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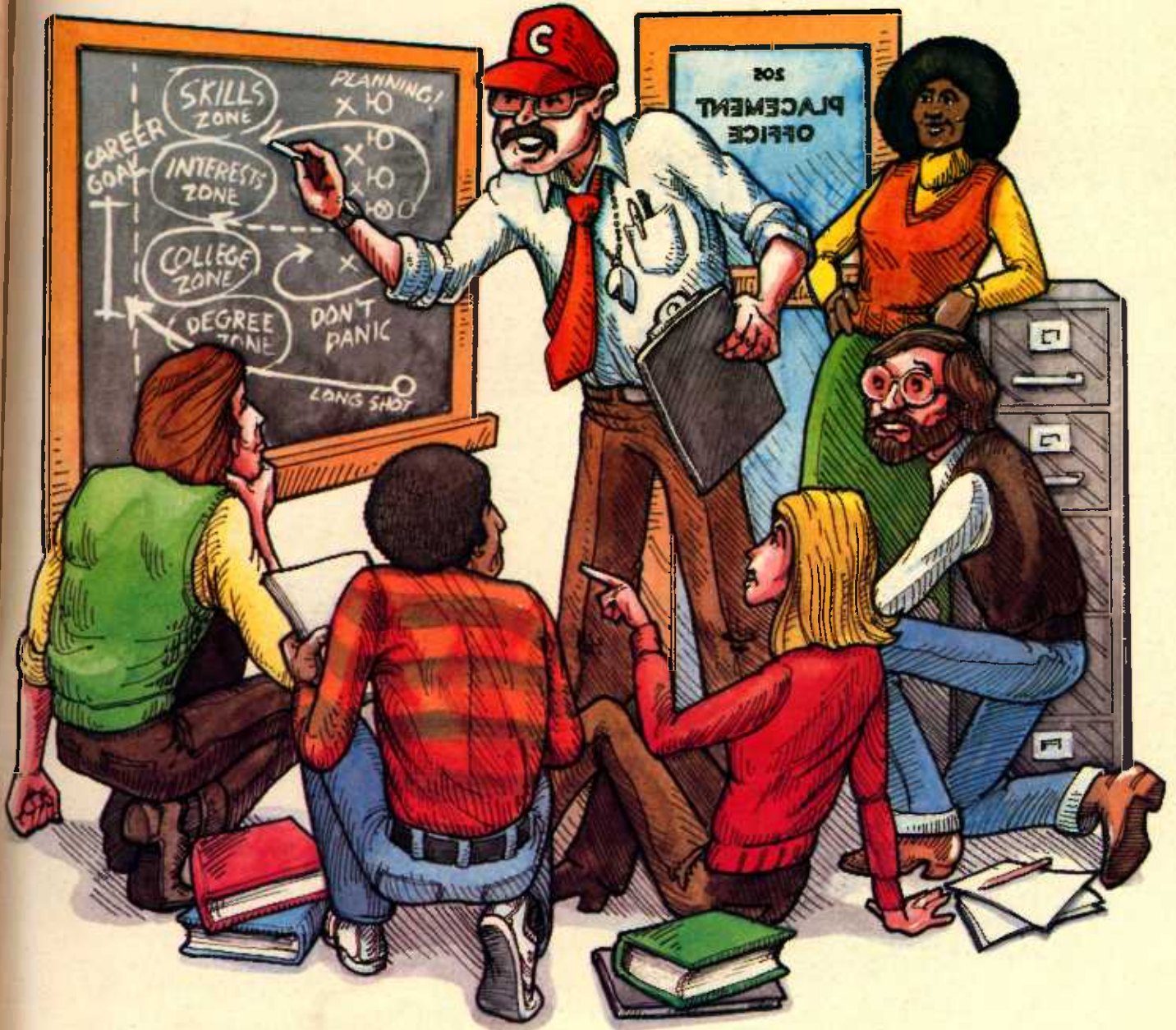
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FORD'S

Insider

A CONTINUING SERIES OF COLLEGE NEWSPAPER SUPPLEMENTS



**Career Questions:
Answers From the Experts**



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TOUGH
1980 FORD.

Free Wheeling Bronco.
 Offers pinstripes or new optional tricolor tape stripes and more. Low-mount western mirrors, styled steel wheels and RWL tires optional.



Tough Ford Trucks set the pace for the 80's • New aerodynamically designed pickups. With exclusive Twin-I-Beam front suspension. Bigger payloads than last year based on comparable vehicle weights • New 4x4's and Broncos—the only American-built 4WD trucks with Twin-Traction Beam independent front suspension • Plus vans with out-front engine design for more move around room inside • And the sporty Courier. The tough compact from Ford. New 80 Fords set the pace in gas mileage ratings, too.



GAS MILEAGE CHAMPS

	EPA EST MPG*	HWY EST MPG*
• '80 FORD PICKUP Best American built Std. Pickup MPG**	19	29
• '80 FORD 4x4 PICKUP Best V-8 4x4 Pickup MPG	15	20
• '80 FORD ECONOLINE Best Van MPG**	18	26
• '80 FORD COURIER Best MPG of the Top Selling Compact Pickups **	27	37
• '80 FORD BRONCO Best V-8 Automatic Utility MPG†	15	—



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 Includes black bumpers, grille and rocker panels. Optional styled steel wheels, RWL tires, push bar and portholes shown.

Free Wheeling Courier.
 Custom ordered look. Black painted GT bar and push bar. Add "B Package" for tape stripes, cast aluminum wheels and RWL tires.

*Compare these estimates with others. Your mileage may differ depending on speed, distance and weather. Actual highway mileage will probably be less than estimate. California ratings lower. Diesels and car-trucks excluded from pickup comparison.

**With optional overdrive transmission
 †Excludes California



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The experts say a successful career search is the result of dreaming, planning, and adopting a healthy attitude. So let your aspirations soar, and get ready for the latest advice from the authorities about putting your dreams and plans to work.

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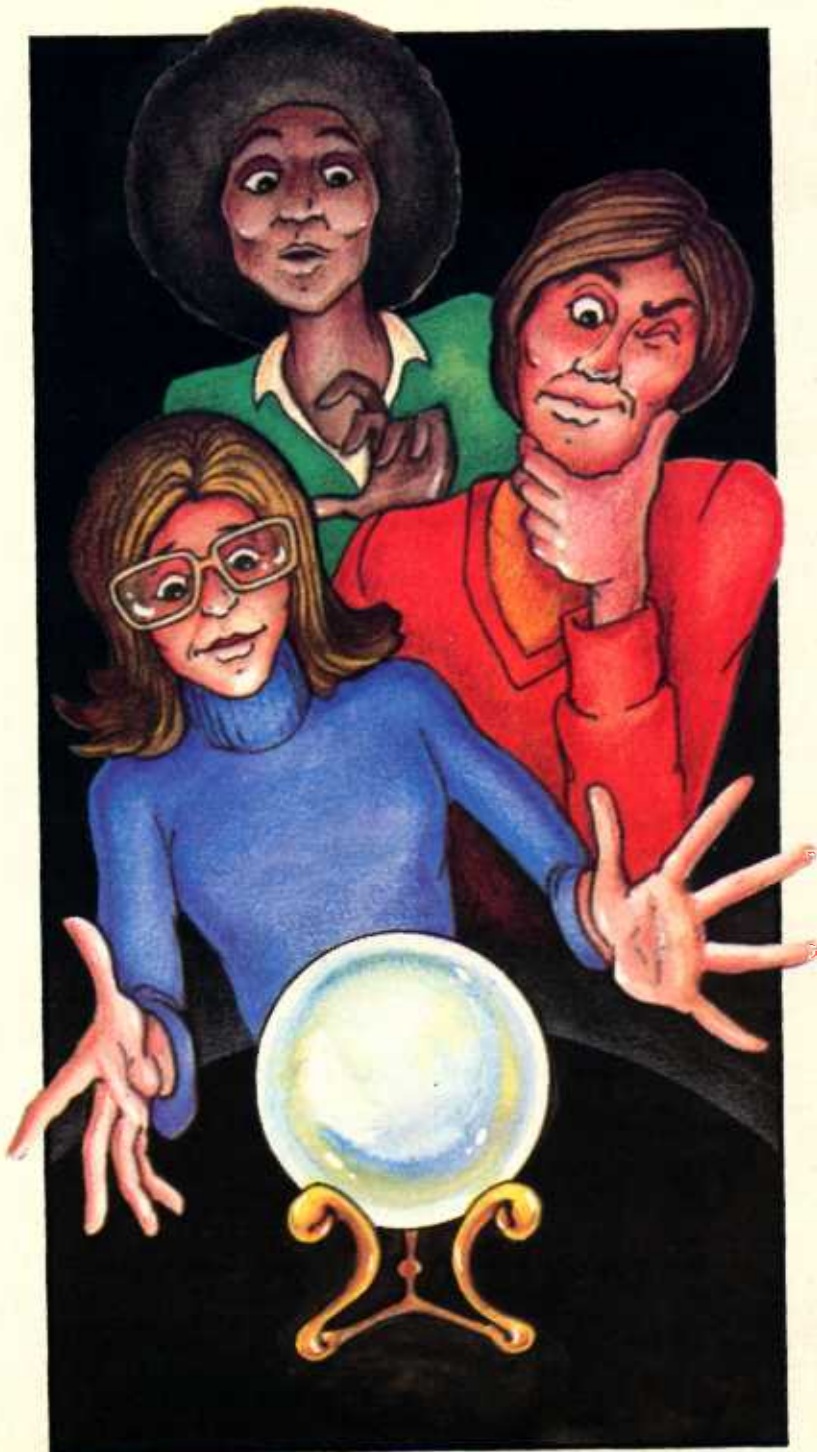
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The Career Search: Who has the answers?



