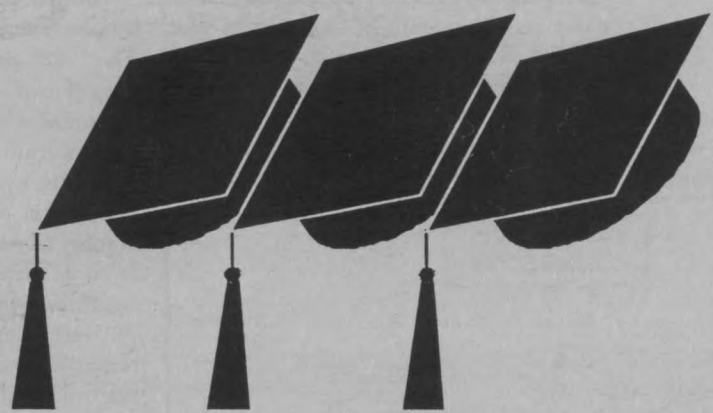




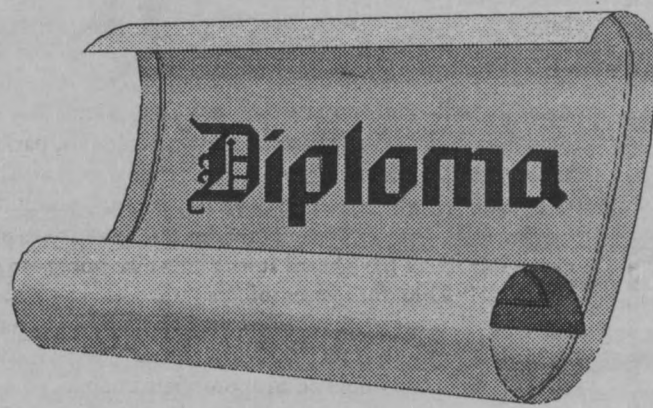
COUNSELING & CAREER SERVICES
UNIVERSITY OF CALIFORNIA
SANTA BARBARA



CAREER SUPPLEMENT



Graduation



New Beginnings

SPRING QUARTER, 1998

An Open Letter to the Class of '98

By Lily Maestas, MSW
Counseling & Career Services

As Spring quarter unfolds on campus it got me thinking back on my own university graduations and wondering how things have changed since those days in the middle 70s that still seem so crystal clear to me and yet evoke shocked gasps from students when I tell them the year of my exit from student life. I take heart that in my position as tribal elder in the eyes of the Class of '98 I am allowed to reflect on my experiences before, during and after college graduation and speculate on what you might expect upon exiting the hallowed halls of the academy.

The first difference I notice is the numbers of you who actually participate in graduation ceremonies. When I graduated with my B.A. I finished my course work in March and immediately boarded a plane to, no not Europe but the destination point of my generation of graduates, Hawaii. Hence, when actual graduation ceremonies were taking place in Colorado in June, I was sipping Mai Tais in paradise with what was then my version of heaven on earth in swim trunks. Ceremonies for graduate school fell on the same day as my 21st birthday and I was not about to wile away the day with 5,000 other graduates sweltering away in the noonday sun in Husky stadium at the University of Washington. I did, however manage to keep my tassel and hood to convince my parents that I had indeed finished. Regrets about not going through ceremonies? Not really. So much for tradition. It was after all the 70s.

What struck me shortly after the end of my student life was that there is a great deal of attention paid to preparing for graduation and not much attention paid to what happens to your identity the first couple of years after you're done with your undergraduate work. Kind of like the energy that goes into a wedding often times forgetting that the marriage is what will require the majority of effort and adjustment.

One of the first major shocks for me was that I was no longer a student. Do you realize that "student" is an identity you have had since you were probably five, maybe younger if you were in nursery or pre-school? It is an identification you have grown comfortable with, you've certainly mastered over the years and others have come to value you within that context. You have adopted the uniform, lifestyle, language and cultural norms of the student life. All of a sudden, BOOM! you're booted out of the academic nest with a hearty handshake, a fond farewell and what approximates a diploma. The real thing comes in the mail several months later providing you have paid all your outstanding parking tickets, library fines and various other financial stumbling blocks on the road to degree city. What strikes me as odd and somewhat ironic is that you will probably receive your invitation to join the Alumni Association before you receive your actual

diploma.

Come the first September after graduation when every one is buying their new books, scheduling classes and looking for roommates you somehow feel at a loss for what to do. You begin to experience the first real loss of academic rituals that have become so familiar to you. You realize that September has always been the "beginning" of the year for you, January first was when the grown ups thought the new year began but for you and your contemporaries it really began when you went back to school. Not so this year.

Many of you will begin professional position right about now. After having spent three months back packing through Europe, waiting tables and laying out on the beach, or frantically searching for some kind of work that validates your recent metamorphosis

debts of several small third world countries. You spend several evenings a week on the phone, long distance of course, talking with your former college roommates about the good old days, only to realize that your telephone bill is going to be outrageous and that you need to be up at 6:30 in order to get a good parking place at work. At least the old Isla Vista parking shuffle will make you an expert at squeezing your car into the smallest amount of space on the block.

