Grades, experience key for jobseekers

Standards vary by degree, company

By ANN-MARIA NOLAND
Latern staff writer

Students worry. We worry about exams. We worry about money. We worry about relationships. But mostly, we worry about the future; getting a job four or five years of college.

Students who interview with organizations that recruit prospective employees on campus can have a job in their career field months before they graduate.

The types of organizations that recruit on campus do vary, but generally look for many of the same things.

Marianne Mueller, assistant dean of the College of Engineering and director of Engineering Placement said companies are looking for three things: grades, career related experience and leadership qualities.

In addition, when a company is looking for a new employee, they are looking for a well-rounded student who can demonstrate good communication skills, someone who can sell their skills to the interviewer, Ray Miller, assistant dean of agriculture administration said.

Grade point is considered, but I don't think it is the primary cutting point most companies use, he said.

But this isn't always the case.

BEVERLY B. Davis, assistant dean and director of career services in the College of Arts and Sciences added what she has found.

"A lot of the very large companies that can afford to be picky are limiting interviews on the basis of grade point," she said. However, her office does not allow companies to refuse students based on grade point.

Recruiting on campus benefits both the employer and the prospective employee because of the opportunity for them to meet face-to-face and the opportunity for each to see what the other has to offer.

Mueller said recruiting on campus gives students the opportunity to meet hundreds of companies at Ohio State and the chance to sell themselves personally rather than through a resume.

Companies which recruit on campus come to meet the students. This gives the student an advantage, she said.

MILLER SAID recruiting on campus is advantageous to companies because they have the opportunity to personally meet students and don't have to rely only on what's presented in a resume and a cover letter.

Another advantage of on-campus recruiting is students are able to visit with several companies without spending a lot of time and money traveling from interview to interview, he said.

The student is also provided an opportunity to talk first hand with the recruiter.

With a trend favoring the liberal arts-related fields, the College of Arts and Sciences has seen the number of organizations recruiting students on campus triple, Davis said.

Five years ago, 90 percent of the on-campus recruiting was for very technical fields like computer science and chemistry, she said.

"Over 50 percent of the companies coming to the College of Arts and Sciences are looking for any liberal arts major," she said. "Their concern is not nearly so much what a person's major is as much as are they bright? Are they active on campus? Are they able to make good judgments? And, can they demonstrate those qualities in an interview?"

THIS YEAR, over 200 organizations, including both private and government organizations from all over the country, will recruit through the College of Arts and Science Career Services, Davis said.

There has been an increase in the number of small and medium-sized businesses that recruit on campus, she said.

For students interested in getting a head start on their career, a list of organizations coming to the College of Arts and Sciences is available in the Career Services office in Brown Hall.

The office requires anyone who wants to use the service to attend orientations which prepare them for interviews, she said.

"We need for students to come in around the beginning of their sophomore year so we can begin to do career counseling with them," she said. "But it's not to late for students to come in during their senior year."

STUDENTS CAN also interview for internships and co-ops with on-campus recruiters. "Co-ops and internships are becoming the way for liberal arts students to get jobs," she said.

At autumn graduation rehearsal, more than 63 percent of graduates of the College of Arts and Sciences were either already employed, had pending offers or had registered for graduate or professional school, she said.

And, of those who had jobs or had pending offers, 62 percent were registered with the Career Counseling Office, 11 percent were not and 26 percent did not respond to registering opportunity, she said.

Recruiting in the Business College fluctuates with the economy, but is generally constant, Jim Decker, director of Business College Career Development Services, said.

"This year it looks like recruiting will be slightly up from last year, but not as strong as the past two years," he said.

WHILE THE majority of recruiting is done by major businesses, there has been an increase in the number of small and medium-sized organizations recruiting, he said.

"Generally speaking, with the major corporations that do campus recruiting, they often commit themselves prior to graduation so by the time graduation day rolls around, they have filled their openings," he said.
Job Recruitment at OSU
For some, means rest, recruiting many care
Recruiters aid graduates in job search, interviewing techniques

Students, graduation is a word that means interviews and stress — job search, however, can offer ideas, choices and alternatives.

**Job Placement: Questions and Answers**

By Dara Albanese
State staff writer

What other ultimate goals are there for the art student than to be under the spotlight, have an exhibition, get applause, receive good reviews, be commissioned for work or do some good for society?

Most often these are the dreams for the aspiring artist of work, photography, design, writing, music and dance. How could they not be? Most often these dreams take to them to the big cities of the world, the cultural centers where art is so appreciated. The lofts are rented, the studies are opened and the classes continue for the work that is driven by emotion, energy and sometimes, even madness. And each day, the aspiring one could end up as the starving one.

An opera singer I once interviewed said, "The arts are essential to society — think about what survives after the empires are gone and it's always the arts." Perhaps those who have true faith in this philosophy will survive, somehow making the struggle to create an art a little less of a financial burden.

Arts Counselor Mardis Bishop of the Schools of Arts and Sciences' Career Planning and Programs Division said most job opportunities in art with the highest pay are in industrial design and graphic arts. The following is an edited version of a recent interview with Bishop in which she shared some of her advice and gave some guidance on where to look for opportunities:

Where does the art student end up and what is an art student to do?

Seventy percent do try to pursue what they've been trained for... not as many achieve it. We see people who are trying to pursue the performance goal, and in that case, if they believe they have the talent to do so, we try to help them figure out how to go about the process — what they need to do as far as networking.

The other thing we try to encourage them about is to be aware of what other skills they possess so they can get some other kind of job to support themselves while they pursue their dream.

The traditional job is waiting tables or bartending. That's fine if it suits their personality, but if they're stuck in a mental job or a job they don't like... that tends to discourage them from pursuing what they really want to do because they start feeling bad about themselves. So, we just try to give them a sense of their different skills.

Some jobs that are available are in sales and marketing. They are good positions, especially for the art student, because most of the students are used to performing and selling themselves. If you can sell yourself, you can sure sell a product.

Another skill we can transfer is the care some take of their body. Dancers, for example, are in great shape. There are also good positions in theater design, museum display, library work, audio/visual management and consultation.

I know that in the Department of Dance visiting artists have a chance to make a connection for a career opportunity with a dance company.

The dance department is great for that. Well, all the departments have some kind of networking, but the dance department has a great alumni network and visiting artists do come in and it is a great way to start. Another benefit of that department is that the company they have (University Dance Company).

Our office does encourage the fact that we do have a list of alumni to contact within the area and outside the area, trying to help students out. A nice thing about the arts community is that because it is so hard to make it, I think people tend to support each other.

The other thing our office tries to do is contact various art organizations throughout the area such as museums, the Cultural Arts Center or the Martin Luther King Center, to try to encourage internships. So far, they've been successful.

They don't get paid much though, do they?

True. It kind of reflects the overall notion in society toward the arts. However, I encourage internships because in order to make it, you have to have contacts. Not only are you going to learn something in an internship, but you're going to be making contacts and that is really important.

What is more important, the grade-point average or the portfolio?

That depends on what you want to do. Say you want to be a photographer, your portfolio is going to be a lot more important than your grade-point. However, if you're going for any other kind of job where you have your G.P.A. on the resume, you don't want to have a bad one.

Is the G.P.A. necessary on the resume?

If it is 2.6 or above, we suggest using it. But if it's just straight photography, freelance work, you're just going to need your portfolio.

What else do you believe is important?

I encourage the art students to know themselves... to know exactly what skills they have to go out in the work world with... and I would encourage them to know what they want and why they want it.

Our office tries to encourage a realistic, healthy job seeker. If you know what skills you have and what values you have, as far as the work world is concerned, you'll be a lot better off.

To illustrate this, say I was going to be an actress, I would know why I want to be an actress. Do I want to be an actress for the applause, because I like the work hours or the money? You should know what you're after, otherwise you will get discouraged and live in a self-deception.

THE OHIO STATE LANTERN OASIS, Thursday, January 12, 1989
Students sample real world
Job seekers weigh prospects at OSU's career day

By Tim Doulin
Dispatch Staff Reporter

John Igwebuikle walked away from career day
at The Ohio State University with a couple of job
leads and a bag of Fritos.

"The job fairs are a great way to make contact
with companies," said Igwebuikle, a senior from
Toledo majoring in public health.

"And if nothing else, you get a sample of the
item the company makes."

Yesterday, about 4,000 OSU students met rep-
resentatives from 106 companies. The students
supplied the companies with resumes, and the
companies gave students everything from bro-
chures to Fritos bearing a corporate logo.

"It really just an informal exchange of
information," said Trisha Langley, a senior from
Dayton who helped organize career day.

"Any kind of information helps, both the
students and the companies."

Students who go to the fair looking for a job
offer walk away disappointed.

"We kind of give them the soft sell," said Larry
Doulin, of NCR Corp. "We're just here to continue
to expose our company to OSU and try to give
guidance to students who might be in a discipline
area that we are interested in."

In some cases, a contact made at the job fair
can lead to something big.

Tom Moosavian attended the job fair last year.
Yesterday, he was talking up his new employer,
Dow Chemical USA, to students.

"I met somebody at the job fair, later was
interviewed and it went from there," said Moos-
avian, an OSU marketing graduate.

Angela Peja, a senior in accounting from
Conneaut, Ohio, doesn't anticipate trouble finding
a job.

"Accounting is pretty marketable," Peja said.
"What I'm looking for is a job that is exciting and
something that I would want to do."