Choosing a career may be the most important decision you'll ever make. About 10,000 days of your lifetime are at stake—that's how much time the average working person spends at his or her job.

And it's no wonder that the decision is often tough; one authority estimates that, theoretically, a college student has 42,000 career options to choose from. The possibilities are exciting—and overwhelming. Throughout your college years, the pressure mounts; your family, friends, and professors expect you to choose your life's work wisely. How can you possibly narrow the alternatives?

If you're like most students, you have many unanswered questions about the career search. Must you choose a single direction? Which courses or degrees are marketable? How valuable are job-market predictions?

For the answers to these and other career questions, *Insider* went to independent career consultants and authors, psychologists, corporate recruiters, personnel directors, and college career counselors, as well as to students who have found their way through the labyrinth of career decisions. All are authorities on finding and succeeding in a career.

Career planning and counseling became a major professional field about 10 years ago, when college graduates first found themselves outnumbering the professional openings they had always taken for granted. And the trend continues; the federal government predicts that the number of college graduates entering the labor force between 1978 and 1990 will exceed by 3.3 million the openings traditionally filled by degree-holders.

This *Insider* is intended to help you find your own answers and, in doing so, help you compete successfully during this economic squeeze. It contains a sampling of the latest thinking in career planning—how to decide on and reach career goals, and how to cope with changes in the market. The experts in the following pages suggest methods you can start using now, and continue to rely on throughout your working life.

Debunking Career Myths

An important first task in planning your future is to reject a few common myths about careers. Here are some warnings from the experts.



- **The "job market."** "There is no such thing as a job market from the point of view of the individual," says John C. Crystal, professional career counselor and author. "There is an *employment* market strictly for the benefit of employers, but even it doesn't work very well for them." Crystal says students expect the so-called job market to do something it isn't designed to do, and probably won't do—find or create the right job for them.
- **One life, one career.** The idea that a single career should satisfactorily endure a lifetime has become so accepted that "the choice of a career becomes a self-imposed necessary and fateful process," writes Yale psychol-

ogy professor Seymour Sarason in *Work, Aging, and Social Change* (Free Press, New York, N.Y., 1979, \$5.95). But because of developing technology and worker dissatisfaction, many people change careers several times.

- **The power of a college degree.** A degree neither guarantees nor limits you to a job in a specific field.

"One doesn't have to have a degree in business or accounting to function in a business setting," notes Brad Fagen, professor of higher education at the University of Iowa, and author of a study of career preparation in the liberal arts. Skills such as your ability to analyze information may be far more important than what subject you happened to major in.

- **Planning alone guarantees success.** "The students' greatest mistake," says Joe Miller, counselor at Illinois State, "is that they do not go out and get experience in the area they're interested in."

- **The perfect job.** It won't be; your first job after graduation probably won't provide immediate recognition and fulfillment, and it may not even pay very well. John Shingleton, director of placement at Michigan State University, says you should beware of the "expectations gap," and warns that many graduates may have to take stop-gap jobs while awaiting appropriate openings. □



—LINDA SALANE, counselor at the University of South Carolina.

"Most people don't want to plan until they come to a crisis. Students do a lot of career planning, but they don't have accurate information; they tend to let peers and parents give advice from a narrow perspective."

PROFILES



Gregory Hayes: His Career Is Careers

The college environment and the satisfaction of helping students through the maze of career information attracted Gregory Hayes to the career-counseling field.

A 30-year-old New Jersey native, Hayes is executive director of the career-development center at USC. He entered career counseling nine years ago and has been at USC for three years. Before that, he worked in counseling at Howard University and the University of Dayton, where he earned a master's degree in college personnel administration.

At USC, he has implemented a career-planning course for student athletes and a career-counseling program for alumni. Hayes plans to write a book on career aspirations of black college students.

"We don't have enough experts to provide career assistance to blacks," he says. "There's a need for role models."

What Makes An Expert?

They advise others on job hunting, but just who are college placement and career counselors? Where do they come from, and how do they get into the field?

Most earn a master's degree in counseling or student personnel work, according to Dr. Frank Burnnett, director of professional development programs for the American Personnel and Guidance Association.

No license or certificate is needed before entering the field, but the Association for Counselor Education and Supervision, an APGA affiliate, sets standards for training programs in counseling. Institutions that adhere to ACES's standards require students to complete a counseling internship.

Above all, career counselors should enjoy working with people, says Burnnett. They should also have analytical ability and be able to cope with change. □

What Color Is Your Parachute? was among the first career-planning books to sound off against the traditional approach to careers, and it is still cited as an outstanding source in the field. The author offers a humorous but helpful approach to career decisions, including exercises to help identify skills, goals, and interests. By Richard Nelson Bolles (Ten Speed Press, Berkeley, Calif., revised 1980, \$6.95).





36 Pintos in Five Families. Get the Picture?

We've sold 2½ million Pintos in the past ten years. That's more than any other small car in America.* So we decided to celebrate with a family reunion. Five families to be exact. And between them, they account for some 36 Pintos. Which is a pretty good sign that Pinto's doing a lot of things right for these folks.

One of the things Pinto does best is provide the kind of mileage a family needs these days. A single 13-gallon fill-up gives Pinto an estimated driving range of over 300 miles. Hard to believe?

Just look at these 1980 EPA figures.



24 EPA EST. MPG **38** HWY. EST. MPG For comparison. Your mileage and range may differ depending on speed, distance, and weather. Actual highway mileage will probably be lower than estimate. Wagon and California ratings are lower.

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And Pinto wraps it all up for a very reasonable sticker price. Which you'll discover at your Ford Dealer. Because that's where you can get into the picture by buying or leasing a 1980 Pinto.

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How do I choose a career?

Start by getting to know yourself.



An Exercise In Career Decision-Making

One career expert estimates that, in theory, a college student has 42,000 career options from which to choose. Each student narrows that to a manageable number and, ultimately, chooses one or perhaps two. But how?

Start by identifying certain factors that shape your career decision, says Tom Jackson, author and career consultant.

"There are five variables that most people can't organize in their own minds—skills, interests, satisfaction, practicality, and willingness to do what's necessary to get the job," Jackson says.

He offers some step-by-step tactics to get your career options on paper.

- List 25 things you like to do, even those you see as insignificant. Pretend you have a month's vacation and

\$2,000. What would you do?

- On a separate sheet, list 25 things you can do that produce good results—whittling, playing an instrument. What do you do that earns you compliments?

- Pick out your top five from each category and make a grid of these horizontally and vertically. Now you have 25 possible intersections. Select 10.

- On 10 separate sheets, list three or four jobs that could fit each intersection. (For example, if you like to cook and you're good at organizing parties, possible jobs could be caterer, restaurant owner, or chef.) Now you have a list of 30 jobs.

- Grade each job with either an A (maximum satisfaction), B (moderate), or C (minimum). Then rank each in terms of practicality (getting the job, additional education required).

- Ask, "Am I willing to do what's necessary to get this

INTEREST TESTS: Do They Measure Up?

You don't pass or fail career interest tests, and if they can't promise the perfect career choice, why bother?

Michael Cappeto, director of career development at Washington and Lee University, conducted a study on the validity of such tests. "The tests aren't regarded as absolute measures of interest," he says. "They don't always even agree with each other in measuring the same thing, but they are helpful if you're unclear about what you want to do."

One of their major problems is the time most placement offices administer the tests—usually freshman year. "They tend to be more accurate the longer you've been in college," Cappeto says. "Interests usually solidify by about age 20. Strong interests get stronger and weak ones weaker."

The major benefit of the tests, he adds, is that "they ask questions most people don't ask themselves."

job?" If not, cross it out.

This exercise should provide a list of realistic careers to consider pursuing. For more detailed career-planning suggestions, see Jackson's *Guerrilla Tactics in the Job Market* (Bantam Books, N.Y., 1978, \$2.50). □

- **Realistic.** Has mechanical abilities; is described as conforming, persistent, practical. (Examples of appropriate jobs: auto mechanic, aircraft controller, electrician.)

- **Investigative.** Has mathematical and scientific abilities; is analytical, curious, precise. (Biologist, chemist, geologist.)

- **Artistic.** Has artistic abilities and is considered complicated, emotional, original. (Composer, writer, performer.)

