urgent to have a number of rural areas with development vision, modern thinking, and the knowledge of young college students to drive rural development. In 2008, Li Yuanchao, in reply to the university student village official, put forward:

Building a new socialist countryside requires a large number of those who have scientific ideas, knowledge, and vision, to ensure the party and the people's cause in passing the torch, successors, and also need to have a large number of young cadre talent who have grassroots training, especially in rural grassroots hard training environments, and who have deep feelings for the masses of the people. (Li, 2008)

So college student village official should be a group of reserve cadres who adhere to the leadership of the party to establish deep feelings with the masses of the people, and who are able to withstand these hard exercises.

## 2.2 Present Situation of College Students' Career Mobility

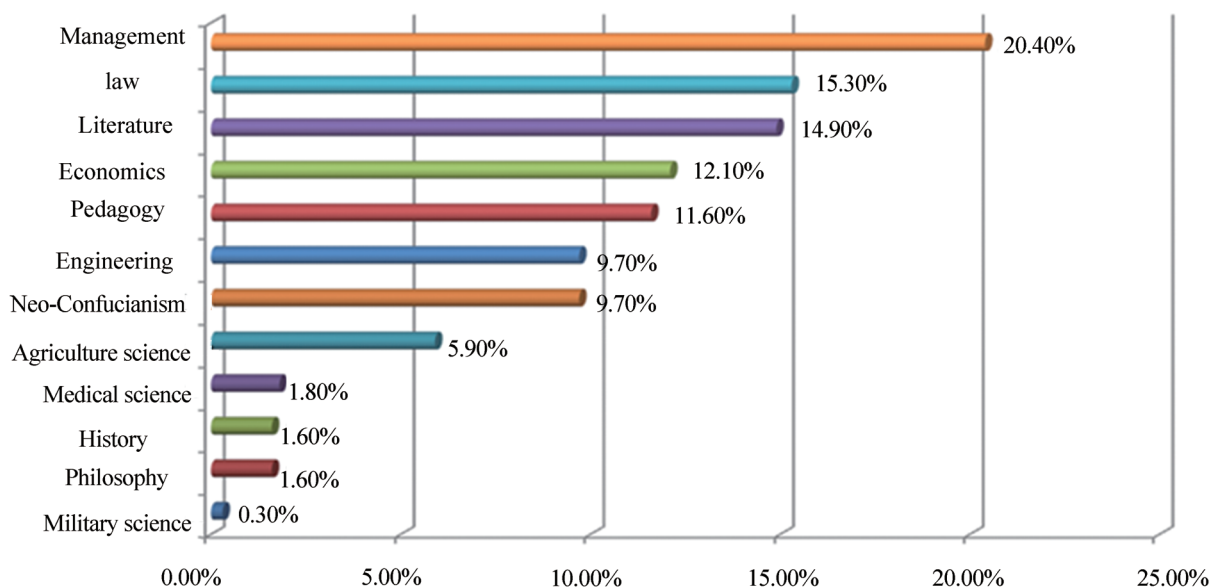
Migration is realized through the cognition of the individual and the interaction between the characteristic of the situation. As to whether the transfer can be achieved, the situation is very important. In situational characteristics, the characteristics of things related to the activities of the activities and characteristics of the

individual activities playing a supporting role, the lack of necessary support makes it difficult to produce migration. Of course, in different situations, the characteristics of things will have a certain degree of change, but the key is that those characteristics are related to the activities of the same—that is, their support is the same.

The factors that affect the migration include the subjective aspects, such as the attitude of college students village officials, the knowledge structure and the ability to adapt; the objective aspects, such as the family social environment, policy implementation, training mechanism and village officials, etc.. Environment has a subtle influence on the individual, including the natural environment and social environment. Social environment including family environment, working environment, living environment, etc., each environment coming into contact with people and things will have a strong influence on the individual. The following is the current situation of college students village official career.

