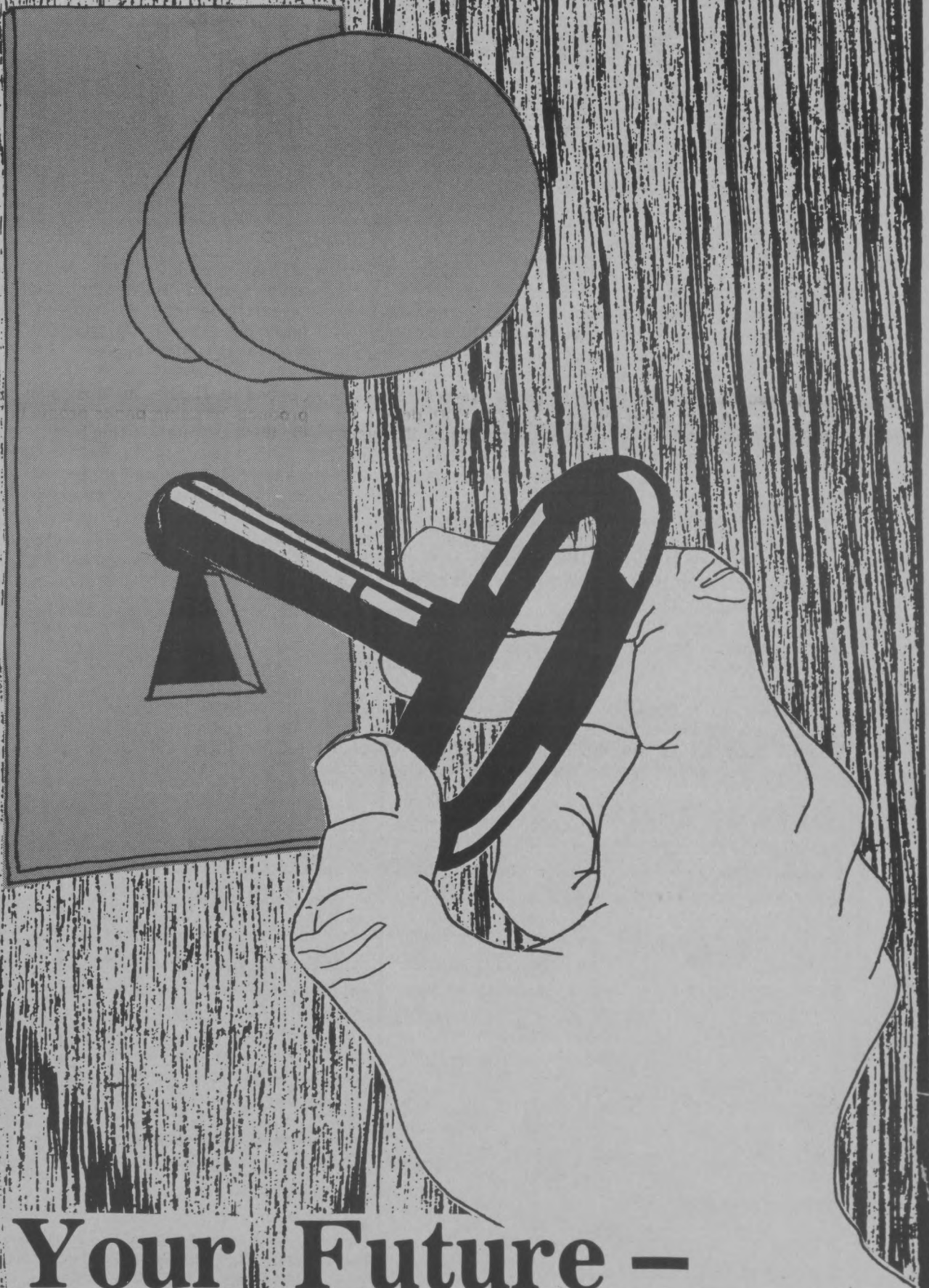


Smith

# CAREERS



**Unlocking Your Future –  
The Key to Success**

# Advice To UCSB Students Who Want To Find And Keep A Good Job— Even In Santa Barbara.

Dear Friend,

How would you like to make sure you start life after college *without* money worries? How would you like to know the easy way of finding really *good* jobs anywhere in the country? How would you like to learn the secrets of keeping a job and advancing up in any company?