Steve Geis, a senior from North Canton, Ohio,
majoring in Jewish studies, isn't picky about a
starting salary. "I just want something over the
poverty level," he said.

Jobs in engineering pay well and are plentiful.
But a job in law enforcement also pays well.

Starting pay for FBI agents is $34,000, one of
the highest starting salaries handled about at the
job fair.

"It is kind of attractive," said David P. Winter,
the FBI's regional recruiting special agent.

The FBI normally requires three years' work
experience, but immediate openings are available
to those with degrees in electrical engineering,
mechanical engineering and accounting.

The OSU College of Law banned recruiting by
the FBI because a court ruling found the bureau
had discriminated against Hispanic and homosex-
ual agents.

But Glynnis L. Getman, an administrative as-
sistant in career services for the Colleges of Arts
and Sciences, said the FBI is welcome at job fairs.
"If a company has full-time jobs and they are
serious about recruiting our students, we let them
come to the job fair," Getman said.
Climb the corporate ladder
Jobs of future in computers, services
Chemical engineer has highest starting pay

By Julie Macdonald
Ohio staff writer

It's the 1990s and opportunities are plentiful in the service-oriented and technology fields, according to a recently published report. But some experts say knowing yourself and what you want is the key to finding the best jobs of the future.

The preliminary Labor Market Projections Report, published three weeks ago for the years 1988-2000, predict the fastest growing field to be computer and data processing services. The sectors with the greatest amount of jobs available are in the health and business services.

These figures are consistent with the highest paying jobs, according to the College Placement Council's 1989 Salary Survey. The survey found engineering, business, health care and computer science graduates among the leaders in entry-level salaries.

The highest paid entry-level position, a chemical engineer, can earn a starting pay of $32,940. Those graduating in accounting, business administration or human resources management start on an average of $27,500 a year.

With a Master of Business Administration and four years work experience, an individual is expected to earn an average salary of $40,296.

This trend will continue, said Mardia Bishop, career counselor at the Arts and Sciences Career Planning and Placement Office. Other trends for the future will be reflected in a reduced work force and employers will be seeking people with long range work skills, she said.

"The liberal arts are quickly becoming appreciated," said Bishop. Employers are looking for people who are well-rounded with flexibility, adaptability and good communication skills.

Trends in the job market are forcing higher education standards for the future, according to Bishop. "I would encourage anyone to get a college degree," she said.

"The most important thing in choosing a career or seeking a job opportunity is "to know what you want to do and how to market yourself," Bishop said.

"You are the happiest when you are in a job that takes advantage of your personality," she said.

Despite all of the positive outlooks on jobs in the 90s, some fields are becoming saturated. The fine arts, theater and dance, photography, the social sciences, and counseling are all fields that are not providing as many monetary opportunities, Bishop said. There are too many people getting into these fields, she said.

Larry Lessa, projections coordinator for the Ohio Bureau of Employment Services said, "Ohio is following the same trends as what's occurring nationally."

The labor force will grow, but at a slower rate than in the past. More women and minorities will enter the workforce, and workers age 25-54 will show a sizable increase in Ohio's labor market, Lessa said. Ohio is also making efforts to encourage business and industry throughout the state, he said. There is a "big push for literacy," he said, promoting the need for a more highly skilled workforce in the future. Ohio is also making strides to provide day care and service training centers in businesses across the state.

According to the U.S. Bureau of Labor Statistics, 18 million new jobs will be created from 1989-2000. The U.S. News and World Report Career Guide says most jobs of the future can be found in "the Western and Southern United States."

Regional job growth by the year 2000 shows an average increase of 25 percent in the West, with about an average of three million new jobs opening, according to the report. The South will experience an average increase of 17 percent in job growth, with an average of three million new jobs opening in comparison to the 9 percent growth rate in the Midwest.

"Students have got to learn the market where they are looking for a job," said Margie Bogenbuehler, Ohio State's associate director for Career Development. "Getting to know the field, knowing where to look and knowing who to talk to is an advantage," she said.

Employers are looking for specifics when hiring for entry-level positions, Bogenbuehler said. "Initiative and motivation are critical," she said. Employers are hiring for people who can handle a variety of responsibilities, people who adapt well to a new environment and people with initiative and enthusiasm, Bogenbuehler said.

Extracurricular activities are essential for entry-level positions, Bogenbuehler said. Employers are looking for leadership qualities, for those who can handle more than one activity and excel, she said.

Bogenbuehler said employers know leaders will succeed in transferring into different positions within the company. Future employers are also looking for communication skills, both verbal and written, Bogenbuehler said. The interview is essential to your hiring because it reflects verbal skills. Your resume is important because it reflects written skills, she said.
Preparation essential to job search success

Students should sell themselves at interviews

The best advice for recent graduates beginning to schedule career interviews is to start early and be prepared.

“Students should begin one year prior to graduation,” said Mark Ballard, assistant director for Career Placement for Arts and Sciences. “This helps students practice and polish interview skills.”

The major corporations visit campus in January, February and March, so it is best to check with a placement office during fall quarter said James Deckor, director for Career Counseling and Placement Services for Business Administration.

Analyzing the background of the company is the next piece of advice, Deckor said. This impresses the interviewer because the student has an idea of what the job entails, he said.

Students should prepare themselves for the interview as if they were a product and they want to sell themselves to the company, he said.

Almost every career placement office has a library to help students research companies, Deckor said.

Research also helps them decide if a company is the kind they would like to work for, he said.

“We want the employer to feel you are interested in the position and the company, so it is good to do the research,” Deckor said.

One resume is not always enough, he said.

A student might need two or three resumes so the student’s needs are tailored to the specific position they are applying for.

They should also include previous work experience and campus activities, he said.

Preparing yourself for certain questions is also important, Deckor said.

Common questions asked are about work experience, important accomplishments, strong and weak points concerning job performance, campus activities, and why you are interested in the position, he said.

Marianne Mueller, assistant dean and director for the Engineering Placement Office, said it is recommended that students should either co-op or have an internship.

“It will help the students know what they want to do early in their college career,” she said.

Almost sixty percent of engineering majors have had co-op experience or an internship, Mueller said. This gives students a head start on their career options.

The Office of Minority Affairs is another career planning office that can be helpful said Ruth Russell, director of Recruitment and Placement for Minority Affairs.

The office started conducting mock interviews Jan. 5, Russell said. The interviews are videotaped so students can watch them later to see their strengths and weaknesses.

“If grades are low because the student worked forty to fifty hours a week, then we look at that along with the grades.”

– Linda Mullins

The interviews are open to all student said.

Linda Mullins, personnel director for Andersen & Co. said, “The qualities companies look for are intelligence, desire, challenge, ambition, love of learning and for variety.”

Grades are important, but they’re not everything, she said.

The company looks at the total package, Mullins said. “If grades are low because student worked forty to fifty hours a week then we look at that along with the grades.”

Aggressive people impress her the she said.

Also, the chances of getting a job are when students are unprofessionally dressed because “they are showing that they are interested about the job,” Mullins said.

The best advice for students is to present their presentations that companies offer a talk to recent graduates to help prepare the interview, she said.

“Our company is looking for the bright and the best,” said Susan Brevon, a relations manager for Bank One.

“The student is selling their skills and strengths. They need to read articles, talk to professors and a recent graduate student get advice about the company,” she said.

The thing that impresses her during the interview is when students are prepared have realistic expectations of the job, Brevon said.

She does not like to interview people who have no idea of why they are talking to the company because it is a waste of both their time and hers, she said.
Jobs in arts changing with technology

By Tanja Fazzari
Oasis staff writer

Job opportunities in the fine arts are expanding, but the market will remain competitive. Susan DePasquale, visual arts and craft coordinator for the Ohio Arts Council said.

Students can benefit from the job market by interning and taking courses outside of their major, DePasquale said. She said students should consider internships in arts to vary their learning background, especially when they are in a job they want to work for years some day, they can look for opportunities in the field, she said.

"Maybe you just want to make art," DePasquale said, "but it's important to consider other options as well.

"If a student is interested in an arts-related field, it's important to pursue another major or to consider the future of the field, she said.

"I'm not exactly sure what's going to happen, but I do believe the arts field will continue to grow," she said.

"Keep in mind some organizations survive, some don't," she said.

Ray Hanley, executive director of the Greater Columbus Arts Council, said the job market for fine arts is going to be "Tough, really tough."

"Which is not to say the arts aren't there, but we're in an increasingly competitive world," he said.

Hanley said the arts in Columbus has qualitatively grown, and Columbus is now able to compete on a national level. National recognition brings opportunities, but the downside is more competition.

"You'll find that there is a lot of talent coming into the area because we have the jobs, therefore it is a very competitive market," he said.

Hanley said he thinks there are going to be more job-related opportunities here in film and television due in part to the advances in technology allowing quality products at lower costs.

"He said all cities are making an effort to incorporate the arts as they try to rebuild their inner cities.

Charles Couri, director of the Advanced Computing Center for the Arts and Design, said computer graphics is a relatively new and growing field in the world of the arts.

"Computer graphics art will be the medium of the 21st century. It will begin in the 1990's and in the 21st century it will be a dominant force," Couri said.

"Even though you have this marvelous technology, it is still very difficult to make art," he said. "You still must have an idea, and no matter how much technology you have, if you have nothing to say, it's meaningless. That doesn't change.