### 2.2.1 College Students Wide Professional Direction

The main task of college students in school is to learn cultural knowledge and improve their cultural, moral, and professional qualities. For College student village official involved in rural construction, there needs to be a process of putting knowledge into practice. From college students to college students in the process of becoming village officials—and also realizing the process of career migration and the speed of the migration process—the level of the level of the transfer depends on the knowledge and experience of college students before. On the other hand it depends on the level of the ability of migration of the college students themselves. Let us observe the professional situation of college students village officials (Figure 1):



**Figure 1**  
**University Student Village Official Professional Distribution**

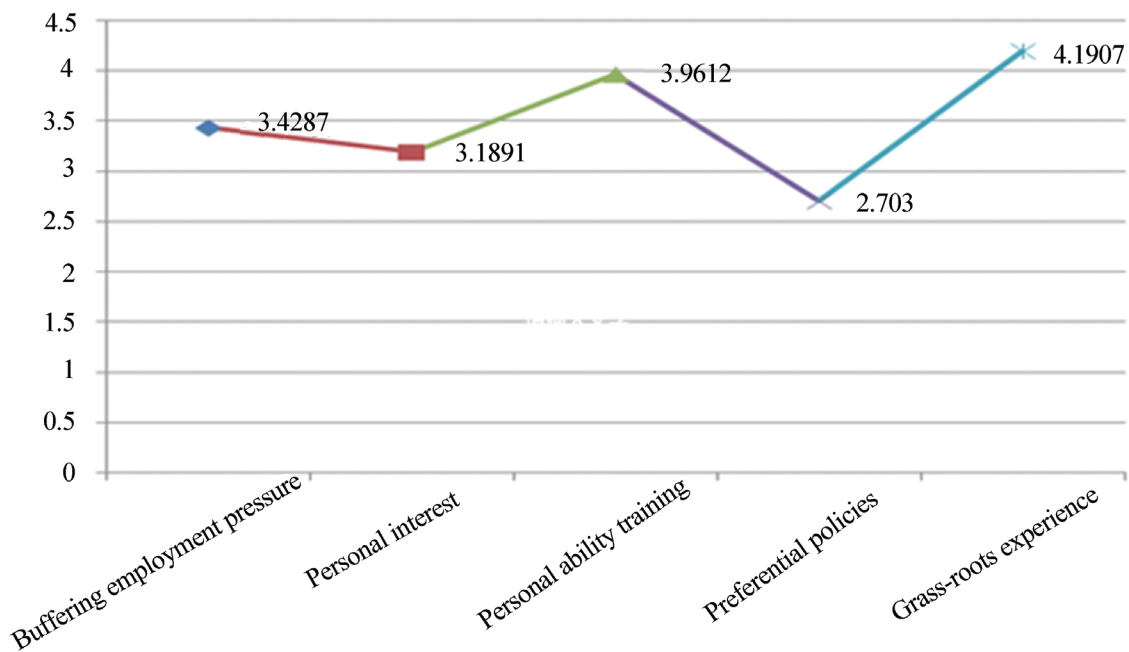
Data source: The research data of the research on the key issues of the philosophy and social sciences of the Ministry of education.

It can be seen from the above, in the investigation of 4,252 College student village officials, their majors are widely distributed, the structural constitution of management science is the highest, accounting for 20.40%; the lowest is in military science, accounting for 0.30%; the structural constitution of the management, law, literature, economics, education, science, science, history, philosophy and military science. Agronomy specialty village is only 5.90%, and the construction of rural industry, law of agricultural production, and crop planting technologies have very high demand, so college students village official, if to do close to the masses, must lead the masses to jointly build a new countryside. To enhance professional migration ability, they must study hard in agricultural knowledge in the new environment as soon

as possible to adjust mentality and adjust position, with continuous efforts to train themselves to become talents adapting to the needs of the development of the times and national rural construction.

### 2.2.2 College Students Village Officials Work Motivation

For the motivation of college student village officials, the greatest impact on college students village official is being able to accumulate experience, followed by personal ability. From the view of motivation, the accumulation of work experience, and ability of choice of most, the attitude of college students is positive, while, as a result of the accumulation and ability of college students village officials, which plays a great role in promoting the development of college students (Figure 2).