If any of this sounds interesting to you, keep reading. I think this will be the most exciting message you will ever read. Why? The answer is simple. Because with your permission I am going to send you 4 special new reports that solve the problem of getting and keeping a *good* job anywhere in the country.

What are these reports all about? Just this:

## Special Report #1 HOW TO MAKE YOUR RESUME STAND OUT FROM THE CROWD

If you are going after a good position you may have to compete with a flood of others. Well, this little trick will definitely put you in the running as a finalist. Most resumes end up in the trash. They are not even considered. I'm not talking about making a "pretty resume". No! If you make your resume look like a work of art then put it in an art museum. 'Cause business professionals have other things on their mind. But I'll tell you the two-step method for making your resume jump out from the crowd and jump into the mind of your prospective employer.

## Special Report #2 HOW TO GET A GOOD JOB WITHOUT A RESUME AND GET IT FAST

Can it be done? You bet it can! In fact, this report will recount 4 stories of young people who got great jobs all without a typical resume. In some circumstances a resume would be a strike against you. This report will flood your mind with ideas that will help you accomplish what no resume can. This amazing method will show your prospective employer that you would be a great asset to his/her company. In fact he would be a fool not to hire you, if you followed this plan.

## Special Report #3 HOW TO WRITE A LETTER TO PROSPECTIVE EMPLOYERS AND HAVE THEM EATING OUT OF YOUR HAND

This may sound crazy but a simple 2 page letter, if written according to what I tell you, will open the eyes of any employer to let him know that you mean business and by hiring you he can rest assured that the job will be done right. But you've got to know exactly how to structure the letter. In this report I'll tell you exactly how to do it.

### **HOT FLASH!**

Recently I mentioned that I was preparing this announcement to G. M. Bean, the Editor and Computer Consultant for the Santa Barbara Directory of Industrial Business. He suggested we make a special offer to those students who want to use these methods to land a good job in Santa Barbara.

Well, here's the deal, this Directory has 1,315 companies listed in 11 different categories, ranging from Computers to Transportation. Including marketing, research, finance, consultants, etc. But the special thing about this directory is that you can get a feel for the company before you ever pick up the phone. It tells the names and titles of key people (president, personnel director, marketing director and so forth). It tells what they make, how long they've been around, and other juicy tidbits of information to help you plan your "getting-a-job" strategy.

Anyway, these Directories normally sell for \$24.95. The Chamber of Commerce sells them all the time. But if you want to take advantage of this offer, we'll reserve one for you at the special price of \$15. Why the price reduction? Because they came off the press in September, and the rush to get them is over. But we still have a few hundred left. It's the ideal companion to the *Special Reports on Finding and Keeping a Job*. This is the same Directory that Employment Agencies use to find jobs for their clientele.

If you're looking for a way to stay in Santa Barbara after school is over, then get this business directory. All you have to do is check the appropriate box on the order form and include \$10 for the REPORTS and \$15 for the DIRECTORY. Thank you.

## Special Report #4 HOW TO MAKE YOURSELF INDISPENSABLE TO ANY COMPANY

If you ever wanted to know something about the business world, get this report. It will tell you the success principle that few rarely, if ever, find. It's a principle that makes sure you move up in the company. And if your employer can't see how valuable you are after you start applying this principle— then guess what? Some other employer will come along and hire you right out from under his nose.

### BEST JOBS NEVER ADVERTISED

OK, enough about the reports, let me tell you why you need these reports. The answer might drive you crazy. Here it is. You need these reports because the best job positions are never advertised in the paper. They are never listed with an employment agency. They are extremely hard to find and if they are listed or advertised there is usually a line out the door for the position.

But with these reports you will see how to find job opportunities that the public doesn't even know exists. And with them you will fill the void in such a way that nobody else could come along and take your place.

These reports took years of research to put together. If you were to take off seeking employment without this information, you'll most likely be headed for months if not years of frustration. Business owners are not fond of wasting time or money. They must be immediately convinced about *you*. Your special talent, your wit, your wisdom, your willingness to work hard and help him to prosper, thus enabling him to prosper you. Basically business owners know that in order to accomplish anything great you must have at least two things:

1. AVERAGE ABILITY
2. A LOT OF DESIRE

With these reports you'll see exactly how to mix desire and ability into a hybrid formula that will get you almost anything you want.