This brings me to the third adjustment to confront you during this time. That is the rhythm of your life. Up until now there was a certain amount of flexibility in your schedule. I know as students, you are very busy, but most of you will move heaven and earth not to have an eight o'clock class, and feel it is your right to receive special recognition at graduation ceremonies if you have

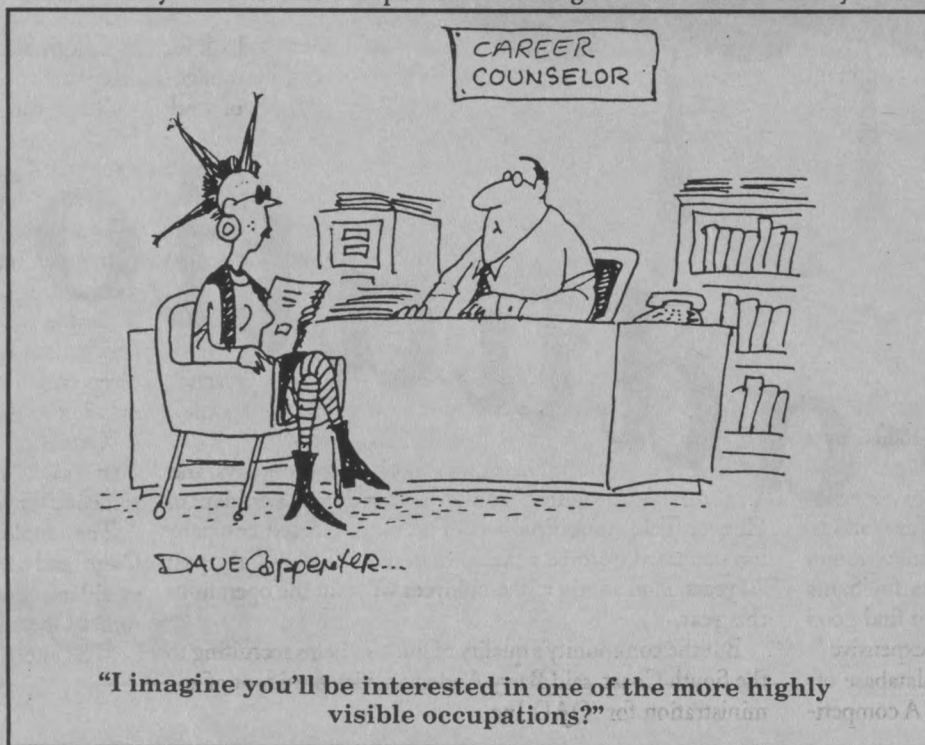
your colleagues but the fact that up until now there have been people in your life whose most compelling professional responsibility was to intellectually stimulate and motivate you to learn. Whether they succeeded, is not the point, but the fact remains that since kindergarten there has been an entire cadre of teachers, librarians, professors, TAs and other academic types who have provided the framework with which you learned. Your colleagues are not boring or stupid, the fact is, it is not their job to entertain you with fascinating or scholarly details!

You will now enter a new phase of your intellectual life I call "adult learning." This is the concept that once out of the confines of academia we become responsible for determining what we need to learn, how we are going to learn it and if we have learned it. No more class syllabi, or reading outlines with the number of pages clearly defined by the number of weeks in the quarter. There will be no mid-terms or finals in adult learning to determine whether you have learned what you were "supposed" to learn. While this may be terribly uncomfortable at first, as you embrace this concept in your adult life it becomes very liberating and more intellectually motivating than traditional academic learning because you are learning what you want and need to learn as opposed to what is required for a class. You take control for your learning, for your own stimulation and advancement. You will begin to see your community as the new learning landscape for your continued education.

Some of you will find yourselves in the position of taking work that is not at all related to your long range career goals as a way to keep a roof over your head and cereal in the cupboards. Some of you will find yourselves piecing together two or three part time jobs. I understand what havoc this can do to your, by now, very fragile ego. Understand that this is truly one of the most difficult and profound transitional stages in your life. You are re-defining yourself within a context that is uncharted waters for you. The world will relate to you differently and expect different responses to its stimuli as a result of your loss of student status. The world in general will have different, more adult expectations from you as you shed your student identity for the professional working person you are in the process of becoming.

Research has shown that the average college graduate will stay at their first place of employment after graduation anywhere from six to eighteen months, but most will want to leave within a year. Most of the time that first job is taken only to satisfy anxious parents, pay off student loans or to prove to yourself you can actually get a job with a degree. This usually results in jobs graduates are ill suited for or that hold no interest for

See OPEN LETTER, p.6A



from student to "qualified college graduate." You hopefully settle into your new job only to be confronted by your second major shock about life outside of school. You realize shortly after you start working that most of your fellow employees are older than you, often times have lives and activities that are very dissimilar from yours and your social life is zero. One of the many pluses of school is a ready source of potential buddies that change from class to class, from quarter to quarter. The pool of potential friends with similar interests and world views is much more dense in college than out in the employment arena. All of a sudden you are responsible for developing your own circle of friends, but from where, certainly not from the old farts you work with. You're not getting paid enough to join a health club and lunch out everyday has caused your budget major problems, not to mention your new working wardrobe has created a credit card bill comparable to the combined national

had more than two of them in your entire college career. All of a sudden you have to get up every day to be to work at eight, and they expect you to be on time! You get an hour for lunch and are at work until five or later. I takes up so much of your time, when do they expect you to get anything done? Your rhythm of life has changed, you're more accountable for your time and you just can't blow off work and stay home and watch Oprah like you used to. It will take some time to adjust, to feel the rhythms change and your schedule of doing things to redirect itself to accommodate the changes working full time demands.

Probably the last shock I want to prepare you for is what I have labeled the "intellectual depression" that will set in as a result of your departure from academic life. I have heard former students complain about the fact that their co-workers are boring or don't really have anything interesting to say. I believe the crux of the matter is not

PEACE CORPS

UCSB Campus Events

INFORMATION TABLE

April 15 and 16
In Front of U Cen
9:00 am - 2:00 pm

FILM SHOW

April 15, 5-6 pm
April 16, 4-5 pm
Girvetz Hall, Room 2326

DINNER WITH RETURNED PEACE CORPS VOLUNTEERS

April 15, 7:00 pm
Casa Blanca Restaurant
509 State Street
Everyone welcome!

ON-CAMPUS INTERVIEWS: April 27 - April 29; Counseling and Career Services. Begin signing up April 21 after 1 pm in Counseling and Career Services. Must bring completed application to interview.

Bill Chang (800) 424-8580, ext. 1

www.peacecorps.gov



PRE-LAW?