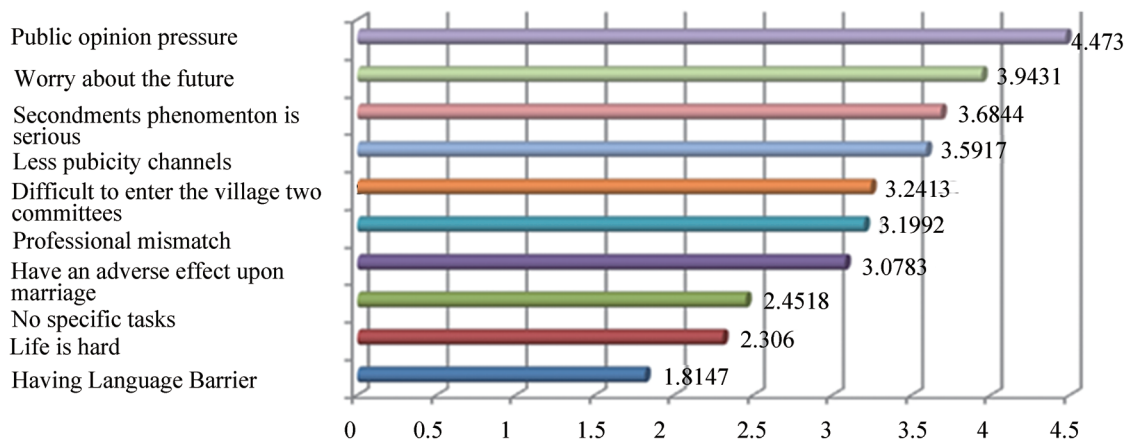
**Figure 2**  
**The Motivation of Selecting College Students as Village Officials**

Data source: The research data of the research on the key issues of the philosophy and social sciences of the Ministry of education.

### 2.2.3 Public Opinion Pressure Is Too Large

As shown in Figure 3, the biggest difficulty faced by university student village officials during their tenure is facing the pressure of public opinion, mainly from family members, social public, friends, etc.. Family environment, working environment and living environment, especially with the character of the village officials, will directly

affect the attitude of village officials, and then cause village officials to have doubts about their own occupation and even self-esteem, having a serious impact on the mobility of the village officials, which is not conducive to the professional migration of College student village officials and is not conducive to the realization of the occupation.



**Figure 3**  
**The Difficulties Encountered During His Tenure in the Village**

Data source: The research data of the research on the key issues of the philosophy and social sciences of the Ministry of education.

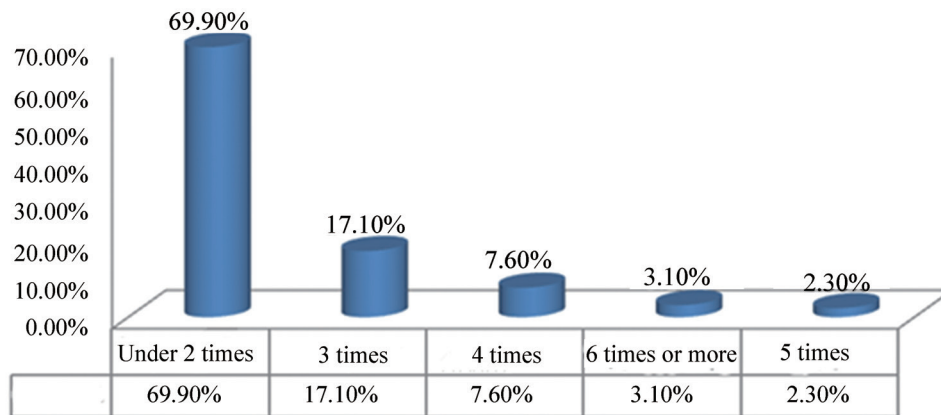
### 2.2.4 Serious Transference Phenomenon

As shown in Figure 3, there is serious transference phenomenon during their tenure as college graduate village officials. Frequent transference phenomenon is not conducive to student village joining the grass-roots masses, and this phenomenon is contrary to the original intention of the plan of the college graduate village officials and is not conducive to the smooth migration of College graduate village official career.