If you had to go out and discover this information yourself no doubt you would lose thousands of dollars worth of time and still not be sure if you had gotten it right. But with your permission I am going to send you these 4 power-packed reports for less than a ticket to a good concert. They are not fluffed up with filler to waste your time and make it look like heavy reading. They are just straight-ahead factual presentations designed to help you cut through the bull and start making good money at a good job.

### LOW PRICE — NO RISK

And the price? Just \$10. Is it worth it? You bet it is. Just using one of these techniques could mean the difference between a sweet paycheck at a fun job vs. the unemployment lines, and maybe working at a miserable job. But wait, let me take the risk out of ordering these reports. Let me offer you a guarantee that these methods will work in helping you get and keep a good job.

### I GUARANTEE YOU'LL FIND A GOOD JOB

If, after getting these special reports, these methods don't help you get and keep a great job, then no problem, I won't hassle you about it. I'll send your money back. In fact I'll give you a full one year guarantee. When you turn on these techniques you will not only get a great job but you will be more informed and better equipped to advance than other students who may have just graduated, even those with a higher grade point average than you.



Linwood Austin, a Santa Barbara based publisher and business researcher. Spent 3,000 hours compiling profiles of high tech and low tech companies in southern California and as a result can now reveal secret of what motivates employers.

I want you to succeed. I remember how intimidated I was when I got out of school and hit the job market. These reports will show you how business professionals think. When you know how they think you can give them what they want.

I know you may be a little skeptical. So let me ask you this: if you refuse this opportunity then don't you think you're doing yourself a disservice? I've put countless hours of research and experience into what I want to send you. I've used the same techniques many times to get jobs for myself and a few friends. And I guarantee you will, too, or your money back.

### ACT QUICKLY

I don't want you to be disappointed, so you must act quickly. This is the first time I have made this offer. And frankly I'm not sure what to expect, so I only had a small number of reports printed up. So, if you're thinking about getting a job sometime in the near future then send for these reports today. The money you will make from your first paycheck will make you glad you did.

Please make your order now.

Sincerely yours,

Linwood C. Austin

P.S. I just got off the phone with Keri Klien from Long Beach. She wanted help in getting a job as an 'acting extra'. So I devised an inexpensive way to keep her name constantly in front of the casting agents' eyes. She loved it. It solved the biggest problem to her future success. Anyway, as an added bonus with your order, I'll tell you "Keri's method," which you can use in a number of ways to get a great job.

P.P.S. Would you liked to have a good job in Santa Barbara? If so, read the *HOT FLASH* in the far column to discover the best source of local companies for you to use your new techniques on.

Whatever you decide — good luck!

The Linwood Austin Job Secrets Reports  
1216 State St. #502 Santa Barbara, CA. 93101  
(805) 564-4476

Note: Don't forget to read the "HOT FLASH" to the left

Yes! Linwood, I want to learn these special techniques for getting and keeping a great job. I am enclosing \$10 as an investment in my future and as my full payment (shipping and tax including) for my copy of the 4 special reports on getting and keeping a great job. I understand that you will immediately send the reports to my attention and that you stand behind your methods and guarantee that using them will land me a great job. If not I can promptly get my money back, anytime within one year.

Double YES! Linwood I want the reports, and a copy of the Business Directory for Santa Barbara. Enclosed is an additional \$15 for the Directory. I understand you guarantee my satisfaction and that I may return the directory for any reason within 30 days. And I may return the reports within a year if your methods do not work.

Mail to: The Linwood Austin  
Job Secrets Reports  
1216 State St. # 502  
Santa Barbara, Ca. 93101  
(805) 564-4476

Enclosed is my check for \$

Name

Address

City

State

Zip

dn4-19-9

# CAREER CENTER

## Unlimited Opportunity

"Buzz!!!" What was that?!? You jump at the obnoxious sounding announcement of your entrance. "It must be the caffeine," you think not realizing that this obnoxious sounding buzzer has just counted you among the thousands of others who have entered the world of "Career Planning." After a rough night's sleep, worrying about what to do when you graduate from UCSB, you have resorted to entering the pink and green building known as "Counseling and Career Services."

