



Knowledge hub
-
Collection of best practices

Summary of the best practice

1. Title of the best practice (e.g. name of policy, programme, project, etc.) *

National College Student Employment Service Platform - 24365 Campus Recruitment Service

2. Country or countries where the practice is implemented *

China

3. Please select the **most relevant** Action Track(s) the best practice applies to *

- Action Track 1. Inclusive, equitable, safe, and healthy schools
- Action Track 2. Learning and skills for life, work, and sustainable development
- Action Track 3. Teachers, teaching and the teaching profession
- Action Track 4. Digital learning and transformation
- Action Track 5. Financing of education

4. Implementation lead/partner organization(s) *

Department of College Students Affairs, Ministry of Education.
Center for Student Service and Development, Ministry of Education

5. Key words (5-15 words): Please add key descriptive words around aims, modalities, target groups etc. *

College students, Digitization, Employment, Service, Platform, 24&365

6. What makes it a best practice? *

Continuing to promote the digital upgrade of college students' employment service by building the "National College Student Employment Service Platform - 24365 Campus Recruitment Service" is a key Initiative to achieve more adequate and higher-quality college student employment. It is also of great significance to construct a large resource market, promote better combination of an effective market and a effective government, and further improve the employment system for college graduates. First, it is beneficial to breaking through geographical restrictions of employment resource supply. Second, it is beneficial to provision of full-time employment services. Third, it is beneficial to promoting the precise matching of college graduates and jobs. Fourth, it is beneficial to making scientific policy decision.

Description of the best practice

7. Introduction (350-400 words)

This section should ideally provide the context of, and justification for, the practice and address the following issues:

- i) Which population was affected?
- ii) What was the problem that needed to be addressed?
- iii) Which approach was taken and what objectives were achieved? *

The National College Student Employment Service Platform is aimed to act as a comprehensive platform for the education system and relevant departments to carry out employment services, employment guidance and employment management for college graduates, providing diversified services for college graduates, employers, employment fronts and the public. It could help solve problems including:

- 1) Providing jobs search services, guidance services for college graduates.
- 2) Providing recruitment services and inquiry services for employers.
- 3) Providing statistical survey services and employment management services for the college graduates employment management department .
- 4) Providing policy information services and link navigation services for the public users.

"National College Student Employment Service Platform - 24365 Campus Recruitment Service" is a new upgrade, based on the original Ministry of Education's New Career Network and the 24365 Smart Employment Wechat Platform . It becomes a 24-hour, 365-day "full-time, intelligent service" platform, providing better "Internet + " employment services, promoting a better combination of effective markets and effective governments, and further improving the market-oriented social employment mechanism for college graduates, promoting the construction of a national unified human resources market, and help achieving more adequate and higher-quality college student employment.

8. Implementation (350-450 words)

Please describe the implementation modalities or processes, where possible in relation to:

- i) What are the main activities carried out?
- ii) When and where the activities were carried out (including the start date and whether it is ongoing)?
- iii) Who were the key implementation actors and collaborators? (civil society organizations, private sector, foundations, coalitions, networks etc.)?
- iv) What were the resources needed (budget and sources) for the implementation? *

The platform adheres to the general requirements of "application for the king, service first, concise and efficient, and safe operation", and promoting works from two aspects:

1)Gathering more job resources. In conjunction with the State-owned Assets Supervision and Administration Commission, the Ministry of Industry and Information Technology, the Ministry of Civil Affairs, the All-China Federation of Industry and Commerce, etc., the "National Recruitment Action", "Small and Medium-Sized Enterprises 100-Days Recruitment", "Private Enterprises and Colleges to Promote Employment Actions" were held to gather job resources in all enterprises. Since September 2021, the platform has held 76 recruitment events for college graduates for Class 2022, and 25 are still being held now. The platform also held special recruitment sessions for Shaanxi, Jilin, Shanghai and other places seriously affected by the Covid-19 epidemic. Completing the interconnection and sharing mechanism. Continue to promote the interconnection and sharing of the platform with social recruitment agencies, provincial education departments and universities' employment websites. Since the platform was upgraded in March, it has carried out job information sharing with 32 provincial college student employment agencies and more than 2,100 colleges and universities. Continue to work with 12 social recruitment service agencies to jointly release 31.4 million job information for the Class 2022. Carry out platform pilots in all 32 provinces across the country, strengthen resource expansion and application, and improve platform operation and maintenance models.