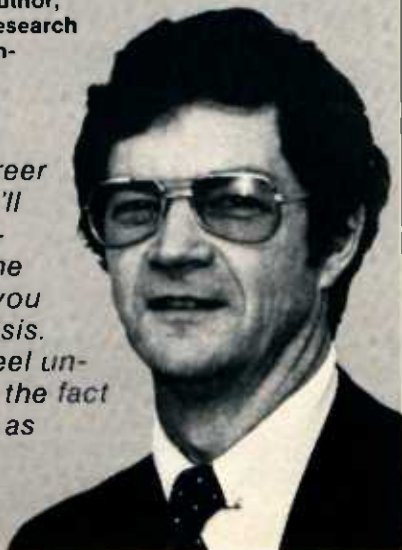
- **Social.** Has social skills and talents and is described as friendly, idealistic, responsible. (Teacher, counselor, religious worker.)

- **Enterprising.** Has leadership and speaking abilities; is adventurous, ambitious, impulsive. (Salesperson, executive, buyer.)

- **Conventional.** Has clerical and mathematic abilities, and is careful, obedient, efficient. (Bookkeeper, banker, tax expert.) □

—DAVID CAMPBELL, author, and Vice-President of Research and Programs at the Center for Creative Leadership, Greensboro, N.C.

"There is no such thing as a fixed career choice. Where you'll be in the future depends largely on the smaller decisions you make on a daily basis. People shouldn't feel uncomfortable about the fact that they'll change as they get new information."



Match Yourself To a Career

The snide remark "I know your type" takes on new meaning in the career search. John L. Holland, a psychologist at Johns Hopkins University, uses six "types" to match personalities to suitable jobs in his career interest test, "The Self-Directed Search" (Consulting Psychologists Press, Palo Alto, Calif., 1974, \$2.25 plus postage).

The test instructs you to rank your interests, abilities, and experiences. A composite score reveals your career profile as a combination of three of the following categories.



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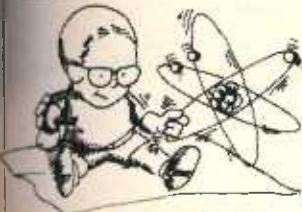


Living Up To Whose Expectations?

Did your parents fill your toybox with "scientific" playthings or give you lots of books about doctors?

These and other subtle influences from family, peers, and society as a whole may cause you to overlook some career possibilities, says Ruth Crane, consultant and co-author of *Self-Evaluation Career Guide* (with Marcine H. Goad, Pilot Books, New York, 1978, \$3.50).

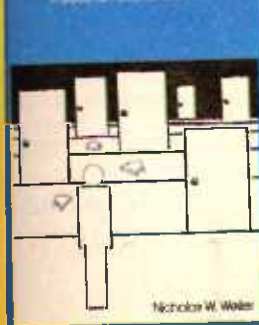
"When you're exploring career choices and you come up with a positive or negative reaction, find out why," she advises. Are you basing it on what other people expect? Identify the influence, Crane says, so you can determine whether your reaction represents your own feelings. □



Nicholas W. Weiler, a manpower expert for General Electric's Corporate Consulting Services, aims his **Reality and Career Planning** at the undecided, providing advice on "finding the drummer" in your life, and developing the proper career path. He includes 17 exercises to help you through the decision-making process. *Reality and Career Planning*, by Nicholas W. Weiler, Addison-Wesley Publishing Company, Reading, Mass., 1977, \$7.95.

Reality and Career Planning

A Guide to Personal Growth



Preventing Future Job Shock

Adults returning to school make up a growing percentage of college enrollments. Many are experiencing "career passages"—returning to school in order to change careers or to update knowledge in a developing field.

Statisticians say the average worker has two to three different careers in a lifetime; some experts estimate as many as five. Professional counselors emphasize that the key to weathering changes is skills.

"You can't predict when career changes will be—and they will often happen at a time when you're least prepared," says career consultant and author Richard Nelson Bolles.

He identifies two reasons for career transitions. "First, some changes are brought about by external factors," he says. "A job may vanish due to drastic changes in the whole industry." The second reason is dissatisfaction with a job or a field.

These passages are traumatic, because workers usually see their skills as applicable to a single field.

The one weapon you have against future job shock, says Bolles, is "the ability to identify the common threads that run through your life, whether problem-solving, analytical, artistic, or social abilities. You don't necessarily need to run back to college (to prepare for a career change). Many times you can pick up the course content of a job if you have the required basic skills.

"Many people stay in a career in which they are unhappy because they don't assess their skills," he adds, "and more important, they don't analyze which ones of those they actually enjoy."

The time to begin making that assessment is in college. And as insurance against becoming trapped in an unsatisfying job, Bolles recommends that students think beyond the context of courses and analyze what transferable skills can be gained from them. □

PROFILES



Bob Reichblum: Realizing a Dream

Most people struggle with the decision of "what to be when they grow up," and sometimes the dilemma lasts well into the adult years. But a few seem to be born knowing what they want from life. If you have a lifelong dream, don't be afraid to follow it, says Bob Reichblum, whose career decision was easily made.

"By the fifth grade, when all my friends wanted to be doctors and astronauts, I was out there videotaping our baseball games," says 22-year-old Reichblum, a television news producer for station KWY in Philadelphia.

He firmed up career plans early when he became a studio go-fer at age 13. And, while a broadcast journalism major at Syracuse University, he interned at a Pittsburgh station. After graduation, the station gave Reichblum his first full-time job.

"Having a daily deadline is really appealing," he says, "and subject matter is always changing. Besides, it's one of the few businesses where you can jump on your desk and scream at the top of your lungs, and no one blinks an eye."



Chris Fallon: Finding a Niche

Chris Fallon, 23, is among a handful of female college sports information directors. Yet, two years before she accepted the post at St. Francis College in Brooklyn, where she is also assistant athletic director, she "didn't even know the job existed."

As a junior in communications at Manhattan College, Fallon was asked by a club football team to keep statistics and do publicity. That sparked her interest, and she volunteered to work in the sports information office at Manhattan.

Through this job and other part-time work—covering basketball as a newspaper stringer and interning at a harness race track—Fallon found working in sports "lots of fun." Plus, she says, "I picked up the working skills that I couldn't get through classwork."

Where are the jobs?

Keep the market in perspective.



Long Shots And Sure Bets: Job Market Predictions

How heavily should you depend on employment predictions? Professional counselors caution you to keep them in perspective. Like all other components of career planning, taken singly, predictions are just a tool.

"It's really tough to go on predictions," says Tom Overton, director of counseling at North Texas State University. "The changing economy has made the market so hard to predict."

—EVART ARDIS,
Director of Career Planning and Placement at the University of Michigan.

"There's always room at the top for a person with get-up-and-go. We'll inform students of the tightness of certain areas, but we'll also try to show them how to compete."



Official employment forecasts are made by the Bureau of Labor Statistics (BLS), publisher of the *Occupational Outlook Quarterly* and *Occupational Outlook Handbook*.

Federal agencies from the Department of Commerce to the Department of Education provide the BLS with a variety of statistics on demographics, product demand, technology, college enrollments, and other factors affecting our economy. BLS analysts study the data, looking at total expected openings and expected number of graduates, and estimate the outlook for each field.

One purpose is to bring about a balance by predicting an imbalance. "By saying a field will be competitive, we discourage some people," explains Daniel Hecker, a BLS economist. "And bright prospects often attract people to a field." □

The Ups And Downs Of Engineering

Many professions have ridden the rollercoaster of surplus and shortage over the years. Richard Freeman explores the subject in his book, *The Overeducated American*

Clouds on The Job Horizon

For the next few years, cloudy with some rain. After that, increasing sunshine.

That's the employment forecast for the '80s, from former Assistant Secretary of Labor Arnold Weber, now provost at Carnegie-Mellon University.

The force behind the cloud cover, he says, is the last of the baby boom (those born between the late '40s and the mid-'60s)—people who will be entering the market during the early part of the decade. During the 1980s, the Labor Department figures, the number of people between 25 and 34 years old will swell 35 percent to 26.8 million.

These people, to repeat a well-known statement from Weber's Labor Department days, "will move through the labor force like a pig through a boa constrictor," competing for both initial employment and advancement.

By the middle to late '80s the "demographic tidal wave" should level off, brightening prospects for entry-level jobs.

But Bureau of Labor Statistics' reports show the early '80s looking much like the '70s—lean times for people who have inflexible skills or who are unwilling to relocate for a job.

(Academic Press, New York, 1976, \$15.00), and offers engineering as the "classic example."

The obvious factor behind shifts in the field's popularity is shifts in demand, such as the downward trend in space exploration in recent years.

Freeman, an economics professor at Harvard, says a strong market with high salaries brings increased enrollment in engineering schools. "Then, more or less, four years later, there are too

many graduates and that depresses salaries, and in turn discourages students from the field. A few years later there's a shortage, and the cycle repeats itself," he says.

The latest study by the Engineering Manpower Commission shows 1977 freshman enrollment at an all-time high of 89,000, up from 50,000 in 1973.

The Bureau of Labor Statistics expects a 25 percent growth in engineering occupations between 1976 and 1985, and predicts that the number of applicants will roughly equal the number of expected openings. □

Affirmative Action: How Far Have We Come?

Women and minorities have made undeniable gains in the job market over the last 10 years.

