

## Beating the job competition

As graduation approaches, many Elon students will enter the job market, some for the first time. In today's job market the job seeker may find greater competition because of the number of younger persons and more women who now hold jobs. As jobs are harder to find, frustration occurs and the graduate feels that his time is being wasted. What can he do?

Dr. Lawrence D. Brennan, professor of business communication at New York University, has some helpful advice for frustrated job seekers. In a seminar on "How to Get a Job" he stresses the most important factor in obtaining a job: "I want to work, work, work for you, you, you!"

Dr. Brennan claims that "there is an ideal job for everyone; your trick is to get that perfect job." In addition to choosing career paths, researching opportunities, and packaging oneself as a product, Dr. Brennan considers the two most important elements in acquiring a job: the resume and the interview.

### The Resume

Dr. Brennan states that the interview is the determining factor in whether or not a person gets a particular job. However, "the resume gets to the interview table before you do," he says; "next to your last will and testament, your resume will be the most important document you ever write. It is the most decisive document in your job campaign. The resume is the 'employable you at a glance' since most resumes are not read completely. In response to a single job advertisement by a Manhattan corporation, 1600 resumes were received. Out of these resumes about 100 were read thoroughly; about 10 interviews were granted. Thus, Dr. Brennan states, "If your resume does not look good in one glance you will not have a chance for an interview."

Dr. Brennan tells his class that well trained personnel executives look for those applications that can be "knocked out" at a glance. "Knock outs" include misspellings, faint type, overflowing margins, written-in notations, lack of growth in jobs and unexplained time gaps. Dr. Brennan suggests to his class, "If you've spent six months out West smoking the weed, put it on your resume as six months of self-directed study."

The most common mistake in resumes is vagueness. Dr. Brennan suggests that the problem can be eliminated by using a special form which includes space for such items as a position-wanted synopsis, detailed statements on education and work experience, special interests and honors. Although a person may not use all this material it gives him raw data from which to draw when writing a resume.

### Resume Rules

Dr. Brennan gives some helpful hints on how to complete a resume properly: Keep out jargon and boast-

fulness; avoid complicated expressions.

Use dynamic verbs like constructed, created, hired, managed, expedited, developed, achieved, earned.

Keep language concise. Say "I managed," not "I was responsible for"; say "major: marketing," not "I majored in marketing," for example.

Always include a job objective. If you have three different objectives, you should have three resumes. In the objective

section, don't be selfish: the message should be "I want to work for you!"

Don't list every job with every company; imply advancement but don't look like a job hopper.

Don't give references' names on the resume unless you have someone outstanding like President Carter.

If true, under personal information, include excellent health. If you don't, it might raise questions.

The ideal length is one page. A resume that is too long gives a personnel manager more items to knock you off for.

## News briefs

### Literary Magazine

Colonnades, Elon's literary magazine, has arrived. Resident students will receive copies in their mail boxes. Commuters can find copies in the library or in the offices of Teme Reice, Dr. Andrew Angyal, or Bill Sharpe.

### Selection of Majorettes

Majorette try-outs for the 1978-79 year will be held on Saturday, April 22, at 12 noon in the band room. All those interested should contact Sharon Clark at 584-7996.

### Elections

SGA officer elections April 18-19. Class officers and Senate elections April 25-26.

### Greek Week '78

Annual celebration begins April 17 and continues through April 20.

## Metcalf cont.

Parties should be returned to fraternity houses. Now, it is dangerous with parties off campus because there is a greater chance of people having wrecks traveling to and from parties if they have been drinking. The safety factor involved warrants returning parties to the fraternity houses. Extended infirmary hours: The infirmary is open so few hours that it is not useful to students. Students who become ill on weekends are unable to get help since the infirmary is closed. There is nowhere to go for help on weekends.

6. What previous political experience have you had?

"I was senator in my sophomore and junior years, and I worked with Bunny Carr. I have learned a lot from him. I have written two successful bills: 1) Freshman men are allowed to eat breakfast in McEwen dining hall. Before, they had to eat in Harper because of the crowded conditions. A lot of the time they did not eat at all. Breakfast is the most important meal, so I think it is important that they are allowed to eat in McEwen. 2) Extended hours in the library. This bill has helped students, especially dorm students. The dorms are usually too noisy to study and the library provides a quieter place.

Annette would like to encourage all students to come out and vote in the SGA elections. More students need to participate, says Annette.

