

JOBBS:

Increase in recruiter visits indicates brighter outlook for 1978 graduates

By JOHN LUDWIG
Of the Emerald

The job outlook for 1978 college graduates is improving, says Neil Murray, director of the University's Career Planning and Placement Service (CPPS).

"Recent data seems to indicate there is reason for measured optimism for the coming year," says Murray. "All last year we had a total of 75 recruiters seeking University graduates, while this year 65 recruiters have contacted us in the fall term alone. This is a clear indication that business is opening up and doing more hiring."

What do employers look for in a college applicant? Murray says when employers are asked about the positive factors in recent college graduates, most indicate they "tend to be more analytical, articulate and intelligent" than the others.

Some of the negative aspects of the recent grads were that they showed "impatience, exaggerated job expectations and lack of basic skills."

Murray says employers suggest that one of the big challenges to students is to be flexible —

geographic flexibility being a major factor — and "to realize positions are not going to start out at the top."

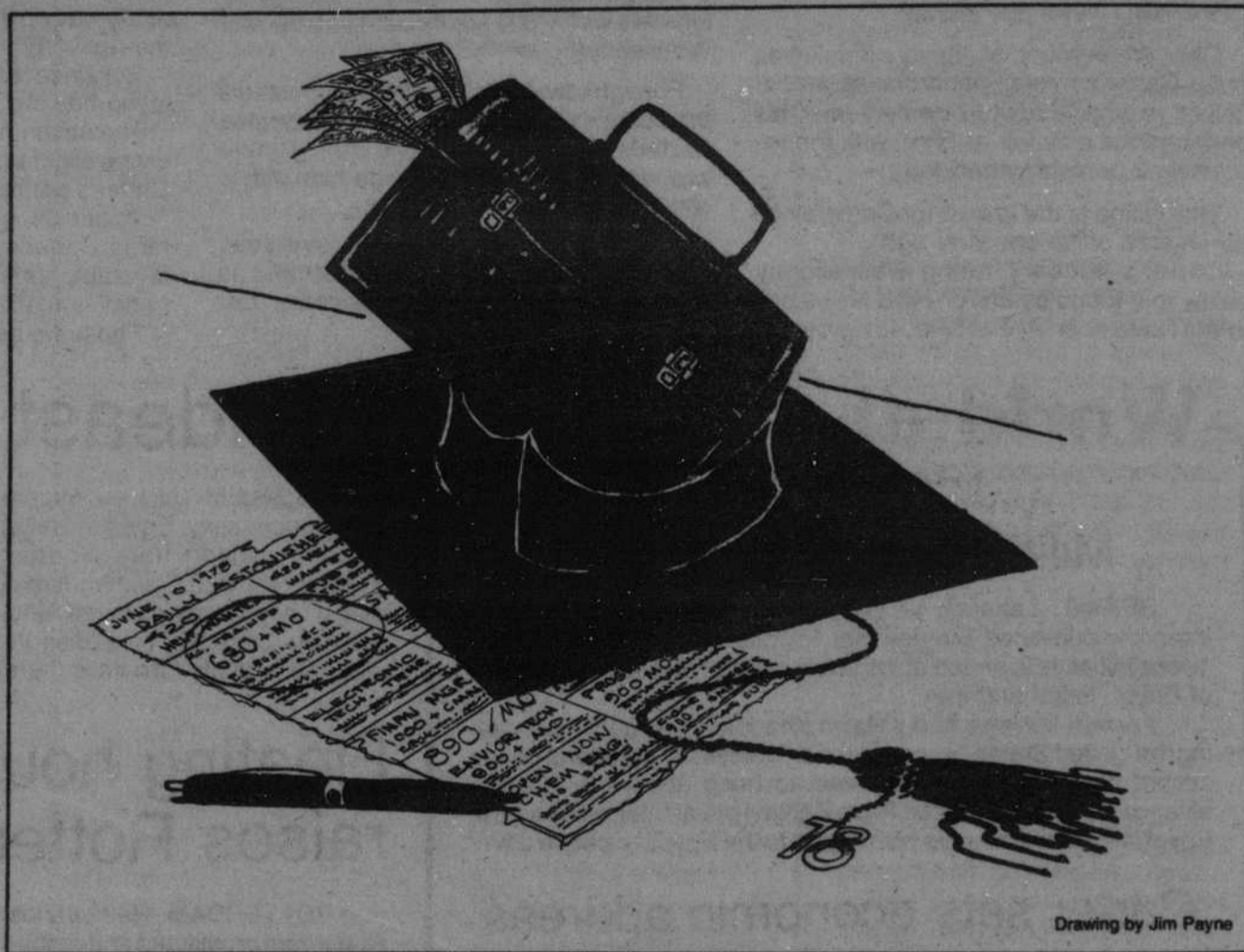
He advises undergraduates to "get pertinent experience in the field in which they intend to work, prior to graduation." He says this work experience might take the form of work-study, a part-time job or volunteer work.