Percent of Jobs Held, By Race and Sex, 1969 and 1979

	PROFESSIONAL AND TECHNICAL		MANAGERIAL AND ADMINISTRATIVE	
	1969	1979	1969	1979
WHITE MALE	60%	53%	82%	71%
WHITE FEMALE	34%	38%	15%	23%
NONWHITE MALE	3%	4%	2%	4%
NONWHITE FEMALE	3%	5%	*	2%

*less than 1 percent.

SOURCE: Bureau of Labor Statistics

"Companies are a great deal better (about hiring practices) than they were 15 years ago, and surveys show most Americans favor affirmative action," says Eleanor Holmes Norton, head of the Equal Employment Opportunity Commission.

Statistics show a substantial gain for blacks and women in prestigious occupations, yet both are still underrepresented in many areas. And, while wages for black women have risen to meet those of white women, the earnings of both are still below men of any race.

"If you measure against the base of where we started, there has been an improvement," says Norton. "If you look at where it should be, the change is not satisfactory." □

M.B.A.'s: Riding On a Reputation

The attractive glitter of the master's degree in business administration may be in the tarnishing stages.

Eugene Jennings, a Michigan State University professor, annually surveys corporations known to hire large numbers of M.B.A.'s. He expects the predicted recession to produce a "real glut."

"We're seeing signs of the cutoff now," warns Jennings, adding that "if you get an M.B.A. from a second- or third-tier school, you're probably more handicapped than if you had just stuck with a bachelor's."

Others are cautious about the market but somewhat more optimistic. "This year, the top 10 or 12 schools were overwhelmed with recruiters," says Pennsylvania's Wharton School dean Donald Carroll. "Students from other schools are probably finding jobs, but are less avidly sought after and receive much lower salary offers."

Jim Viehland, of the American Assembly of Collegiate Schools of Business, agrees that there may be a "slight downturn in need due to economic conditions. Some people may call it a glut," he says. "I think it's a short-term phenomenon." □

The Outlook for Selected Occupations Requiring a College Degree

OCCUPATION	EMPLOYMENT '76	PROJECTED EMPLOYMENT '85	PERCENT GROWTH '76 to '85
TRANSPORTATION	146,000	214,400	47%
HEALTH	2,271,500	3,129,700	38%
SOCIAL SCIENCE	274,000	346,300	26%
SCIENTIFIC & TECHNICAL	2,347,900	2,958,000	26%
SOCIAL SERVICE	530,000	646,900	22%
OFFICE OCCUPATIONS	4,149,000	5,043,300	22%
ART, DESIGN, & COMMUNICATION	500,500	599,300	20%
SALES	1,407,000	1,699,000	21%
EDUCATION & RELATED	3,516,000	3,734,000	6%

SOURCE: Occupational Projections and Training Data, U.S. Department of Labor, Bureau of Labor Statistics, 1979.

Freelance Your Way Into a Job

Breaking into a tight market area may take diligence, self-discipline, patience, and even a little luck. But while waiting for the big break, graduates in some crowded professions can make needed contacts, gain experience, and earn money by freelancing.

Joëlle Delaplace, 24, is a freelance interpreter/translator in Washington, D.C. Since completing her studies at Georgetown University

last May, she has worked at several international conferences, earning \$200 a day. When translating (written work) or interpreting (oral work) for private businesses, Delaplace earns \$10 to \$15 an hour.

A certified interpreter/translator, she admits the field is very difficult to break into. "Most employers require several years' experience," she says. "Often they think age is synonymous with quality."

She recommends freelancing as a way for beginners to get experience and sample

the field before specializing. "When you freelance, a lot depends on personal reference—who knows that you exist. The more people you contact initially, the more chance you have in the future. In this field, they do keep your name on file."

Delaplace suggests that prospective freelancers apply in person to the people they will be working for; avoid personnel officers. And she emphasizes that the key to finding freelance jobs is not necessarily luck, but timing and persistence. □

PROFILES



Bob Rhinehart: The Bottom Line

Bob Rhinehart, 22, is a junior in business administration at the University of Tennessee. He is also a third-year apprentice plumber.

"People are turning to blue-collar trades because of the money," he explains. He earns \$7.10 an hour, plus benefits.

Rhinehart didn't always yearn to be a plumber. After getting married during his freshman year, he found he was underqualified for "anything except degrading jobs. I skipped around from job to job just surviving," until his grandfather, a union plumber, persuaded him to learn the trade.

His wife, Carole, is also a business major. "Our families are educated," says Rhinehart. "If a person's not educated—I don't care what kind of money he makes—he won't have a good outlook on life. won't know about literature and the arts. It's not degrading to be a plumber, but without an education, you're still a peon." □

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Mustang 3-door



Mustang 2-door

Enjoy the exhilaration of sports car performance and handling with the low price and high mileage you need today.

Certified by the U.S. Auto Club as a sports car.



USAC put Mustang against a number of popular sports cars in a series of tests, including acceleration, cornering, steering response and braking. The result—Mustang earned certification.

Sports car performance. Impressive fuel economy.

Mustang offers the advantages of a sports car. Yet at the heart of all standard Mustangs is a high mileage 4-cylinder engine.

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Design your own Mustang.

The standard Mustang is impressive. With a modified McPherson front suspension, rack & pinion steering and sleek, aerodynamic styling. But it can be much more—a world of options like Michelin TRX radial tires, forged aluminum wheels and the elegant Mustang Ghia with deep pile carpeting and soft velour seats. You can make your Mustang a completely personalized car.

Sports car performance with impressive fuel economy. That's what makes Mustang a sports car for the 80's.

Whether you buy or lease a Mustang, ask your Ford Dealer about the Extended Service Plan.

FORD MUSTANG



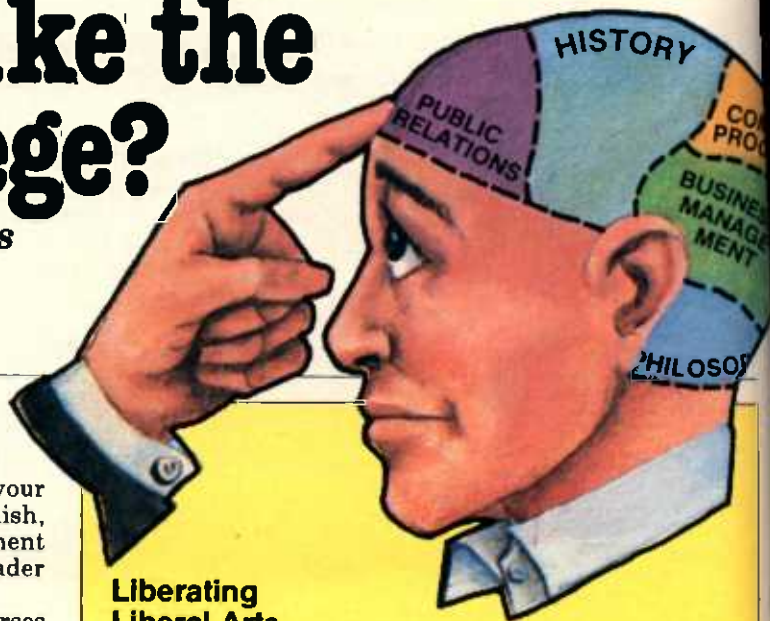
FORD DIVISION



Better Ideas for the 80's. FORD.

How do I make the most of college?

Strategies for exploring options and developing skills.



Make Your Skills Work for You

Skills. That one word means a lot to your future.

The recurring theme among the experts we surveyed is an emphasis on "skills" and "competences," rather than specific studies.

Your major alone may not make a decisive difference in your future, but the skills you master and the way you communicate them to others can carry you through a lifetime of careers.

"Simply saying you have a philosophy degree may

turn a lot of people off," explains consultant and author John Crystal. "If you learn to outline your *skills* in common English, you'll find your employment prospects are far broader than you think."

Carefully chosen courses mixed with part-time jobs, volunteer activities, or organized programs like internships and co-ops can help you develop the abilities employers seek. In this section, counselors and fellow students offer techniques for building your skills. □

Liberating Liberal Arts

Alma College in Michigan is brightening the prospects for its liberal arts graduates. The college's career-preparation program teaches liberal arts majors to assess their skills and relate them to other fields.

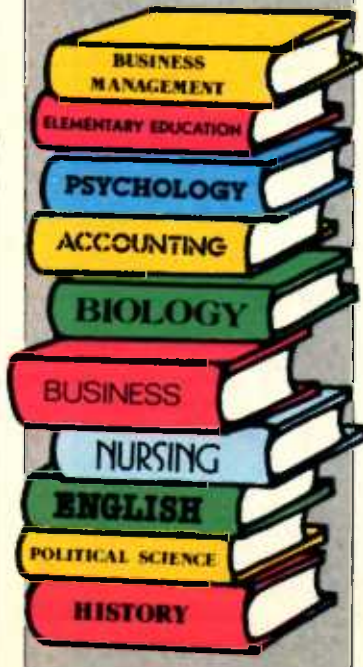
About one-fifth of Alma's students participate each year. Special faculty counseling helps them link their education to a career. Literature professors point out that analytical skills can prove valuable in business, and history students discover that working with documents and "getting to the bottom line" ties into sales jobs.

Participants choose a do-it-yourself major emphasizing marketable skills, which they put to use during a practicum. A public relations emphasis, for example, may include a term of legislative research.