### 2.2.5 Professional Counterparts Where the Training Mechanism Is Not Perfect

Just out of college and suddenly moving into the rural areas, college students village officials cannot find

the relation between work and profession, and their professional knowledge can do nothing in practice, as it is difficult for the officials to realize the value of their knowledge. But these problems can be solved by training college students village official capacity, whatever, as the training mechanism is not sound, as shown in Figure 4, 69.9% of college students receive less than two times per year, which reflects how different levels of education training policies are not implemented, which also hurts the enthusiasm of the village and their work identity. 3.1% of the village every year receives 6 or more training, while local training places are concentrated in the same village, resulting in resource allocation that is not balanced.



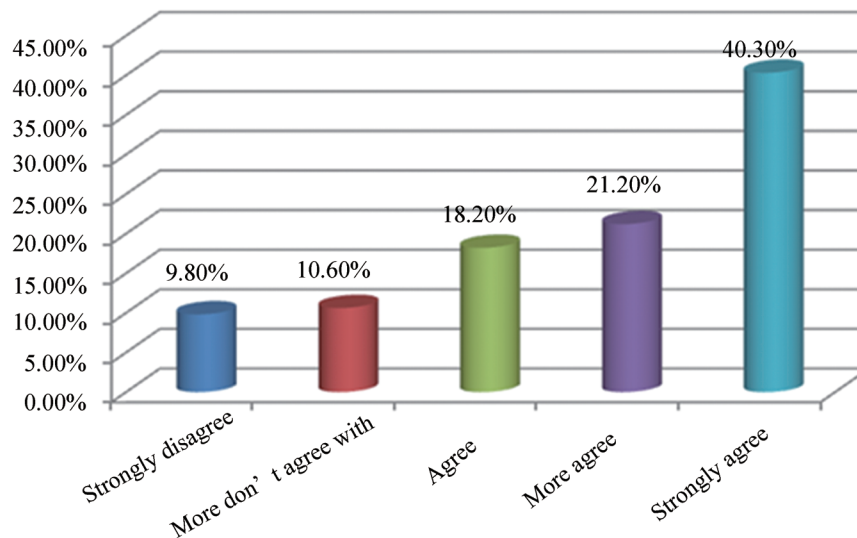
**Figure 4**  
**Number of Times National Student Village Officials Participate in Training**

Data source: The research data of the research on the key issues of the philosophy and social sciences of the Ministry of education.

### 2.2.6 Village Policy Implementation Is Not Comprehensive

University student village officials generally reflect the difficulty of the project, whether the project is difficult to apply, prompting the government departments to facilitate funding, approval, project introduction and other aspects of the university student village. Regarding

implementation of the policy in the village, more than half of the student village find that local policy implementation is not comprehensive enough (Figure 5) and that, for the country as a whole, they are not optimistic toward village official policy implementation and desire improvement in the supervision mechanism to ensure that policies are implemented.



**Figure 5**  
**Village Policy Implementation Is Not Comprehensive**

Data source: The research data of the research on the key issues of the philosophy and social sciences of the Ministry of education.

College students village official in the course of the occupation are still in the process of preparing the problems, and the public opinion of university student village propaganda is not enough, as are the problem of marriage, the living environment, language exchange, and other issues. These problems are the obstacles in the process of switching from the occupation of the students to village officials. They can only take effective measures to eliminate or reduce the barriers to migration, and the students themselves to improve their own quality and ability, and can achieve the career of College village officials smoothly.

