

# approach to finding a career

needs and expectations. That's the point behind individual differences. Dig deep and identify what motivates you and what your psychological needs are: Power, prestige, challenge, money, advancement, fulfillment, opportunity to make a contribution, and so on.

Decide which of these needs are superficial and which will have the greatest impact on your overall career.

One important criterion to consider is access to professional role models whom you admire. While a prestigious job title may please your parents or a high salary might impress your classmates, your career might benefit more from access to a professional leader who has a vision about what he or she is doing: Someone who will stretch you, make you grow, serve as a mentor and an advocate. Rub minds with the achievers. That will pay off even more in the long run. Don't just look at the immediate benefits—consider the long range implications of your career. Nothing will influence that more than a person on the move up who will pull you along—until you become that visionary professional yourself.

## Practice the interview

9. Put together the best job hunting tools you can amass. Don't just slop together an outline of your education and experience and call it a resume. Let your resume, letters and correspondence, credentials and interview skills shine as an example of the best work you can do.

Get some guidelines from the counseling section of the *College Placement Annual 1984* (available for free in college placement offices) and then get some personal help in constructing job hunting tools.

After three or four rough drafts of your resume, ask your career counselor, friends and professional associates to rip it to shreds for you

and put it together again. Let it represent your best writing: Weigh every word. Make it concise, articulate, and to the point.

Practice your interviewing skills with friends. Attend interview clinics held at your school. Role play the interview with another friend and have a third serve as critic. Let them rake you over the coals. Even if it hurts a bit now, poor interviewing will slam the door shut. And, unfortunately, we often don't know if we are poor at interviewing and too many people are afraid to confront us with that fact. Interviewing is a skill—it can be learned, with practice and concentration. Invest energy here—don't just hope for the best.

## Know your alternatives

10. Aim for the ideal, but have a second choice and a third choice and a back-up plan in case your choices don't work out. Don't avoid your ideal, even if it looks like a long shot. But by all means, have a back-up plan. That doesn't mean, for example, that if you can't get a job as a teacher you should work in a factory. Know what your similar level alternatives are and be prepared for the possibility that you may need to start out in your second or third choice.

The concept of multiple careers is no longer novel or rare. People have a way of changing interests and values. Seek some breadth as well as depth, recognizing the likelihood that you may make some dramatic career changes in your lifetime.

## Try new approaches

11. Become an expert in the job hunting process. Who gets the job is not necessarily who knows how to do the job best, but who knows how

to get a job. Master many different strategies and approaches for job hunting.

One of the most popular job hunting approaches—perhaps the most widely used by college graduates—is the shot-gun approach: Mailing out piles and miles of resumes. Popular, it is Effective it's not.

Your odds are that about one or two out of a hundred will lead to an interview. And, you will need roughly three interviews to lead to an offer. And of two offers—using this random approach—one will likely fit you so poorly that you will reject it. That's 1 out of 600. One renowned job hunting expert revealed, from his research, that only one in 1,400 resumes led to an actual job offer.

There's got to be a better way. Use a number of different approaches, but not one at a time. Pursue different strategies simultaneously. Get a career counselor to help you to devise an individually tailored approach to your chosen field, and then do many things at the same time.

The more personal you make your job hunting, the more effective you will be. This doesn't mean you should sell your typewriter, but the phone will be better than a letter, a visit better than a call. Go ahead and play the numbers game, to be sure, but supplement that with a personalized approach as possible. Very few job hunters make "contacts" through the mail.

## Find your "mission"

12. Consider the "highest level of career planning". It's not for everybody and maybe not for you. But you should know that there is a step beyond the "What-can-I-do-with-my-degree-in-...?" approach.

The highest level of career planning is to first identify a cause or value or ideal or belief that you want to commit your life to and then plug in occupationally.

William Clare Menninger, the

noted psychiatrist, toured the country for years as a lecturer and consultant. He was frequently asked the secret of a good and happy life. Menninger's answer was usually the same: "Find a mission in life and take it seriously."

A story is told about a class in a theological seminary. The professor came in and asked each student to go around in turn and answer the question, "What is your mission in life?" Despite the nature of the school—to prepare ministers—he received answers like "I don't know" or "I've never thought about it."

Only one student in the class answered the question affirmatively. "My mission," said Martin Luther King, Jr., "is to help Black people to help themselves."

Years later he stood before two hundred twenty-five thousand people at the March on Washington. You can imagine the noise two hundred twenty-five thousand people can make with kids crying, radios blaring, and people talking. But you can't imagine the silence two hundred twenty-five thousand people made when King began speaking these words: "I have a dream."

It is having a dream and a vision that drives men and women to realize their fullest potential and to enhance the very meaning of their existence.

