

Says Oakland placement

Job outlook is bright in right field

The university seniors with the right majors can look beyond the final year of school and see some bright job prospects ahead, an Oakland University placement specialist says.

Ron Keven, former president of the Rochester Board of Education, speaks from his long experience as head of the OU Career Advising and Placement Office.

The recruitment on university campuses actually starts in mid-October. That's when thousands of corporation and government representatives begin their annual search for new talent, Keven said.

What career field looks brightest as 1981 draws to a close? Keven, OU assistant provost for advising and placement, has the answers.

Companies are placing major emphasis on recruiting engineering, computer science, accounting and hard-science majors.

In addition, "continual contact by hospital and health-science-related employers show strong interest in the hiring of nursing graduates, physical therapists and other majors within the health sciences, Keven said.

There appears to be evidence that many employers look at the present economy with concern but also are planning ahead as they look to the needs for new and fresh talent.

KEVERN SAID many companies have scheduled recruiting visits to the OU campus more than one year ahead of the actual date.

The OU fall schedule is nearly full, and a large number of out-of-state companies are joining in-state recruiters in seeking talented university graduates.

To get the most out of these visits the university plans ahead just as the recruiters do, Keven said.

Keven said during the first week of the new school year at Oakland University, many college seniors visited the university's Career Advising and Placement Office to make certain they are ready for the fall recruitment season.

Planned in the weeks ahead are many seminars and programs to assist the soon-to-be graduate in entering the working world.

Included in the programming will be a meeting for all seniors, introducing them to the Oakland University Career Advising and Placement Office as well as making them aware of the many programs the office presents in their interest.

Several seminars are scheduled, including presentations on "The Campus Interview: How to Succeed," "Resume and Letter Writing," "Job Develop-

ment," as well as a program on "How to Market Yourself."

Past years have shown these seminars to be popular for the senior.

FOR THOSE in the less-sought-after fields, there are special needs.

The arts and sciences major at Oakland University frequently has coupled an education with a concentration in several areas that will aid in the job search. Employers have been most encouraging when made aware of these concentrations, Keven said.

Interest in graduate and professional school continues to receive high priority.

The Career Advising and Placement Office serves as a distribution site for applications for the various aptitude tests required for persons planning on graduate and professional school. Large numbers of students request these materials.

Keven said that many education majors have left the state in a successful search for employment in their chosen field.

Continued concern for the state's financial picture and its effect on the hiring of new teachers coupled with decreasing school enrollments in the state's schools will cause many of the 1982 graduates to consider a move to other parts of the country.



Gerald Brundie of Farmington Hills has been admitted as a partner in the Detroit office of Arthur Andersen & Co. He joined Andersen & Co. in 1969, following his graduation from the University of Michigan. Assigned to the firm's Management Information Consulting Division, he was promoted to manager in 1975.

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