

Job market tough: plan your career

Those safely employed probably had no reason to doubt President Reagan when he said, "America has turned the corner toward long-range recovery." However, those just entering the job market only to discover that, despite college degrees, they couldn't even land an entry level position, probably did doubt him.

Though there are over 100 million employed Americans, one can safely assume that, short of a miracle, unemployment will remain high throughout the 1980s.

In the latter part of 1983, the nation's unemployment rate was 8.8 percent (down from the post World War II high of 10.3 percent). In our three largest cities, the figures were: New York, 10.1 percent; Chicago, 9.1 percent; and Los Angeles (combined with Long Beach), 9.4 percent. Still grim enough to cause one Chicago executive to remark, "There's going to be a lot of people with Ph.D.'s on the unemployment line."

When you begin your job search this year, there are two stark realities with which you must contend: racism and the shrinking job market. Blacks, of course, have traditionally been subjected to racism in the United States on all strata. Despite some sluggish gains in affirmative action programs, Blacks are, to date, only a minuscule force in the professional, managerial, and administrative arenas — still beset by all sorts of Catch-22 situations.

For example, since all females are categorized as minorities by the federal government, the Black woman must contend with the wily ways of some racist employers. Rather than hire her, such employers fill their minority quotas with white women, thus ensuring the status quo of their office staff. And it's all perfectly legal.

On the other hand, the Black male is up against the fact that, technically, the Black woman represents two minorities. Many employers will hire a qualified Black woman over her male counterpart. The reasons for and the results of such racism should be obvious.

In addition to everything else, the 1980s has begun introducing members of the "baby boom" generation. Equipped with degrees and determination, they are now competing with those presently employed but looking for a career change, as well as those formerly employed but looking for a job replacement.

How can the nation possibly provide jobs for all these well-qualified applicants? It cannot, therefore, in light of an overcrowded labor force and the necessity to create positions for younger workers, the trend toward offering the older worker early retirement will continue.

The United States is still an affluent nation; however, there are many variables that have affected the economy and the job market in the 1980s: the widespread use of programmable hardware (computers, robots); exportation of American jobs through foreign imports; loss of manufacturing jobs; the rise of service-oriented technical jobs; deregulation of the airline, trucking, railroad and banking industries; two back-to-back recessions; and the arrival of the aforementioned baby boom generation into the marketplace.

What are the best career choices? What careers or jobs seem to offer the best possibilities? The Bureau of Labor Statistics has compiled the following data, in descending order of job openings through the next decade:

• **Highest Percentage of Job Openings:** paralegal workers, computer operators, computer systems analysts, office machine and cash register servicers.

• **Greatest Potential for Jobs:** secretaries, nurses' aides and orderlies, janitors, sales clerks, cashiers, professional nurses, truck drivers, food service workers, office clerks, waiters and waitresses, elementary school teachers, kitchen helpers, accountants and auditors, helpers in the trades and auto mechanics.

• **Fastest-Growing Jobs Requiring a High School Diploma or Less:** fast-food workers, correction officers and jailers, nurses' aides and orderlies, psychiatric aides, dental assistants, auto painters, claims clerks, drywall applicators, child care attendants, medical insurance clerks, dry-wall tapers, welfare aides, statement clerks, hotel housekeepers, laundry and dry cleaning workers.

• **Fastest-Growing Jobs Requiring a Bachelor's Degree:** computer systems analysts, physical therapists, computer programmers, speech

and hearing clinicians, aero-astronautic engineers, economists, dietitians, electrical engineers, medical-laboratory technologists, architects, veterinarians, law clerks, geologists, mechanical engineers and psychologists.

It is amazing how many job-seekers in all professions fail to adhere to this cardinal rule: You must have a good and effective resume: it is the one item that will open doors to interviews.

Minority grad school decline

SANTA MONICA, CA — A program to address the decline in minority participation in management education has been announced by an association of the nation's leading graduate business and management schools. The three-year, nationwide effort by the Graduate Management Admission Council (GMAC) will include development of new institutional programs and a communications campaign for potential minority graduate management students.

According to the GMAC, minority enrollment in graduate management education programs increased dramatically during the 1970s, with a peak 50 percent increase between 1974 and 1976. Figures for the period from 1980 to 1982, however, show a 5 percent decline in minority enrollment.

"Over the past several years, there has been a continuing decline in the number of minority students applying for admission and actually completing MBA programs," said William Broesamle, GMAC president.

"This trend has significant consequences for the structure and composition of our nation's businesses and other institutions."