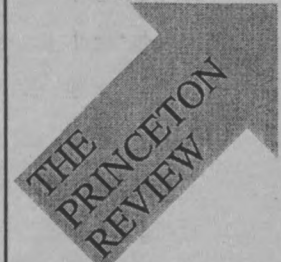
LSAT classes start:

- April 25
- June 20
- August 8
- October 17

PRE-MED?

MCAT classes start:

- June 13



1-800-2REVIEW

It's a Job-seeker's Market Out There

By Ron Trujillo

Santa Barbara News-Press

Benefits, bonuses and even bounties are becoming more common approaches to dealing with a fast-growing problem — finding and keeping high-quality workers.

Santa Barbara County's booming businesses — from fast-rising STAR Telecommunications to medical-device maker Mentor Corp. — coupled with an expanding economy are generating a job-seekers' market.

"It's the best job market I've ever seen," said employment recruiter and head-hunter Gary Kravetz, chief executive officer of Santa Barbara Placement Inc. "Four years ago, our lobby was full (with job-seekers)."

Now, the business is catering to companies competing for high-quality, highly-trained workers. And the companies are attracting — and attempting to keep — employees with more perks and higher wages.

"There's a real shortage of people," said Steve Cushman, executive director of the Santa Barbara Region Chamber of Commerce. "But it's a good problem to have."

The county's jobless rate has been pared to about 5 percent, the past year, and could fall further, reaching near 4 percent during the next several months, economic and employment officials predict.

Although the conditions create a dream-like market for job-seekers, employers are forced to pay higher wages and other incentives to lure and retain workers.

For example, the county's per-capita income, adjusted for inflation, increased a modest 1.9 percent to \$25,531 in 1996, the most recent figures available, according to the U.S. Department of Commerce. The federal agency estimates income will improve only 4.3 percent during the next three years.

But compensation could climb 10 to 20 percent — especially in the fast-growing high-tech sector — fueled by a shortage of workers, company officials said. Along with income, company incentives — from bonuses to flexible schedules — could also become part of the package for workers.

"It's competitive out there," said Cathy Steinke, senior vice president and director of human resources for Santa Barbara Bank and Trust. "It's getting difficult to find good people. We can find them, but it can be more expensive."

The bank attracted Jeff Banks, a marketing database officer from Des Moines, Iowa, earlier this month. A competi-

tive salary, a signing bonus, relocation costs and a menu of other benefits — from health-care insurance to 401(k) — helped lure Banks, who first started talking with Santa Barbara Bank and Trust in June.

"The whole package was what I was looking for," said Banks, who was also assisted with one of the more difficult relocation tasks — finding housing in Santa Barbara.

It's an approach that can make a difference with high-skilled workers, officials said.

"The economy is booming, no one is looking for jobs, everyone is employed," said Ram Natesh, economic development director for Santa Barbara County. "It's hard to find good, quality people."

So businesses benefiting from the expanding economy are handcuffed by the shrinking workforce. The South Coast's booming high-tech industry has been the hardest hit by the shortfall of workers.

Computer-related and engineering employees are in short supply nationwide, said Natesh, adding that companies are actively "corporate raiding" or even hiring high-skilled engineers from Canada, Europe and Asia.

Kravetz admits companies are coming to him to look for workers. Most are already employed, but with encouragement they may more — for a price. "Nobody's out of work that can do any type of programming," he said.

It's a crisis in the making, since American colleges will graduate about 25,000 high-tech students this year — less than 10 percent of the 350,000 existing high-skilled vacancies in the United States, said Monica Gliva, spokeswoman for American Business for Legal Immigration.

The group is asking lawmakers to lift the limit of 40,000 H-1B visas — allowing skilled immigrants to become temporary workers in the United States — which will be reached in May. Otherwise, the expanding economy could suffer, Gliva said.

"Engineering positions are difficult (to fill) these days, and it's gotten a little tighter," admits James Keenan, president of Hendry Telephone Products. The Goleta-based company has increased from 18 employees to more than 400 the past 20 years. And another 30 employees will join the operations this year.

But the community's quality of life also helps recruiting to the South Coast, said Barry Anderson, vice president of administration for QAD Inc.

The Carpinteria-based software company added about 365 employees last year, with nearly 150 in the local office. QAD has already added another 80 employees for the local operation since January, with 10 more slated to start next month, Anderson said.

QAD benefits from a progressive program, allowing employees to search for workers.

"Our most successful recruitment activities are done by employee referrals," admits Anderson, who estimates about half of its new employees were referred by workers.

Santa Barbara Bank and Trust also offers bonuses to employees for referring workers, said Steinke, who oversees a nearly 750-person workforce. The banks' "bounty" bonuses range from \$500 to \$1,000, depending on the position.

But after a business hires employees, the job is just starting — for the company. Competitive compensation, from hourly wages and salaries to fringe benefits, and an employee-friendly environment are vital to workers.

"It's not always money" that keeps and lures workers, said Kravetz, adding a flexible schedule is another plus.

Xerox document supplies account managers Illean Carter and Ruth Sleep, agree. They have been job-sharing the past five years.

"I had turned in my letter of resignation and would have left without job-sharing," said Carter, who has an 8-year old daughter, Danielle, and 12-year-old son, Brent.

Carter works Mondays and Tuesdays — and alternating Wednesdays. Sleep — who has a 6-year-old son Teddy, and twin 4-year-old daughters Diana and Paige — works Thursdays and Fridays, and every other Wednesday.

Business cards include both their names, while voice-mail and written messages help with the "handoff" at midweek, Sleep said. The arrangement allows for more personal time — while commissions are divided between the women.

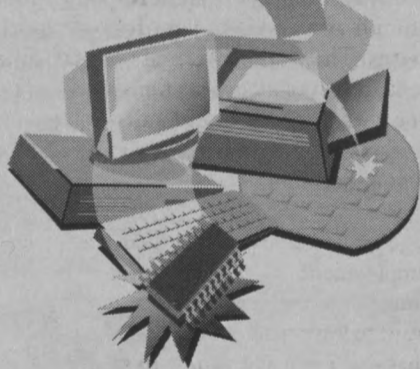
Xerox "gets more than one person" with the program, Carter said. "You can bounce ideas off someone and you have someone with a fresh start in the middle of the week."