According to a 1977 study by the Oregon Bureau of Labor, Murray cites 140 prominent Portland employers who were surveyed as to what majors they preferred to hire.

Seventy-one percent preferred business administration majors, 47 percent accounting, 43 percent engineering, 32 percent marketing, 27 percent finance, 22 percent management and 14 percent liberal arts.

These statistics, Murray says, should not discourage liberal arts majors, because, he says, the typical liberal arts major was almost as successful in finding a job after graduation as other majors.

However, the studies show liberal arts students do not obtain jobs in their fields, and Murray says these students experience



Drawing by Jim Payne

Shang Says:

Denim was first used as sailcloth for ships. The name "denim" comes from the town where the cloth was manufactured — Denima, Italy. The most famous ships to use denim sails were the Nina, Pinta and Santa Maria!

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the most job dissatisfaction because their jobs had little future potential. "Liberal arts majors must look harder and be more creative in their job search," he advises.

The CPPS office, located in

Room 246 Susan Campbell Hall, is open weekdays from 8:30 a.m. to 5 p.m. and is designed to assist students in planning for and obtaining employment and career information.

Non-credit workshops in re-

sume writing, interviewing skills and job search are offered on a weekly basis by the office. CPPS also uses computerized vocational and educational information gathered by the Career Information Systems office.

CIS computer helps students 'plug-in' on career information

Computer-based Career Information Systems (CIS) provides students with detailed information on more than 241 occupational categories, representing 95 percent of the employment in Oregon, according to CIS editor Bill Korns.

The CIS office, located in 247 Hendricks carries data on what schools are best for particular fields of study, costs and application deadlines, in addition to occupational information.

In cooperation with the Oregon State Scholarship Commission, CIS has recently adopted a pilot-program to inform students of financial aid offered at a given institution before applying for admission. Right now students must go through the admission process before financial aid information can be obtained.

"Since 1969 (when it was organized) Oregon CIS has become

a source of training and assistance to other states," Korn says.

Ninety-five percent of the operating cost of CIS, which runs at \$250,000 per year, comes from client institutions such as high schools, junior colleges and social service institutions. As a result of this, "there is no direct cost to indi-

viduals using the system," Korns says.

"The potential for a national network throughout the country would be great," he says. "Under such a system students would be able to plug in to updated career and educational information anywhere in the country."

DA notes increase in consumer fraud

Increased awareness by the public led to the expansion of the Consumer Fraud Division in 1977, said Pat Horton, Lane County District Attorney.

During a news conference Thursday morning at the Lane County Courthouse, Horton said

in 1977 were more than 500 inquiries and complaints about faulty products and deceptive trade practices.

"The reason is better awareness in Lane County by the people of the D.A.'s office, their rights and the Better Business Bureau," Horton said.

The White Collar Crime Unit also works for consumer protection. It deals mostly with criminal violations, while the Consumer Fraud Division deals with civil violations.

A large part of the division's work is consumer education. Horton named high school and senior communities as "groups most frequently preyed upon as first time consumers."

There is no antagonism between the division and the business community, said Horton. "The biggest supporters our division has is the established business community in Lane County," he said. "It's the fly-by-nighters we have the biggest problem with."

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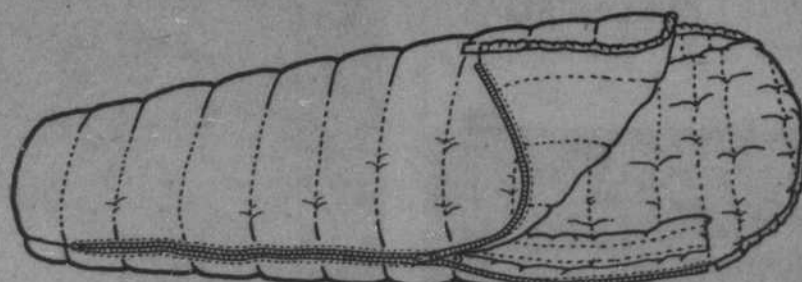
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