

Exploring Employment Intentions of College Students in Small and Medium-sized Cities against the Backdrop of High-Quality Economic Development: Taking Huai'an City as an Example

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Abstract: *Against the backdrop of high-quality development of the national economy, the development of each city is also facing transformation and upgrading. Cities need high-quality development, and high-quality talents are the key. The problem of attracting high-quality talents in domestic small and medium-sized cities in high-quality development needs to be solved urgently. This paper takes Huai'an, a third-tier city in China, as an example, to understand the intentions and confusions of college students when they seek employment. The qualitative approach of semi-structured interviews is employed. The study finds that in small and medium-sized cities, factors hindering college students from staying in local cities for employment include that the intensity of the government in publicizing high-quality development has not reached to most college students, the guide courses in colleges and universities meet difficulties in the process of delivery, and college students' own career planning are not guided well. In response to the above problems, this paper puts forward suggestions such as strengthening the positive interaction between schools and college students, enhancing the publicity of high-quality urban development among college students, and closely integrating college students' career guidance courses with local development. Quality development attracts more high-quality talents.*

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Introduction

THE Fifth Plenary Session of the 19th Central Committee of the Communist Party of China clearly identified “high-quality development” as one of the important guiding ideologies for economic and social development during China’s “14th Five-Year Plan” period (Li et al., 2019). High-quality development is a brand-new development concept, which means innovation in growth patterns. At present, China’s cities have entered a stage of high-quality development. The traditional urban development model with land and capital as the core variables is changing, and the traditional way of agglomeration of elements driven by resources and investment is breaking through mechanism re-building, new goal setting, and new route choices (Cheng & Masser, 2003). The high-quality development of cities means that a large number of high-quality talents are needed. Among all, fresh college graduates are undoubtedly an important part. They are not only large in number, but also constitute the main body for high-quality development (Chen, 2013).

At present, the research on high-quality urban development and talent flow at home and abroad mainly focuses on the macro level (Banister & Lichfield, 2003; Downs, 2010; Hopkins, 2001). Some scholars expounded the connotation of high-quality urban development from the aspects of the transformation of development endowments, the theoretical mechanism and goal setting of high-quality urban development, etc (Easterly & Levine, 2003; Engerman & Sokoloff, 2002). Among them, technological innovation, industrial upgrading, fairness and efficiency, and urban security are the key elements of high-quality urban development. In terms of the realization path, it can be regarded as the main realization path from the aspects of urban industry and employment, regional integration and urban-rural integration, and the governance of quality of life.

Secondly, in the research on urban talent flow, some scholars believe that it points out the new characteristics of the current talent flow. The mobility of young talents is greater and faster (Smith, 2014); high-tech industries attract more talents (Abramo et al., 2011); key cities and urban agglomerations are still the first choice for employment (Awumbila, 2017). At present, the problem of urban talent flow is mainly manifested in the obvious downward trend of population, and the urban population is facing two levels. Scholars believe that promoting the integration of regional talents, empowering enterprises, and improving the suitability of urban life can solve the problems faced by the high-quality development of Chinese cities.

The above-mentioned research on the high-quality development of cities and the flow of urban talents is to propose macro solutions from the national level or the regional level such as the Yangtze River Delta and the Pearl River Delta. It is also a strong guiding role for Beijing, Shanghai, Guangzhou and Shenzhen or other first-tier cities such as Hangzhou, Chengdu, and Nanjing. However, for most other third- and fourth-tier cities in China, the above research recommendations are difficult to implement, and they cannot provide specific solutions and solutions. This paper, taking Huai’an City, Jiangsu Province as an example, attempts to solve the dilemma of attracting and retaining talents faced by third-tier cities under the background of high-quality development. Starting from the employment intention of college students in this city, this paper explores what motivates university students to stay or leave a city when seeking employment and provides implications.

