

College Degree Pays Off at a New High

A college degree is paying off this year as never before. "This has been the most competitive college recruiting year in history," according to Donald C. Hunt, University of Detroit director of placement, one of the institutions participating in the College Placement Council's 1966-67 survey of beginning salary offers to college seniors.

The Council's final report of the season revealed total volume was up 8.2 per cent — this on top of the 33 per cent jump noted last year. Increases in beginning salaries were higher than at any time since the Council launched its salary survey in 1959-60.

Offers to non-technical, bachelor's degree students rose 7.7 per cent to \$614 a month. The average for technical students went up 7.3 per cent to \$720.

The College Placement Council is the coordinating and service organization for the eight regional College Placement Associations of the United States and Canada. Data for its Salary Survey, which is limited to male students, were collected from 116 selected colleges and universities from coast to coast, covering 45,483 bachelor's master's, and doctoral offers.

Prior to 1965-66, gains for bachelor's candidates were under 5 per cent. In the seven years since the Initial Salary Survey, the non-technical average has increased \$172 or 38.9 per cent. The technical average has gone up \$103 or 36.6 per cent. Of this, 15.4 per cent of the non-technical total and 13.4 per cent of the technical figure occurred over the last two years.

"The aerospace, electronics, and chemical drug industries, which rely heavily on technical manpower, continued to make the most offers this year," Hunt said, "but public accounting firms registered the greatest percentage increase with 13.3 per cent. Next were the food and beverage process employers and the merchandising field, both at 9.4 per cent, and the banking-finance-insurance group at 8.7 per cent."

The electronics industry recorded the highest dollar average with \$718, followed by aerospace at \$716, and chemicals-drugs at \$715. Aerospace continued to be the most active recruiter, making twice as many offers as the next employer group, electronics.

By curriculum, chemical engineers attracted the highest offers with a \$733 average; electrical engineering, \$728; aeronautical engineering, \$724; and mechanical engineering, \$720. But none of the leaders was among the first four in percentage increases. Accounting led this list with 8.9 per cent, followed by humanities and social sciences, 7.7 per cent; physics-chemistry-mathematics, 7.6 per cent; chemical and mechanical engineering, 7.5 per cent; and business, 7.4 per cent.

On the master's level, this was the year of the MBA. The Master of Business Administration's candidates experienced a 10.1 per cent gain in dollar average over last year. Those with a technical degree wound up the year with the largest dollar average among all master's candidates with \$669, although electrical engineering was close behind with \$668. It is believed that this is the first time an MBA average has topped the engineering master's averages.

Activity on the doctoral level was mixed. Volume was 15 per cent higher than on the other two levels, but more modest increases were recorded in average dollar values. The largest were for mathematicians and mechanical engineers—both 6.7 per cent. Mathematicians, who have experienced a 12.1 per cent gain in two years, ended the season at \$1,220 and mechanical engineers finished at \$1,212. Dollar-wise,



THIS QUARTET of high school students from Livonia confers with Don Craig about their music studies while attending the recent third annual Youth Chorus camp at Northwood Institute in Midland. They are (from left) Leanne Richeson, 2511 Vargo, and Lisa Meyers, 8854 Bawn (seated); Don Price, 15679 Sunset; Linda Zilblich, 14618 Stonehouse; Laura Thompson, 18339 Grimm, and Craig. The Youth Chorus Camp was under the direction of Mr. Theodore Vashburg, director of the Northwood School of Music, with Craig, one of the great choral conductors of the country, in charge of instruction and of the Concert in the Glen which climaxed the week-long study period.

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33 Scholarships Awarded to Area College Pupils

Awarding of scholarships to 33 students for the fall and winter semesters of the 1967-68 academic year has been announced by Schoolcraft College Dean of Students Affairs, Edward V. McNally.

Schoolcraft Gets Grant For Library

Schoolcraft College has received two grants totaling \$15,829 for the acquisition of library materials under the College Library Resources Program authorized by Title IIA of the Higher Education Act of 1965.

Notification of the grants was made to Dr. Eric J. Bradner, Schoolcraft president by the U.S. Office of Education.

The total grant was comprised of a \$5,000 basic grant which must be matched by funds already budgeted by the college, and a supplemental grant for \$10,829. The supplemental grant need not be matched by college funds under the Title IIA program.

The money is to be used for the purchase of books, periodicals, documents, microfiche copies of publications and audio-visual materials.

Dental School Accepts Four From Area

Your students from Livonia and Farmington have been accepted for the fall class at the University of Michigan School of Dentistry.

They are Verne E. Ticknor of Farmington and Milbourne J. Livernois, Richard R. Schirmer, and Norman R. Wilhelmson, all of Livonia.

They were among the 95 accepted for the class with seven more students to be named soon to bring the fall's entering class up to an all-time high of 102.

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