The employee-friendly, forward-looking program helps Carter and Sleep — as well as Xerox, said William Hard, vice president-general manager of the California Coastal Customer Operations for Xerox.

"The alternative (to job-sharing) would be part-time em-

See MARKET, p.7A

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For more information about our company, our products and the career opportunities we offer, check out our website at <http://www.IDT.com>.

IDT is always looking for engineers with experience, as well as recent graduates, in the following areas: Design, Product, Test, Applications & Process engineering. These positions are available in the Silicon Valley and Salinas, California and Hillsboro, Oregon.



As the communications and personal computer industries change our lives, IDT is driving the semiconductor technologies that make it happen. Our practical approach to innovative technology has made us a strategic partner with the world's leading communications and personal computer companies. We produce 64-bit RISC processors, innovative, 1-transistor Fusion Memories, high-speed logic, multiport SRAMs and FIFOs, as well as ATM networking products. Our recent introduction of a low-cost, low-power 200MHz Pentium-class processor is helping bring powerful desktop computing to everyone. You are invited to apply for the following positions:

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We will be holding on-campus interviews on May 7th and 8th. Please contact the Career Placement Center for more information, or Fax your resume to: John Hancock Recruiting Director (213) 651-5694



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Getting Experience After Graduation

By Deb Artz
Internship Coordinator

Not ready to tackle MBA, Law or Graduate School applications yet? Have you missed out on campus interviews? Your major is liberal arts, not accounting, computer programming or engineering. On top of this, you have limited experience given you ended up doing retail or food service most of your college life to make ends meet. These are NOT the types of jobs or industries you envision for yourself after investing in your UCSB BA/BS degree. So now what?

Option 1: Consider a post-BA internship or fellowship that might give you experience in the field you want to pursue. The Applied Learning Program maintains more than 120 individual programs by career area and location for your review at Counseling & Career Services. Also, see information on Americorps and the many short-term opportunities through Ralph Nader's *Good Works* Directory of Social Action or Consumer Advocacy Organizations.

Option 2: Register for free with an employment or temporary agency (now called staffing services) in the location you hope to work. *Lab Support* is an example of a nationally recognized employment agency for science graduates seeking four to six month assignments with industrial research labs. *Culver Personnel Services* is a statewide agency that places college grads in management trainee and marketing/sales positions. *Accountemps* is a world-wide organization

that specializes in finance and management information systems positions.

Option 3: Develop your professional skills through



"This is a helluva way to find out what color my parachute is!"

UCExtension Certificate or Community College Adult Education classes. These courses are usually taught on weekends or in the evenings by professionals working in the industries you might be seeking. Programs in hazardous waste management, human resources, advertising, public relations, multi-media, web design and management are just a few examples of what you will find. This is a great way to network with people working in companies or organizations you think sound interesting. They can give you insider tips, and sometimes referrals to colleagues they know are looking for energetic, eager college grads like you. The training also helps get you the edge on cover letters to get the interviews to break into fields you want.

Option 4: See the world. Develop your foreign language and intercultural communication skills. Consider teaching English as a second language. Combine your travel experience with a job overseas using the BUNAC, CIEE or AuPair Europe work exchange programs. See other short term work abroad, volunteer or teaching opportunities now on the internet under the "International" section of the internship portion of the C&CS Career web page.

For all of the above options, stop by the Applied Learning Internship Program Area at Counseling & Career Services or attend a workshop on *Alternative Employment Options* at this location on May 6 from 4-5 p.m. Also see details on our webpage under internships and then "International" or "Post-BA." The web address is: <http://career.ucsb.edu>

"Out" at Work

By Micael Kemp

Coordinator, Employment Services

For graduating lesbian, gay, bisexual or trans-sexual (LGBT) students, facing the world of work poses the additional dilemma of whether or not to come out either in the job search process or on the job. There is no one best answer for this dilemma. First and foremost, you will need to consider what is best for you. And second, you will need to assess the impact of being out on your potential or eventual employment. Some points to ponder as you ponder:

*Know how important it is to you to be out. Some people feel strongly about being out for political reasons or because of a strong identification with the LGBT community. Others try to maintain a separation between what they consider to be their personal and professional lives. Before looking for a job, decide how active and visible you

want to be once you are employed. Most research shows that someone who attempts to "pass" is more prone to emotional and self esteem problems. On the other hand, being out on the job puts you at risk of being the target of discrimination. If you are undecided, wait. You can always come out later, and the decision to come out is always yours.

*Look for gay friendly environments. While sexual orientation has yet to be included in national civil rights laws, many companies and cities do include sexual orientation in their non-discrimination policies. Counseling and Career Services has the *Gay Yellow Pages* (gay-friendly companies in southern California), the *Lavender Pages* (gay-friendly companies in northern California) and *The 100 Best Companies for Gay Men and Lesbians*. You can also check out advertisements in national or local gay newspapers and magazines for other gay-positive

organizations.

*Review your resume. If you have served as a leader of a LGBT organization or had LGBT-related work experience, you will need to determine how you want to describe this on your resume. If you decide to name the LGBT organization with which you worked, be sure and focus on the skills you used in the position, as you would with any other job or extracurricular activity. If you want to include the work you did, but not "out" yourself by identifying the organization, you can simply describe it as a campus organization, an anti-discrimination activity or cultural club. Or you can choose to construct your resume using a functional format and sidestep the question of what you did where. You will face the same choice point in the interview when you might be asked "Tell me about this cultural club..." so be sure in advance how you want to answer questions

like that.

If you decide you do want to be out, there is no one way to do it. You might decide to come out on your resume, in the interview, before accepting the job or after you have established yourself as a professional. You might come out casually with your co-workers by talking about the people you spend your leisure time with, or you may want to have a more formal meeting with your supervisor to come out. Some professionals suggest not making a "big deal" out of your sexuality. After all, the main aspect of employment is your job performance.