Theoretical Framework

Since the last century, the push-pull theory has become a mature theoretical paradigm to study issues such as population mobility, migration, and brain drain (Zhou, 2006). The basic framework of this theory was first proposed by the British economist and sociologist E. G. Ravenstein in 1885. The famous seven laws of population migration are derived from his book *The Laws of Population Migration*. Later, R. Herbele formally proposed in 1938 that population mobility was caused by a series of forces, including the “push” of the outflow place and the “pull” of the inflow place. When people’s needs were not met in their original place of residence, they might plan to move to another place; In addition, even if he is satisfied with his current situation, there may be greater opportunities in other places to promote his mobility. In the 1960s, the British scholar Everett Lee put forward the systematic transfer theory, which is known as “push-pull theory”. This theory believes that under the circumstances of market economy and free flow of population, people move and flow because they can improve their living conditions through mobile employment. As a result, the factors that improve the living conditions of immigrants in the inflow area become a pull, while the unfavorable social and economic conditions in the outflow area become a push. Push-pull theory is an important theoretical basis in the study of regional choice of college students’ employment. There are four basic theoretical issues in the push-pull theory proposed by Everett Lee: factors affecting migration, migration amount, migration direction and migration characteristics. This paper focuses on the first factor, the factors that affect migration, that is, the factors that local college students stay or leave. Everett Lee subdivided the factors of the migration process into four aspects: factors related to the place of emigration, factors related to the place of immigration, intermediary barriers and personal factors.

Zhong & Liu (2019) identify that among the factors for college students to choose rural employment, their own advantages and disadvantages, cultural differences between urban and rural areas, employment policies, wages and other factors will become the driving force for college students to stay in rural employment, emphasizing that the country should strengthen the guidance and publicity of college students’ rural employment policies. Local governments should combine the rural revitalization strategy; adjust measures to local conditions, and increase measures and efforts to attract college students to rural employment. Zhang & Liu (2012), combined with the analysis of the push and pull theory, pointed out that college students’ choice of the location for employment development is the result of rational analysis, and it is the decision made by college students after weighing the pull of the inflow place and the push of the outflow place. Among them, the factors conducive to improving living conditions are pulling forces, while the unfavorable living conditions are pushing forces.

When studying the intention of college students to stay in Huai’an City, this paper also focuses on the above aspects for interview and research. In third-tier cities, there are often two weaknesses in college students’ employment choice: first, there is a lack of development opportunities and salary treatment in a big city; the second is the lack of sense of belonging and identity of hometown. These two weaknesses are the main impetus for college students to move out, and it is difficult to make a breakthrough in the short term. However, these two aspects must be improved if we want to retain more local college students. Local governments and colleges and universities can take advantage of dislocation to play a good role in employment and emotion, and fully highlight that the salary of Huai’an City is more competitive than that of its hometown (except the first tier big cities). It is more livable and has a sense of belonging than the

first-tier big cities (except hometown). Only in this way can we achieve objective results in the talent competition.

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Methodology

This paper uses semi-structured interviews (Seidman, 2006), a qualitative research approach, to investigate university students who are about to graduate, focusing on their subjective feelings, career planning and study plans in the city of Huai'an. Most of the students interviewed were senior students. Because of the employment needs faced by senior students, they have already thought deeply about the development of studying in Huaihe River. Moreover, because the 2022 cohort of graduates were not affected by the COVID-19 during their freshman year and the last semester of their sophomore year, they could freely enter and leave the campus.

In terms of interviewees, this paper conducted in-depth interviews with 22 such students. Audio recordings were made upon the consent of all the interviewees. We compared, analyzed and summarized the data regarding interviewees' understanding of Huai'an City's high-quality development, their own career planning, their intention to stay in Huai'an, and their expectations for the development of college students in Huai'an.

First, the first three interview questions are the interviewers' comprehensive understanding of Huai'an city. As the first condition for moving in and out, it is about the understanding of a particular place. Therefore, the first part of the interview should be clear about the respondents' understanding of City Huai'an. The second part of the interview is about personal factors, including their own capabilities, positioning, career planning, etc. Only when one understands his own abilities and needs can he make reasonable choices in employment. Personal factors are completely subjective and not necessarily accurate, so there will be a gap between ideal and reality. Only by clarifying the personal factors of the interviewees can we find out the main reasons for college students to stay and leave. The third part of the interview is about the reasons for college students to stay and leave. There are many variables of immigration and emigration in the push-pull theory. As mentioned above, it is impossible to quantify all variables objectively and accurately. There are several important factors that really affect the immigration or emigration of individuals. The focus of this study is to directly understand the main reasons for respondents to move in or out through interviews. The fourth part is suggestions. From the perspective of college students, we should know what improvements H City needs to make in attracting talents.

Among the 22 interviewees, 15 were graduates, 5 were non-graduates, and 2 were teachers. The majors covered 6 majors, including science, engineering, humanities and social sciences. There were 5 students from this city and 17 from other cities (including 5 from other provinces). When interviewing students, we should take gender, major, region, grade, occupation and other factors into consideration as much as possible.

ble, and randomly select students and teachers from eligible groups as interviewees, which can reflect the objectivity of the interview content more widely and truly.

