

Grads to find more jobs

By **MARK POWELL**
Business Editor

UNC's graduates should find an improved job market in 1985 because of a 9.2 percent increase in hiring quotas over the last year, according to a national survey of employers conducted by Michigan State University.

"There appears to be strong resurgence in the hiring of college graduates," Jack Shingleton, director of the MSU Placement Services said. "Hiring quotas are up, salaries are up, employers expect to visit more campuses and most employers are optimistic about the employment outlook for 1985."

The MSU Placement Services publishes a *Recruiting Trends Survey* each year, in which over 600 businesses, governmental agencies and educational institutions are surveyed.

The publication indicated a 3.7 percent increase in starting salaries for bachelor degree graduates was expected in 1985. In 1984 the increase was 2.8 percent over 1983.

Though salary offers vary according to major, bachelor's degree graduates will be expected to earn \$20,470 on the average during their first year following graduation. Master degree holders should average \$24,656, up 3.3 percent from 1984, and doctoral degree holders will earn about \$26,808 on the average, up 2.2 percent.

"The improvement has been gradual, but it is definitely there," Shingleton said, noting the increasingly bright employment picture.

The survey showed employers continuing to seek out women and minorities. Hiring quotas are up 7.7 percent for women and 10.2 percent for minorities.

Accountants and general business administration majors will see strong increases in demand over last year, with other technical and business areas having some or slight increases, Shingleton said. Job seekers in retailing, physics, agriculture, social science, petroleum engineering, human ecology, geology and liberal arts will have less job opportunities than in past years.

Thirty six of the employers who responded to the survey said they would negotiate wages with their new employees, making it sometimes wise to negotiate wages with employers.

The major most in demand was electrical engineers, who average \$28,086 in the first of employment after college. Other highly paid graduates are those in

material sciences, mechanical engineering, chemical engineering and computer science.

Computer science majors now can look for jobs in places outside of the computer industry itself. According to an article in the *New York Times* computer science majors are likely to end up with jobs in car manufacturing, airplane manufacturing and other industries.

Software designers are fast becoming an endangered breed, according to the article. This is a result of a shaking down of the computer industry, with only the strongest competitors surviving.

Employers report 44.6 percent of their new employees are hired from on-campus interviews; 11.5 percent come from write-ins; 9 percent from want ads and 8.1 percent come from placement offices.

The work ethic was the most important factor employers looked at in evaluating prospective employees. Employers also look for decisiveness concerning career goals during interviews.

Other factors in hiring according to the report were: oral communication skills, written communication skills, previous work experience, aggressiveness and assertiveness, enthusiasm, confidence, technical knowledge, motivation to achieve and initiative.

Employers said the number and quality of employees hired from the university from which a prospective employee comes was an important factor in hiring. Businesses also reported the type of academic majors at the university were important as were the prestige of the institution and the number of referrals the applicant had.

Most industries reported a very high or "good" outlook rating. Agribusiness, construction and governmental agencies reported an outlook of "fair".

For majors in communications, RTVMP, journalism and military services, the job outlook is expected to remain about the same as last year.

The survey found that a student's grade point average is only one of many factors employers consider when hiring. Of employers surveyed, 48.6 percent of their employees that come straight from college were in the top 20 percent of their graduating class. Twenty six and half percent of new employees came from the bottom half of their graduating class.

Employers reported that their organization "almost always" hired handicapped people if they were the most qualified. Most handicapped employees are identified during regular interviewing on campuses.

Major	Mean Salary per Month(\$)	Range per Month(\$)
Accounting	1,603	1,222-1,750
Allied health	1,361	1,000-1,584
Biology	1,378	1,200-1,533
Business administration	1,419	560-2,166
Chemistry	1,511	836-2,500
Dental hygiene	1,204	1,000-1,776
Economics	1,297	800-1,917
Education	1,126	400-1,610
English	1,719	920-4,155
Health administration	1,363	800-1,935
History	1,191	695-1,667
Industrial relations	1,268	728-2,500
Interdisciplinary studies	2,083	2,083-2,083
Journalism	1,211	165-2,500
Mathematical sciences	1,797	1,042-2,550
Mathematics	1,852	1,625-2,190
Medical technology	1,340	1,200-1,450
Nursing	1,526	790-2,833
Pharmacy	2,195	1,700-2,658
Political science	1,303	775-1,833
Psychology	973	708-1,500
RTVMP	922	650-1,450
Speech communications	1,400	1,250-1,477
Zoology	1,250	500-1,800
Double major	1,280	640-2,200
Other arts and sciences	1,293	750-2,336

This chart is from a survey of May 1984 graduates conducted by University Career Planning and Placement Services in September 1984. Two thousand three hundred fifty-nine graduates were surveyed; the response rate was 31.6 percent.

Page 1 photo: Seniors Kevin Sullivan and Robin Gower play Life
Photo by Larry Childress
Thanks to the Toy Corner, University Mall, for the use of Life

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