If you would like to talk over issues related to sexual orientation and career decision making, please feel free to come to Counseling and Career Services and talk to one of the career advisors. We will be happy to help you decide what approach will fit you and your needs best.

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Medical division of THE PRINCETON REVIEW
Classes start June 13 1-800-2REVIEW

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- Do you want to stay in Santa Barbara but fear you'll never find a good job here?

We've got the job for you!

The **Santa Barbara County Personnel Department** is seeking applicants to fill an entry-level **Personnel Analyst** position. Bring your well-developed analytical, written and oral communication, and interpersonal skills, and a willingness to learn; we'll provide the training in employment law and County policies. This is your chance to start a challenging career in the human resources field, work in Santa Barbara, and learn about County government.

Starting salary: \$35K. Applicants must have a BA in business or public administration, behavioral or social sciences, or a related field, or be in their final quarter.

Apply by 4pm on 4/22/98 (Job Bulletin #98-5685-05).

For an application, contact:

Santa Barbara County Personnel Department
1226 Anacapa Street, Suite 1
Santa Barbara, CA 93101

(805) 568-2800 • FAX (805) 568-2833

www.co.santa-barbara.ca.us/personnel/

AA/EOE

I Went to the UCen and I Found My Future

By Don Lubach

9:15 a.m.: Santa Barbara, CA

I am a UCSB career advisor wearing a blue sweater and typing away on a green laptop computer. I am beside the University Center at UCSB. It is a sunny but cold morning with clouds over the hills and out over the ocean — I am on a career safari.

My goal is to locate and describe career opportunities that occur naturally and frequently all around our UCSB habitat. My hypothesis is that career enriching opportunities swim past the average student like schools of fish. And I have some suggestions on how to catch them.

9:15 a.m.: I will begin with all of these posters.

At night, nocturnal campus denizens creep the surface of this concrete plaza with tape, paper and staple guns with the intention of promoting their campus organization, political candidate or a vacancy in their innovative rock band (the thoughtful ones get approval from the Office of Student Life). Many of these fliers are career pathways worth exploring. That job in the rock band might lead to your career in the recording industry.

9:20 a.m.

I have stepped inside the UCen and I am observing the colorful entry way to the UCSB Travel Agency. There are special offers for trips all around the globe.

If you have the means and the courage to travel while you are in your student years — I urge you to do it. Travel is a proven career stimulant. Students returning from abroad possess some of the most mature and advanced career plans. The process of planning for travel, booking flights and planning an itinerary is analogous to much of the career planning process. Every voyage requires some planning, some risk and an investment...

9:35 a.m.

I'm back out in the sun and strolling down the row of vendors who occupy the perimeter of Storke Plaza (what an office these people have!) I am offered a free T-shirt if I will complete an application for a credit card. I have found an opportunity to improve (or weaken) my relationship with money and credit. Many UCSB stu-

dents have learned some painful lessons that began with this innocent free T-shirt. Used properly, a credit card can help build a credit record and money relationship that will help students as they take off into the world of work.

10:00 a.m.

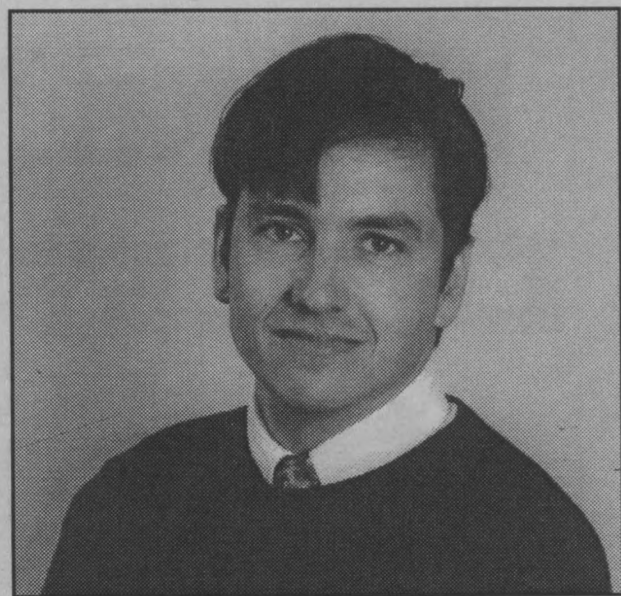
Back along the steps of the plaza, I find myself before a row of tables occupied by members of campus organizations. Joining any campus group can powerfully impact your career direction. I can guarantee you that a large percentage of the student accounting association membership graduates into a job in the accounting world. Joining groups such as **El Congreso**, **The Investment Club** or the **Chess Club** can not only bring new career opportunities, but allow you to grow relationships with fellow students who have similar interests and who can help you now or later in life when you are changing jobs.

10:15 a.m.

I have followed the building around to the new **MultiCultural Center** — a special place where differences are celebrated and ingrained thinking is challenged. Multicultural competence is high on the list of desirable skills for most modern employers. For example, if you think you might have trouble working for a boss who is not from your gender or ethnic category, then you need the resources at the MCC and maybe some counseling (which you can get at my office just for showing us your access card).

10:24 a.m.

If you have been attuned to my location here at the University Center and you know this place well, then you know what just happened to me. A wholesome looking lad with 1950s style glasses and a crew cut just handed me an invitation to attend some sort of religious event at which a sacred text will be studied and admired. Religion and careers can be very compatible and even mutually conducive. Specifically, I know of people who got a job because some nice person in their church told them about it. Religious people tend to prop each other up in times of difficulty and challenge. A book I recently read by a psychologist/philosopher, Thomas Moore ad-



Don Lubach, Career Advisor

vanced the idea that "living from a deep place" is vital to the career process. Maybe taking this guy up on his perpetual invitation could lead someone into deeper thinking about their role in the world and how work factors into one's total existence. Well, I choose to just go fill up this coffee mug and press on with my day.

10:45 a.m.