Findings

Impression of High-Quality Urban Development: Personal Experience is the Key

Whether one decides to work and live in a city depends on their impressions of the city. City impression refers to an individual's comprehensive emotion towards a city. The impression of a city comes from many factors. For college students who have lived in a city for four years, personal experience is undoubtedly the most intuitive impression of a city. From the results of the questionnaire survey and interview, the 18th grade students generally have a better impression of Huai'an than other grades. The reason is that the 18th grade students have more opportunities to go out, and their favorability to Huai'an has also been greatly improved after personal experience. However, due to the epidemic, students of other grades were often managed in a closed manner during school and could not experience the customs and customs of Huai'an in person. Their impression of Huai'an was not much different from that before they came to Huai'an. In the interview, cultural tourism, convenient transportation, and simple and friendly folk customs are the three high-frequency keywords that appeared in the interview.

In terms of culture, Zhou Enlai's influence is relatively large. Compared with his hometown of Nantong, Huai'an has more tourist attractions. (Interviewee 2)

Huai'an is not as backward in economy as imagined. It feels that the economy is okay, and tourism is still very good. It is like Zhou Enlai Memorial Hall, Zhou Enlai's Childhood Reading Center, and Wu Chengen's Former Residence. (Interviewee 3)

Huai'an culture is still strong, Zhou Enlai, Wu Chengen and so on. When I first came, there was no high-speed rail, West Amusement Park, and now Fangte Park is still under construction. There have been great changes in the past four years. (Interviewee 4)

I knew it was Zhou Enlai's hometown before, and I felt that the scenery, humanities and culture here are very good. I feel that there are more tourist attractions, such as Bochi Mountain and Taohua Island. (Interviewee 5)

Huai'an's life is relatively harmonious. Culturally, there are Han Xin and Zhou Enlai. (Interviewee 9)

Culture last week, Enlai and Hanxin, are located on the north-south dividing line, and high-speed rail has also been built in recent years. (Interviewee 13)

Basically, they are all in school, they go out less and know less. (Interviewee 16)

Often closed management, little chance to go out to learn about Huai'an, and no impression of Huai'an. (Interviewee 17)

For the impression of a city, personal experience is undoubtedly the best choice. Freshmen who have just arrived in an unfamiliar city, their freshness and curiosity about the city will drive them to go out and explore the city often. During their freshman year, the 18th grade students were not affected by the epidemic and could freely enter and leave the campus, which greatly satisfied their exploration of the city. The students in grades 19, 20, and 21 were in closed management most of the time during school, and they had no chance to go out and learn about the city. In the four years from 2018 to 2022, Huai'an has developed greatly, especially in terms of transportation. In the past four years, Huai'an has opened a high-speed railway and built an elevated road. For everyone living in Huai'an, the travel experience diametrically reflects quality improvement.

"Before there was no high-speed rail, it took me four hours to get home. Now, with high-speed rail, I can go back in less than two hours sometimes on weekends, and the elevated direct access to the high-speed rail station is very convenient" (Interviewee 14)

In addition to the experience of the city, the experience of the school is also an important factor in the emotion of a city. Some students seldom go out because they are relatively housebound. Apart from the well-known tourist attractions, what they know most about Huai'an City is school life.

Huai'an people are more enthusiastic and simpler, especially the school dormitory, canteen aunts, and teachers are very good. The head teacher is very responsible for our class, supervises the study, leads us to do topics and projects, let us formulate postgraduate entrance examination plans, and also help us contact tutor. (Interviewee 7)

I have a good impression of Huai'an. The school's teachers, canteen aunts, and dormitory aunts are very friendly, and students get along well with each other. (Interviewee 9)

I have deep feelings for the school and the college. The library, laboratory, and postgraduate entrance examination classroom are all very good, especially for teachers and classmates. (Interviewee 11)

It can be seen that the teachers of the school, the auntie dormitory, the people that ordinary students often come into contact with, or the places where students often go to the library, sports field, laboratory, and postgraduate entrance examination classroom, constitute the main cognition of students' understanding of the school. If the city of the university is the second home, then the university is the second home. Four years of study and hands-on experience in life form a strong emotional expression. For students who are more housebound, the school experience is greater than the city experi-

ence, and the emotion for the school is greater than the emotion for the city. In other words, in the hearts of these students, the emotion for the school is the emotion for the city, and the high-quality development of the school represents the high-quality development of the city. All the people and things that students can meet in school constitute the basis for their emotions towards the school and also determine their impression of the city.