### 3. FEASIBLE COUNTERMEASURES FOR THE OCCUPATIONAL MIGRATION OF COLLEGE STUDENTS VILLAGE OFFICIALS

#### 3.1 University Education Should Strengthen the Cultivation of Students' Professional Ability of Transfer

Career transfer is the main topic of the use of past knowledge and experience, as well as the use of new occupations. The application of past experience and the degree of mastery directly affects the success of the occupation. College student village official is a transfer process, but the term is three years—that is, three years after the university student village, they are also faced with the problem of re-employment. Therefore, it is very important for the university to join in the vocational education of college students. University education should pay attention to college students' knowledge, moral character education, especially the cultivation of

its emphasis on the ability of positive attitude, directly in the face of various problems and a positive direction toward healthy development. At the same time, we should pay more attention to the students' unity of theory and practice, pay attention to training and raising practice ability. In the face of an unknown occupation, they should seek to strengthen the cultivation of students' ability to better face the future situation, provide more positive and rapid integration into the new environment, and be actively reflecting and enterprising, constantly adding new knowledge and improving the ability of the new environment, so as to realize the smooth migration of occupation.

The cultivation of the ability of migration requires the students to develop and train the actual ability in the actual situation. Before the village college students are admitted to school, students should be encouraged to go to the village on a probation policy. School in grade one should encourage students to start to carry out the university student village official policy, so as to let students acquire understanding and encourage aspiring youth to enter oneself for the examination of college graduate village official, the completion of the main courses at the same time, the school can appropriately increase the trainee scores, encourage the students to the village on probation, ask the trainee village to put forward constructive suggestions give rewards to students, and the students admitted to university student village official in the process give recommendations. In this way, the students can not only increase the motivation of students to participate in the countryside, but also help students participate in the construction of the new countryside construction of the early migration ability. Four years of study for a long life is very short, the curriculum is very limited, so only focusing on migration ability can

strengthen students in joining the new rural construction in the ability to expand and improve, to quickly enter the role in the new environment, and be able to capture new information, use the knowledge base, better research for new knowledge and higher achievements, so as to contribute to the country while strengthening the cultivation of talents.

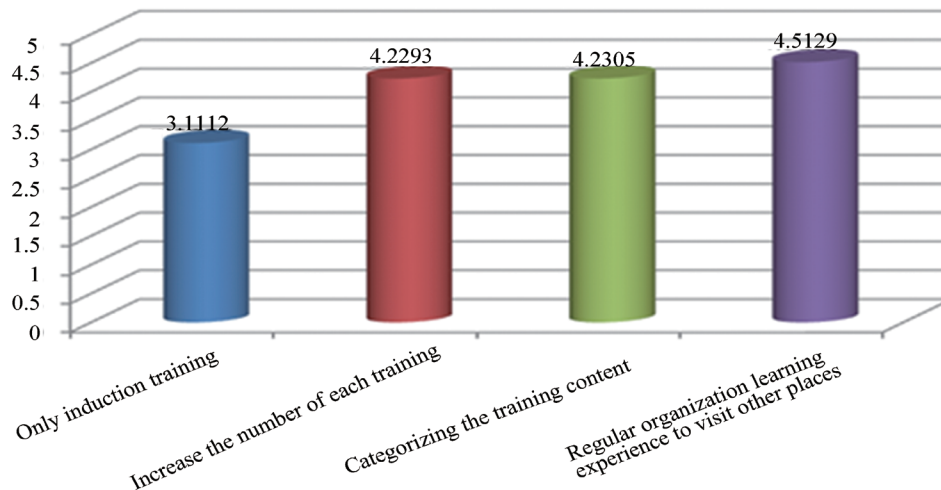
### 3.2 Use of Multiple Channels to Do a Good Job of College Students Village Officials

In the course of the transfer of the village officials, college students are confronted with strong public pressure from family, friends, and society. The government should use the majority of the media to strengthen the positive report of the students village officials, and use the policy appropriate to the university student village officials. For example, representatives of the National People's Congress elect college students as a representative of the participants in order to improve student village officials in the masses whose bad impression has a great role. Media

publicity should be used to gradually change people's old ideas, so that we understand the village official and understand the national policy, so as to change the pressure of public opinion, marriage, and other issues. Reducing the external pressure to enhance the confidence of students is conducive to college students having more energy in village work, having more time to reflect on their ability to work with the gap between reality and their need to expand their thinking, and striving to forge ahead, to achieve professional migration from the village.

