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**Career Tracks**

# Helpful hints for harried, hopeful job seekers

With graduation only two months away, the "life after school" jitters may be taking some of the pleasure away from graduating. Students are facing the perilous question of, "What career will I choose, and will I be able to support myself?"

This can be a scary and upsetting question, especially with the seemingly unlimited resource of jobless students compared to the limited resource of jobs.

However, there are expected to be about 21 million new jobs by the year 2000, according to the *Occupational Outlook Handbook*, 1988-89 edition. The service sector of the job market will be expanding by 80 percent, continuing its rising trend of the last decade.

The continued rise in the service sector is due to the slower growth in the population of the United States, according to the publication. Minorities and immigrants will make up a healthy part of the growth, the Handbook predicts.

The stunted population is predicted to want more goods and services, so the demand for workers in that area will increase.

The service sector includes jobs in business, law, retail/wholesale, government and communications. All of these fields are expected to have steady growth.

There will be jumps in other service sector jobs compared to past growth trends. Computer, math and natural science jobs will rise by 45 percent, health care by 40 percent and technical operations by 38 percent, says the Handbook.

Eating and drinking establishments are expected to bring 1.5 million new jobs, with food stores adding 6,000 new jobs, an increase which is probably due to more and more workers conducting business transactions at mealtimes.

Along with the shrinking growth in population, the number of 16- to 24 year-olds will drop as the "baby boom" ends, says the Handbook. The low birth rate coupled with advances in medicine will increase the ratio of older to younger people.

With these predictions, it seems that you won't only be competing for jobs against your fellow graduates, but against granny and grampa as well.

CV magazine reports that studying a broad range of curricula in college is great for job seeking students. Most employers look for people with

## Knowing what's out there is the first logical step

knowledge of computer skills and good communication abilities.

Liberal arts majors are becoming popular in the job market, says CV, due to their communication skills, analytical abilities and interpersonal relations. Liberal arts majors with international experience, language skills and math and science experience are predicted to be in high demand.

By limiting your career options to only those fields that you already know about, you could be doing your career a great disservice, according to the publication *Managing Your Career*, published by *The Wall Street Journal*. Your goal should be to remain flexible enough to identify new career opportunities as they emerge, the publication advises.

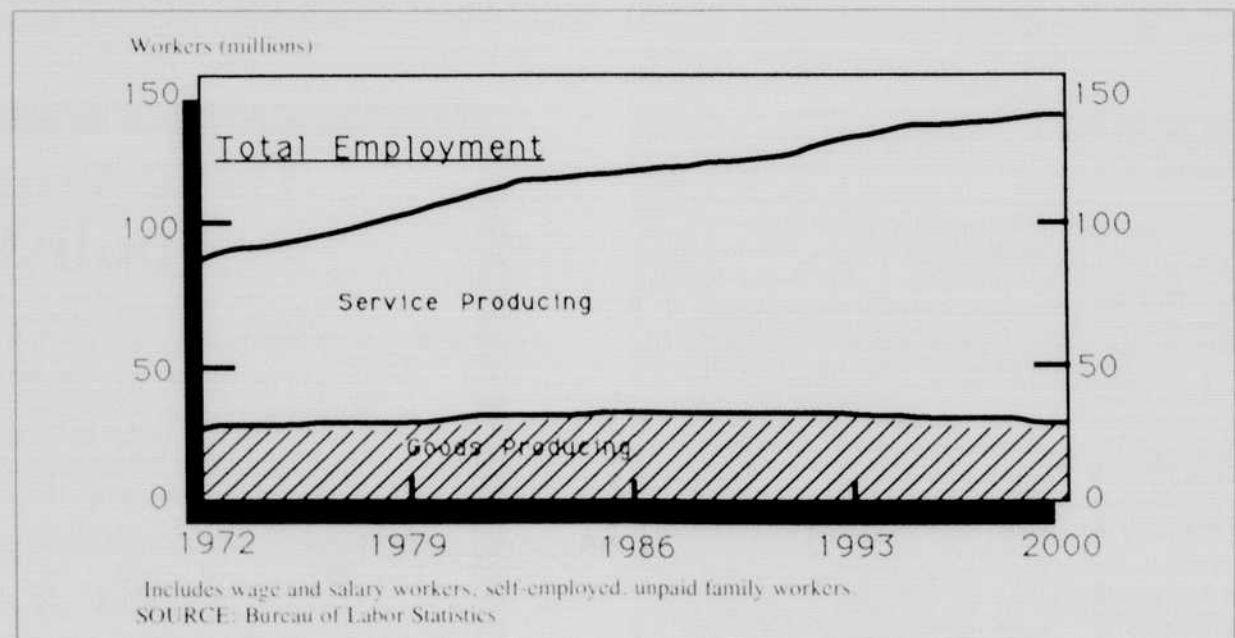
According to the *San Diego Union*, one of the hottest careers of the coming decade will be special events marketing. Companies are beginning to