The impression of a city plays an important role in the factors of individual migration in or out. A good impression will increase the probability of moving in, while a bad impression will increase the possibility of moving out. There are many aspects to the impression of the city, of which the sense of personal experience is undoubtedly the most direct and real way. College students have lived in a city for three or four years at least, and for six or seven years at most. They have personally experienced the campus and the city. This kind of feeling is not formed in a moment or in a single event, but a comprehensive emotional cognition formed by little accumulation in years of school life. Once formed, it is difficult to change. Therefore, from the perspective of immigration factors or emigration factors, the impression of the city is very important, which requires the efforts of the local government and universities to constantly work on a good impression from the first day of college students.

Lack of Publicity in Urban Development: University Students Generally do not Understand the Status Quo and Planning of High-Quality Cities

The development of the city includes not only major livelihood projects such as the construction of high-speed railways, viaducts or large commercial centers, parks, and amusement parks to improve the quality of life of local people; Upgrade, transform. Compared with the former, which everyone can experience personally, the development of the latter is much more low-key, and very few people know it. The latter is the key to truly attracting and retaining talents. Observing the scale and intensity of investment promotion in Huai'an in the past five years, it has indeed brought leap-forward development to the city, and major projects have been launched one after another. But for college students in Huai'an, all this is unfamiliar.

I don't know about related companies, but I never thought about developing in Huai'an. (Interviewee 16)

I don't know much about the related companies in Huai'an. It seems that there is Foxconn. The companies in Huai'an seem to be quite ordinary, and there are not many famous companies. (Interviewee 20)

This is a problem that needs to be solved urgently in the development of small and medium-sized cities like Huai'an. The government spends a lot of manpower and material resources to attract investment, but as a college student in this city, when they are about to graduate, they know nothing about it, let alone these companies seek job development. In the interviews, it was found that many college students have basically had a general job-seeking intention before graduation. Unless they have a particularly ideal and satisfactory job, they generally look for a job according to their original intention.

In the second semester of my sophomore year, I have the idea of looking for a job. Since I have studied this major, although I am not too interested, but I have studied it, I will still engage in this industry, otherwise my previous studies will be in vain. (Interviewee 17)

After the freshman year, I felt that I was not interested in this major, nor did I understand it, so I thought about changing careers and doing animation design. (Interviewee 19)

Among these job-seeking students, preconceived job-seeking intentions are usually formed in their junior year or even earlier. The lack of urban development publicity will inevitably lead to the low development intention of the city's college students to stay in Huai'an.

Secondly, the development of each city usually has a plan for the next 5-10 years, which will focus on the development trend of the city's future development, key industries, and residents' living standards. Taking Huai'an's "14th Five-Year Plan" as an example, the Plan clearly points out that the development orientation of Huai'an during the "14th Five-Year Plan" period is "green highland, hub new city", and at the same time accelerates the promotion of "innovative Huai'an, open Huai'an, beautiful Huai'an, happy Huai'an". "Construction, the specific indicators are not listed one by one. But for ordinary college students, these plans are very unfamiliar and distant. First, ordinary college students hardly pay attention to the future long-term development plan of the city where the university is located, and no one will give them policy presentations and interpretations; second, the development plan takes a long time and has great uncertainty, and most college students pay more attention to the current reality.

The high-quality development of Huai'an requires the introduction of advanced enterprises and the retention of talents. A good company should have good treatment and working environment. The monthly salary of 7,000 CNY in Huai'an is relatively good. The working environment should look relatively clean and not cause too much harm to the body. (Interviewee 2)

The high-quality development of Huai'an is first of all for enterprises to retain talents, especially young people with a high degree of education. Introduce some famous and good companies. (Interviewee 3)

High-speed rail, West Amusement Park, and small trains (city light rail) are all high-quality developments. (Interviewee 4)

The level of higher education in Huai'an must be continuously improved in order to promote high-quality development. (Interviewee 5)

Huai'an promotes culture better, like the spirit of Zhou Enlai. Higher education has yet to be improved. (Interviewee 6)

Through interviews with two teachers, we can see that they are conservative about college students' understanding of the city's high-quality development.

This problem may be difficult for students. High quality development should be an economic term. They may not know what high quality development is.

College students should not understand the high-quality development of the city, which has nothing to do with them.

From the above interviews, it can be seen that the understanding of ordinary college students on the high-quality development of their cities mainly focuses on the following aspects: attracting more high-quality talents, the development level of local higher education, and the characteristic landscape of the city. These understandings are relatively one-sided, and it is difficult to clearly see the development status and development potential of a city. Contradicting the actual situation, on the one hand, the local government has increased its investment promotion efforts to attract some large-scale high-quality enterprises; the problem is the lack of publicity about the current situation of urban development and long-term planning. Local college students can neither see the existing urban development nor understand the future urban development, resulting in the low development intention of staying in Huai'an.