### 3.3 Perfect Training Mechanism

College students engaged with college students need to support agricultural knowledge, but because of their professional counterparts, great obstacles emerge for students in the village of professional migration process, so training has become a major means of preparing college students village officials. Figure 6 shows the specific details of the education and training that deserve extra attention:



**Figure 6**  
**Education and Training of College Students**

Data source: The research data of the research on the key issues of the philosophy and social sciences of the Ministry of education.

(a) We should organize village officials to learn from the field, linking the experience of learning with the actual situation of the village, in order to promote local development.

(b) The content of the training should be based on service oriented, entrepreneurial, and other types of village officials to carry out the training of different themes, rather than indiscriminately submitting village officials to the same kind of training.

(c) The government should increase the number of training opportunities and expand training coverage, rather than having each number of training places in the same village. The aim is to avoid taking part in all of the training, and those who have not participated in the training have never had a chance to take part in this situation. This is so that the allocation of resources will

be more balanced, so that the benefit to the crowd is more extensive.

Only continuous improvement of the training mechanism, the real implementation of the training policy, will help make up for the lack of agricultural knowledge of college student village officials and guide their efforts, so as to make it a goal to follow, with more time to be familiar with business knowledge, continuous improvement in practice, improving the ability to learn and adapt to the new environment, and also for three years after the occupation again to prepare a good foundation.

### 3.4 Improve the supervision mechanism, the implementation of village policy.

To strengthen the financial, approval, project, and other aspects of the supervision mechanism, the implementation

of linked supervision mechanism, the use of network, and other new means, the government should set up official microblogging, micro channel and client, and other effective ways to communicate with people—in fact, to implement the process of public transparency, reward effective reporting behavior, severely punish the behavior of the villagers, and mobilize the masses to ensure the full implementation of the policy of college students in order to improve their quality and ability to promote students to make more contributions.

### **3.5 To Promote Student Village Officials and the Environment of the Interaction, the Smooth Realization of Vocational Migration**

In the course of migration, the two parties have a mutual benefit and mutual relationship, whether it is of a situational or individual character: the situation is the necessary support for the activities of the individual, and the individual also has the ability to carry out the effective activities in the context of appropriate support. The basic sign of the migration is to be able to participate in the activities of a broad range of situations, and to show the characteristics of the learning activities of the general and the environment (Yao, 2003).

The town leadership, the village cadre's support strength, and the villager's attitude to the university student village official ability migration plays a big role in having a promoting or hindering effect. If the leadership of the villagers neglect or even distrusts the villagers, this will greatly affect the main body of the college student village officials' initiative, resulting in the migration of slow, even negative transfer. If the leadership of the village officials in policy and power are given great encouragement, while the villagers take on positive attitude and behavior, it will greatly encourage college students in the attitude and motivate the main body to be more active, becoming more conducive to achieving positive transfer.

To realize the interaction with the external environment, college students village officials cannot only rely on external changes—they should actively reflect on and change their own shortcomings, and actively and humbly speak with villagers in order to understand

and help them, toward the continuous improvement of themselves. In actively striving to join in the construction of rural areas, they must be leading cadres and villagers. And then they will pave the way to migrate their occupation, cultivating and exercising their mentality and ability and laying a solid foundation three years after their occupation migration.

## **CONCLUSION**

If college students want to become useful, so they would not only depend on the knowledge base of the university, but also to learn the practice. And, if the government can follow the above measures to implement the policy of college student's village officials, it is more conducive to the development of College Students' professional ability to develop, and improve the quality of college students, and lay a good foundation for the smooth implementation of college student village officials.

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