The program gives a broader background than would a "quick technological fix," says Dean of Instruction John Agria. "We are preserving the liberal arts emphasis and helping students package themselves for business."

THE TOP 10

The National Center for Education Statistics' latest study shows that the following majors are the most popular with undergraduate students across the country.



Marketing Your Major

If you are working toward a liberal arts or sciences degree, career experts suggest you take steps to "practicalize" it. Here are a few ways you can make it more marketable.

Double majors. Enterprising students have started negotiating double majors that cross lines between disciplines. For example, some universities offer combined humanities and business degrees; others allow students to tailor a program for a specific career, such as majoring in both broadcasting and international politics as background for a job as a foreign correspondent.

"The double major is becoming more common," says Brian Barrett, counselor at Fordham University, "but it's marketable only if done right." Barrett suggests you choose your second major for a specific purpose. See your adviser or academic dean for information about your school's policies.

Minors. The minor subject of study, which had been eliminated or ignored by many schools, is making a strong comeback as a means of enhancing arts and sciences degrees. The University of South Carolina, for instance, has set up formal career-specific minors for humanities majors in which students take 18 hours of core requirements in subjects such as marketing, public relations, or other career-specific subjects. Again, talk to counselors at your school about developing a compatible major/minor relationship.

Electives. A less-formal way to beef up a liberal arts degree and introduce new skills is through elective courses. Frank S. Endicott, former director of Northwestern University's placement

center, advises nonbusiness majors who may be interested in business positions to "include some courses in economics, accounting, and computer science." Examine your course catalog thoroughly for potentially valuable electives. □

Beyond Careers

It is essential to think about and plan for your future, but keep in mind that college offers more than just career preparation.

One benefit is satisfaction from the experience itself—the learning, and the stimulus of interesting people and ideas, says Howard Bowen, author and professor of economics and education at Claremont Graduate School in Claremont, California.

"College contributes to emotional development and helps people find their personal identity," Bowen says. "It helps them in making lifetime choices, not only in careers but also in the selection of friends, spouses, interests, and lifestyles."

He stresses that going to school encourages tolerance "toward various ethnic and national groups, and toward people holding different opinions."

And on the other side of the balance sheet, he adds, "There are no advantages in being uneducated or poorly educated." □

Enough Is Enough— Or Is It?

Graduation sometimes brings more questions than answers. In addition to puzzling over the job search, you probably will wonder about graduate or professional study. Here are some suggestions that may help you in your decision.

- Find out whether an advanced degree in your field will be genuinely helpful. "An M.A. or a Ph.D. is almost a necessity in a field like psychology," says Tom Overton, director of counseling at North Texas State University in Denton. "But in elementary education, especially when you're looking for your first job, it may make you overqualified."

- Calculate the cost-effectiveness of getting another degree. Most graduate programs will set you back at least \$5,000, and simultaneously deprive you of one to two years' experience and earnings. "Unless you're going into medical school or law school, the straight economic payoff is very limited in graduate school," says sociologist Christopher Jencks, author of *Who Gets Ahead?* (Basic Books, New York, 1979, \$17.50). "Most graduate programs won't substantially increase your earning power."

- Consider the potential value of an advanced degree

CONTINUED ON PAGE 16

PROFILES

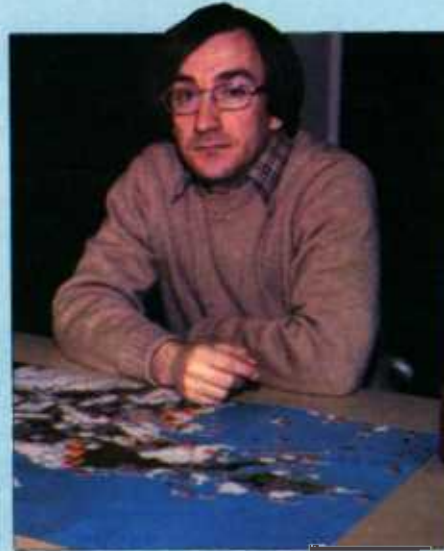
Michael Appleton: Business and Blueprints

Hot property. That's what many students hope to become when they complete combination-degree programs such as M.B.A./architecture, M.B.A./law, and M.B.A./foreign service, offered at various schools across the country.

Michael Appleton believes he will have an advantage in the future with the M.B.A./master of architecture degrees he recently earned at Washington University in St. Louis. "Companies will be getting two fields of knowledge from one employee," he explains.

His program took three years, one year less than it would take to earn the degrees separately.

Appleton, 27, is considering real-estate development as a career. "As an architect, I could work with a developer and rely on my background in finance," he says. "Likewise, in business I could work well with an architect, since I can read plans."



Richard Banner: Chairman of the Board Games

Richard Banner, who studied history at Illinois State University, is applying his major with a vengeance. The fate of armies and the future of nations depend on his work.

Banner, through his Game Designers' Workshop, creates and sells board games. Far from the mellow moves of backgammon, these games recreate the grandest and goriest battles in the history of war.

"A board game is a reflection of popular history," says Banner, who co-founded the company while still at Illinois State. Through exhaustive research of actual campaigns, he aims to provide both "a good simulation and a good game."

Ann Flemming: Firsthand Knowledge

A work-study assignment doesn't have to be limited to shelving library books.

Ann Flemming, a Florida Memorial College student, was persistent in requesting a change from a clerical work-study assignment to one that's giving her experience in her major—social services.

"Books and the classroom aren't enough to help you decide on a career," she says. "I wanted firsthand knowledge."

As a supervisor at Fellowship House, a psychiatric rehabilitation center, Flemming visits members, helps balance budgets, and assists in the center's recreation programs.

"I love the job," she says. "I know I can help people, and I enjoy that."



ENOUGH IS ENOUGH CONTINUED

in a field other than your undergraduate major. "Students need different perspectives," says Roman Andrus, assistant dean at Brigham Young University's College of Business. "The more varied your experience, the more effectively you'll be able to deal with different kinds of people." And, choosing a different field of study gives you an opportunity to change or focus career directions.

- Investigate combination-degree programs. Some schools allow mixing and matching of graduate studies. "The rationale is that students get two degrees in less time," says Constantine Michaelides, dean of Washington University's School

Part-Time Sleuth

The greatest advantage of a part-time or summer job may not be the paycheck or the work experience on your resume. According to Jane Schachter, director of life/career planning at Northeastern University, temporary jobs are your best opportunity to observe the stresses and rewards of a profession.



"Use coffee breaks, lunches, any available time to talk to people at work, find out what their jobs are really like, how it affects their lifestyle, and what compromises they've had to make," Schachter says. "Decide what you'd be willing to give up to get into a particular field."

—KATHY SHORR
public relations major at the University of Tennessee and a three-year member of a campus programming committee.

"The committee was a miniature of the working world. I got more experience and took on more responsibility than I could have in any part-time job."



of Architecture. The school participates in a combined M.B.A./master of architecture program. "Ideally, students can develop a career that combines talents in both fields," says Michaelides. □

Far From The Maddening Midterms

Students may call it a needed break, but academe calls it "stopping out."

Taking time out of school to work offers experiences you can't get otherwise, says Judi Kesselman, author of *Stopping Out, A Guide to Leaving College and Getting Back In* (M. Evans and Company, New York, 1976, \$3.95).

"There are certain jobs you just can't acquire through part-time work," explains Kesselman. "And although many structured programs, such as co-ops and internships, give you a true feel for the working world, many do not. Besides, lots of schools are limited and don't have these programs at all."

She gives two main reasons for taking a working break. First, it helps you test career plans. "Reading, talking about it, and studying it isn't enough," she says. You should get some hands-on exposure.

Stopping out also gives you a chance to decide among several options, free from the pressures of school and with plenty of time to explore.

While stopping out can help you define career goals and let you mature, you should be ready to explain your motives, says Rankin Harris, career counselor at the University of North Carolina at Chapel Hill. "Most employers are pretty accepting of this, but some may interpret your stopping out as a lack of application and sense of direction," he says. □

Learning To Cope Through Co-ops

Cooperative education at most schools means alternating quarters of study with a 9-to-5 job. But Antioch College in Ohio has expanded the co-op concept to include hitchhiking, backpacking, and travel.

"It's an experience-based education," says Dan Hotaling, director of Antioch's program. "The objective is

to learn about other cultures and values, coping in a complex world, getting along with different kinds of people—other than those in ivory tower or back at home.

Antioch was the first liberal arts college to adopt a co-op program, which it initiated 60 years ago. Since then, all its students have been required to participate during every year of their undergraduate education.

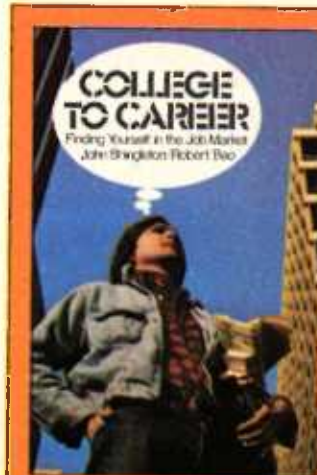
The graduates have an advantage in the job search: the equivalent of two years of employment during school, says Hotaling. "They're more readily accepted in graduate school or a profession." □

Future Payoffs For Involvement

Participation in campus organizations will tell a future employer that you have flexibility, you can work as part of a team, and you can structure your own time.