Couri said that until 10 years ago computers were too expensive for artists to consider, and that has changed. He said he now has on his desk a $20,000 computer that is just as powerful as the $500,000 one purchased three years ago. Couri said it is hard to predict how quickly things will change, however he believes that is less than five years that $10,000 computer will be at the personal computer level.

Couri said art opportunities are expanding in the science fields. Because of technological improvements, the scientific community is using computer graphics to visualize scientific phenomena, and the scientific community will probably drive future developments.

Couri said that with computers it is now possible to manipulate photographic material currently done in the darkroom with chemicals.

Other areas such as the communication industry, television and publishing are starting to use more and more art-related computer graphics, he said.

Computer graphics art is also being used more in animation, but for the most part has gone unnoticed, Couri said.

Couri said he does not think traditional art media has changed very much.

"It's still hard. You can't make a living with computer graphics alone."

Many opportunities exist to work abroad

By Fran Kienle
Oasis staff writer

Many students can receive valuable work experience through international internships.

Many organizations offer international internships, ranging from the federal government to private businesses, student organizations, communities and non-profit organizations, said GingerAmbler, acting assistant director for co-op education in the College of Arts and Sciences.

Some examples of companies offering internships are: Mobil Oil, Pan American Airlines, Newsweek, The Associated Press, CARE, and International Christian Youth Exchange, Ambler said.

"We don't have a list of all the opportunities available, but the resources where a student can find more information," she said.

"The Directory of International Internships - A World of Opportunity" lists hundreds of overseas opportunities, eligibility requirements and how to apply for an internship. This book can be found in the Career Resources Library in the Co-operative Education office.

The College of Engineering and the College of Business also offer resources where students can research for overseas opportunities.

Nancy Osborne of The Professional Practice Program for the College of Business, said they would offer more international internships if they had the funding. Many of the internships programs are "very popular, but not as popular as the $50,000 one purchased three years ago," Couri said.

Out of the locations students go to overseas, Europe is the most popular, followed by Asia, and Central and South America.

Another option is to get an internship with a company that has international ties, and to travel through the organization.

"We had one student who spent his first summer in Japan and then went on to spend his second summer with the same company in Tokyo," Osborne said.

Ambler and Osborne both agree that the opportunities to work in other countries are available, but most students do not take the time to explore them.

There are many pros and cons to having an international internship, Ambler said. Some advantages are that it broadens the student's perspective on the world, and gives the opportunity to see another country and experience a different culture, she said.

Many of the companies offer very sound programs which could lead to full-time employment, Ambler said.

Out of all the locations students go to overseas, Europe is the most popular, followed by Asia, and Central and South America.

Foreign language skills are very important to have because it makes the transition to a new culture much easier, she said.

There are also some disadvantages. First, overseas internships can be costly. Some companies offer a stipend to supplement travel and living expenses, but not all of them do, Ambler said. Second, students cannot usually take classes during this time, which might delay graduation. Last, the application process is lengthy and involved. Companies often ask for references, essays and transcripts in addition to a complicated application.

Another route students can take is to become involved in an international student organization.

The Association of International Students in Economics and Business is a non-profit student organization that provides international business and marketing experience, said AISSEC President Julie Schlesman, a junior from Sandusky majoring in accounting and international business.

AISSEC contacts local companies to set up exchanges with companies overseas, then they match qualified students to the needs of the company, she said.

Schlesman said AISSEC is responsible for getting visas, making travel arrangements and taking care of any social aspects. All the company must do is pay the salary and a small fee.

"In the past two years AISSEC has had five students go overseas and seven people come here," she said.

AISSEC is the largest student organization in the world and has chapters in 69 countries at 236 universities worldwide, she said.

The Ohio State chapter currently has 30-40 active members and is trying to recruit more, Schlesman said. Anyone interested in AISSEC can attend an informational meeting January 16 at 7:30 p.m. in the Ohio Union Conference Theater.
Minority job fair set for February

By Sonja S. Peterson
Oasis staff writer

For people who are interested in a job, coming to the minorities' job fair is an effective way to start participating in the process, Ruth Russell, director of recruitment and placement for the Office of Minority Affairs, said.

The job fair will be on Feb. 5 and 6, and 54 companies are scheduled to participate. This will be the 17th job fair offered by the Office of Minority Affairs.

Russell, who organizes the fair, said that anyone who is interested is invited to the fair, including people who are not students at Ohio State and who are not minorities.

The overall aim of the fair, Russell said, is to get people jobs.

"No one should select themselves out of the process," Russell said.

Companies are not just looking for full-time employees who have just completed their education. There are internships, co-op and summer positions available as well, Russell said. Also, some companies are looking for people who have had several years of experience.

The opportunities available at the fair cover an entire range of disciplines, said Myra Crouch, Office of Minority Affairs graduate assistant. "It gives students a chance to see a number of employers they wouldn't otherwise see because of time and expenses," she added.

Employers come from as far away as Minnesota. Many national companies and state and federal agencies participate, Crouch said.

Some companies attending the fair will not be recruiting on campus at other times during the year.

The majority of the positions available are for internships or people holding four-year degrees, but anyone can benefit from the fair, Crouch said.

It is difficult to pinpoint the percentage of participants that are actually hired, Crouch said. She estimated that 20 percent of those interviewed are hired and about 50 percent are considered.

This year, the format of the fair has changed slightly. Feb. 5 is a day of structured interviews. Interviews begin at 10 a.m. and are scheduled in half-hour intervals until 4:30 p.m., so a participant has the potential to see many different companies in the same day.

Feb. 6 will be a new, walk-in format in the East and West Ballrooms in the Ohio Union, from 9 a.m. to 6 p.m. Company representatives will be available to provide information about their organization and speak with participants in an informal setting.

Russell encourages people to come to the fair just to have the experience. The more practice a person has in participating in the job-seeking process, the better chance they have for success, Russell said.

Anyone attending either day of the fair is encouraged to bring a resume with them.

Interview participants will be required to provide one resume to the Office of Minority Affairs and one to each company with which they interview.

Pre-registration is necessary to participate in the interviews. Registration will be in the Ohio Union on Jan. 17 and 18, and Jan. 22 and 23. On Jan. 19, registration will be in the Frank W. Hale, Jr. Black Cultural Center.

Priority registration will be available on Jan. 16 for people who went to the resume writing and interviewing skills workshops offered earlier this year by the Office of Minority Affairs.

The second day of the fair requires no pre-registration.

Russell stresses that students should be prepared. They should dress appropriately and provide a well-organized resume.

"The student must also take the initiative," Russell said. Participants must take every opportunity to present themselves to the company representatives.

If you want a job, Russell said, you have to take advantage of the opportunities available.
Liberal arts graduates needed more than ever

By Ranjini Anantharaman
Lantern staff writer

Liberal arts graduates are definitely in demand, and more and more employers seem to view liberal arts students with as much value as they do students of other, technology-based disciplines, say Career Services personnel.

"Our world desperately needs liberal arts graduates with a holistic perspective," said Carol Shuttleworth, a career counselor with Brown Hall's Office of Career Services.

According to Shuttleworth, a 1990-1991 study done by the office revealed that 80 percent of the liberal arts students who had secured employment by graduation had found career-related employment.

"The liberal arts program is a really good one. The fact is that liberal arts graduates really are very well prepared for the work world, but they often don't realize it," Shuttleworth said that employers today are looking for people with specific skills. Liberal arts majors have already acquired many of these skills by the time they graduate. These skills include an ability to communicate, leadership ability, an ability to think critically and analytically, an ability to relate well to others and strong writing and decision-making skills.

Mark Ballard, associate director for the Office of Career Services agreed with Shuttleworth. Ballard said liberal arts graduates are well-prepared for the job world. According to Ballard, employers look for many of the skills liberal arts graduates have to offer.

Liberal arts graduates also seem to do well in terms of moving up on the corporate ladder.

"I have found that 30 percent of all Fortune 500 CEOs are liberal arts graduates," Shuttleworth said.

According to Shuttleworth, a study done by AT&T once in the early 1980s, and again later on in the decade revealed that liberal arts graduates were reaching positions of middle and upper-level management in greater numbers over a period of ten years than were, for example, engineering or technically oriented majors.

"The liberal arts really does help people hone their skills in dealing with the world and gaining a perspective on the world that is hard to get in a lot of the other areas," she said.

Shuttleworth said liberal arts majors also have some decided advantages over students of other disciplines in that they develop strong writing and decision-making skills, two very valuable assets in the job world.

She added that liberal arts graduates also take into account that many of their decisions affect humanity as a whole.

"Liberal arts majors are able to take a larger perspective into making decisions," she said. "They're able to stop, think and say, 'How does this decision affect society as a whole? Where are we going as a culture? What can history tell us about this particular decision in terms of what might happen?"

Shuttleworth said employers are looking for a few key things in interviews. Among these are someone who knows himself or herself well, has a sense of where he or she is going, and knows a little bit about the company - it's history, its mission. She also said it is extremely important for an interviewee to be able to illustrate to the interviewer how the company can benefit from hiring him or her.

The Arts and Science Office of Career Services helps these liberal arts students prepare for the job world. "We help students realize and understand what they have to offer the job world; we show them how to articulate what their skills are, how to write resumes, where they can go to look for jobs, and we help them with interviewing skills," Shuttleworth said.

