

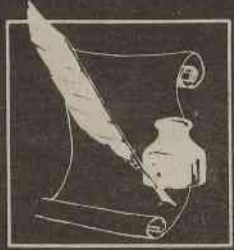
FC378
LIQ6

What did you think
of Purple Rain?
Pg. 5

What is our Student
Government up
to???
Pg. 6

Black Freshman
enrollment
down...why—
Pg. 6

Recap of Pre-
Orientation Days
Pg. 7



BLACK INK

The essence of freedom is understanding



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Fourth Annual Minority Career Fair

by Rhonda Hubbard
Managing Editor

Today, finding meaningful and satisfying employment can be a very tedious job. Making the right impressions, approaches, and being in the right place at the right time can all be difficult areas to cover effectively.

On September 20th, minorities you will have the opportunity to meet representatives from several prosperous companies throughout North Carolina and the United States, along with the possibility of obtaining either a job or an internship. Sounds good doesn't it! This opportunity is open to all students, but on Thursday, September 20th, the main target will be minority students.

Now you ask, "What is this great opportunity called?"—Well, it is the Fourth Annual Minority Career Fair, sponsored by the Career Planning and Placement Services and the Black Student Movement. It will be held in Carmichael Auditorium from 12 noon until 5:00 p.m., and will feature such companies as CBS, Colgate-Palmolive, General Electric, and IBM, as well as banks like Wachovia, NCB, CCB, and First Union. There will also be various Government agencies including the FBI, Secret Service, Bureau of the Census, and the U.S. Department of Justice.

Ms. Marian Holmes of the University Career Planning and Placement Services (UCPPS) explains that students will have the chance to meet with 125 representatives that will be there, and learn career opportunity information.

"The Fair can serve as a 'network' system which can give students an introduction to the people they need to meet to find out how to put their career plans into action," explains Holmes.

Lorna Dove, one of the BSM's Academic Committee members, states that about 75 companies will be attending the Fair for days. On the

21st, the Fair will open to the rest of the campus, but the 20th is targeted especially to minority students. However, minorities are invited to attend both days if they wish.

"People have gotten jobs and internships at the Fair in the past, so it has been successful. It is a good opportunity," says Dove.

Student coordinator Albertina Smith mentions that black corporations and businesses have never been represented at the Fair. Therefore, blacks are encouraged to come to the Fair with hopes that more blacks will enter into corporate business and entrepreneurship so that more black businesses will be provided.

"I strongly encourage students who attend the Fair to be ready to take care of business," says Albertina. "If students plan to enter the job market this year, I suggest that they bring resumes with them. That could be a big plus."

"Minorities are specifically targeted, because they traditionally have not been exposed to as much career-related information as others. Of the 250 firms visiting the UCPPS each year, many have not seen as many black candidates as they would like to," says Holmes.

Attending the Minority Career Fair provides students not only the chance to meet various employers, but also the advantage of establishing rapport with professionals and make contacts in an informal setting.

Holmes adds that the Fair also offers that chance for students to gather first hand information about specific skills and abilities required for entry and survival in various organizations and professions. It can also be an important ingredient in helping to set up realistic expectations.

There will be two people manning each booth, and they will be able to answer questions that students may



As Marian Holmes, Placement counselor, University Career Planning and Placement Service.

have. In addition, these representatives will be able to provide company information and distribute organization literature.

To be successful, all minorities need to participate in this advantageous event. Juniors and Seniors can obtain

jobs, and freshmen and sophomores are able to gain internships. This is your opportunity to do something about your career plans. Take advantage of this opportunity. See you on September 21st. □