"Those are the 'biggies' employers look for in interviewing grads," says Melissa Roth, a corporate recruiter for Vulcan Materials Company. "They look for active involvement."

The number and diversity of your activities will impress an interviewer. "If you had a B average, held a part-time job, and were active in campus groups, that shows you can plan your own schedule and handle more than one thing at a time. It also shows a high energy level," counsels Roth. "An employer doesn't want somebody who's going to slump out at three o'clock." □



College to Career covers a broad spectrum of career-related questions. Author John Shingleton, director of placement services at Michigan State University, starts with the purpose of a career and progresses through career development and advancement. He cautions the reader about traps and pitfalls of college, and offers instruction on relating your education to your career aspirations. *College to Career*, by John Shingleton, McGraw-Hill, 1977, New York, \$5.95.

RALLYE AROUND



THE 1980 PINTO.

These girls know a thing or two about Ford Pintos, and they love the 1980 Pinto Rallye. They're the girls from the 8-Pinto sorority in Long Beach, California, and each one owns a Pinto. Left to right, they're Karen, Linda, Lisa, Kim, Sue, Bonnie, Marianne and Cathy.

40 STANDARD FEATURES

The 1980 Pinto is packed with standard features. Features like steel-belted radials, bucket seats, tinted glass, and rack and pinion steering. On the Pinto Rallye you also get a Sports Package which includes tachometer, ammeter and front and rear spoilers.

EXCELLENT MILEAGE

24

EPA
EST
MPG

38

HWY.
EST
MPG

Compare this estimated mpg to other cars. Your mpg may differ depending on speed, distance, and weather. Actual highway mpg will probably be lower than estimate. California and wagon ratings are lower.

WIDE CHOICE OF MODELS

The 1980 Pinto comes in a variety of sedans, hatchbacks and wagons. At prices that will surprise you. There's even an Extended Service Plan available providing longer protection than your car's basic warranty. Consult your Ford Dealer.



Cruising Sedan



Cruising Wagon

Compare Pinto. It may be America's best small car value.

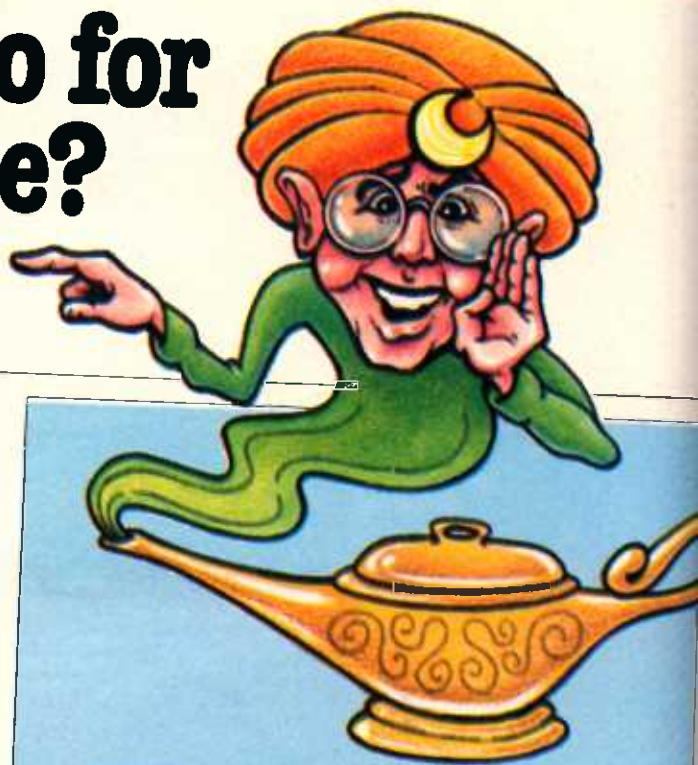
FORD PINTO

FORD DIVISION



Where do I go for career advice?

People and places are the resources for your search.



A LITTLE HELP FROM YOUR FRIENDS

The student grapevine lies at the root of the University of Virginia's Peer Career Counseling program. The counselors are trained upperclassmen who assist others in identifying interests, skills, and career goals.

"At any school there's a grapevine among students; they share career-planning approaches and courses which have been useful to them," says Karen Knierim, assistant director of the career planning office. "We feel we're legitimizing the grapevine by training peer counselors."

What's Available On Campus

Whether it's called a career resource center, planning and placement office, or development center, the purpose is the same—to help students choose, plan for, and pursue a career.

Services vary by campus, but here's an idea of what's available at most career centers:

- Trained counselors to help you clarify career goals
- Testing services with interpretation of results
- Lists of current job openings
- Information on the nature of various occupations
- Career library containing books, files, and trade journals
- Information on internships and co-op programs
- Referrals to outside resources
- Job-hunting workshops and seminars
- Campus recruiting schedules

Warren Kauffman, assistant director of the College Placement Council, suggests students visit the career office before their senior year. "If you start planning earlier, you may find a field you weren't aware of before and still have time to adjust educational requirements," he advises. □

A Time-Saver: Computer Counseling

"Six years ago, computers scared most people to death," recalls one career counselor. But as the machines gained popularity and acceptance through media exposure, they also gained widespread use in career planning offices.

Their basic function is to provide information, sometimes through a printout and sometimes by "talking back" to the student.

"There's nothing yet that can choose a career for you," says Maurice Mayberry, director of the Career Resource Center at the University of

Florida. "But I'd estimate you could spend two to three weeks in a library pouring over printed information and get the same information from a computer in one hour." □

commitment. I have people identify a career, and then narrow in on it."

Near the end of the course, students interview a successful person in their chosen field. "Basically, career planning is a matter of figuring out where you are in relationship to where you want to be, and how to get there," Letcher says. "The only way you do that is to go out and talk with people who have made it." □

Job Search 101

M.B.A. candidates at the University of Pennsylvania's Wharton School of Business can enroll in a different kind of marketing course—self-marketing.

Called The Job Search, the course was added six years ago when management faculty members decided their students needed practical help in achieving their career goals.

"Students often want to delay decisions about their futures," says course teacher Art Letcher, career-planning director at Pennsylvania. "They're afraid of making a

Expanding Market For The Handicapped

Counselors no longer advise handicapped students to let their disabilities dictate their career goals.

"When we first started, almost all of the handicapped students majored in social services," says Southern Illinois University counselor

—RICHARD N. BOLLES, author of *What Color Is Your Parachute?*, quotes an ancient proverb as the rationale for his career-planning advice.

"Give me a fish, and I will eat for today; teach me to fish, and I will eat for the rest of my life."



Valerie Brew. "Now they're going into business, engineering, and computer science."

Brew, who has only partial use of her arms due to polio, helped establish the SIU program after her own frustrating bout with the job market four years ago. Since then, she has placed 39 students in their fields, and this year she's working with 40 seniors.

She counsels students to approach their disability matter-of-factly during interviews, and advises against including a handicap on resumes. If students prefer to mention it, she suggests expressing it in a positive manner, such as "confined to a wheelchair, but able to drive." □

Professional Insights From The Alums

A coast-to-coast alumni network offers Hamilton College students insights into professions ranging from banking to advertising.

Alumni of the New York college volunteer to tell students about their jobs—what the work entails, what education is needed, and what's required to break into the field.

The career center keeps a file of at least 1,000 partici-

From Those In the Know

Going directly to the source is often the most efficient way to get your questions answered. A number of organizations offer students free information about their professions. A few examples:

American Bankers Association, 1120 Connecticut Ave. N.W., Washington, D.C. 20036; *American Chemical Society*, 1155 16th St. N.W., Washington, D.C. 20036; *American Psychological Association*, 1200 17th St. N.W., Washington, D.C. 20036; and *National Society of Professional Engineers*, 2029 K St. N.W., Washington, D.C. 20006. For a listing of organizations, ask your librarian for the **Chronicle Career Index**, or write Chronicle Guidance Publications, Moravia, N.Y. 13118; \$11.



pating alumni, grouped by geographic location and occupation. A staff member contacts the volunteer to introduce an interested student, who then visits the alum for a fact-finding session.

"The working world becomes less mysterious to students," says Beatrice Lieberman, director of Hamilton's career center. "Before they job hunt, they gather information from people with similar educational experiences and find out about professions." □

Learning The Ropes: Advice for Women

The University of Utah offers a special counseling program that serves not only its women students but also older women re-entering the work force.

"Employment of women is different and needs to be approached in a different way," explains Beth Summerhays, director of the placement center. "We're trying to help women overcome problems

they face when competing for jobs. They're generally less sure of what they want than men are. They sometimes underestimate their ability and take lesser jobs than men."

Summerhays adds that women often do not understand political hiring and take rejection personally.

"The placement office is in touch with the pulse of the community," she says. "We know where the jobs are for women and keep track of trends in business." □

Independent Counseling

Independent counseling agencies provide an alternative to college career planning and placement centers. They give you individualized attention—but they also charge you a fee.

"College placement offices are responsible for so many students they can barely touch the surface of a student's needs," says Don Falkenberg, director of the Western Career Development Center in Pasadena, one of 16 centers in the nationwide Career Development Council Network.