sponsor special events to advertise their message. For a person with marketing experience and good communication skills, the job can start at \$15,000 but rise to \$40,000 or \$60,000 with five to eight years' experience.

Another popular career option for the '90s is a position as a human resource manager. These are people who find ways to unlock the potential of a company's employees. Companies look for people who majored in business, psychology and liberal arts, and the salary ranges from \$25,000 to \$75,000 annually.

Still another hot career for the near future is that of a financial planner. Accounting firms, banks and insurance investment firms offer people with a bachelor's degree a starting salary of \$25,000, but that number can rise to \$150,000 with more experience.

—Jennifer Thomas



## Career Suggestions

The following career tips for the new decade were taken from CV magazine, April 1990 edition:

- If you're very bright and verbal, you may want to make a difference by making your career in the social services or teaching.
- If you're very bright and technically oriented, you might try going into environmental science or waste management.
- If you're very bright and verbal and technically oriented, this is the decade in which to make your way as an entrepreneur.
- If you're more of a child of the '80s than a disciple of the decade to come, and if you still think money matters, proceed with caution to the capital markets.
- Assume that you must be computer literate regardless of where you want to work.
- Don't be influenced by labor trends—look for jobs in which you'll be happy.
- It has become a small world after all. Be prepared to work for foreign bosses. Bone up on the ways to do business with the Japanese, the English and the French, to name a few.
- Beware of advertising agencies, the music industry, public relations firms, publishing houses, the television industry and so on. These are the places that typically expect you to survive on the perks rather than the paychecks.
- Skilled craftspeople, such as contractors, electricians and plumbers are going to be in hot demand in the coming decade. These positions will be upper-middle class jobs, if not careers, for the '90s.

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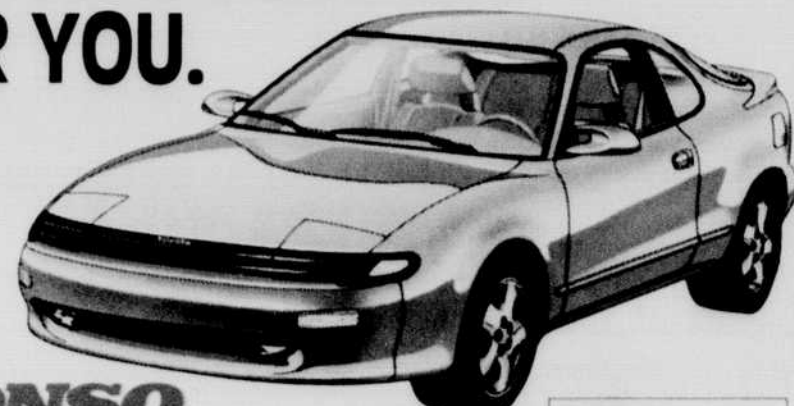
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