According to Shuttleworth, current statistics reveal that most people will change careers at least three times in their lives. Richard Nelson Bolles, author of "What Color Is Your Parachute?" a manual for job-hunters, suggests that the average person will change careers or jobs eight times in the course of their lifetime, and the average job lasts 3.5 years.

Shuttleworth said the most important advice she can give a student is this: a student should stop and ask himself or herself "Who am I?" The student should not first decide on a major and then later decide what to do with it. He or she should find out where their real interest in life lies and what they have to offer, and then decide on a path.
Job search services aide students

By Marc A. McTeague
Lantern staff writer

Resumes, interviews, cover letters and the entire job searching process put intense pressure on graduating seniors. Ohio State’s college placement services want to ease that pressure, say several service directors.

Computerized job listings, a weekly employment newsletter, an on-campus interviewing program and job search workshops are all designed to help the graduating senior land a good job, said Mark R. Ballard, director of career planning and counseling. Arts and Sciences career services.

“We offer a very comprehensive service,” Ballard said.

The career service helps the student in both stages of career planning: deciding on a career and finding a job within that career, Ballard said.

“The earlier students begin using the service, the more likely they are to find a career-related position,” Ballard said.

Once the student has decided on a career, Ballard said, the service offers workshops and individual counseling on resume writing, interview skills and search strategies.

“We even videotape interviews to help students find their strengths and weaknesses,” he said.

Ballard said a major strength of the Arts and Sciences career services is that the service is able to help each student on a personal basis. The service has six career counselors and two peer counselors, he said.

Arts and Sciences career services has enjoyed a high success rate, Ballard said. Ninety-seven percent of all students using the service have found employment or are in graduate school six months after graduation last year, he said.

Ballard said approximately 75 percent had career-related employment.

Sixty-six percent of all seniors in Arts and Sciences are using the career services, Ballard said.

The OSU College of Engineering’s career service also boasts about a high success rate, said Marianne Mueller, assistant dean, director of engineering placement.

Only 11 percent of last year’s graduates did not have jobs after one year, Mueller said.

Engineering career services also help students in resume development and interview skills, Mueller said. The service offers a large on-campus recruiting program in the autumn and winter quarters, Mueller said.

“We had over 8,000 interviews last year,” Mueller said.

Mueller said the service also offers help with co-ops and internships as well as alumni job placement.

The College of Education’s career service assists over 3,000 students and alumni each year, said Patrick Hayes, career advisor.

Education’s career service sets up student teaching positions and puts together credential files, Hayes said. The service also posts job vacancy bulletins and sponsors a Teach Ohio job fair in April.

Hayes said it is difficult to measure success rates because success varies, depending on the subject area and the area’s demand.
Grads to face bleak market, counselors say

By Muchun Yin
Lantern staff writer

College graduates face a bleak job market this year, but career placement counselors agree students can still find openings if they're flexible.

"This year's college seniors face the toughest job market since the early 1980s," said Mark R. Ballard, director of the arts and sciences career planning office.

Marianne Mueller, director of the engineering career planning office, said, "Looking for a job is a job itself, and students will have to look harder."

In a poor economy, "you can't do everything with just enthusiasm and new ideas," said Pat Hayes, career counselor for education career services.

All three said students can increase their chances at getting a job if they're willing to relocate.

Hayes said most of the school districts looking for graduates here are from out of state, although Ohio school districts still have opportunities, too.

Ballard and Mueller said students can also increase their employment chances if they're willing to settle for a less-than-ideal job.

It's a matter of lowering hopes for the "perfect" job and settling for similar, "permissible" jobs, Ballard said.

More students also apply to graduate school during poor economic times, he said.

All three said campus visits by companies have dropped this year. For example:
- Engineering visits dropped only by five percent, Mueller said.
- Fifteen fewer districts attended the OSU education job fair this year, Hayes said.
- Campus visits in arts and sciences are down 15-20 percent, Ballard says.

"Companies are sitting on resumes," he said. They need people to fill positions, but they're waiting longer for the financial situation to work out before they start hiring, Ballard said.

Ballard said students should use career services as soon as possible to increase their employment chances.

"Don't wait for graduation. It's never too early to start career planning," he said.

The jobs are out there. It's not that students will not have jobs. It's just going to take longer to find them," Ballard said.

Actual statistics on how successfully or poorly OSU students have done in job hunts will not be known until late summer, Mueller said.
Tight job market certain to test graduates' stamina

The economy has college graduates facing the tightest job market since the early 1980s, but there may be "light at the end of the tunnel."

By Tim Doulin
Dispatch Higher Education Reporter

Steve Rosar has a job waiting for him when he graduates Friday from The Ohio State University.

"I'm going to be a full-time job searcher," Rosar said dryly. "Searching for a job will be my job this summer."

As with many spring-quarter graduates, Rosar is finding that jobs aren't necessarily easy to come by. A German major, Rosar said he knew finding a job upon graduation would not be easy.

"Still, I wish maybe I had started a little earlier on the job search," said Rosar, 22, of Salem, Ohio.

A down national economy has left college graduates facing the tightest job market since the early 1980s, but there may be "light at the end of the tunnel," said Mark R. Ballard, director of the arts and sciences career planning office.

"It is not that students aren't getting jobs," Ballard said. "It is just that it is taking them longer to find them."

"Companies are delaying the process of offering jobs until there is a clearer picture of the financial outlook."

A typical job search takes up to 15 hours a week for four to six months, Ballard said.

Not only do graduates need to be patient, they also need to set their sights a little lower, he said. "I think people need to have in mind a list of perfect jobs and a list of permissible jobs."

"The permissible job may not be perfect or ideal, but it could lead to a job that would be a part of the total career path they want."

Not everyone is having trouble finding jobs.

Engineers still are in demand, and they can expect to be paid well. The average starting salary for a graduate with a bachelor's degree in petroleum engineering will be $39,252, according to the

Please see JOB PROSPECTS Page 2A
Top career choices changing with workforce trends

By Brenda J. Redmond
Lantern staff writer

Employment counselors say changing times mean changing trends in top careers and in the workforce. However, the key to success is choosing an area which is not only financially stable, but also enjoyable.

Denise Gingrich, director of the Career Development Center at the College of Business, said students should not choose their major according to what people say is going to be hot.

"I think people reading the information should definitely consider it and look at what's out there, but they should first know what their skills are and what they really want to do," Gingrich said.

She said just because there is a lot of competition in a field doesn't mean the jobs aren't out there. They may just take longer to find.

According to the Cam Report, a publication that compiles career movement and management facts, some fields where competition will be especially tough in the '90s include: advertising, art, theatre, psychology, journalism, investment banking and sociology.

Dr. Martin Bishop, career counselor for the College of Arts and Sciences Career Services Center, said many students go into a field because they think they will be financially secure when they graduate, only to find they hate their work and the money isn't worth it.

"I work with so many people who are unhappy with their career because they only went into it for financial reasons," Bishop said. "Happiness in the work world depends on who you are and how you fit in the work environment."

Brandon Moody, a junior at OSU who plans to major in advertising, said the creative aspect drew him to the field. Moody said he started as a business major but hated it.

"It was boring," Moody said. "He said he is concerned about finding a job after graduation, but he thinks the field will always be there."

"As long as there are products and services out there, there will be advertising," Moody said.

According to Gay Hadley, associate executive officer of Career Development at Ohio State, the work world of the United States in the '90s will be quite different from the '80s. The United States is moving toward a service-based economy. This means that jobs in service-oriented fields, such as health care, will offer opportunity, while industrial jobs such as factory work will be lower paid and harder to find, Hadley said.

Hadley said the type of people making up the workforce will also be changing. Women, immigrants and minorities will make up 55 percent of new entrants into the workforce between now and the year 2000. The workforce will be older with the average age climbing from 36 to 40.

"We need to not just tolerate, but celebrate diversity in the workforce," Hadley said.

Hadley said jobs of the future will also require more training. This presents a problem for the United States because the need for educated workers is rapidly increasing and so are the number of high school dropouts.

"We will need to not just tolerate, but celebrate diversity in the workforce," Hadley said.

She said this trend has created a skills gap, which occurs when companies have many positions open, but can't find qualified applicants to fill them. At the same time, many people are looking for work, but don't have the skills necessary to fill company positions.

According to Gingrich, companies are setting up programs in public schools to encourage students to stay in school. She said this is costly, but the alternative, a future lack of qualified employees, could prove more costly in the long run.
Many graduates have trouble finding jobs

By Marcel Kantrowitz
Lantern staff writer

Many recent OSU graduates are taking twice as long to find jobs as those who graduated one and a half years ago, said Glynis Getman, recruiting coordinator for the College of Arts and Sciences Career Services.

Getman uses questionnaires, as do most college offices, to poll recent graduates about what they have been doing since commencement.

"It's been taking 10 to 12 months on the average now for students to find a career-related job," she said. Last year, it took about five to six months for most students.

"I think that this is due to the economy and the recession," Getman said. "Companies are being more careful to hire the right people and are going without filling certain positions because they can't afford to make mistakes," she added.

"There has been a shift in the types of jobs students are taking," said Cynthia Depastino, a graduate assistant who works in the College of Law Placement Office.

"She said while the same amount of students are finding work after they graduate from the College of Law, it is more common for them to be working in government-related positions instead of private law firms because many of the these firms are currently experiencing hiring freezes. Many placement offices say this is a result of the changes in the national economy.