Such groups specialize in self-help and decision counseling. Many college placement officers recommend them for older job seekers and persons wishing to change careers, but they add that campus counseling centers remain the best equipped to advise students.

Participants in independent counseling usually take a battery of tests on vocational and personal interests, then spend a full day at the agency discussing the results. "We don't set up interviews, but we help people know how to present themselves for interviews," says Falkenberg.

The Directory of Approved Counseling Agencies, prepared by the International Association of Counseling Services, lists reputable agencies around the country. It costs \$6 and can be obtained from American Personnel and Guidance Association, 5203 Leesburg Pike, Falls Church, Va. 22041. □

Freebies and Cheapies From The Government

Even Uncle Sam gets in on the counseling act with publications about career choices and available jobs.

Visit your placement office or library for a look at these:

- **The Occupational Outlook Handbook** (1980-81). Contains detailed job descriptions, educational and skill requirements, employment projections, and earnings for 250 jobs.
- **The Occupational Outlook Quarterly**. Information on occupational developments that occur between editions of the handbook; includes results of Bureau of Labor Statistics' studies.

The following publications can be ordered from the Consumer Information Center, Pueblo, Colo. 81009. Include code number when ordering.

- **The Job Outlook In Brief** (015G; \$1.40).
- **Matching Personal and Job Characteristics** (099G; 90 cents)
- **Merchandising Your Job Talents** (016G; \$1.20).
- **Occupations In Demand** (544G; free).
- **Tomorrow's Jobs** (101G; 50 cents).



THE NEW BREED: A closer look at three of the career author/counselors who have influenced student awareness.



John C. Crystal:
"Know how to look for a job."

"I have been a very angry man for 30 years," declares John C. Crystal, founder of the creative life/work planning center that bears his name.

What could so irk a man that he would make a career of venting his anger? It was the ineffective advice he received during his first job hunt following a World War II stint in Army intelligence.

"Putting it mildly," he says, "the traditional approach to job hunting is

a national disgrace."

Crystal takes pride in being a maverick, although the popularity of his opinions is growing—especially through college career counselors who have taken his seminar, or used *Where Do I Go From Here With My Life* (with Richard Bolles, Seabury Press, New York, 1974, \$7.95). When it is suggested that his once-radical prescription for planning and positive thinking is becoming the new orthodoxy, he chuckles, and vows, "The day that happens, I'll have to come up with something else."

Because Crystal has hacked his way through the business jungle and back—he's worked for Sears, General Motors, and the National Aeronautics and Space Administration, among others—he feels secure in chiding purely academic counselors. "A lot of people in this field never left the campus, and they call themselves experts," he notes. "They should go work in industry and get experience."

He is impatient with theorizing because he sees career planning as a life-and-death concern. "I've had people sent to me by their pastors because they were threatening suicide," he says. "They just couldn't find jobs."



John L. Holland:
"Let your dreams be your guide."

Mention "SDS" on campus these days, and a lot of students will think of the Self-Directed Search, not the Students for a Democratic Society.

John L. Holland, professor of social relations and psychology at Johns Hopkins University, created the Self-Directed Search, a checklist process

of identifying career interests and skills, after many years of clinical research and revision. Through the SDS and his book, *Making Vocational Choices: A Theory of Careers* (Prentice-Hall, Englewood Cliffs, N.J., 1973, \$8.95), Holland has become an influential figure in career counseling.

For the past 20 years, he has been a researcher, but before that he spent 18 years as an active counselor. It was as a practitioner that he developed career approaches considered unorthodox at the time. "People didn't get interested until '72," he says. "Now, I look traditional."

Holland approves of the current trend toward workshops and group sessions, but insists on the need for more individualized research. "We need more on instructional technology—which things help which people," he says.

He believes your own career aspirations and daydreams are your best guide. "I would hate to see everybody planning all the time," he says. "For maybe half the population, planning is no big thing."



Tom Jackson:
"Don't wait by the mailbox."

Tom Jackson is at a pay phone in Chicago's O'Hare airport, being interviewed between flights. He's heading to Los Angeles, where he'll advise more than a thousand workers being laid off by a major company on how to break into "the hidden job market."

The career expert and author spends nearly two-thirds of the year crisscrossing the country, holding workshops on college campuses and at corporations. His advice is based on the assumption that "it's not the most qualified persons who get the best jobs, it's those who are most skilled in job finding."

Jackson advocates activism in career planning—being responsible for your work life and choosing your job rather than having your job choose you. He insists that the traditional, passive approach is "totally out of tune with the times. People who take this 'I hope I can get something' approach are operating out of a sense of scarcity, taking whatever they can get."

President of the Career Development Team in New York, he readily admits he's a risk-taker. "We're pioneers of the front lines of the work ethic. We tell people there's not a job scarcity at a time they're being told there is. We say they should be assertive and positive, when they think they should be modest in an interview. My company takes risks and is willing to try the untried, to make a contribution."

His personal ventures exemplify the "risk it" philosophy. When Jackson was a Navy test pilot, he set a world record for jumping from a plane—at 37,000 feet; he fell for 20,000 feet before opening his parachute.

THE RIGHT IDEA FOR TODAY



THE HIGH MILEAGE 1980 FORD FAIRMONT.

The right mpg, even better than last year.

High mileage ratings can make you glad you bought a Fairmont. The 2.3 liter 4-cyl. engine has remarkable mileage for a five-passenger car, for a driving range of hundreds of miles between fill-ups.

And Fairmont's 6-cyl. has EST. MPG of 21. No 6-cyl. car with standard 4-speed transmission beats it. Comparison excludes hwy, driving and Calif. models.

23

EPA EST. MPG

38

EST. HWY. MPG

322

EPA EST. RANGE

532

EST. HWY. RANGE

Compare this 4-cyl. estimated mpg to other cars. Your mileage and range may differ depending on speed, distance and weather. Actual highway mpg and range will probably be less than estimates. Range based on EPA mileage and 14-gallon fuel tank. Calif. mpg lower.

The right room, seats five comfortably.

The 1980 Ford Fairmont has been engineered for people, to be trim on the outside yet remarkably spacious on the inside, an ideal combination for the needs of today and tomorrow.

You'll discover on the inside there's ample room for five adults. Check out the trunk and you'll find Fairmont doesn't skimp on luggage space either. There's 17 cubic feet of usable space. In Fairmont wagons, there's 43 cubic feet of space. No other mid-size wagon has a higher cargo rating.



Squire Wagon

The right price, and more.

Whether you buy or lease, Ford Fairmont is extremely cost efficient.

\$4,665 Sticker price for 2-Door shown, excluding title, taxes and destination charges.



2-Door Sedan

And Ford's optional Extended Service Plan provides additional protection. With that kind of mileage, room and price...

You'll be glad you bought a Fairmont.

FORD FAIRMONT

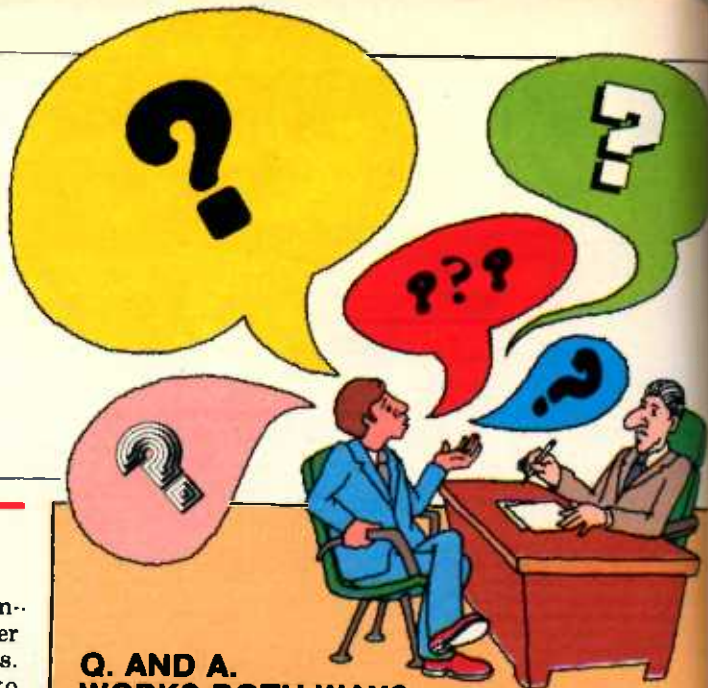
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Better Ideas for the 80's.

How do I get a job?

A step-by-step approach to getting hired.

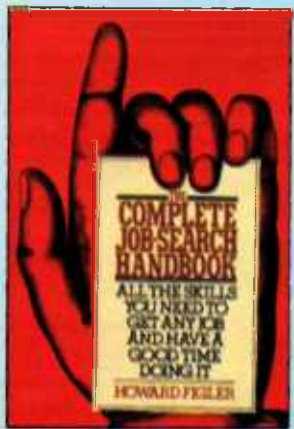


The Chase Is On

The process of the career search is clear. You must know who you are and where your aspirations lie; your interests must be tested, your goals established, and your skills developed. All of these lead to the ultimate career activity: the job hunt.

