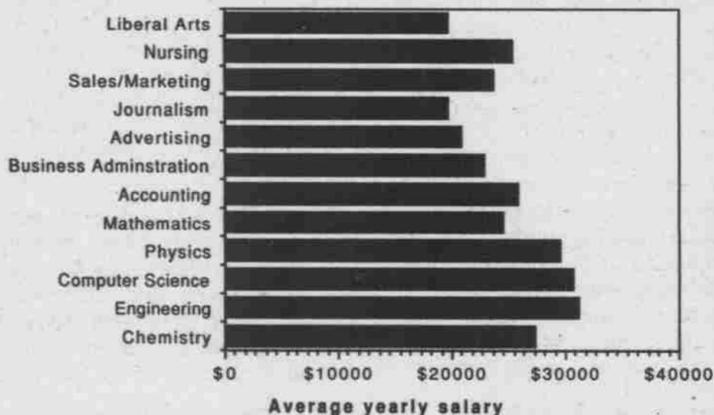
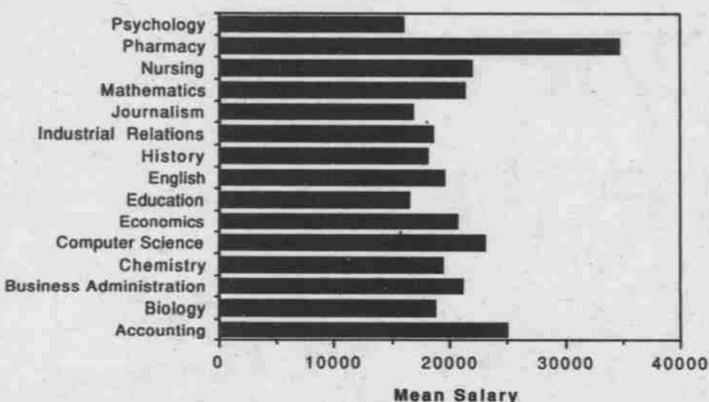


# Options influence job choice

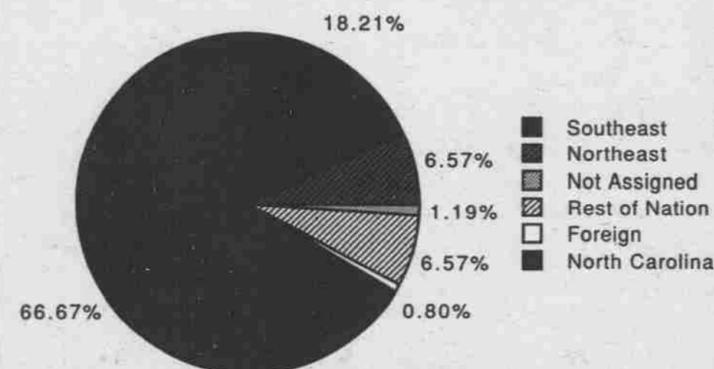
## Projected starting salaries for 1989-90



## Mean salary of 1988 graduates by major



## 1988 graduate job location



By LLOYD LAGOS

Staff Writer

"What kind of job am I going to get?"

This question is a common one, and it's one that seniors seem prone to ask as May approaches.

The prospective job hunter has to examine many factors, said Marcia Harris, director of the University Career Planning and Placement Services. The student needs to examine the importance of income on job contentment. He or she should have geographical flexibility and should take into consideration the hours, the working environment, job security and mobility.

"There is a high demand for computer science, math, business, accounting, the health fields and education," she said. "I am also happy to note that there is an increased interest by employers for the liberal arts."

Students seeking jobs in journalism, the arts, advertising, radio and television will enter a very competitive market. "It is simply a question of supply and demand, there are more people that want those jobs than there are jobs, and the marginal candidate will have a difficult time if he is not well prepared."

"Job seekers should be aware that employers look at credentials in addition to their major. One's market-

bility is very important and this can be enhanced by choosing the right electives. Grades, leadership and work experience makes a big difference in getting the desired job," Harris said.

Jobs most heavily recruited on campus include banking, sales, retail, manufacturing and accounting. There also is a heavy demand for teachers in this state, especially in languages, math and science, according to an employment survey of May 1989 UNC graduates.

The majority, 67 percent, of UNC graduates find jobs in North Carolina while 18.6 percent and 6.6 percent find jobs in other Southeastern states and in the Northeast respectively, according to the survey. Nationally, the Southwest (including California) has the most opportunities for employment.

The latest figures from the U.S. Bureau of Labor Statistics show that the fastest growing occupations are those in the fields of computer science, engineering, applied sciences and the health professions. Computer programmers can expect an increase from 479,000 jobs (1986) to 758,000 by the year 2000, while medical assistants will increase by 107,000 jobs. Oversaturated fields, those with greater demand than available jobs, for graduates with bachelor's degree include communications, visual and

performing arts, psychology, life sciences, home economics, philosophy and religious studies, according to the U.S. Department of Education.

Many graduates find jobs totally unrelated to their respective degrees, especially those majoring in sociology, history, political science and speech communications, the employment survey said. Graduates who seek career-entry positions find that most of these jobs are related to the fields of study. These include accounting, business administration, chemistry, computer science, dental hygiene, education, journalism, nursing, pharmacy and RTVMP.

