

New environmental science major expected to take root

The major will feature six focuses on specific interests, called "trees"

By Teri Meeuwssen
Oregon Daily Emerald

The forest may be renewed in the environmental studies department, and roots to a new major are ready to be planted in the University environment.

Six new subgroups, or "trees," in the environmental studies major are adding more requirements to help students focus on their particular interests in environmental policy and planning. But the new major, environmental science, will prepare students who have specific interests in becoming environmental scientists.

When the environmental studies

department was created four years ago, the immediate interest was large, said Daniel Udovic, environmental studies director. More than 600 majors are in the program now.

"Students were aware it was coming and they knew what they were doing," he said.

In the revamped major, the required credits will increase from 64 to 84 and will allow students to use 16 of their credits to double over in other majors or minors. But the biggest change is the planting of "trees," or subgroups that focus on specific interests. Society and the environment, science studies and the environment, environmental economics, policy and politics are just a few examples.

While students seem to know what they are aiming for after college, the changes in the major re-

quirements will help them streamline their work toward their goals.

"Some people feel students should have a firmer guidance, but I don't think students pick classes like a dart board," said Richard Gale, a sociology professor and an undergraduate adviser in environmental studies.

Some students may take courses because they need to as requirements, but students also take courses because of interest, the professor, their friends are in them or they want to discover new, interesting areas, Gale said.

"They have their interests and see them clearly in their minds," he said.

Environmental studies qualifies students for careers in places such as environmental consulting firms, government and nongovernment

agencies, the forest service and the Department of Energy, Udovic said.

"They tend to be parts of think tanks or environmental watch dogs," he said. "They concentrate on policy kinds of questions."

Students who are interested in the environmental science major will tend to be more interested in hands-on, scientific data gathering, Udovic said.

"Like with the salmon problem, students might have questions like the effects of dams on the salmon and might work on the survival of streams," he said.

The new major was slated after the environmental studies department took a survey of students who would be interested and got a lot of feedback about wanting to add the major.

"There's a lot of interest, but the

requirements are pretty stiff," Udovic said. "We'll have to see how deep the interest is."

While it has a different emphasis, the new major will have the same core requirements as environmental studies. It will encompass more chemistry, math and geology courses as well. It also carries six core areas like the trees in the environmental studies major. These include focuses on the geosphere, hydrosphere, atmosphere and biosphere of the planet.

The new major proposal passed through the University Senate and is waiting for final approval by the State Board of Higher Education.

Having another environment-focused major will keep more University graduates in the state, Udovic said.

Professional Sales Program aims to find good careers for good students

The program, part of the business school, is open to all students

By G. Jaros
Oregon Daily Emerald

Some students are lucky. They have always known what they wanted to do for a career.

Others who haven't found their calling can spend a lot of time and energy in search of a major and a career. Sometimes they graduate without having made any real-world job connections.

The Professional Sales Program, offered through the Charles H. Lundquist College of Business, is extending itself to all students, not

just business majors, to help them focus their efforts to land a good job after graduation.

"I can guarantee students a job in a higher end sales position by participating in this program," said Bill Daley, Professional Sales Program director.

The sales program helps students focus on classes, extracurricular activities and work experience that will help get them jobs.

"This program helps students get more meaningful employment during their college time," Daley said. "It helps them get an experiential leg up to steer students into a better opportunity than flipping burgers."

More University graduates get jobs in sales than in any other area,

according to a 1996-97 Career Center Survey.

The program began three years ago when local businessman and alumnus Randy Papé approached the dean of the business college. He was frustrated because the University didn't seem to be preparing students with the knowledge and skills needed for sales.

A meeting was arranged between business college staff and top managers from the Papé Group Inc., which sells heavy machinery. The result was a list of skills that employers were looking for in prospective employees.

The list included communication skills, with a particular emphasis on active listening, prob-

lem solving with an eye toward technology "adeptness" and a wide breadth of interpersonal skills, Daley said.

Daley took that list and developed the framework for a professional sales program unlike any other in the nation. It uses programs and classes that are already in place at the University. Papé liked what he saw and wrote a check for the first year's budget, guaranteed funding for the second year and promised to find funding for the third year and beyond.

The program is still finding its legs, but all indications show it is making a difference for students and employers. Students who go through the Professional Sales

Program can expect to earn in the mid-\$30,000 range, but more importantly they will be where they want to be, Daley said.

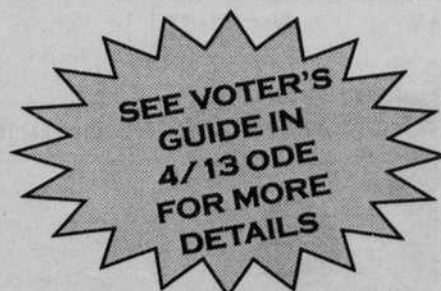
"Historically Meier & Frank has had one of the top recruiting programs in the country, and the University of Oregon up until the last two years has been one of the worst-performing in the country," said Tony Costanzo, manager for recruiting and placement at Meier & Frank.

"We now get about 70 percent of our interview schedules built from Daley's sales program," Costanzo said. "What we get now that we didn't get before from the University of Oregon is a lot of high quality — what we like to call blue chip — students."

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