The career experts we consulted offer sound guidance on every part of the process, from recognizing potential employers to handling painful—but inevitable—rejection. □

The Complete Job Search Handbook presents 20 essential career-search skills and tells you how to use them to your advantage. The author provides helpful suggestions for developing a prospect list, establishing a personal referral network, marketing yourself, undertaking long-distance job hunting, and overcoming shyness when looking for a job. *The Complete Job Search Handbook*, by Howard Figler, Holt, Rinehart and Winston, New York, 1979, \$5.95.



Picking Your Employer

Identifying the “right” employers is primarily a matter of attitude and awareness. Advisers say the best time to select your targets is while you’re still in school.

- Find out who the employers are, and determine which ones appeal to you by referring to trade magazines, the Yellow Pages, chambers of commerce, and professional associations. Consult your placement office and the state employment service. Ask your librarian for directories in your field, or consult *The Guide to American Directories*, which lists thousands of directories in almost all employment categories.

- Establish contacts through professors, friends, university alumni, and members of your professional organizations, says Richard Irish, author of *Go Hire Yourself An Employer* (Anchor Books, Garden City, N.Y., 1978, \$3.95).

- Keep a file of contacts and prospective employers; include information such as company size, growth potential, and the head of the department you are interested in. Update the file often, and keep copies of supporting materials (news items, annual reports, etc.) that may be helpful when you are ready to approach the employer. □

Who Are You? In One Page or Less

Some new-breed career counselors feel that resumes are a waste of time, and other experts agree that resumes

Q. AND A. WORKS BOTH WAYS

Questions you ask during an interview are as important as the answers you give, according to Robert Snelling, chairman of the board and president of Snelling and Snelling Inc. employment services. Use them to demonstrate that you have done your homework and show an interest in your future with the company. A few examples from Snelling:

- What are the duties and responsibilities of the job?
- Will the company provide formal training, or do I get on-the-job training?
- Would further schooling help me advance?
- What's the next step up from this job? Where does it lead in the company?

Don't ask about salary, vacations, sick leave, holidays, and hours until you are offered the job.

alone will not bring results. Many suggest you call first for an “informational” interview, and leave a resume at the end of your meeting.

Still, “over 95 percent of all employment hires are introduced by a resume,” says John D. Erdlen, executive director of the Employment Management Association, a nonprofit group of employment and personnel managers in industry.

So whether or not you plan to rely heavily on a resume, you should prepare one that emphasizes your skills. Many career counseling centers can provide a model and individual guidance.

“Your resume should be brief and concise, highlighting your experience,” says Dr. Rita M. Brack, director of counseling and placement at Notre Dame College in New Hampshire. When describing past jobs, she suggests “using action verbs

such as ‘created,’ ‘organized,’ ‘managed,’ and ‘took responsibility for.’ Avoid stilted, flowery language.”

Most counselors say a resume should be no longer than one page. Brack advises students to omit personal data like height, weight, race, salary desired, and marital status.

A cover letter should accompany your resume, and it “should be interesting, with some hint of the candidate’s personality, and speak to items specified as prerequisites for the job,” she adds.

Mention any materials you can provide as evidence of your skills, or send along a small sample if it seems appropriate.

Don’t expect a resume to get you a job; but, along with a follow-up telephone call or a reference from a contact who knows you and the employer, it could generate an interview. □

Practice Makes Perfect: The Interview

Qualified people don't get choice jobs just because they're qualified. The rewards come to those who train themselves for the job search—and the interview.

Experts urge students to practice interview techniques with family and friends in order to develop style and confidence. Visit your placement center to find out if it offers mock interview sessions. Practice communicating—and that means effective speaking and listening.

Review your goals and be prepared to discuss them, says Marcus Wright, career counselor at Arizona State University.

"We've found the biggest problem is that students aren't ready to talk about their aspirations and their experience," he says. "In practice interviews, we get students to organize their thoughts, stress their skills, get rid of annoying mannerisms, and project a positive image."

An important component of the interview is the follow-up. Be sure to call or write, thanking the interviewer for the opportunity. Mention anything you may have forgotten, or re-emphasize one or two special qualifications. □

Torn Between Two Offers

Once you have a job offer, you are faced with deciding

PROFILES



Monica Sena: Searching Successfully

Job hunters, beware of tunnel vision, warns recent graduate Monica Sena. Sena, 23, profited from this advice in her own job search.

She earned a B.A. degree in Spanish from Colorado State University and is certified in secondary education. Immediately after college, she taught migrant students in Fort Collins, Colorado.

Although she now works at a Denver insurance agency, she believes that the business skills she is learning there—budgeting time, dealing with the public, and paying attention to the small details of contracts—will help her when she returns to teaching.

"Graduates shouldn't limit themselves to one field, because they aren't assured of getting a job in it," says Sena. "It's good to back up your major with a skill."

whether to accept or decline. If you're really lucky, you'll have to choose between two or more employers who want to hire you. There is no easy method.

Examine your own values—that's the counsel from two placement directors. "Decide what is important to you," says Kevin Pratt of Gonzaga

University in Spokane, Washington. Factors to weigh include responsibilities of the job, opportunities for advancement or community service, geographic location, and the people you'll work with.

Ask yourself if you'll feel rewarded by the job, and if it will allow you to do what you do best, instructs Howard Figler of Dickinson College in Pennsylvania. Don't feel obliged to take the first offer, but consider the possible advantages to accepting a job beneath your qualifications—if you won't get bored with it.

"Hang in there," says Figler. "You'll make contacts, learn skills, and gain knowledge just by being there." □

Out of the Blues

Rejection shock is a common affliction among college graduates seeking jobs. Fran Wallace-Schutzman, career-planning director at Ithaca

College in New York, cites the symptoms—anxiety, and loss of energy and interest.

She also offers a cure: Turn rejection into a positive learning experience. Call the person who interviewed you and ask what made him or her decide not to hire you. "It could prevent you from making the same mistakes again and again," she explains.

Send the interviewer a letter, suggests Wallace-Schutzman; say you enjoyed learning about the company and would be interested in working there in the future. Request that your resume be kept on file.

Larry Crouch, placement consultant at Southern Illinois University, says you should expect rejection. He urges students to seek professional assistance from the placement office to determine why they've been turned down for a job. "You could be interviewing for the wrong positions," Crouch says. "Or you might project a negative self-concept." □

—ROBERT O. SNELLING
of Snelling and Snelling
Inc. Employment Services.

"Look at a lot of jobs. Go to as many interviews as you can to broaden your experience in selling yourself.

Try going to a second- or third-rate company for practice, before you go to your first choice."



A SAMPLER OF STARTING SALARIES

Entry-level salaries generally range from \$8,000 to \$21,000 in professions requiring a college degree. Here is a sampling of typical rates:

ADVERTISING COPYWRITER	\$ 8,000-10,000
AEROSPACE ENGINEER	\$16,000-18,000
DIETICIAN	\$11,600-13,300
INDUSTRIAL ENGINEER	\$18,500-21,000
ELEMENTARY SCHOOL TEACHER	\$ 8,200 - 9,000
LANDSCAPE ARCHITECT	\$10,500-12,500
MEDICAL TECHNOLOGIST	\$10,400-10,800
SOCIAL WORKER	\$ 9,600-11,000
STATISTICIAN	\$10,000-12,000
WHOLESALE TRADE SALES	\$ 9,000-12,000

Ford Fiesta. It received a seven-flag salute.

The car that wowed Europe is winning the hearts of America.

Ford Fiesta. The little front wheel drive car that comes from Germany. Applauded all over

Europe by the experts for its engineering design and overall performance. It was voted the most significant import of the year in 1978 by readers of *Car and Driver*.



Germany 1977
Car that Makes the Best Sense - *Motor*

And when you understand how beautifully Fiesta performs you'll understand why it continues to get rave notices



Finland 1976
Car of the Year - *Tuulilasi*

Front wheel drive.



Denmark 1976
Car of the Year - *Morgen Posten*

Through rain, ice, sleet, hail and snow, Fiesta's remarkable front wheel drive traction will help you keep your appointed



Italy 1977
Most Successful Foreign Car - *Motor*

True German efficiency.

Americans love Fiesta's manners. It prefers sipping to guzzling. Just consider these EPA mileage figures

26 EPA EST. MPG

38 HWY. EST. MPG

Now compare these estimates to other German imports. Actual mileage may differ depending on speed, weather and trip length.



Yugoslavia 1977
Car of the Year - *Automotive Writers*

California estimates will be lower. Actual highway mileage will probably be lower.

rounds. And it's belted radials will help grip with all kinds of roads

European

Fiesta is assembled by Ford in Germany. And its European engineering makes it feel right at home on streets and highways of America. It's quick, nimble and maneuverable.



Spain 1977
Car of the Year - *Criterion*

Ford Fiesta is sold and serviced by over 5,000 authorized Ford Dealers

across America. There's even an Extended Service Plan available, providing longer protection over your car's basic warranty. So test



Great Britain 1978
Design Council Award

drive a Fiesta today. You'll discover why it's won international acclaim

FORD FIESTA

FORD DIVISION



Fiesta. Wundercar from Germany.



Fiesta 3-Door Sport