

Employers seeking motivated graduates

by Joe Guyer

What do companies expect from prospective employees just out of college today?

Ten years ago a young man or woman walked across the stage of any four-year college on graduation day, grasped the sheepskin, proceeded to the company or organization of his or her choice and upon flashing the degree in the face of the personnel manager, was welcomed. Well, maybe it wasn't quite that easy, but it was a great deal easier than it is today. The years 1965-1969 were "boom" years for the college graduate. He was in demand regardless of his area of study. He was sought by companies across the land. Large amounts of money were spent in campus recruiting as

well as all forms of job advertising. What has changed?

The economic situation of 1974-75 is or course a culprit, but conditions changed earlier. The year 1971 was the worst year in terms of campus recruiting in the last ten (1974-75 did show some improvement). In talking with representatives from colleges and universities, large companies and employment agencies, I found that attitudes toward recruiting have changed. No longer can the college graduate, especially with a liberal arts degree, expect to be courted as he once was. Companies know more what they want today. Companies go after specialists instead of hiring someone with a liberal arts degree and training him. This is proven by the fact

that accounting majors and engineers of all types are currently in demand. It is further proven by the success of technical school graduates in areas such as data processing and accounting. The increase in community technical training schools has greatly diminished the job market for many college graduates. Again, the economics of the situation causes companies to lean toward the technical school graduate. A company can hire one of these people at less cost, and he is already trained in the area where he is needed. Specialization has hurt.

But, even those trained in a special field such as engineering are having difficulty. They are not courted as before either.

Recently the Research and Development Dept. of Dow Badische Co. in Mebane, N.C., hired a mechanical engineer who had been working as a waitress for six months. By her own admission she waited too long to really go after a job. She advises anyone now to begin at least by the beginning of his senior year to start making contact and interviewing companies.

I am also acquainted with a young man who was graduated from East Carolina University last May with a major in marine biology. He has had several job offers but is reluctant to relocate. He is currently working as a plumber's helper. Where is his direction? Companies just aren't going out as they once did. The burden has shifted from the prospective employer to the prospective employee.

Rose Mason, student placement director of Old Dominion University, Norfolk, Va., says, "I continually strive to impress upon students that they must take the initiative. First of all, they need to know who they are, what they are interested in, what they want to do, where they think they might fit in. Then develop goals for themselves and begin working towards these goals." The student graduating from college today can no longer depend on the "outside world" to show him where he fits. Companies such as Burlington Industries, Kayser Roth Hosiery Co., Dow Badische Co. tend to agree. As a representative from Dow Badische states, "We are much more impressed with individuals

who know what they want and have made plans to achieve it. If we know this, we know whether or not they will fit into our organization." The burden is on the student to know himself and the direction he wants to go. This in itself is specialization.

Once his direction is established, he must begin his investigation. The question should be asked, "What companies or organizations can offer me what I want?" The student placement office at any college offers information and assistance in this regard. This office should be one of the most used in the college, especially now. Contact should then be made with companies or organizations as soon as possible to develop interest. Competition for jobs begins earlier today — not on graduation day, not the senior year, but earlier. Supply is up, demand is down, competition is a must. Jobs are available and will go to those best prepared.

Based on what this reporter has been able to determine through many discussions with people who deal with the problem daily, the college degree means a great deal despite the area of study, but companies and organizations are asking more today. They want a person to have direction, to know himself, and to be working on plans to achieve goals in his career. The company or organization knows what it wants. If the individual knows what he wants, then compatibility can be established from the beginning. Time and money can be saved. This is the goal of most employers.

Cafeteria economics explained



Howard Southerland directing food service. (Photo: Dave Shuford)

by Greg Lanier

Sooner or later almost every student at Elon complains about the food. In an interview with Howard Southerland, food service director, I asked him

several questions about the cafeteria.

On rules regarding taking things out of the cafeteria, Mr. Southerland gave several reasons for enforcing the rules. He said that more than \$4000 per year comes out of the food budget to replace glasses, cups, and silverware that are taken from the cafeteria. "In addition," Mr. Southerland said, "Many students take food out for other students who are not on the board plan." The end result of this theft is that students deprive themselves of the special nights when carved roast beef is served. The director went on to add that "more variety and more of the special nights could be arranged if the \$4000 could be spent on

food instead of replacing the missing items."