The GMAC is a non-profit organization of 75 schools which provides information to all graduate business and management schools and prospective students to help both make reasoned choices in the admission process. It sponsors the Graduate Management Admission Test (GMAT) and also provides a forum for the exchange of information through research, educational programs and other services among the broad constituency of individuals and institutions concerned with management education.

In 1983 the GMAC convened a special Task Force to Increase Minority Participation in Graduate Management Education. The task force recommendations form the elements of the new campaign.

The GMAC campaign includes additional research to identify the causes of the decline in minority enrollments, programs to strengthen institutional commitments to admitting more minority students, and a comprehensive communications program.

Retail program

People looking for a career in a department or specialty store, perhaps as management trainees, will be interested in a new one-year certificate program being offered this fall at Portland Community College-Cascade, 705 N. Killingsworth.

The new one-year merchandising program is designed to get students ready for retail jobs in only three terms. Job skills and job opportunities are stressed from the beginning of the program.

Instructor Mark Bershadsky said that every student will work in a store during at least one of the three terms. Students will be paid for that work and earn college credit as well. "We like to get students out in the field very fast," said Bershadsky. "That way they find out if they like retailing and what direction they want to take in retailing — buying, managing, display, store operations, or sales."

"It's not unusual," Bershadsky added, "for a student to get a full-time job where they've done their college cooperative work, and that's the start of a career."

Job opportunities in retail are growing in the Portland area, said Bershadsky, with a strong outlook into the '90s. "We have a new downtown shopping center opening in 1986, with a Saks, a new Frederick & Nelson, and small specialty stores. And there are two new retailers moving into the area — Ross Department Stores and Marshalls."

For a complete description of the program and any other information, call Mark Bershadsky, 283-2541, ext. 318.

THE FASTEST-GROWING FIELDS, 1980-1990

(Projected growth rate)

Paralegal personnel	108.9%
Data processing/machine mechanics	93.2
Computer operators	71.6
Computer systems analysts	67.8
Office machine and cash register servicers	59.8
Physical therapists	50.9
Food service workers, fast-food restaurants	49.6
Computer programmers	48.9
Tax preparers	48.6
Employment interviewers	47.0
Speech and hearing clinicians	46.6
Correction officers and jailers	46.5
Peripheral EDP equipment operators	44.0
Aero-astronautic engineers	43.4
Travel agents and accommodations appraisers	43.4
Nurses' aides and orderlies	43.2

EOSC enrollment up

Eastern Oregon State College is looking at a 70 percent increase in new freshmen next fall, based on a projected number of admission requests already filed at the college in La Grande.

"We have 327 new freshmen admitted at this point," said William Wells, EOSC Dean of student affairs. "That compares with 192 admitted this same time last year."

College officials base their projections on the number of requests for admission and financial aid materials, Wells said.

In the past EOSC has seen an increase in the number of non-traditional older students. That trend seems to be turning around, with an increase in EOSC's 300 admitted freshmen in the 18 and 19-year-old category. That is in direct contrast to a national decrease in the number of high school graduates.

Wells attributed the increase in potential students to EOSC's "intensified recruiting program here at East-

ern. We have many more personal contacts with those students, both seniors and juniors in a large number of high schools in numerous states."

EOSC may see an increase in the students from "the metro areas, Clackamas and Washington County, and also more students from Umatilla County, which is new for Eastern."

All-out recruiting efforts took place this year in Hawaii and "that has really paid off," said Wells. "We also did well in Alaska."

Wells said final enrollment figures may reflect a smaller increase "because it's very difficult with admission data to do accurate projections. But from all the data in hand, our admission picture is extremely positive."

"I attribute the increase to an overall refined recruiting program. We are making more mail contacts with our students, and our printed materials are much more attractive and appealing to students."

Somebody do something about alcohol abuse.

Alcoholism and other forms of alcohol abuse are problems affecting each of us throughout this community. The tragic consequences of irresponsible behavior when drinking — particularly drunken driving — have led to fervent cries of "somebody do something."

Well, it's time to do something, and that somebody is each one of us.

Because we are each affected by the problem, we must each become part of the answer.

One way of becoming part of that answer is by supporting alcohol education programs — programs designed to provide the information necessary upon which people can form proper decisions about drinking. Decisions which will lead to healthy attitudes and responsible behavior.

That's one way we can get involved.

There are others.

We need to carry what is taught in schools into our communities; into our everyday lives.

Each of us must become a living example of responsible attitudes and behavior.

We each must demonstrate our responsibility by our personal actions.

That means examining how we drink and when we drink. It means being responsible hosts, more concerned with our guests' health and safety, than in seeing that glasses are filled.

It means not condoning or reinforcing irresponsible drinking behavior.

We can each be a part of the answer if we work together.

What we do *does* make a difference.

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