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## WSOE expands broadcasting

by Robert Simmons

Elon's student radio station WSOE, has been expanded over the last six months by new members and additional equipment. Yesterday the station started broadcasting from 6 p.m. to midnight daily.

Since September 1977, when WSOE went into "test programming" with 10,000 milliwatts of power to the Elon College, Gibsonville, and Burlington community, the new radio station has increased its "active" members from five to 25. Bill Zint, station manager, says that the increase in active participation is largely due to the broadcasting course offered at Elon by Ann Ponder.

Last Thursday, five students received their FCC third class endorsement license to operate an FM radio station. They are John Holloway, Lynn Lawrence, Bill Zint, Ron Crofts, and Victoria Huffman. This

### Career corner....

## Opportunities open for 1978 grads

by Bobby Allnutt

Opportunities for most college graduates will be the best for the class of '78 of any year since 1970. Demand will continue to be strong for graduates in engineering, health sciences, computer and information services, physical sciences and business. Minorities and women, especially those with degrees in business and engineering fields, can expect excellent job opportunities. The liberal arts graduates can expect better possibilities in the job search.

The problem facing most college graduates in June 1978 will not be unemployment so much as it will be finding the job that meets the level of expectation. Most graduates ultimately locate employment to their liking, but the time required in the search for a career path is lengthening, especially for the low achievers. It is anticipated that this phasing-in will become even slower as the market for an increasing number of specialists becomes saturated, and the number of college graduates in the job market continues to increase.



The annual Greek Week celebration begins April 17. The week features an array of events. Featured here is the ever popular torpeding event.

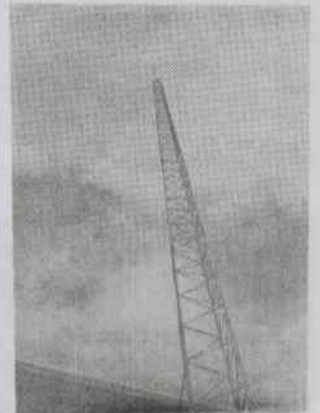
Photo by Robert House

now makes 10 people who can operate WSOE. The test was held at the FCC building in Winston-Salem.

On April 3, WSOE started a project of increasing broadcasting coverage to the surrounding communities. To do this, WSOE staff members removed the old 37-foot radio antenna that was located on the roof of Moffitt dorm at Harper Center and installed an 80-foot ROHN 45G radio tower. This tower is located in front of the Harper Center complex. This move took three days to complete at a cost of \$1,250. The new tower enables WSOE to "increase broadcasting efficiency about 40%," according to Bill Zint.

Recently WSOE installed an emergency broadcasting system that is part of the FCC and North Carolina emergency broadcasting system web. This system is to inform people in

case of an emergency. WSOE is in its final stages of construction and will be completed very soon, according to Manager Zint.



Piercing the skies at Elon's Harper Center is the new 80-foot radio tower of WSOE. Photo by Bill Murphy

Others will be squeezed out of the job of their expectations. This will not be due to the job market nor to their qualifications but, rather, because they did not work hard enough at landing a job. Finding the right job takes time, effort, energy and preparation. The career planning and placement offices have several tools to help students conduct an aggressive job search. Among the many new books are **How to Get the Job That's Right for you** by Ben Greco, **What Color is Your Parachute?** by Richard N. Bolles, **Careerism: How to Select a Successful Career** published by WWWWW Information Services, Inc.

Many services are available to you in the counseling office. Among the various offerings are vocational testing, a career file with descriptive folders and brochures on occupations, personal counseling, recruiting schedules and the opportunity to start a placement file. A workshop will be offered on April 26 to help students begin self-exploration through identification of values, interests,

personality types and aptitudes. Students may sign up for the workshop in the counseling office.

There is no magic formula and no one has a crystal ball; however, many factors can help predict trends. The Bureau of Labor Statistics has been increasingly accurate in predictions. Numbers needed in various occupations and salary-range predictions are available in the Career Planning Office.

If you need help in deciding on a major, if you have identified a major but would like to know career opportunities, if you know what you want to do but do not know how to start looking, if you would like to take some tests to understand yourself better, if you would like to start a placement folder, or if you would just like to talk with someone about your future, drop by Alamance 104 to see either Larry Barnes in the placement office or Bobbie Allnutt in the career planning office. The services are for all Elon students.