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Who draws the recruiters?

University's top students with the 'right' majors

By FRANK SHAW

Corporate recruiters are propelled across the country in the search for the best and the brightest that schools have to offer. Why do companies choose to come to the University?

Recruiters and Larry Smith, Director of the University's Career Planning and Placement Office agree on the answer. The University has the "right" students and programs — the best and the brightest.

"Companies come to Oregon because we have excellent academic programs and because the level of the students is generally high," Smith says.

Randy Massengale, a college recruiter for Tektronix, stressed the University's strong computer science department as one of the key reasons Tektronix recruits here.

"Overall, we like to hire students from the University because they are usually from the Northwest and they want to stay here," he says.

Massengale says Tektronix comes to Eugene primarily for three types of graduates: com-

puter science majors, students in hard sciences such as chemistry or biology and the students with the much-heralded Masters of Business Administration.

The company recruits for MBA's at only two schools, Massengale says, the University and the University of Washington.

Tektronix hires five to ten University students per year, depending on the company's needs, he says.

Eileen Snider, recruiting director for Intel Corporation in Portland, says her company comes to the University primarily for computer science majors and business majors, too.

"In the last four years we've hired 25 people from the University," she says. "They've been located in Arizona, California and Oregon, but mostly in Oregon, because that's where they want to stay."

The major most frequently requested by companies coming to the University is business, with 43 requests, or 13 percent of the total requests, according to placement office figures.

The next most popular major is accounting, with 12 percent of the total. Marketing and computer science were next in line with eight and seven percent of the companies requesting them, respectively.

Liberal arts majors accounted for only four percent of majors requested.

The breakdown is little different in the numbers of employers who came to the University.

Twenty-six employers, or 16 percent of those who came to the University, represented consumer products. Education, library and research were the second most frequent category of employers who came to the University, with 16 percent of the total. Electronics and technical employers were the only other group above ten percent.

The highest number of positions available in companies which recruit at the University was in personnel management, with 20 percent of the total. Next came marketing sales with 17 percent and accountants with 15 percent.

Architects, artists and planners shared last place with only one position each.

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- Guess who's coming to the Career Planning and Placement Center.
- November**
- 16 U.S. Federal Bureau of Investigation
U.S. Central Intelligence Agency
 - 17 National Oceanic and Atmospheric Administration
 - 18 Bishop Hawk
U.S. Naval Oceans Systems Center
 - 19 Graduate School of Administration, University of California, Davis
U.S. Marine Corps
 - 22 Uni-Lab Corporation
 - 30 U.S. Marine Corps
- December**
- 6 U.S. Marine Corps
 - 7 U.S. Marine Corps
- 8-12 U.S. Navy Recruiting district**
9 U.S. Marine Corps
14 California Western School of Law
- January**
- 18 Meier & Frank
Champion International
 - 19 Tektronix, Inc.
Meier & Frank
 - 20 S.C. Johnson & Son, Inc.
 - 21 U.S. Marine Corps
 - 26 Hewlett Packard, Inc.
- February**
- 1 McDonnell Douglas Corporation
 - 2 U.S. Marine Corps
S.C. Johnson & Son, Inc.
Crown Zellerbach
Frederick & Nelson
 - 3 U.S. Marine Corps
S.C. Johnson & Son, Inc.
U.S. Naval Oceans Systems Center
Frederick & Nelson
 - 4 Humana, Inc.
 - 7 Intel Corporation
 - 8 Eastman Kodak Company
Intel Corporation
 - 9 Eastman Kodak Company
 - 10 Upjohn Company
American Microsystems, Inc.
 - 11 Bon Marche
 - 14 Uni-lab Corporation
Monterey Institute of Internat'l Studies
 - 15 New York Life Insurance Company
Caterpillar Company
 - 16 U.S. Marine Corps
Seattle First Bank
 - 17 U.S. Marine Corps
Xerox Corporation
 - 18 Union Pacific Corporation
 - 21-22 U.S. Navy Recruiting district
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 - 23 Proctor & Gamble Distributing Co.
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