

# WHERE THE JOBS ARE

**R**ecruiters will be hotly pursuing engineers, accountants and other technical graduates on college campuses this spring. For many liberal arts majors, however, landing second interviews won't be easy.

With the exception of a few specialized technical majors, college placement officials say the hiring picture is unclear for this year's graduates. Some placement directors say recruiting will match last year's levels, while others expect a decline in job offers nationwide.

The most optimistic assessment comes from Northwestern University's Lindquist-Endicott survey of medium- and large-sized companies. It indicates that job opportunities for bachelor's degree graduates will match last year's robust hiring levels. Victor Lindquist, associate dean and director of placement at Northwestern in Evanston, Ill., qualifies the hiring picture by noting that corporations are "less optimistic and more cautious" than last year, with half saying business will be stable or decline in 1990.

A more negative scenario is painted by Michigan State University's survey of employers. It projects that on-campus recruiters will offer 13.3% fewer jobs than last year. Large-scale workforce reductions by major players in the college recruiting market, such as IBM Corp., fuel this prediction.

Big Blue, which last year hired 3,000 college students for entry-level jobs, plans to reduce its U.S. workforce by 10,000 in 1990 and will have a "very

limited" recruiting effort, says spokesperson Colette Abissi. College placement directors are more frank, with several reporting that IBM won't be recruiting at all this spring.

One such placement officer is Northwestern's Mr. Lindquist. The computer giant's withdrawal is going to have "a major impact on the market," he says. "Although there appears to be economic stability with limited growth, there is vulnerability in the marketplace. If a decline in business becomes pronounced and widespread, there will be an immediate drop in job opportunities for college graduates."

Other large organizations that won't hire as many students as last year include many major defense contractors and the Big Three automakers. Some federal agencies, such as the defense department, which are compelled to reduce costs by the Gramm-Rudman Act, also will limit hiring, according to Patrick Sheetz, editor of the Michigan State report.

But massive layoffs at major companies don't necessarily mean recruiters are on hold.

Some employers find they have downsized too much and must replace staff, or need to recruit talent for new areas of technology. For example, AT&T Co., which cut its staff by 25,000 in 1989, and plans to eliminate another 8,500 jobs this year, still hopes to recruit about 2,400 students, says Gail Varma, staff manager for college recruiting at corporate headquarters in Morristown, N.J.

"Our corporate culture is very supportive of college recruiting," Ms. Varma says. "We feel that hiring of college students for entry-level jobs is bringing infusions of technology and vitality."

Still, the flexing of Corporate America can disrupt on-campus recruiting efforts. "It's not business as usual," agrees Gene Martell, director of career planning and placement at the State University of New York in Buffalo. "It seems as though employers are cautious." Mr. Martell notes that, although the 450 to 475 companies scheduled to visit his campus this year is about the same number as last year, the process is "in a state of flux."

## Starting salaries by major

### Bachelor's degree candidates

Occupational title	Starting salary offer	% Change from July 1988
<b>Administrative &amp; Management</b>		
Accounting	\$25,223	5.3
Business Administrators	22,450	10.1
Consultants	28,373	5.1
Financial positions	26,367	3.9
Human resources positions	22,937	14.2
Management trainees	22,080	5.7
<b>Computer &amp; Mathematical</b>		
Computer programmers	27,559	2.5
Systems analysts	28,321	2.9
Mathematicians/statistician	25,546	(-5.3)
<b>Marketing &amp; Sales</b>		
Advertising	19,358	N.A.
Sales (retail, wholesale, tech.)	23,188	N.A.
<b>Other Occupations</b>		
Communications	20,819	2.8
Engineers	30,614	4.7
Health related	31,011	9.2
Underwriting	21,858	N.A.
Real estate	23,551	3.8

Source: College Placement Council's 1989 Salary Survey Report

\* Percent change based on statistics for similar positions from CPC's 1988 Salary Survey Report.

### Master's degree candidates

Occupational title	Starting salary offer	% Change from July 1988
Accounting	\$28,849	5.0
<b>M.B.A.—Nontechnical (by years of experience)</b>		
Less than one year	33,873	1.2
From one to two years	41,283	1.6
From two to four years	42,952	2.4
More than four years	44,529	3.2
<b>M.B.A.—Technical (by years of experience)</b>		
Less than one year	37,102	(-3.3)
From one to two years	44,282	2.6
From two to four years	46,921	6.6
More than four years	49,296	8.4
M.S.—Business	33,244	5.2

### Engineering

Occupational title	Starting salary offer	% Change from July 1988
Chemical	35,952	4.8
Civil	30,833	1.4
Electrical	36,215	0.2
Industrial	34,295	1.6
Mechanical	35,131	3.0
Metallurgical	35,039	2.8
Nuclear	34,888	6.2
<b>Sciences</b>		
Chemistry	31,382	(-0.6)
Computer science	35,690	3.3
Geology	31,148	4.5
Mathematics	30,932	4.4