The Ambiguity of College Students' Self-Positioning: The Uncertainty of City, Job and Career Planning

When talking about future career plans, among the students interviewed, only 4 students clearly expressed their future career plans, and the other 16 students also talked about the industries and career development they want to work in in the future, but all it means that there are many uncertainties in the future, the plan cannot keep up with the changes, and it is necessary to take a step by step. It can be seen from this situation that college students generally lack accurate self-positioning and career planning.

Ability is not particularly prominent, general. I hope to have a stable job like a teacher and do not want challenging work. (Interviewee 3)

In the future, you may go to the grid, take the selection, or read the blog. I prefer to do the atmosphere of scientific research. (Interviewee 4)

The ability needs to be improved, and step by step after work. (Interviewee 5)

Looking at the decision in the future, there are many uncertain factors. (Interviewee 7)

Do a stable and ordinary work, and there is a certain amount of monthly salary. (Interviewee 13)

I don't know this industry, I just find a job related to my professionalism and learn while doing. (Interviewee 16)

I think it is very difficult for me to know, position and plan my career. It is difficult for me to have an accurate understanding and position of myself, which is always changing. It is even more difficult for college students. There are many possibilities for

their future development. It is uncertain where they will develop, what industry they will be in, and what organization they will be in. (Interviewee teacher 1)

Some students have very clear career plans. Most of our college students are preparing for the postgraduate entrance examination, which is the guidance of the college. But they are not sure what to do after they are admitted to the postgraduate entrance examination, and they do not have to do scientific research. For others, they should take the examination or look for jobs, and take each step to see. (Interviewee teacher 2)

It can be seen from the responses of the teachers interviewed that the uncertainty of college students' self-awareness, positioning and career planning is a common phenomenon.

College graduates have not really experienced the society, and lack intuitive feelings about their own abilities, interests, and social work requirements. There is a big difference between ideals and reality. In the early stage of graduation, it is usually difficult for college graduates to have a very clear and accurate understanding of the self-positioning and career planning. As a result, they often have career plans that do not match their abilities when looking for jobs. During the interviews, it was found that only a small part of the students had a rational and pragmatic attitude towards work, and most of the other students were blind in their job search. The first is to have a low profile, hoping to do a high-paying, decent job. Such students often choose large cities or economically developed first-tier cities, and feel that it is difficult for small and medium-sized cities such as Huai'an to find 'suitable' jobs. The second is to underestimate oneself, feel that he has no ability, and he does not understand professional knowledge, so he can find an administrative clerical position casually, and he can support himself. Such students are more likely to go home for development. The reason is that they are close to home and can take care of each other with their parents. They do not expect work to be successful, but only want to live a comfortable and comfortable life. The third is due to the severe employment situation in the society; choose to join the team of postgraduate entrance examination, public examination and examination. Under the influence of the epidemic in the past two years, many companies have laid off employees, cut wages or even closed down. This dilemma has become a choice that college students have to face when looking for a job. Therefore, a stable job has become the first choice for many college students to find a job. The purpose of the postgraduate entrance examination is also to increase the bargaining chip for finding a stable job.

Whether it is an inaccurate career orientation or a desire to work within the system in pursuit of stability, this general trend is not conducive to the development of talents in small and medium-sized cities like Huai'an, and it becomes more difficult for local companies to recruit suitable talents.

Ideal Work and Less Stress in Life are the Keys to Staying in Huai'an

When talking about staying in Huai'an to work in Huai'an, except for a few classmates, they clearly want to go home for development because of family reasons. Most of the other students have feelings for the city of Huai'an and their alma mater, and have the intention to stay in Huai'an for development. But the premise of staying in the city is to have an ideal job.

I have considered working in Huai'an. After graduation, I may go back to Huai'an to be a teacher in a university or have such an Internet company in Huai'an. I am also willing to stay in Huai'an. (Interviewee 1)

I have also invested in companies in Huai'an before, with a monthly salary of more than 7,000 RMB and a lot of overtime. But there is no upside in 3 years. I felt unacceptable, and finally chose a family that has 4 salary adjustments a year. (Interviewee 2)

I have a stable job and I hope I can take care of my parents. If Huai'an can satisfy such a living state, he will also consider staying in Huai'an. (Interviewee 3)

Have a job that you accept, and have your own relatively independent space. If all are satisfied, we will also consider coming to Huai'an for development. (Interviewee 6)

As long as there is a satisfactory job, most students will definitely choose to stay in Huai'an. Of course, it is not only Huai'an, but the location is not so important to have a satisfactory job now. Unless there are remote areas like Xinjiang and Tibet. (Interviewee teacher 1)

In Huai'an, those who want to be admitted to the civil service or the establishment, or who are paid more than 100000 CNY a year by enterprises, should stay. Now students are very realistic, and they will also compare jobs. As long as their families are not too bad, they would rather wait for the job exam than do jobs with low wages. (Interviewee teacher 2)

From the perspective of teachers, ideal work is the key to the development of college students.