In less than two hours, I have strolled through a number of career-relevant opportunities right here at the UCen. You'll not I avoided the bookstore and Associated Students because they contain so many opportunities they would not fit in all the pages of the Nexus.

If your UCen experience has not been the same as mine, then perhaps you're not ready yet to take action from the writing on the wall. That's fine. Being a student can be an all consuming career by itself. But if you have the time and the desire to start building your way into the world of work, take a stroll around the campus and respond to some of these stimuli. ...And say hello to that eager religious fellow with the buzz cut. He works hard out there.

Don Lubach was recently recognized for serving as a career advisor for more than 10 years. Along with Kathleen Kramer at the College of Engineering, Don manages an Internet mailing list targeted to students seeking technical careers. Visit www.engineering.ucsb.edu/tech-opp/t-osub.html for details.

Business Protocol and Etiquette Seminar/Luncheon for Students

On Saturday, April 18, a Business Protocol and Etiquette event will be held for UCSB students. "Employers are not only interested in a potential employee's education and work experience, but also how they present themselves in all aspects of work. This includes protocol in the job search and interview process and in other related situations such as business meals. Using the wrong fork or placing one's napkin in the lap at the wrong time may easily identify the candidate

who will receive the job offer from the candidate who won't," states Susan Goodale, director of alumni career services and program director for the UCSB Alumni Association.

Nationally acclaimed business protocol expert Ann Marie Sabath will be the speaker. Sabath is CEO of At-Ease, author of two business protocol books and has appeared on 20/20 and in *The Wall Street Journal*.

The first morning session will feature *Key Ways For Making a Positive and Powerful*

First Impression. Following a networking break will be *Get Ready to Land That Job*. During lunch, *Gaining the Competitive Edge During Business Meals* will be addressed. This will include topics such as the etiquette of using napkins, eating rolls and difficult foods, handling utensils, and speaking during a meal.

The event is coordinated and sponsored by the UCSB Student Alumni Association with support from the Office of the Vice

Chancellor and Associated Students.

Seating is limited. Registration forms are available through the Student Alumni Association and the Office of Student Life. The cost to attend is \$12 which includes lunch and printed materials.

For more information please contact the UCSB Student Alumni Association at 805-893-2288 or email ucsbalum@instady.ucsb.edu.

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Business Protocol & Etiquette Seminar & Luncheon

Saturday, April 18 • 9 am - 2 pm
MultiCultural Center Theater & UCSB Faculty Club

Featuring

Ann Marie Sabath,
CEO, At Ease Inc.

Ann Marie Sabath is also author of *Business Etiquette in Brief* and *101 Ways to Conduct Business with Charm and Savvy*. She has appeared on 20/20 and in *The Wall Street Journal*. Clients include MCI, Procter & Gamble, The Marriott Corporation and Fidelity.



Cost \$12.00

- Tickets: In Front of UCen April 6-10; 10 am-2 pm & April 13-16 10 am-2 pm
- UCSB Alumni Association
- Information 893-2288
- Price Includes Luncheon & Handouts
- Space is Limited

Session Topics

- Greetings & Introductions
- The Art of Mixing & Mingling
- Job & Interview Etiquette
- Life After the Interview
- Business Correspondence
- Importance of Follow Up
- Business Attire
- Business Meal Etiquette

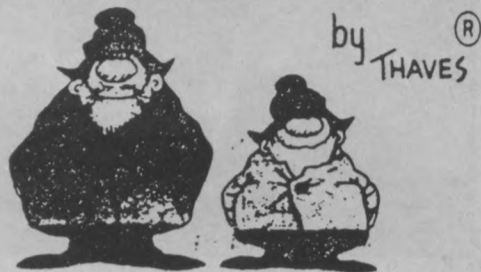
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HEARING AID STORE?

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1998 SPRING QUARTER RECRUITING SCHEDULE

Campus Interview Program

Counseling & Career Services
University of California
Santa Barbara, CA 93106-7140
(805) 893-4415

You must be a currently enrolled student to participate in the Campus Interview Program. Please be sure to come by our office to register and see the complete job descriptions. This list is subject to changes.

ACC	May 14	Lockheed Martin/Tech Operations	Trisep
Act Networks	April 13	Lockheed Martin/Mgmt Data	May 6
AFG, Industries	May 1	Lockheed Martin/West. Dev Labs	U.S. Census Bureau
Aerotek	April 29	Macy's-Bullocks	April 15
Allied Group	May 5	Mervyns District Office	Universal Forest Products
Allied Logistics	April 14	NET	April 14
Amplicon Financial Services	May 15	New York Life Insurance	Verticom, Inc.
Barclays Global Investors	May 5	Northwestern Mutual Life	May 15
Benefit Consultant, Inc.	April 27	Novogradac Company LLP	Wells Fargo Bank
C & D Aerospace	May 13	Olde Discount Stockbrokers	April 22
CEC	April 16	O'Rourke, Sacher & Moulton	Wind River
Cadence Design Systems	April 22	PRFC	April 15
Comerica Bank	April 27	Pacific Life Insurance	SCHOOL DISTRICTS
Creative Computers	May 5	Parametric Technologies	Alhambra School District
Culver Personnel Services	May 20	Peace Corps	May 12
Deloitte & Touche/Dec. 1998 grads	April 24	Plutus Enterprises	Alisal Union Elem. School District
EDS	April 27	Price Waterhouse/FAS	April 30
E. & J. Gallo Wine	May 4	Promus Hotels Embassy Stes.	Buellton School District
Embarcadero Technologies	April 16	Robinsons-May/Summer	April 20
Enterprise Rent a Car	May 6	Santa Barbara County/Admin	Burbank Unified School District
Equis	May 1	Santa Barbara County/Controller	May 1
ETec Systems	April 17	Sav-On Drugs	Capistrano Unified School District
Express	April 14	Sensus	May 11
Fortis Investors	May 5	Smart Modular Technology, Inc.	Conejo Valley Unified School Dist.
Fujitsu Microelectronics	April 13	Software.com	April 16
GTE	May 5	Solar Turbine	Goleta Union School District
General Electric Supply	April 24	Southern California Edison	April 15
IDV	April 23	State Farm Insurance	Grossmont Union School District
ITT Federal Services	April 24	Sun Microsystems	May 18
Integrated Device Technology	April 20	TechStyles Sports Wear	Hueneme School District
International Network Services	April 13	Tecolote Research Corporation	April 15, 29
John Hancock Financial Serv.	May 7, 8	Teledyne	Lompoc Unified School District
Landia Staefa	April 17	Toyon Research Corporation	April 24
			Long Beach Unified School School
			April 22, 23
			Los Olivos Unified School District
			April 24
			Lucia Mar School District
			April 22
			Moorpark Unified School District
			April 23
			Mountain View School District
			April 17
			New Haven Unified School District
			April 17
			Oak Park Unified School District
			April 20
			Ojai Unified School District
			April 16, 29
			Orcutt Union School District
			April 13
			Oxnard School District
			April 23
			Redlands Unified School District
			May 14
			Salinas Union High School District
			April 15
			Santa Clara Unified School District
			April 21
			Ventura Unified School District
			May 12
			Walnut Unified School District
			April 29