"It's more difficult to find a job now, as opposed to three years ago, because fewer companies are recruiting," said Marianne Mueller, assistant dean and director of Engineering Career Services.

The average student is finding more problems in finding that first job, because companies are offering jobs to the best students, due to limited number of openings, Mueller said.

Another reason it is taking longer for graduates to find jobs is because there is more competition for those few openings, Getman said. Students now have to compete with other college graduates looking for entry-level positions, but also with people who have lost their jobs and are starting over again. Those other applicants have more experience to bring to the same jobs, she said.

Getman said while job projections are not likely to change in 1992, there are some fields of work where jobs are likely to increase in the near future.

Positions that deal with improving the environment or that are service-oriented like nursing, child-care and caring for the elderly are going to be more in demand in the future, she said.

It will be harder to find jobs down the road without a college degree, Getman said. Factory jobs will be decreasing rapidly because of increases in technology.

"It's been taking 10 to 12 months on the average now for students to find a career-related job."

- Glynis Getman, recruiting coordinator for the College of Arts and Sciences Career Services.
INTERNS GET LEG UP
Collegians find it tough to get foot in door of tight economy ON JOBS

By Sarah Milla Bacha
and Phil Porter
Dispatch Business Report

Leigh McLaughlin, a senior at Ohio State University majoring in broadcast journalism, has seen the grim statistics following how tough the job market is for college graduates. Instead of singing the blues, she landed an internship this summer at WSNY radio, Columbus, working in the promotions department. "Internships definitely help you get the edge in interviewing and getting jobs," she said.

Experts say McLaughlin and other students are redoubling summer internships this year as a way to get their foot in the door in a tight economy. The reason: They are aware of statistics like those from the 1992 Northwestern University-Lindquist-Engdahl Report, which tracks placement trends:

- Hiring at the bachelor's degree level is expected to drop 4 percent this year.
- Nearly 50 percent of 350 U.S. corporations surveyed anticipate their hiring of recent bachelor candidates to decline.
- College recruiting trips and the number of students interviewed have been trimmed.

Local experts report an increase in student demand for internships and an increase in non-paid offerings by nonprofit organizations, while many have described the college job market as the worst in decades.

"As one market is decreasing, the other is increasing," said Elaine Strasser, administrator of co-op and internship programs at the Columbus headquarters of American Electric Power.

Siverster said AEP Service Corp. has 10 interns this summer and 35 students in work-study co-op programs, who are selected from hundreds of applicants.

While demand for internships is up, that market is not as tight as the job market, according to Susan Bartel, director of Career Services and Associate Dean of Student Services at Ohio Wesleyan University, Delaware. In most fields, the number of available internships has been steady or increased in some cases, she said.

"A company can hire an intern without a permanent commitment," Bartel said.

Sixty-two percent of companies plan to increase their hiring of interns, according to the NorthWestern study. They listed reduced expenses and more productive employees as reasons.

A study conducted by Medall Corp. of Dayton said companies hire students for co-operative education programs to handle peak workloads, to screen for full-time work, to develop strong ties with campuses and for affirmative action.

Local employers say that in a tight economy they have to work with experience, especially students who already have interned with the

Please see INTERNS Page 24
INTERNS from 1H

organization, when it comes time to hire.

For example, Battelle Memorial Institute, which relies mostly on experienced researchers, hired only about 19 college grads in the past two years — 10 of whom were former college interns.

The central Ohio region of the American Heart Association relies on non-paid interns to stretch donor dollars, but when a full-time communications project manager position recently came open, journalism intern Brenda Baker was selected over more than 100 applicants, many with greater experience.

"Brenda walked in with plus points, because we had already seen her in action," said Nancy Drochman, central Ohio regional director of the association.

"If you don't have an internship, you have no chance in hell of getting a job," said Peter Wyckoff, a part-time instructor of broadcast journalism at OSU and director of public relations of the Ohio State Fair.

The fair hires about 30 interns each year to supplement its permanent staff of 60 year-round employees, which swells to 1,600 during its August run.

To help write the fair program and handle hundreds of seasonal news releases, Wyckoff has hired four interns this summer, each with previous internship experience.

Bob Hansman, 22, who has interned at the fair, the White House, Bank One Services Corp., and Ball Aerospace Corp. on the way to starting law school this fall at Georgetown University, said too many students "expect to walk out of college and expect the Today Show to call" offering employment.

He got a summer internship on the vice president's staff at the White House in 1989 through a mixture of "networking, incredible stupidity and ingenuity." Basically, he said, he just "walked into the White House and asked for a job." However, it helped to have many strong references from Ball Aerospace, which is located in Vice President Dan Quayle's home state of Indiana.

Gaining an edge in the competitive marketplace is one of the benefits of internships.

Student interns also said work experience before graduation allows them to apply textbook knowledge and get a hands-on feel for the profession.

"I think you can only learn so much in the classroom. Getting out in the real world and seeing how everything is done is the best way to learn," said Nyla Hanisch, a senior at the University of Wisconsin at Oshkosh, who is spending her summer as an assistant account executive at the public relations firm Clay Communications.

Sometimes students even change majors after an internship. Amy Espy, a senior at Spelman College in Atlanta, was a chemical engineering student until an internship at Ashland Chemical Inc. after her freshman year changed her mind. Now in her third summer in the research and development department at Ashland, Espy will graduate with a degree in chemistry.

Statistics show students in liberal arts programs tend to use internships less than more technical fields even though the arts and sciences students may need the job boost more.

The career services offices of the colleges of Arts and Sciences and Engineering at OSU report that only about 45 percent of arts and sciences students use internships and co-ops compared with about 65 percent of would-be engineers. Part of the reason is there are more paid internships offered in technical fields.

About 300 engineering students reported having internships and co-ops this summer, down about 2 percent from last year, said Rosemary Hill, director of OSU's engineering and internship office.

Amy Espy measures sand as part of her job as a research and development intern at Ashland Chemical.

"Getting out in the real world and seeing how everything is done is the best way to learn."

Nyla Hanisch.

public relations intern

Amy Espy measures sand as part of her job as a research and development intern at Ashland Chemical.

"Getting out in the real world and seeing how everything is done is the best way to learn."

Nyla Hanisch.

public relations intern

No similar statistics are available for students in arts and sciences. But of 672 OSU arts and sciences students queried at graduation ceremonies June 12, 16.1 percent reported they had accepted permanent jobs, compared with 15.3 percent in June 1990. In March 1992, the average starting salary for journalism graduates was $18,500 nationally.

Of 647 OSU engineering graduates this year, some 48 percent said they had accepted jobs, compared with about 45 percent of 854 students who reported accepting jobs in June 1991. The average starting salary for engineering students with bachelor's degrees at OSU was $31,000 to $38,000 per year, about $1,000 more than the previous year, said Barbara McCauley, OSU recruiting coordinator for engineering placement.

Several companies offer minority internships.

Marcos Medina, 22, of Las Cruces, N.M., is one of about 50 current trainees at Battelle, and one of three minority interns in the National Consortium for Graduate Degrees for Minority in Engineering.

He is back for his second summer at Battelle before starting his second year of a master's program in electrical engineering at Arizona State University. At Battelle, he is working in the engineering mechanics department this summer, doing computer modeling for a program that may one day be able to detect cracks in natural gas pipes without having to dig.

"I'm gaining a feel for the industrial world outside the academic world," said Medina, who believes he is ahead of colleagues who served internships on campus.

Nationwide Insurance this summer has 13 participants in the national INROADS program aimed at preparing talented minority youth for corporate leadership.

Michael Cunningham, managing director of INROADS/Columbus Inc., said nine of 13 students who completed INROADS this year landed jobs with sponsoring companies.

Some other local companies in the program include Ashland Chemical and Ohio Bell.

In all, Nationwide has about 80 college interns this summer in a variety of departments. But of those college students who are permanently hired, 76 percent are in the computer science or actuarial fields, according to David Lane, company corporate recruiter.

Students said most of their respective colleges and universities promote internships, but several students said they found their summer internships on their own.

Mike Abbott, a senior at the University of Notre Dame, was hired at Ohio Bell Telephone Co. this summer through the National Engineer- ing Consortium. This summer he is outsourcing some operations at Ohio Bell previously done manually. "They let us know it's going on, but then we apply for it," he said.
Graduates to face depressed job market

By Jenny Hungler
Lantern staff writer

It's the day seniors have been anticipating for the past four to seven years, their graduation day.

The day when classes seem like a distant memory and the pressure of finals is behind them. Yes, graduation is that long-awaited day that some seniors will be experiencing soon.

Unfortunately, for many graduates, their celebration might be bridled by the poor job market. National statistics show that the unemployment rate is at 7.7 percent. This is a national trend which is evident in Ohio as well, with the unemployment rate at 7.4 percent.

This means many graduates will not be able to find jobs. In fact, preliminary statistics from the College of Arts and Sciences show that only about 1/2 of Spring Quarter 1992 graduates had a commitment for a job at graduation.

Of the group, 16.1 percent were committed to jobs, 4.5 percent had pending job offers, and 28.1 percent were accepted into graduate school.

Graduating seniors this summer are seeing the reality of the poor job market.

Julie Nickoloff, a communications major, has had several interviews, but does not have a job yet. She, like many others, plans to move home and work at her current job until she can find something permanent.

Theresa Seikel, a marketing major, is facing a similar situation.