Most of the ideal jobs expected by the interviews are in the system or expect Huai'an to have well-known enterprises to provide superior treatment. Although emotionally speaking, most of the students in the interview have the intention of leaving Huai'an, but from the reality, the possibility of truly staying in Huai'an is very small. Because the work they expect is too ideal, reality is difficult to satisfy their expectations. First, the job in any urban system is 'Xiangyu', with fewer posts, many job seekers, and fierce competition; second, the posts of Huai'an city enterprises meet their expectations of work, and the conditions they need are what they do not have.

The emergence of the above problems is precisely caused by the lack of urban development and propaganda and the inaccurate career planning. First of all, Huai'an has high-quality enterprises, and college students in Huai'an City also have a great opportunity to enter the enterprise. However, Huai'an's high-quality enterprises are compared to other general companies in Huai'an. Its work treatment, development prospects and stability are advantageous, but it cannot compare it with high-quality companies in large cities, even the Fortune 500 companies. Secondly, although the work in the system is stable and the social reputation is good, it is also difficult to improve, strong sense of rules, repeated work content, and young people with innovative ideas may not be suitable for young people.

Soft Power Matters

Combined with the intention of staying in Huai'an for development and the suggestions for Huai'an to attract more college students to Huai'an for development, finding an ideal job is undoubtedly the most critical factor for development in a certain place.

Huai'an has more professional counterparts and diversified jobs, so that more college students will stay. (Interviewee 3)

Wages and housing are the top priorities. (Interviewee 7)

More job opportunities, higher salaries, and more preferential policies for students studying in Huaihe University. (Interviewee 8)

Huai'an can improve salaries and increase the benefits for the introduction of high-quality talents. (Interviewee 9)

The housing subsidy for college students after working, the company's treatment is good, and there are two days off. (Interviewee 13)

Only with a material foundation can there be a superstructure. Work and life are undoubtedly the most important concerns of all the interviewed students. The interviewed students expressed their hope that Huai'an can introduce some large and well-known enterprises and increase the preferential policies for students who stay in Huai'an. Huai'an has also introduced a number of large enterprises in recent years, and has also improved the preferential policies for students studying in Huai'an. Taking undergraduates as an example, they can enjoy a housing subsidy of 50,000 CNY when buying a house in Huai'an, and a monthly living allowance of 1,000 CNY. Subsidy is for 3 years. Non-Huai'an graduates can enjoy an annual travel subsidy of 2,000 CNY to visit relatives, continuous subsidy for 3 years, etc. These preferential policies are not too strong, but in the interview, none of the interviewees knew about these preferential policies.

Secondly, the interviewed students also said that Huai'an has advantages in history and culture, and there are many tourist attractions. We can increase publicity efforts to let more people know about Huai'an.

From the official propaganda point of view, Huai'an is the world's food capital and an important central city in northern Jiangsu. In history, there are celebrities such as Zhou Enlai, Han Xin, and Wu Chengen, and it has rich tourism resources and red culture. Moreover, it can be seen from the interviewed students that Huai'an has a long history, rich cultural heritage and rich tourism resources. However, it is such a resource-rich city that is 'low-key' and unknown. In addition, it is located in northern Jiangsu. It is easy for people who don't understand it to have a misunderstanding of a small town in northern Jiangsu that is 'economically backward and weak in development'. In recent years, the Huai'an government has vigorously attracted investment and carried out positive publicity, such as hosting the 2020 CCTV Mid-Autumn Festival Gala and the 2021 China International Marathon, etc., Huai'an's popularity is gradually increasing.

Discussion

Improving the Positive Interaction between Colleges and Students

The alma mater has an irreplaceable position in the psychology of college students; it is the home of college students in a foreign country (Brunello & Cappellari, 2008). The teaching methods of instructors, the educational management attitude of administrators, and the learning and living experience brought to students by various space areas such as school classrooms and dormitories are the direct source of students' feelings for their alma mater (Justice et al., 2007). The service management of the school, and the various space areas of the school should be more student-oriented and better serve the students, thereby generating a positive interaction between the school and the students.