9. Results – outputs and outcomes (250-350 words)

To the extent possible, please reply to the questions below:

- i) How was the practice identified as transformative? (e.g., impact on policies, impact on management processes, impact on delivery arrangements or education monitoring, impact on teachers, learners and beneficiary communities etc.);
- ii) What were the concrete results achieved with regard to outputs and outcomes?
- iii) Has an assessment of the practice been carried out? If yes, what were the results? *

In the context of the Covid-19 epidemic, by creating a 24-hour, 365-day "full-time, intelligent service" platform to provide better "Internet + "employment services, it has great transformation in the following three aspects: first is full-time service, and the second is full-cycle support, and the third is all-aspects resources.

Up to now, the platform has provided a total of 11.24 million job positions, and 76 national recruitment events have been held to provide 8.47 million job positions; 112 live classes of "Internet + Employment Guidance", 118 training courses of the "Hong Zhi Zhu Hang" series, 683 occupational cases have been launched. More than 985,000 graduates have used the online signing platform to sign contracts with employers. A sample survey showed that 31.6% of graduates achieved employment through this platform, an increase of 7.6 percentage points compared with the same period in 2021.

10. Lessons learnt (300 words)

To the extent possible, please reply to the following questions:

- i) What were the key triggers for transformation?
- ii) What worked really well – what facilitated this?
- iii) What did not work – why did it not work? *

The "National College Student Employment Service Platform - 24365 Campus Recruitment Service" is a staged achievement in the deployment of the Ministry of Education's implementation of the "Education Digital Strategy" under the background of the country's vigorous promotion of the construction of "Digital China". It is an active response to the obstruction of job search and recruitment by Covid-19, structural contradictions in employment, and improving the targeted effectiveness of employment guidance services.

Its success lies in: First, it is beneficial to breaking through geographical restrictions of employment resource supply. Second, it is beneficial to provision of full-time employment services. Third, it is beneficial to promoting the precise matching of college graduates and jobs. Fourth, it is beneficial to making scientific policy decision.

In the next step, in order to making full use of the digital platform in promoting more adequate and higher-quality college student employment: first, continuing to strengthen cooperation with relevant Ministries and Commissions, and hold various online recruitment activities at all levels through the platform ; Second, carry out targeted assistance and hold targeted special recruitment activities for those special groups; Third, continuing to strengthen platform construction, improve and upgrade platform functions, and provide more accurate employment services.

11. Conclusions (250 words)

Please describe why may this intervention be considered a “best practice”. What recommendations can be made for those intending to adopt the documented “best practice” or how can it help people working on the same issue(s)? *

Employment is the most important people's livelihood project, people's heart project, and foundation project. The number of college graduates of Class 2022 reaches 10.76 million, both in highest points in total and increments in history. Under the influence of uncertain factors such as demand contraction, supply shock, weakening expectations, and the epidemic, the economy is facing the impact of uncertain factors. Promoting the digital upgrade of college graduates' employment service, innovating college graduates employment service modes, and promoting the construction of a unified national human resources market, so as to achieving more adequate and higher-quality college student employment is the Practicing people-centered development thinking. It is the fundamental basis for recommending this initiative to be regarded as "best practice".

12. Further reading

Please provide a list and URLs of key reference documents for additional information on the “best practice” for those who may be interested in knowing how the results benefited the beneficiary group/s. *

<https://www.smartedu.cn/>

<https://job.ncss.cn/student/jobfair/fairdetails.html?fairId=Y1s5NT6ZW02kndMEhVthA7>