"I have sent out about 25 resumes, but I'm trying to get a job through networking," Seikel said. "After graduation, I'm going to move home to Akron, and continue searching up there. It's definitely a challenge to try and find a job these days."

Glynis Getman, recruiting coordinator for Ohio State, agrees.

"There are jobs out there, but it's going to take longer to get them."

Recent graduates will be competing with individuals already employed at a company who are looking to be promoted or with people who have years of experience, Getman said.

Students will have to work harder and longer to get an offer. This currently takes 8 to 10 months on average, she said.

"We have career counselors who help you focus on certain areas of employment and who can help you determine what steps you should take next in pursuing your career," Getman said.
CIA college recruiting reduced; budget cuts decrease personnel

By John Lasker
Lantern staff writer

Since 1947, the Central Intelligence Agency has recruited from about 200 universities a year, offering college graduates a chance to work in America’s field of covert action, but the demise of the Soviet Union has caused the agency to cut back on its recruiting.

Budget reductions have forced the agency to cut personnel and limit other activities such as recruiting.

“Over the next five to seven years, we’re downgrading our employment of college graduates by 12 percent,” said Mark Mansfield, a public affairs official for the CIA at its headquarters in Langley, Va.

The CIA visited the OSU Colleges of Arts and Sciences for interviews twice a year until 1990, said Glynis Gettman, a recruiting coordinator in Brown Hall.

Recruiters at Brown Hall said the CIA has been absent the last two years from Ohio State because of the travel expenses involved while interviewing.

During their most recent visit on Nov. 20, 1990, interviews have caused protest demonstrations by student groups because of the CIA’s record on lab discrimination and human rights violations.

The protest groups, such as the Students for Peace and Justice, have picketed outside of Brown Hall and have come inside to stage sit-ins, said Pamela Park-Curry, assistant director of OSU Career Services.

The demonstrations have been peaceful and the recruiting coordinators make sure the interviews go as planned in all fairness to the applicants, Park-Curry said.

Park-Curry and Gettman said they suspect that the CIA, like most federal military organizations, refuse to hire homosexuals.

Park-Curry said the CIA can discriminate against gay and lesbian people because the agency is part of the federal government.

OSU officials make all visiting recruiters sign a contract stating they will not discriminate when they visit campus, Gettman said.

Organizations and companies looking to recruit on campus will be barred if they have ever been found guilty of discrimination, Park-Curry said.

The CIA has never been found guilty of discrimination and is free to recruit on campus even if the recruiting coordinators in Brown Hall think the CIA discriminates. Once the contract is signed, recruiters are expected to follow the contract, Park-Curry said.

“The contract is signed mainly out of trust, and 99.9 percent of the time recruiters have not discriminated here,” Park-Curry said.

Even though the CIA is decreasing the employment of new college graduates, interested students are still welcomed to apply, Mansfield said.

“A CIA college recruitment brochure stated a career with the agency offers a “profession with new horizons and the possibility of stimulating and exciting tours of duty overseas.”

The agency, in its efforts to gather intelligence about potential adversaries of the United States, has a wide range of responsibilities that demand a diverse work force, Mansfield said.

Majors in computer science, engineering, economics, political science, languages, history and journalism can seek a career with the agency, Mansfield said.

The Minority Undergraduate Studies Program gives students $15,000 a year for tuition and a salary between $14,000 and $18,000 for three months of full-time work for the agency in the summer.

In return, students must work four years for the CIA after graduation. If students refuse, all tuition grants must be returned, but not the salaries.

Students in the Undergraduate Student Trainee Program go to school for a semester and work three semester during college. The pay scale is between $7,500 and $10,500 a year.

Undergraduates who apply for either internship must have at least a 2.75 grade point average and have an ACT score of at least 21 or an SAT score of at least 900.

Because of the sensitive work of the CIA, every applicant must undergo a rigorous six-month screening process and an interview. All undergraduate interns are stationed at Langley.
Good news: job market might be turning around

By Jody Allen
Lantern staff writer

Getting a job may be easier in the near future, according to a survey by Michigan State University.

The job market has been bleak for the last four years, but 1993 may be a little less bleak, the survey said. Patrick Scheetz, director of the Collegiate Employment Research Institute and the survey's author, said the turnaround in the job market should come by late 1993 or 1994.

"There is a lot of hope for 1994. Students must be optimistic for change," said Masanori Hashimoto, chair of the Department of Economics. "We are recovering from the recession. It's just happening slowly," he said.

Sales personnel, mechanical or electrical engineers and accountants are jobs most in demand now according to the April 15 issue of Cam Report, which focuses on career movement and management facts. Cam report disclosed the results of the survey.

The survey stated the highest paid salaries, averaging between $32,574 and $40,173 were those in the chemical, mechanical, electrical and industrial engineering fields. The lowest paid salaries were journalism and advertising majors averaging between $19,114 and $19,776.

The best places for new graduates to find jobs are the Southeastern and North Central states, although opportunities are competitive in every region, the survey said.

Employers are looking for job candidates who are persistent, pleasantly aggressive and don't give up after a few rejections, Scheetz said. He said students need to "take entry level jobs just to get started. If you're unemployed or underemployed, they'll take the underemployed every time. They want someone who's trying."

Julie Kauser, a senior in social work, has been accepted into the Accelerated Masters Program in social work next year, so she's not worried about the job market at the moment. But she said she will still be working 15 hours a week at a unpaid internship so she can gain more valuable experience.

Kauser said she thinks it's definitely an asset to do an internship in your field.

Graduate school seems like the way to go for some students. Nabeel Shirazi, a senior in electrical engineering, said he asked his summer intern of five years for a full-time job and they told him they were not only in a hiring freeze, but suggested he attend graduate school. Shirazi has decided to attend and said "he definitely thinks he will be a lot more marketable in his field by going to graduate school." He said if he didn't go now, he'd never go.

If students do not find a job right away, they must still use their time productively, Hashimoto said. They can do internships where they will not only gain experience, but also acquire contacts that may lead students to available jobs, he said. Students must also remember to look into the small business sector, Hashimoto said.

The survey also found that employers, trying to create a diverse work force, fiercely compete for top minority and female job candidates, particularly in engineering, business, science, mathematics, chemistry, energy-related occupations and nursing.

### Average yearly salary offers

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<tr>
<th>Major</th>
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<tr>
<td>Chemical engineering</td>
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Source: CPC Salary Survey, March 1993
Where the new jobs will be

A look at which career fields are expected to grow—as well as those that are stable or declining.

By Katy Delaney

A mid a sea of statistics, employment projections and expert opinions, a couple trends are clear in the future of the job market.

- Women are catching up to men in terms of sharing the job marketplace.
- The services industry—a catchall category that includes everything from cashiers to nurses to marketing executives—will be the biggest growth area.
- The health services industry is booming and will continue to do so.
- The steady decline of manufacturing jobs is leveling off.
- The interest in preserving the environment is creating some jobs.

If selecting a career were a simple task you might follow a couple quick guidelines:
- Don't go into the matchmaking field or the railroad industry. The jobs are virtually nonexistent, says Keith Ewald, director of Ohio's Labor Market Information, a division of the state's Employment Services Bureau. Most watches are made overseas, and the railroad industry is being taken over by the trucking industry. Other declining occupations are in telecommunications, stenography and other clerical jobs. They are being replaced mostly by automation, Ewald says; "Many of those occupations are dying."

Getting a job in the health services industry is virtually a lock as the population ages, people become more health conscious and as technology advances. Home health aides, medical

CONT'D ON PAGE 8
technicians and physical therapists won't have trouble finding employment through the end of the century.

More jobs deemed among the fastest growing are those of computer engineers and scientists, computer and data processors, systems analysts and para-eligals.


Federal economists say there are 192 million potential workers in the labor force, a number that is expected to increase by 24 million by 2005. They also are predicting that the number of unemployed people will decline.

Industry will continue to shift from that of a goods-producing nature to a service-providing one. The late 90's will be shaped by the wave of children being born to the baby boomers, similar to the way the 80's reflected the declining birth rate of the 60's.

Women's share of the labor force will continue its long-term increase, but the difference between the growth rates of jobs being held by men and women will narrow, economists say. In 1966 women made up 36 percent of the labor force compared to 64 percent held by men. In 1992 women's share was 46 percent while men's was 54 percent. By 2005 it is expected to narrow to 48 percent held by women and 52 percent by men.

Almost all new jobs, about 24 million, will fall into the service-providing sector, which encompasses the burgeoning health services industry, retail trade and business services. According to federal economists, jobs in those sectors will account for 47 percent of the total employment growth.

Predictions and trends being noted locally are similar to those of federal projections.

Jeff Rice, director of career services for the Max M. Fisher College of Business at Ohio State University, is directly involved in counseling students and coordinating business recruiting efforts.

At the end of last year's recruiting season, 59 percent of the jobs offered to students were in the service sector, up from the previous year's 48 percent. Thirty-two percent were in the manufacturing sector and 14 percent of the job offers were from the government and nonprofit institutions.

The jobs in the service sector are coming largely from the health-care industry and also the areas of financial services, accounting, sales, consulting, insurance, real estate and managerial positions.

In the service sector, some fields are more competitive. Rice says, such as investment banking and public relations.

While jobs in public relations are available and it is named as a growing industry by Ohio experts, Rice warns the jobs aren't easy to get. "It's extremely competitive," he says. "The jobs are there but you're going to have to compete for them, because they are requiring more skills."

