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Criticism slows University's new logo adoption process

■ Some question the need for a universal school image, while others criticize the lack of student and faculty input

By Leon Tovey
 Oregon Daily Emerald

University administrators are planning to adopt a new logo for the school, but the adoption process seems to have hit a little snag.

In December, officials announced that the University was evaluating its graphic identity and was working to create a universal image to replace the four that are currently associated with the school — Donald Duck, the interlocking "UO," the University seal and the Nike "O" — with a single image, either the interlocking "UO" or the Nike "O." But the proposal has been criticized by students and faculty who question the need to consolidate the school's image and the way administrators are conducting the process.

ASUO Student Senator Eric Bailey, who sits on the University Senate, said he thought the idea of hav-

ing different images for sports teams and the academic side of the University was a good thing, and the consensus among students he talked to was that changing the logo to the Nike "O" would be a bad idea.

"It furthers this perception of us as 'Nike U'," he said. "If they try to get rid of the seal, I think that's a real tragedy."

Currently, the University seal appears on all University publications, business cards and letterhead. With its inscription "Mens Agitat Molem" — Latin for "the mind can move mountains" — Bailey said the seal is a much more appropriate image for a university than any of the other suggestions.

Bailey also took issue with the fact that students haven't been involved in the decision. He said the first he had heard about the proposed change was at a Jan. 30 Student Senate meeting.

Vice President for University Advancement Allan Price, whose office is in charge of the change, could not be reached for comment at press time, but Bailey's concern about the lack of student input was echoed by

sociology instructor Doug Card.

"I've been around since the '40s, and students have always been involved in these sort of things," Card said.

Card also criticized the faculty input portion of the process, saying the open comment period was not publicized widely enough. The call for comments was announced in the Dec. 12 edition of News and Views, the faculty newsletter, but since the deadline listed was Dec. 14, two days after the publication was released, Card said he and other faculty members really didn't have enough time to voice their opinion.

University Senate President Nathan Tublitz said there has been discussion of the proposed change in faculty advisory councils and the senate executive committee, but no decisions have been made on the senate's official stance on the matter. Tublitz said the debate was ongoing, and that he would give a report on the situation at the next senate meeting on Feb. 13.

E-mail higher education editor Leon Tovey at leontovey@dailyemerald.com.

Graduates experience job hardships

■ Many alumni say that jobs for college-educated people in the Eugene area are scarce

By Brook Reinhard
 Oregon Daily Emerald

Rhonica Petty has a journalism degree from the University, but has spent the last four years waiting tables instead of writing stories.

"Pretty much everyone who works

(at West Bros.) has a degree," said Petty, an assistant manager and one of 65,000 alumni living in-state. "There just aren't jobs in this town for graduates."

Recent figures from the Oregon Employment Department validate Petty's claim: Only two of the 20 jobs with the most current openings require a college degree.

The top 20 jobs for 2002 include retail at 3,029 openings, office clerks at 1,300 and higher education instructors at 601. The list doesn't consider rates of economic growth in particular industries. For instance, the demand for computer support specialists is expected to increase 68.1 percent by 2010.

Officials admit that having a degree doesn't equal an instant job.

"We've got people with University degrees working at The Home Depot," OED workforce analyst Carol Fairbourn said. She added that most employers in Oregon are looking for people who have general skills. "The more skills you have, the more employable you'll be," she said.

Petty said Eugene is a tough place to use her journalism degree. She worked in an advertising firm after graduation but hasn't been able to land a job at a newspaper. She plans to move east or to a big city within a few years.

Paul Stieber, spokesman for the University Alumni Association, said other University graduates may need to move to Portland or another big city to find employment.

"More than 31,000 (alumni) live in the Portland area," Stieber said. "Clearly people are going to have better prospects in a metro area."

Stieber admitted that if he were back in college this year, he'd consider going to graduate school or moving elsewhere.

"Times are tough," he said. "Jobs are harder to get here than anywhere else."

State Economic Analyst Dwayne Stevenson said students with degrees should apply for jobs for which they're passionate — where students can honestly say, "This is what I would do if no one were paying me for it."

Students who delay graduation until the economy recovers might still have problems finding work in their field. Even if the job market rebounds later this year, economists predict Oregon will take at least one additional year to recover because of how far the state's economy has fallen.

Many graduates have followed Stevenson's advice and landed jobs that they love. Shane Ayrsmann, who works at Paul's Bicycle Way of Life on Alder Street, has an environmental communications degree from Antioch University McGregor, but pays the rent by repairing bikes instead.

Bill Chase, manager of the Alder Street Paul's, said most of the employees at the shop are college-educated.

Chase agreed with what Fairbourn and other state officials already know: Oregon's economy is not necessarily nicest to people with college diplomas.

"There's an awful lot of unemployed people with degrees," Fairbourn said. "But I don't see too many unemployed plumbers or electricians right now."

E-mail reporter Brook Reinhard at brookreinhard@dailyemerald.com.

Looking for a way to spring into the career you want?
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UNIVERSITY OF OREGON
CAREER CENTER

The Career Development Internship Program (CDIP) Orientation for Spring Term 2002 will take place Monday, February 11, 2002, in the EMU Fir Room from 3:30-5:00 pm. Students will have the opportunity to sign up for interviews at Orientation. Make-up Orientation sessions will be held in Hendricks Hall, Room 12, on Tuesday, February 12, from 12:00-1:00 pm, and Wednesday, February 13, from 2:30-3:30 pm. Contact Jen Sowins, CDIP Coordinator, at 346-6011 for more information.

The following organizations will be looking for interns:

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| Birth To Three | Marketing/PR; Education |
| ContiNet | Science/Computer; Management |
| Convention & Visitors Association (CVALCO) | Marketing/PR |
| Downtown Eugene, Inc. | Research; Marketing |
| Eugene Family YMCA | PR/Media |
| Jacobs Gallery | Marketing/PR |
| Lane County Law & Advocacy Center | Law/Legal Services |
| Lane County Youth Services | Human & Social Services |
| Looking Glass Evaluation & Treatment Ctr. | Human & Social Services |
| Maude Kerns Art Center | Art Education; Publications |
| McKenzie-Willamette Hospital | PR/Media Relations |
| Mount Pisgah Arboretum | Environmental/Natural Resources |
| Nearby Nature | Environmental Education |
| Relief Nursery, Inc. | Youth Services; Marketing/Fundraising |
| ShelterCare | Human & Social Services |
| The Springfield News | Newspaper Reporting |
| Target | Retail |

News brief

Tax help available at VRC

Several tax experts will offer assistance from 10 a.m. to 4 p.m. Saturday at Valley River Center.

Experts from the Oregon Department of Revenue, representatives from the Internal Revenue Service and volunteers from the American Association of Retired Persons will aid tax payers with simple federal and state tax return preparation questions.

Computers will be available for immediate online filing, and federal

and state tax forms will also be available. People planning to file online should bring photo identification, Social Security cards, tax booklets, income and interest statements and copies of their 2000 tax returns. For joint filing, both spouses must be present to sign the required forms.

Spanish-speaking representatives will also attend.

Those with questions should bring copies of their W2 and 1099 forms, as well as any other relevant tax information.

— Marty Toohey