

U-M, MSU say seniors' job chances are good

Ann Arbor recruiting still heavy

ANN ARBOR The energy crisis may dim what had been a bright outlook for this year's job-hunting college graduates. Still, more openings will be available this spring than last.

"We thought recruiting would be up 18 per cent this year. The extent of the energy shortage may cause us to revise the prediction downward. But that still represents a healthy increase over 1973 recruiting on this campus," says Ewart W. Ardis, director of the Career Planning and Placement (CPP) Office at the University of Michigan.

In 1973-74, business recruiting will be more than 38 per cent higher than in 1970-71, the lowest year for recruiting visits at the U-M in the last decade, Ardis notes.

"Despite the energy crisis and talk in some sectors of a business recession, we are very optimistic about the job opportunities for the class of 1974."

William R. Audas, an associate director of CPP, predicts that if the fuel crisis becomes more severe, U-M's graduating class may be hurt more than seniors at some other universities.

"Our students depend heavily on the auto industry in Detroit for jobs when they graduate," Audas comments. "If the situation gets bad for Detroit, it will be reflected in the number of jobs offered to our students."

So far, however, no recruiters have cancelled their U-M visits due to the energy crisis.

Miss Teen Ager pageant lists 12 girls from area

Twelve area girls already have been chosen to participate in the Miss Michigan Teen Ager Pageant to be held March 15 and 16 at the Detroit Hilton Hotel.

The girls, all 14 to 18 years old, include Sharon DeBono of Livonia; Carmen Eshaki of Southfield; Teresa Furlong of Westland; Debra Lynn Grass of Southfield; Diane Margolis of Livonia; Laurie Ann Quigley of Livonia; LaDonna M. Reddington of Livonia; Debbie Rhone of Livonia; Mary Ann Riggs of Livonia; Clare Teresa Tully of Farmington Hills; Laurie Lynce Watseil of Westland; and Mary Ellen Wojtan of Livonia.

At the state level, scholarships will be awarded to finalists, and the winner will also receive a six-day all-expense-paid trip to Atlanta, Ga., to compete with other state winners for the title of Miss National Teen Ager.

In the national finals, cash scholarships amounting to \$10,000, a new car and a trip abroad will be awarded.

All Michigan girls between the ages of 13 and 17 are eligible to compete. Judging will be based on scholastic achievements, civic contributions, poise, personality and appearance. There is no talent or swimsuit competition.

Applications may be obtained by writing the National Teen Ager Pageant, Box 406, Rockton, Ill., 61072. Applications will be returned.

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Michigan State's outlook

EAST LANSING Employers are actively recruiting this year's college graduates despite threats of economic recession, according to a survey conducted by Michigan State University's Placement Services.

The annual recruiting trends survey indicates that employers have taken a "wait and see" approach regarding the effect of the energy crisis on their business, says Jack Shingleton, placement director.

The 431 employers surveyed indicated that there will be an increase over last year in the number of college

grads hired in addition to salary increases of four to five per cent.

Employers stressed the need for technical and applied skills, says Shingleton. The academic majors of highest demand according to the survey are accounting, mechanical engineering, electrical engineering, business administration, industrial engineering, finance, chemical engineering, marketing and civil engineering.

Even elementary and secondary education and the utilities, which leveled off and/or dropped in recent years, are beginning to show a slight increase in demand

for college graduates, says Shingleton.

In addition to analyzing the latest trends in hiring for the nation's employers, the survey examines such areas as minority and female hiring, goals, the mobility of college graduates and what criteria employers use for selecting the grads they hire.

When asked to list the three most important things they consider when hiring college grads, "personality" headed the list, followed by "knowledge of subject material" and "previous work related experience." Grades were the fifth item on the list.

The top four reasons for NOT hiring graduates were: Lack of goals and motivation, poor communication skills, lack of aggressiveness, and lack of proper academic background.

On the other hand, employers told that once hired today's graduates make better employees than those of five years ago because they are "better informed," "academically stronger," "more appreciative of their jobs" and "more realistic."

Employers indicated a need for colleges and universities to solve the current

oversupply of college graduates by encouraging students to complete technical or skills training rather than working towards a four-year degree. They also stressed the need for more work-related experiences during college.

Additionally, emphasis was also placed on the importance of providing faculty with more contact with the prospective employers of their graduates.

In pointing out the weaknesses of college placement operations, the employers

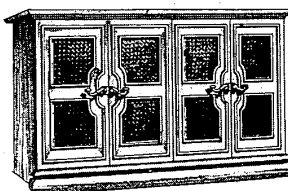
cited "insufficient screening of applicants," "lack of counseling of students for interviews," and "disorganized placement operations" as the major obstacles to effective contacts with students.

Almost half of the employers surveyed indicated that they will "actively search out and consider minority candidates." About 170 firms indicated that they would take similar action when recruiting women.

The majority of firms in both cases said that they would "consider all candidates on the same basis."

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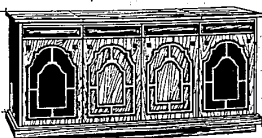
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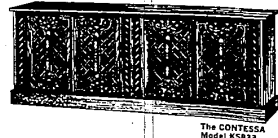
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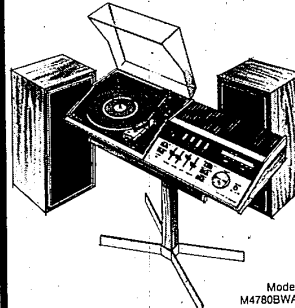
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