## Minorities

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ketable skills, there are some great opportunities available.

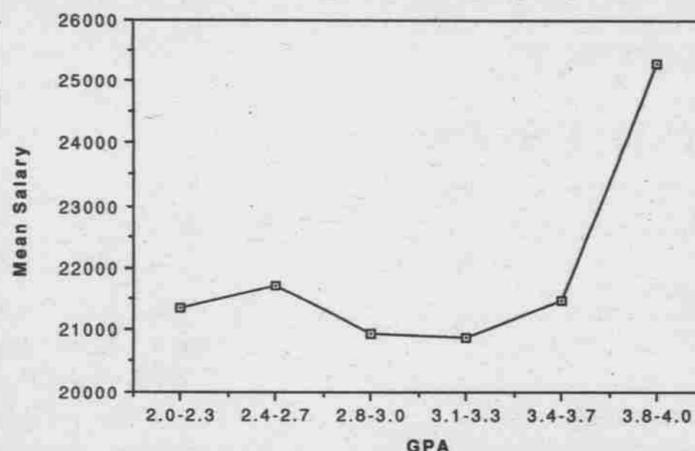
"Good opportunities for people of color exist in both science and technology fields. These fields are so wide open ... and they are definitely looking for people of color," she said. Hotel service and management and financial services are also expanding fields.

Maurice DeBerry of GE Capital-financial services, a company of General Electric (GE), said the Financial Management Summer Internship Program recruited minorities from the UNC campus. The internship is designed to facilitate minority awareness of corporate America and to increase the number of minorities working for GE in a financial capacity. Students can learn about the corporate, work and social atmosphere, he said.

When choosing students for the internship, quality is more important than quantity. There is no given number accepted for internships; the best students are chosen after they are interviewed, he said.

Instead of going to predominately black schools for interns, which corporate America usually does, GE is looking for top minority students at universities like UNC. Top minority students are not only at predominately black schools, they go to other universities also, he said.

## 1988 Graduate mean salary by GPA



# Employers in arts fields fail to recruit strongly at UNC

By D'ANN PLETCHER

Staff Writer

If you are a graduating senior who was daring enough to major in music, drama, art or English without planning to do graduate work in the field or teach school, people only have one question to ask you. From your older brother in the accounting firm to your Aunt Lou to the grocery clerk who has been waiting on your family since 1963, it's: "Great. So whadda ya gonna do with that?"

And if you are the average senior (make that the average honest senior), you are probably wondering the same thing yourself. While many of the big companies who interview on campus employ graduates of all degree tracks, this general type of recruitment doesn't seem to provide much hope for those who wish to utilize their specific artistic talents.

One answer to this dilemma may be that the artistically inclined must look a little harder to find jobs that

will really exercise their expressive energies. Some of the best jobs for writers, actors and musicians are in fields that just don't recruit, according to Vicki Lotz, liberal arts counselor at University Career Planning and Placement Services (UCPPS).

"Public relations, advertising and non-profit organizations provide some of the best opportunities for arts-related majors, but they just don't recruit. You've got to get out there yourself and make the contacts and find the job."

Lotz suggests first conducting an information interview with someone who has a job that interests you. Find out what the person actually does and what skills he or she has. At the very least you'll find out if you really want to pursue that career. You may even find a valuable contact that could lead you to a job. You never know which contact is going to eventually land you a job. The important thing for seniors is to start networking now,

she said.

In the nine years Lotz has worked at UCPPS, studio art and history majors have earned jobs in galleries, museums and local arts councils. Major corporations also are beginning to hire art majors to help select art for company collections.

Lotz said English majors had been hired by companies to write press releases, in-house communications, employee bulletins and general company literature.

Students with a flair for composing music have found jobs writing commercial jingles for advertising companies, according to Harold Andrews, director of undergraduate music studies. Dean Johnson, a serious composer and former UNC student, earned a few extra bucks when he composed a tune for the anniversary of the Brooklyn Bridge.

On a less spectacular level, another former student landed his first job as music director for a summer

camp and now owns his own summer camp. The significant point is that his musical talent and interest led him to his business, Andrews said.

A music graduate who started out as an elementary school music teacher now specializes in music therapy for retarded children. It was her interest in music that lead her to a unique career.

And creative therapy is not only for musicians. Brian Cooper, a music and biology major bound for medical school, plans to use the same exercises used by drama students to sharpen theatrical skills as therapy for emotionally disturbed patients.

Drama majors interested in the corporate world are also in luck. "Companies love students with acting experience because they handle the public so well," according to Dede Corvinus, undergraduate advisor for students in the dramatic arts.

"They have an ability to be at ease in front of strangers, and they can

read body language and the subtext involved in a person's vocal tones that the average listener misses. They've been trained to pick up on these things through acting," she said.

Telemarketing and sales are popular careers among drama graduates who choose not to pursue acting or jobs in theater production.

Like careers in music and writing, advertising seems to be one of the best fields for a non-academic job related to their artistic talent. Even the artist with no commercial training has a chance of finding a job in an advertising agency. Some agencies see the untrained as the unspoiled, according to Peggy Quinn, undergraduate secretary for the art department.

But while former art students have found jobs as illustrators, graphic artists and fashion designers, "art is just not really a glamour field. You're going to have to do something nine to five," Quinn said.