4/6/98

OPEN LETTER

Continued from p.2A

them. They will take their second job simply to get away from their first and by the time their third job comes around they are ready to make some decisions about their life's work based on some hard knocks and some well earned experience. Take heart in the fact that most of us have traveled this road on the way to our life's work. It is possible and highly probably that you will emerge from this period in your life with the kind of stamina and determination with which fortunes are made, scientific breakthroughs discovered, best sellers written and meaningful contributions to the community of humankind are made.

I believe you stand a wonderful, highly creative and exciting place in your life and would like to offer some heartfelt advice on how to handle the transitions in identity that will take place over the next couple of years.

1. Don't take it all so seriously. Relax. That is not an invitation to sit back and do nothing but rather an acknowledgment that with time comes wisdom and experience. Trial and error are the concepts that you should gravitate to. If you don't like what you are doing then change it. It is not the end of the world if you quit a job you are not suited for. Nothing at this point in your life is set in stone. You have the ability to change your situation. Make sure that in changing your work situation, you are going to something rather than away from an unpleasant one.

2. Spend some time talking to people who have been out of college from five to seven years. What are their experiences? What were their first couple of years like? What advice would they give? People that have been out of college less than five years still

have too much in common with you. You want information from those who have been through this process, not ones that are still going through it.

3. Take some time and take a serious look at your successes. You are, after all University of California graduates. You did not get here by chance or luck. You put in many hard hours of study. You developed time management skills in order to meet the deadlines and the demands of academic life, still have time to party and hold down part-time jobs, do internships and volunteer work. You successfully navigated one of the most complex bureaucracies in the country, i.e. the University of California. You got where you are through determination, self confidence and motivation. There is every reason to believe that these same personal characteristics you demonstrated during your college career will position you well for the next adventure you face — the world of work.

In closing, I will leave you with the words of an old Irish toast... "May the road rise to meet you, may the wind be always at your back and may God hold you in the palm of His hand until we meet again." The good news is that in 20 years you can look back and offer words of wisdom as a tribal elder to the class of the year 2018. I have heard many of you lament that your college years will probably be the best years of your life. I don't believe that has to be the case. Make every year the best year of your life. Take care of yourself, take care of each other, take care of Mother Earth, take calculated risks and put yourself in the drivers seat. Good luck and Congratulations!

Lily Maestas is the co-author of "UNLIMITED OPTIONS: Career Strategies to Last a Lifetime" Prosperity Press 1996.

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Education 164: A Fresh Perspective

By Jennifer Casey

Although our university is celebrated for its concentration on theory and research, I often wondered if UCSB offered any courses that would equip me with practical and professional skills I could apply directly to the world of work. Luckily, I stumbled upon Education 164: a career exploration class led by Counseling and Career Services' Career Advisors. How is Education 164 different from other classes at UCSB? Education 164 is unique in that it focuses on YOU, the student. During the class, students assess their skills and interests, explore career options and refine professional skills such as interviewing and resume writing. In short, students have the opportunity to concentrate on planning for the future; an essential component of education that usually gets lost somewhere between writing term papers, cramming for finals, soaking up the Santa Barbara sun and finishing off that last pitcher at Sam's to Go.

recr tests, interviewed alumni working in the teaching and publishing fields, attended resume workshops and investigated internships. My discussion leader, career advisor Lily Maestas, was extremely inspirational and provide me with invaluable advice concerning my research. It was also helpful to watch seniors engaged in the actual job hunt. I knew that bridging the gap between school and the workplace was something that I too would be facing in only two short years.

The adventure retreat at Camp Whittier in the Santa Ynez Mountains is the highlight of the course. The retreat takes place the third week of class and replaces lectures for the rest of the quarter. Traditionally, it is a tremendously rewarding experience for all involved. Even students in my class who were skeptical of exercise and fresh air were having a blast by the end of the first day! My discussion group and I completed a number of team building exercises including trust falls, a blindfolded hike and scaling a 15 foot



Heeding his mother's advice proved disastrous to Ben's career.

I can remember my first day of Education 164 distinctly. I was struck by the diverse group of students my discussion section included. The group ranged from a sophomore who was struggling to choose a major, to a senior in the process of interviewing for a position as an accountant at Arthur Andersen. I wondered how a class could function with a group of students who were at so many different levels. I soon realized that these differences would be the class' biggest asset. With such a range of personality types, we engaged in lively discussions and debates concerning career-related lifestyle issues. I found myself learning about various career fields and all stages of the career planning process simply because I was surrounded by people with very different interests.

Perhaps the best thing about Education 164 is that students design their own curriculum so that the class is specially tailored to their needs. As an English major, secure in my choice of field of study, but unsure of my career path, I engaged in a variety of activities to explore my career options. I quickly became acquainted with the resources at Counseling and Career Services. I took ca-

wall with only ourselves to boost each other over the top. It was truly a bonding experience. I feel as if I got to know my fellow classmates in a way that other classes do not allow. I challenged myself physically and mentally and realized the importance of approaching the career planning process ACTIVELY.