For university students, the first is the teaching of teachers, which should not only have a high theoretical level, but also have a benign interaction inside and outside the classroom. Instructors should not change classroom teaching into reading PPT, or turn a blind eye to students' questions after class. Teachers should make complex and boring theoretical lessons lively and interesting, adopt inspiring teaching, and be able to respond positively to students' questions. Secondly, administrative teachers should be student-centered when managing and serving students. Whether it is various lectures, reports or student activities, it should be for the growth and development of students, reducing or even avoiding formalism, bureaucracy and other styles that hurt students' emotions. Third, create a good campus space area. In addition to the more humanized learning and living areas like libraries, canteens, and dormitories, schools can also make a difference in the creation of landscapes. Many colleges and universities have mountains, rivers, bridges, forests, squares, etc., which can constitute the memory of college students' alma mater. These space areas will be made into places with individuality, meaning and symbolism, which will become the school's Internet celebrity check-in place, and make campus life colorful. When students mention the city, they think of their alma mater, and there are many fond memories of their alma mater.

Strengthening the City's Positive Publicity to College Students

From the interview results, most college students lack a clear understanding of the development of the city where their alma mater is located. Coupled with the epidemic that started in 2020, the school has been closed and managed frequently, and students cannot go out to experience all aspects of the city. It can be seen from the online remarks made by students. This will undoubtedly become more difficult for second- and third-tier cities that want to retain more college students in the city. The only way to change this predicament is to increase the positive publicity of the city among the student groups at the official level of the government and schools.

Promotion can be divided into online and offline. First of all, online publicity is to fully occupy the online media that college students often browse, such as Douyin, Station B, Weibo, etc., and publish a large number of videos, pictures, and topics of Huai'an's high-quality development, involving all aspects of life, tourism, and history, food, leisure, economic development, transportation construction, etc. Let college students often see all kinds of positive publicity reports in Huai'an, so as to increase their favorability to the city. The second is offline promotion. After the epidemic is effective-

ly controlled, local governments and schools can join forces to organize regular on-the-spot visits, such as economic development, corporate visits, cultural experiences, and tourism. Some students can be randomly selected or arranged to focus on the economic development and customs of Huai'an. Students take a one-day or half-day short-distance visit or tour in Huai'an for free or at half their own expense. After the end, let the students write their experiences and feelings and post them on Weibo Chaochua, Douyin, and QQ space to increase the positive publicity of Huai'an.

College Students' Career Planning Courses should be Closely Integrated with Local Development, and should be Carefully Implemented

The career planning course should be a compulsory course for every college student first and foremost. Due to the strong subjectivity of the course, schools and teachers have great autonomy to decide how to explain this course. Universities and local governments can take advantage of this opportunity to closely combine career planning courses with local development, develop textbook compilation and teaching content, and guide students to stay in the city.

The first thing to do is to make a career plan for college students. As mentioned in the previous article, many college students have inaccurate self-positioning, resulting in too high or too low career planning. Schools should make full use of the career guidance courses and make career plans detailed and practical, especially to solve the many puzzled problems of college students, such as what can be done in the future, what is suitable for them, the development prospects of a certain industry or occupation, and how can they be able to do it in the future? What level of development has been achieved? These problems are not theoretical problems, but practical problems, which must be discussed and explained in a classified and detailed manner in combination with the specific actual situation. Let the vast majority of college students have a more reasonable and pragmatic career plan when they graduate.

Secondly, it is necessary to deeply integrate the development trend of the city with the career planning of college students. This requires teachers to combine personal career planning with the development of Huai'an in a targeted manner when explaining career planning. The real case is the best. Through the explanation of real cases, students will subconsciously combine their personal career planning with Huai'an, which can at least improve their intention to stay in Huai'an. Teachers should also combine the current situation of Huai'an's development with the future prospects, that is, they should not only see real benefits for students studying in Huai'an, but also give them confidence and expectations to stay in Huai'an, so that they feel that Huai'an is worth staying for a long time.

The career planning of many college students stems from preconceived notions, such as the more developed the city, the greater their own development; if they do not learn their major well, they think their ability is not good; These viewpoints are all heard. After listening to a lot, a concept is formed. If you want to change this mindset, you must continue to guide with correct career planning explanations. Colleges and universities can carry out career planning courses in the second year of college, and use the time of sophomore and junior year to guide the concept, and it will produce corresponding results in the senior year.