Pamela Park-Curry, director of career services for the College of Arts and Sciences at Ohio State, said most of the available jobs coming for graduates are in the services sector.

The health-care industry is creating positions for students both in the liberal arts program and the sciences. Pharmaceutical and other health-care sales jobs are numerous as are positions for students in allied medical studies. Customer service and financial service jobs offer are also plentiful.

Experts at the national and state level are predicting more jobs for teachers by 2005. A projected 14 percent increase nationally in student enrollment is expected to spur the employment of teachers in elementary schools by 310,000 and in secondary schools by 462,000, according to federal economists. The trend toward greater use of teacher aides and educational assistants is expected to continue and result in an increase of 381,000 additional jobs by 2005 for those workers in elementary and secondary schools.

The global economy is shaping the job market, Park-Curry says, but students often have "unrealistic expectations" about finding international jobs right off the bat. "They don't realize they have to do domestic time first."

No matter what profession students are seeking, they can arm themselves best by learning to operate computers. "Any student that can go through the university, without becoming computer literate are not doing themselves any favors, says Park-Curry.

The aging of the population is another crucial contributing factor. By 2005, people 45 and older will make up 38 percent of the population, compared to 31 percent in 1990.

Rice believes other societal factors also are adding to the increasing demands in the health services. "People are more concerned about their health," he says. "And they're taking preventative measures rather than reactive." The bottom line is, "More of us are going to get physicals."

The fields say occupations that will grow significantly include: registered nurses, licensed practical nurses, nursing aides, physicians, physical therapists, occupational therapists, medical technicians, clinical laboratory technicians, medical record technologists, medical secretaries and receptionists.

The area with the highest percentage of change between 1992 and 2005 will be the home health services, which is expected to increase by 128 percent. Nothing else even comes close to growing so fast. Some of that growth might be fueled by the trend toward hospital outpatient care and home care, but employment in hospitals also is expected to increase at a healthy rate. About one-third of growth in the health industry is expected to occur in public and private hospitals.

Goods-producing sector

This sector includes jobs in manufacturing, construction, agriculture, forestry, fishing and mining.

The long-term decline in the number of jobs in manufacturing is projected to start leveling out, according to the federal BLS. Although the projected decrease in jobs over the next 13 years is 500,000 (3 percent), that's better than the decline over the previous 13 years, which was 14 percent as 2.9 million jobs were lost. The continuing loss in jobs is a result of continued growth of imports, declining defense expenditures and a smaller workforce creating more goods.

OSU's Rice is not ready to concede there are no jobs in the manufacturing sector. They're just tougher to find, he says. The companies offering jobs aren't coming to campuses recruiting, "but they have jobs. You just have to look for them." It's largely up to the job seeker.

The only area in manufacturing he would steer students away from is that encompassing jobs in the defense industry, because they are dying up.

While cities like Cleveland and Akron feel the impact of the loss in manufacturing jobs more than Central Ohio, this area also should benefit from the only growing field in the goods-producing sector—construction.

CONT'N ON PAGE 9
Construction will add almost 1.2 million jobs nationwide between 1992 and 2005, an increase of 26 percent, as it recovers from the residential and commercial building slump of 1991-92, according to Occupational Outlook Quarterly. The growth in jobs also is expected to be stimulated by spending for infrastructure components, such as roads and bridges, and spending for educational facilities to accommodate growth in the school-age population.

Jobs in agriculture, forestry, fishing and other related fields are expected to experience the smallest increase of only 120,000 new jobs by 2005. George T. Silvestri, a federal economist, wrote in an article for the Monthly Labor Review that jobs for farmers are expected to decline by 231,000.

But the numbers show that even farming is being swallowed up by the fast-growing services industry. Offsetting the loss of those farming jobs, Silvestri says, is the projected increase of 311,000 jobs for gardeners and groundskeepers who are largely employed in the rapidly growing segment of agricultural services that provide gardening and lawn services.

The green movement

Is the interest in preserving the environment and creating environmentally conscious products having any impact on the job market?

Well, the interest is there on the part of students, says one college career education director, and the jobs are coming along at a little slower rate.

"There's definitely been an interest expressed by a lot of students," Park-Curry says. "They're interested in jobs in the natural resources, chemistry and entry-level positions in environmental testing and controls. The increasing number of federal, state and local mandates tied to environmental controls is forcing employers to have people on staff specifically trained to perform the tasks."

A survey conducted by the Michigan State University Collegiate Employment Institute and distributed in a newsletter for career development professionals lists environmental scientists and engineers as a new and emerging occupation.

Ewald, from Ohio's labor market information department, says, "No doubt various kinds of governmental policies and regulations could influence employment patterns."

The same regulations, Ewald says, are resulting in jobs in the design, marketing and product development areas. But perhaps a greater influence than meeting reg-

ulations is the desire by companies "to become more environmentally conscious and declare themselves green."

The drive to market a company as one that cares about the environment is definitely creating jobs, Rice says. "I do see that as another trend that can be directly related to the service industry."

It's specifically creating jobs for environmental consultants and in the marketing field. Companies like Proctor & Gamble are becoming more interested in creating an environmentally friendly image and getting the idea across to its customers, Rice says. Showing consumers that its products are biodegradable or that they do not harm the environment creates the need for a marketing manager who knows how to get the idea out to the increasingly environmentally conscious consumer.

Bill Bigelow, director of vocational education for Columbus City Schools, says teaching students adaptability is perhaps more important than teaching them specific skills. "It's a tough lesson to teach. "Telling a 14- or 15-year-old student they're going to be in the work force for 50 years and change jobs five to seven times doesn't always sink in," he says.

Bigelow says Columbus's programs stress keeping up with technology and preparing for a stagnant stage a worker could hit. "You've got to be adaptable in terms of your next move."

The lesson does sink in once in a while, but not necessarily from school life. Bigelow remembers a student at the Southeast Career Center whose father was a mason. At the age of 32 the boy's father fell, injured himself and went on disability. But he wasn't content being inactive, and he enrolled at Columbus State, where he studied computer assisted drafting. He eventually got a job and got off disability.

The man's son, Bigelow says, followed in his dad's footsteps and began studying masonry at the vocational school. As a first-year student the teen was outperforming second-year students, so Bigelow took him aside for a talk. The student told him he planned on completing the masonry program then enrolling at DeVry Institute of Technology to study CAD, so he had a backup career.

"We try to get students to look at some other related career where they can take on additional training so they are better prepared for a second career," Bigelow says.

The federal BLS offers this advice: In general, jobs with fast growth rates offer good job opportunities. However, large, slowly or moderately growing occupations generally provide many more job openings than small, fast-growing occupations. Therefore, look at both the rate of growth and numerical change to assess future job prospects.

*Katy Delaney is a reporter for Suburban News Publications.*
Chamber, OSU work to place graduates in local businesses

The Chamber and The Ohio State University Career Services Program have formed a partnership to develop tactics to place more OSU graduates with local small- and mid-sized businesses.

According to Chamber Research Director Doug Davidson, the partnership has dual purpose. “From the Chamber’s perspective, we recognize the importance and strength in keeping a large number of graduates in local jobs. From OSU’s perspective, the partnership allows them to reach smaller businesses as potential employers for their graduates,” he said.

Davidson said traditionally, small- and mid-sized companies have not been targeted by graduates. The graduates sought employment through career days often attended by large, national corporations, through their career counselors or through advertisements in newspapers. Additionally, career counselors have had difficulty in identifying likely small- and mid-sized hiring prospects.

“The objective of the partnership is to connect the two groups — the graduates and the local smaller business sector — for the betterment of the Greater Columbus economy,” Davidson said.

The partnership was formally announced recently to OSU President E. Gordon Gee in a letter from Chamber President Jonathan L. York.

The letter stated the following action plan for the partnership:

- The Career Services directors from the various colleges will attend the Columbus Employment Assistance Network. This network allows employers to share unadvertised openings and candidates to Columbus businesses and organizations. Also, OSU will host a meeting in conjunction with the Chamber allowing businesses to learn about OSU’s Career Services Program.

- A listing of the Chamber’s Small Business Council’s members will be provided to the Career Services office so that students can network.

- Students will be invited to the Technology Alliance of Central Ohio lunches to network with members.

- Each Career Services office will receive the Chamber’s publications list to help students locate prospective employers.

For more information about the partnership, call Davidson at 225-6914.
Survey results offer glimpse into growing Midwestern job market

By Paul J. Pace
Lantern staff writer

For many students embarking on their final weeks on campus, the thought of what they are going to do after graduation brings knots to the stomach, sweat on the brows and a deep-seeded feeling of anxiety.

Survey data released last month from a local company may relax the nerves. Manpower Inc., a temporary services company, found that in the Midwest, 27 percent of companies in all industries will increase the number of jobs in their organizations for the third quarter of 1995.

The Employment Outlook Survey is a quarterly survey sent to 15,000 employers in 473 cities throughout the United States. The survey measures the future employment plans for the work force. For nineteen years it has been an indicator of changes in employment levels, according to a company press release.

Angela Fielder, recruiting coordinator for the Career Services Center, said local companies are interested in hiring OSU graduates.

"Last year, the same number of companies came to campus (recruiting students)," Fielder said. "The biggest increase was in the number of resume referrals," she said.

A resume referral is one of the center's services. The center allows students to enter their skills, major, and interests into a database so that when companies ask for resumes from students, the center can send a resume from an interested student to the company, Fielder said.