I strongly encourage students of all class levels and majors to take advantage of this course. Do it to challenge yourself. Do it to form a new support group of friends. Do it for the opportunity to work with professional career advisors. Do it to pacify your nagging parents who wonder what you are going to DO with that degree. Education 164 may take you in a direction you never anticipated. I eventually landed an internship with Islands, the magazine whose editor-in-chief I initially interviewed when investigating the publishing business. The class also led me to my current job as a career Peer Advisor; a position that I enjoy tremendously. I guarantee that Education 164 will change your perspective about the career search and motivate you to make the best of your future.

MARKET

Continued from p.3A

ployees, and you don't always get the same quality," admits Hard, whose company has collected honors from Fortune to Money magazines for its employee benefits programs. "It's not by chance, it's a pro-active program. We value our employees, and compensation is not always money."

Job-seeker Michelle Lam agrees, adding the experience can outweigh wages.

"I care more about the experience than the money," said Lam, who earned an undergraduate and masters degrees in Hawaii. Now,

Lam - who is bilingual and has a masters in information systems - is looking for work. "If I get the experience, I will make more money with a different job."

But if companies challenge and compensate employees, then they are less likely to look for other positions, officials said.

"You have to retain and challenge... and hire exceptional people," said William "Tom" Thomas, president and chief executive officer for Santa Barbara Bank and Trust. "If people are challenged with their job, they'll be less likely to listen when a head-hunter calls."

Career Supplement '98 Graduation & New Beginnings

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This Career Supplement is produced through the collaborative efforts of the staff of Counseling & Career Services. It is brought to you through the generous contributions of the businesses that advertised in this insert.
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Attention UC Santa Barbara Students

RE: Summer 1998 Student Internship Opportunities

Digital Instruments, the leading manufacturer of scanning probe microscopes, is offering internships to engineering, physics, and computer science students for the summer of 1998.

Successful applicants will assist engineers and scientists in developing new instruments, software, and applications.

Basic requirements:

Applicants should be finishing their junior or senior year, and hold a G.P.A. of 3.5 or higher.

This is an excellent opportunity to gain experience with the world leader of one of the fastest developing fields in science and technology, while working in a dynamic environment with the possibility of continuing employment.

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"wurdz uv whizdum"

"The trouble with the rat race, is that even if you win... you're still a rat."

— Lily Tomlin, comedian

"Work is something adults did to punish kids for growing up."

— Bob Fenster, novelist

"Don't wait for your ship to come in; swim out to it... at least meet it halfway."

— Anonymous

"The policeman is the little boy who grew up to be what he said he was going to be."

— Raymond Burr, actor

"I'll tell you a secret — adults don't know what they want to do for a living. That's why they're always asking kids what they want to be when they grow up... they're looking for ideas."

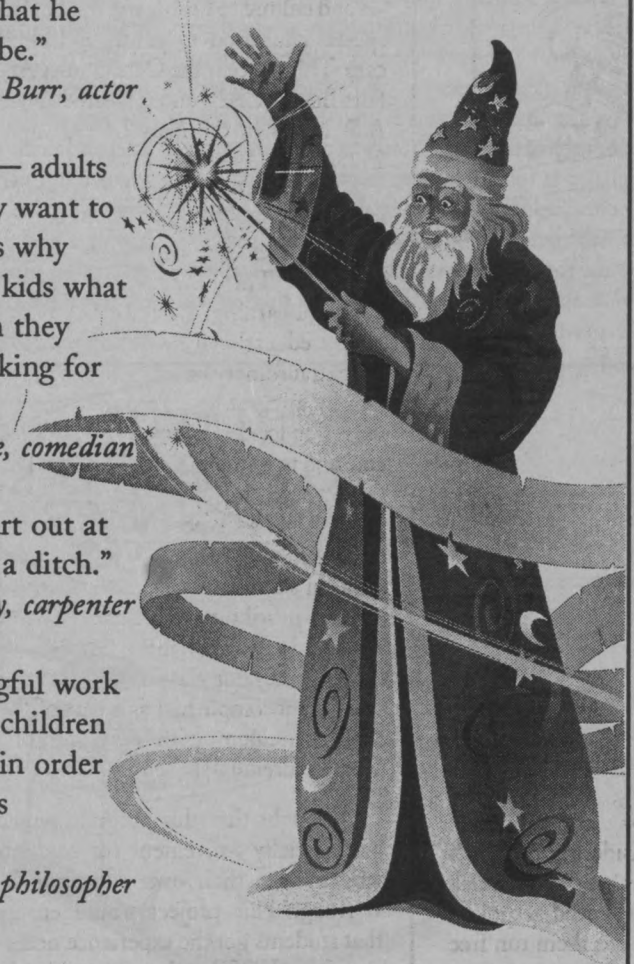
— Paula Poundstone, comedian

"The only job you start out at the top on is digging a ditch."

— William Ensely, carpenter

"Adults need meaningful work in the same way that children need interesting play in order to fulfill themselves as persons."

— Al Gini, philosopher



CAREER OPPORTUNITY IN SALES

We need to fill several entry-level sales professional positions immediately. If you have achieved a minimum 2.50 GPA and possess excellent communication skills and an aggressive/outgoing personality, then we would like to meet you. We will be visiting UCSB's Counseling & Career Services Center on Friday, May 15th, to interview candidates.

We are a 20-year-old, Orange County-based, publicly-traded, high technology equipment leasing company. We have nearly \$500 million of assets and \$120 million of shareholders' equity. Our competitive edge comes from our highly efficient, centralized operation. It allows us to lower overhead expenses and expedite lease fundings, as well as provide our corporate customers with direct access to management. Our average transaction is \$400,000, but we have the financial strength to complete financings well in excess of \$10 million.

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