When asked if students complained to him about the food, Mr. Southerland commented that very few people talk to him about the cafeteria. He mentioned the cafeteria committee to which students can go and he further added that his office door is open for students to come in and make suggestions.

In response to questions about problems of serving food hot, he said that they have to cook ahead because of the large number of people they serve. He added that he gets 65 cents per meal per student. This 65 cents covers the cost of food, the wages for his workers and cafeteria suppliers such as napkins and soap.

Faces in the crowd Question of the week

Freshmen: Is Elon what you expected?

by Doug Durante

"Yes, I think the campus is nice and the students are friendly. It's nice to be in a small school where you're not just a number. My only gripe is that some of the professors could make the classes more interesting."

Lee Cooper
Hershey, Pa.



Lee Cooper (Photos: Dave Shuford)



Jan Merwin

"Yes, it's a pretty campus, and I was looking for a small school. I like living in the dorms; it gives you a good chance to get to know people."

Jan Merwin
Winston Salem, N.C.

"Yes, I like the closeness of the people and the whole atmosphere. I live close by so I knew pretty much what it was like."

Susan Patterson
Burlington, N.C.



Susan Patterson



Donna Butts

"Everyone is sure friendly enough and both the classes and the teachers are o.k. So far, I'm pleased with Elon."

Donna Butts
Roanoke Rapids, N.C.

Album Review: Pink Floyd is still alive and well

by Mike Christie

Many Pink Floyd fans had been musing if their group was gone for good. The band made few concert performances in the last few years (but when they did they were, of course, of superior quality). What is more startling is that 2½ years have come and gone since Pink Floyd recorded their near classic, *Dark Side of the Moon*. Recently though, the fans of Floyd were delightfully surprised by the release of their new album, *Wish You Were Here*.

This new release, which has only four songs, appears to be more personal than any previous album. The musicians are trying to express their story of stardom, the good and mainly the bad in the cuts off their record, "Shine on You Crazy Diamond" and "Have a Cigar" — both great lyrical pieces. "Welcome to the

Machine" most probably tells of our computerized world taking over what man once controlled. The title song of the album, "Wish You Were Here," which is near being a masterpiece, has a puzzling message. The song is about people trying to get a man, known for his great accomplishments, to help them with their worries and problems. All know of the tawdry deeds of this glittering man, yet they cannot perceive how insufficient a person he truly is even though he has no more credentials than they do themselves. Pink Floyd, like they so often do, are once again commenting on this aspect of life — people searching for something or someone to solve their difficulties and to give them the "answer" to life and its questions, yet unknowingly the wrong solution is found.

When a group usually waits a year or more to produce an album, the production almost

always surpasses any earlier recordings. A couple of examples are Led Zeppelin and Bob Dylan. After their long layoffs they seemed to come back heartier and stronger with releases after the breaks. Reasons for this are that they have more time to work harder and longer on the pieces. Another reason is that the group, album after album, can slow down and "get their stuff together" for a more tranquil and serene habitat. *Wish You Were Here* is an excellent album, well constructed in verse and rhythm, but it is an exception to the rule for it trails *Dark Side of the Moon*.

It would be correct in saying, without demoting the achievements of *Wish*, that it is an anticlimactic work in comparison to the unsurpassable LP, *Dark Side of the Moon*. But still with their latest release, it is reassuring to know that Pink Floyd is "still alive and well."

Another reassuring point to bring up now is that one will not find any songs off their new album on the top 40 list! This band, as most know, is not a top 40 group, thank God.

Whether *Wish You Were Here*

will be more successful than *Dark Side of the Moon* cannot be determined at the present, but one thing is for sure — Pink Floyd is not in the top of pop because they are the best of the progressed!

An evening with Pops

by Diane Costa

Tuesday evening Nov. 4 marked the first of a newly fathered tradition at the college — the Elon "Pops". A wholehearted effort was achieved as the entire music department joined in the culmination of their work.

The orchestra did a phenomenal job of pulling off the two-hour gig. Much to the surprise of participants, the choir received a standing ovation for their rendition with the orchestra

of "The Battle Hymn of the Republic." Malvin Artley, Jr.'s arrangement of Glenn Miller hits gassed both the older and young sets. The highlight of the evening was Sugar Grove and the orchestra playing a Chicago arrangement by Leonard Wedge and Malvin Artley, Jr., conducted by Wedge.

November 8 sets the date for the second annual Elon "Pops" in which strolling minstrel musicians, table candles and dinner inclusive of the ticket price will be included.