The database, which began Fall Quarter, has only 300 students' information on it, Fielder said.

While companies are looking to hire individuals, OSU students cannot expect to walk into any office and see job offers fly their way.

About one-half of all students who want jobs after graduation actually have one when they receive their diplomas, said Pamela Park-Curry, director of the Career Services Center.

"What one traditionally finds is that 60 percent of students want jobs after graduation, but an awful lot of students don't start job searches until just before the quarter of graduation," Park-Curry said.

Kate Sells, who graduated from OSU last winter with a degree in Communication, just started searching for a job in sales. After spending four months in Europe, Sells is ready to get down to business.

"Looking for a job is stressing. I'm now starting; I can only imagine when the rejection letters come in. But now, finding a job is my primary goal. I've prolonged it for four months," said Sells.

Fielder said getting a head start is the best way students can improve their chances of getting a job.

"Students need to get to the Career Services Center as soon as possible because it takes nine to 12 months to find a career, something to match up with someone's interest," she said.

Sells, who is working at a Dublin restaurant, expects to find a job within six months.

"I want to find what job is right for me and get into the right field," Sells said.

The center assists students in making career choices and has resources to help students such as a resource library, career counselors, and workshops that help students in the art of resume writing, job search strategies, and interviewing skills, Fielder said.

"I could not do this by myself. I'm not aware of what is out there for me, but the counseling here is very beneficial," Sells said.
OSU center may offer students assistance

By Dan Rapp
Lantern staff writer

Ohio State is looking into a process that may make looking for a job or internship easier.

A center is being planned that will house computers to help students with job searches; offer self-assessment instruments for career decision-making; and host resume and interviewing workshops.

Seventy-eight percent of freshmen entering OSU in 1983 said getting a better job was the most important reason to go to college, according to an American Council on Education survey.

However, only about half report that their career search needs are being met, said Pam Park-Curry, director of Arts and Sciences Career Services.

“We do a lot of good, but the services are very inconsistent across campus,” Park-Curry said.

She also said that individual colleges offer different levels of career services and that some, offer none.

The University Career Services Committee is suggesting that OSU develop a career service hub, that would provide information to all of its students.

“We want to make it consistently easy for any OSU student to get career planning services, no matter what college they are in,” Louise Douce said, director of Counseling and Consultation Services.

“We wouldn’t discontinue what the individual colleges do, but we are going to look at where they might overlap and find ways to do those things more effectively,” Park-Curry said.

A large component of the hub would be expanded computer services, which would allow students to access information about on-campus interviewing and job postings.

Douce said the computer services would also be useful to businesses.

Instead of going to individual colleges to recruit students, businesses would go to the hub and find everyone on the same database.

Park-Curry said the computers could also be used by OSU students attending regional campuses.

The proposed site of the hub is Neil Hall.

In its report, the Committee on the Undergraduate Experience, supported the hub and recommended that $100,000 be given to start the technical aspect of the hub.

The entire operation is expected to cost $1.2 million each year.

Park-Curry said she expects computers to be inter-connected by fall 1996, but the entire hub will not be complete until fall 1997 or later.

with job searches, interviewing
Career 'check-up' held at Ohio Union

By Mila Kurtzman
Lantern staff writer

"It's such a large university and a lot of people don't know what direction to take, especially with so many majors and choices that are out there," said Theressa Odenweller, a counselor for the service.

Kelly Borrer, a freshman who is undecided on a major heard about the career "check-up" from a friend and decided to attend. It was helpful to meet with somebody individually and find out what options are available, she said.

"We wanted to make it individual for students because often times, students are treated as a number," Keys said.

Mike Carrier, a sophomore majoring in business and pre-med, said he came to the event because he wasn't sure if he wanted to pursue a career in business or medicine.

The session was helpful because it provided information about the different career planning resources on campus, he said.

While waiting to speak to an individual counselor, students could watch a video of career assessment options and browse the information tables for helpful files and brochures.

Representatives from the counseling service, the Colleges of the Arts and Sciences, University College, College of Business and College of Engineering attended the "check-up" to inform students about how the career planning process works and what resources are available to them.

Counseling and Consultation Service provided handouts about its Career Exploration Center and lists of occupations that are most in demand.

University College provided a list of majors at OSU, a career resources brochure and information about how to set future goals.

The College of Business informed students of resources available to them through its office of career services and gave tips on how to access job listings and company profiles on the internet.

The College of Engineering stressed the importance of a co-op job through its Cooperative Education and Internship Program.

Many people do not know what an engineer really does until they experience it first-hand, said Sunjay Sethi, graduate assistant in the College of Engineering.

Tuesday's career "check-up" was not only the first ever at OSU, but the first in Columbus, Keys said.

Yvonne King/The Lantern

Mitzi Yazquez, left, a sophomore majoring in criminology, receives career advice from Hope Harriston, a career counselor in the Ohio Union Tuesday.
JOBS MARKET LOOKS GOOD FOR OHIO STATE GRADUATES

COLUMBUS -- Many students planning to graduate from The Ohio State University this spring should encounter a job market that can accommodate their needs -- if current job trends continue.

Trends indicate a definite need for employees with a background in technology and computers, while graduates with degrees in fields such as metallurgy and elementary education may not have as many options right out of college because the industry is in decline or the field sees greater numbers entering the work force this year.

"The job market looks really promising right now, especially for those with degrees in technology-related fields," said Pam Park-Curry, director of career services for the Colleges of the Arts and Sciences. "Our students have the skills and qualifications employers are looking for, and that's giving them an edge when looking for a job."

Data on graduates' career plans will not be available until late summer, but Park-Curry did say that if trends in the Colleges of the Arts and Sciences continue, 70 percent of the graduates will go straight into the work force and 30 percent will opt to continue their education in graduate or professional schools. Of those who enter the work force, 70 percent find work in the private sector, 16 to 17 percent in the public sector, 5 to 6 percent with not-for-profit groups and 6 to 7 percent in private manufacturing.

This has been another excellent year for engineering graduates, said Rosemary Hill, director of Engineering Career Services. Many engineering graduates have reported multiple job offers. Demand for qualified engineers in all disciplines has been strong this year, she said.

"About two-thirds of our students have solid co-op or internship experience, so they begin their senior-year job searches with a better sense of what they want in a job and the kind of

- more -
experience that makes them more appealing to employers," Hill said.  
"Because the majority of engineering students began participating in  
campus interviews and resume referrals through Engineering Career  
Services as early as fall quarter, many June graduates reported jobs  
as early as spring quarter. Signing bonuses are becoming more  
common as well, particularly for high-qualified students recruited  
by major corporations outside of Ohio."

Declines in the steel industry have led to a lower demand for  
specialists in metallurgy, Hill said.

In the education field, science, mathematics and special  
education teachers are needed the most, said Thomas Vecchione,  
director of placement services for the College of Education.

"The job market for teachers in Ohio continues to improve," he  
said. "For a long time, teaching graduates outside the high-demand  
areas previously mentioned faced keen competition for positions,  
particularly in suburban districts. But this trend is changing,  
evidenced in part by significant increases in recruitment at job  
fairs and on-campus recruiting. This was the first year the number  
of districts attending the Teach Ohio job fair had to be limited."

He notes there is greater competition for job openings in  
social studies and elementary education, especially in suburban  
districts.

Margie Bogenschutz, director of the Fisher College of Business'  
undergraduate career services, said this was a "banner" year for  
recruiting on campus. Last fall at the university's annual Career  
Day, representatives from 150 companies talked with students, she  
said.

Undergraduate human resources management majors are entering a  
highly competitive job market because a lot of the people they are  
competing with for entry level in the field of human resources have  
a master's degree, she added. This has been a trend for several  
years.

"Fields related to technology, like information systems, are  
highest in demand," Bogenschutz said. "Consulting also is a  
growing field. Another trend has been opportunities in the area of  
corporate financial management as more companies are looking at  
undergraduates as potential employees for positions which in the  
past have gone to MBAs. There also has been an increase in the  
number of undergraduates who are receiving signing bonuses. Up
until recently, most signing bonuses were offered to people at the MBA level."

Ray Miller, assistant dean in the College of Food, Agricultural and Environmental Sciences, said agribusiness and applied economics majors are in high demand in sales, marketing and financial fields. The employment outlook also is favorable for food industry majors specializing in product development and quality control and turf grass majors looking for careers as golf course assistant superintendents, he said. In addition, the agricultural construction systems management graduates are demanding premium salaries at graduation.

"There were fewer recruiters visiting campus this year, but that is not a reflection of the job market for food, agricultural and environmental sciences graduates because more students are getting internships and companies are hiring from their intern pools," Miller said. "Companies also are mailing openings to the college and using the college’s Internet job posting sites."

He noted that he has not seen a decline in demand for graduates from the college even with the many mergers that are occurring in agribusiness. Across the college, he sees no area of enrollment that is graduating more students than meet the demand currently.

Average starting salaries for graduates in specific fields include: between $26,000 and $27,000 for graduates with a BA in agriculture; $25,187 in Franklin County for teachers with a bachelor’s in education; $31,250 for corporate accounting majors; $37,436 for management information systems majors; $28,072 for marketing majors; $39,355 for information sciences majors; $43,800 for computer science engineering majors; $30,000 for food science majors; $28,702 for communications majors; and $28,272 for English majors.

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