The Government should Intensify Efforts to Introduce Well-Known Enterprises and Publicize the Preferential Policies for College Students to Study in the City

The ideal work and life are undoubtedly the core factor for college students to stay in Huai. However, the number of work and high-quality state-owned enterprises in the system cannot meet the needs of the majority of college students in Huai'an's universities. This requires the government departments to introduce some high-quality large-scale enterprises, which can provide more positions to attract more college students to develop Huai'an. The government should focus on more college students in the city and attract more foreign college students. College students in the city have the advantages of emotion and distance. Under the same conditions, the probability of leaving Huai'an is greater. In terms of the popularity and influence of Huai'an City, there is no obvious advantage in attracting non-Huai'an college students in the city. According to this trend, when the Huai'an government is attracting investment, it should consider the professional settings and job needs of universities in the city. Huai'an enterprises must provide corresponding jobs and competitive salary for college students in Huai'an. In this way, we can stay in more students in Huai.

Secondly, the government must vigorously promote the preferential policies of college students to come to Huai'an. During the interview, it was found that most of the interviews did not know the preferential policies to come to Huai'an. According to relevant documents released in 2022, undergraduate students will have higher subsidies when they purchase houses, rent houses, and visit relatives. And these policies are released in multiple official media, but most college students do not know or even know it. Improving college students' awareness of the subsidy policy of staying at the city can start from the following three aspects.

The first is to increase the entertainment of promotional channels. Generally, this information is published on the official media, but few college students will take the initiative to pay attention to local official media. In today's short-video era, people usually obtain information in entertainment methods such as short videos, so the information of various preferential policies for students in Huai'an college students should also appear in the field of college students in the form of short videos.

Secondly, it is necessary to improve the popularity of publicity methods. Short videos will increase the probability of young college students to see information, but whether it can attract college students to read and remember the information, it is necessary to see if this short video can attract his attention. The duration of the short video is generally in one minute or even ten seconds. The preferential policies of leaving Huai'an should be presented in the most attractive way of young people. If you have to see the video, you can basically understand the core content of the policy. Only by achieving such a publicity effect, the government's preferential policy of staying in Huai'an has achieved the expected purpose, and more college students can stay in Huai'an to develop.

The third is to increase the practical value of publicity content. Judging from the interview results, most of the short videos of Huai'an introduced urban development and tourism landscapes, and rarely involved talents, especially enterprises recruiting talents. When the fresh graduates of Huai'an City University brushed short videos, they brushed a company to recruit their professional positions. The salary and benefits were

very competitive, and they also met the recruitment conditions of the company. It is possible to keep Huai development. The way and form is the carrier that attracts the attention of college students, and the content is the key. These contents must clearly show the advantages of the development of Huai'an, such as 'good corporate treatment, high quality of life, various subsidies, and development potential.' The government should make full use of new media such as short videos and Weibo, so that the college student group can see the useful information of 'unexpected' during entertainment. The content of this information is to directly respond to the job search issues that college students are urgently paid. This problem is continuously presenting these problems in front of college students in a short video, allowing them to understand the high-quality development of Huai'an, the ideal work of Huai'an, and the city's comparative advantages.

Large cities such as Beijing, Guangzhou and Shenzhen have congenital advantages in attracting fresh university graduates. These cities have developed economy, have many opportunities for employment, and have a wide range of development prospects, enhanced space to improve their citizens' livelihood. Each year they attract many fresh college graduates 'North Drifting' and 'Southern'. However, with the transformation of China's economic development, from the rapid growth of the past to high-quality growth, the development of many second- and third-tier cities in China has also caught up. It has greatly improved in employment opportunities, wages, and living facilities. In addition, second-tier and third-tier cities have less competitive pressure, slow life rhythm and cheap house prices. Cities have various subsidy policies for graduates of the city. Balance of life.

Under the trend of a new round of talent competition (Michaels et al., 2001), small and medium-sized cities need to take advantage of the local regional advantages. Young college students are paying attention to new media platforms, focusing on promoting local special resources, livable conditions, and various preferential policies for Huai'an. Universities should do a good job of professional planning of college students and organically integrate personal career planning with local development. Universities should also create a good interaction between schools and students. In terms of teaching, management, and regional space, students-oriented, mostly for students, and make their alma mater a youthful memory of students. With the joint efforts of the government and universities, retaining and attracting more college students is the key to promoting local high-quality development.

One limitation of the study lies in the relatively small sample of the participants from only one city in generalizing the results regarding students' employment intention in third-tier cities. Future results will employ more sampling participants from more cities to explore the topic researched.

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