It's not for everyone. In fact, it is unlikely that a young person would have such a vision—it usually comes later. But if you know it's there and go looking for it, chances are that you will find it...if you want it.



GERALD MacKELLAN

## Blazer's scholarship

For the fifth consecutive year, the Portland Trail Blazers, in cooperation with the National Basketball Association's College Scholarship program, has awarded \$1,000 scholarships to four outstanding high school students.

The 1985 winners include:

**Gerald Mackaman** of South Salem High School. He's described by his counselor, Bonnie Peter, as "distinctively versatile and energetic. He is one of those students who manage academic excellence as well as a wide variety of high school activities, sports and community services. He is highly motivated and seeks to work to his potential as demonstrated by his 4.0 grade point average." Gerald plans to attend Stanford in the Fall.

**Anne Martin** of Evergreen High School, Vancouver, Washington, was the second winner. Her counselor, Terry Cappiello, says, "Anne is one of the most accomplished students to attend Evergreen in many years. She is truly an outstanding young woman. Anne has maintained an impressive academic record (G.P.A. of 4.0) and she has earned the respect and admiration of the faculty and student body. Anne Martin is a fine example of the promise of our young people."

**Jacob Menashe** of Centennial High School, Portland, was our third winner. Kay Peterson, a counselor at the school, says, "Rarely, in 17 years of teaching and coun-

seling, have I been more favorably impressed with a student than I am with Jacob Harold Menashe. As both his transcript and his list of extracurricular activities will attest, Jacob is a prodigious worker. He is greatly admired for his ability to do so much and do it all so well."

**Robert B. Nixon** of Roosevelt High School, Portland, was our final winner. He plans to enter Brown University this Fall where he will pursue a combined major of International Relations and Business. He's currently serving as student body president of Roosevelt and is valedictorian of his class.

Contest entries were judged on academic and extracurricular achievements and on an essay on "The Importance of a College Education."

The Trail Blazer winners were selected by a committee that included George Pasero, Sports Columnist for the *Oregonian*, Dr. Ernest Hartzog of the Portland Public Schools, Dr. Aleigh Dodson of Lewis & Clark College, former Blazer star Lloyd Neal and George Rickles, Vice President of Administration for the Portland Club.

The NBA Scholarship program allows students from 23 NBA cities to receive more than \$50,000 in academic assistance each year.

Each team is given two scholarships by the NBA. Through the courtesy of Blazer President Larry Weinberg, two additional scholarships are also awarded.

232-9751

**Portland Women's Crisis Line**

A Public Service of the Portland Observer

## PEOPLE POWER

It's something Nordstrom, the nation's number one fashion specialty store, feels strongly about.

People power comes from our employees: experienced men and women who genuinely like people; who find satisfaction in helping others. People with motivation, enthusiasm, and a will to succeed.

Nordstrom is an Equal Opportunity employer; we offer career opportunities for all kinds of people with all kinds of potential. Careers in sales, customer service, merchandise processing, clerical, restaurant and building maintenance. All excellent learning and growing experiences for people who want to work with us in continuing our outstanding reputation of quality, selection, value and customer service.

People power. It's the difference at Nordstrom.

**nordstrom**



**MULTNOMAH COUNTY**

## Employment with Multnomah County

Multnomah County operates under a merit system of personnel administration which guarantees that each employee will receive fair and impartial treatment in all personnel actions regardless of race, religion, color, sex, age, marital status, national origin, handicap or political affiliation.

Within the departments of Human Services, Justice Services, General Services, Environmental Services, and the Sheriff's Office, Multnomah County employs approximately 2,000 people. Depending upon departmental need, the county periodically offers career opportunities in the following general categories:

- Service Occupations
- Skilled Trades
- Clerical
- Data Processing
- Planning, Engineering, Appraising & Drafting
- Law & Law Enforcement
- Counseling, Guidance & Social Work
- Medicine, Health & Sanitation
- Para-professional, Professional & Managerial

Positions are filled through open competitive recruitment and testing to determine the qualifications, competence and ability of the applicants to perform the duties of the specific position.

Application for employment may be made at the county's application center, in Room 134, First Floor, of Multnomah County Courthouse, 1021 S.W. Fourth Avenue, Portland, Oregon. For information regarding current job openings, a listing is available on the Job Recording at (503)248-5035. The recording is updated on a weekly basis.

For more information, you may call Multnomah County Employee Relations Division or the Affirmative Action Officer at (503) 248-5015, or address inquiries to 1120 S.W. Fifth Avenue, Suite 1430, Portland, Oregon 97204.

**Multnomah County is an Equal Opportunity Employer.**