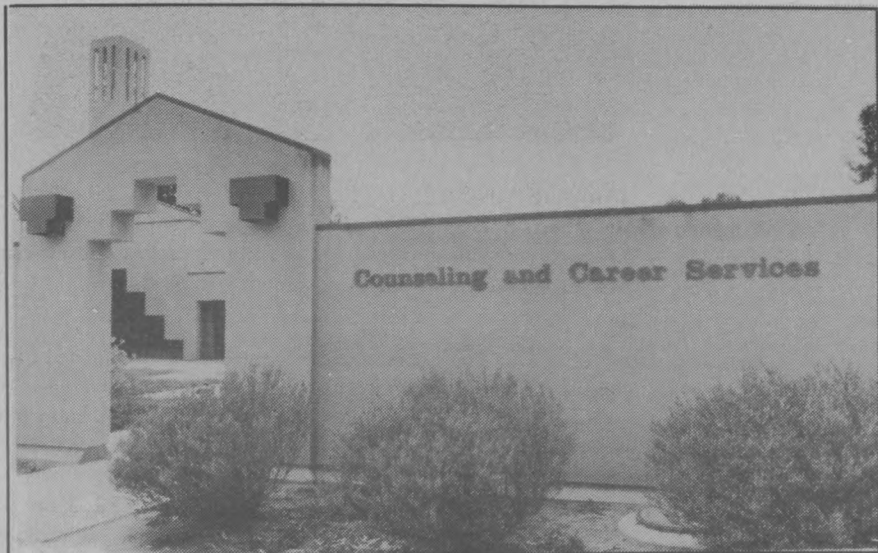
Just ahead sit two people, also known as Career Peers, at a desk between you and a wealth of information that will help you realize your major, career interests and/or personal potential. If you could just slip by them unnoticed, perhaps you could find what you are looking for without having to admit what it is that you are looking for.

Career Peers are not obstacles to your learning process, rather they are in the Career Resource Room to refer and guide you to materials, advisors and information that best

suit you needs. Career Peers empathize with students in this search mode because they too, are in their own search mode and have a good understanding of what students needs might be.

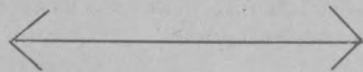
No matter where you are in the career search rush before graduation, the Career Resource Room has something for you. Whether it's books on majors, careers, salaries, companies, resumes or interviews, the Career Peers will assist or refer you to the most suitable place. After you have spent an hour or even a few minutes, you'll be on your way to becoming more focused.

Storke Tower begins to chime letting you know your next class is about to begin and as you run from the Career Resource Room past the Career Peers, that grating "buzz" rings in your ears on the way out. Only this time it's not quite as obnoxious. The next time you hear it, you will know that this buzzer is welcoming you to your career search.



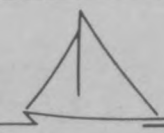
MUTSUYA TAKENAGA/Daily Nexus

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### STAFF BOX

**Editor**

Jennifer Smith

**Photos**

Mutsuya Takenaga

**Contributors**

UCSB Career Center

Wade Daniels

Ben Sullivan

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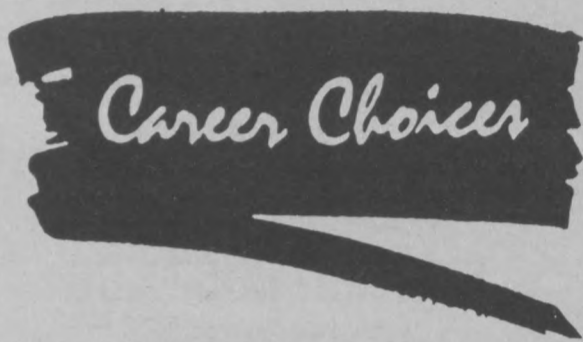
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For immediate consideration or more information, a company and career information meeting will be held Wednesday, May 3, 1989, 5 pm-6:30 pm in Room 3 of the UCen, University of California, Santa Barbara, or send resume and correspondence to: Allstate Insurance, Human Resources Department, 1750 Howe Avenue, Suite 300, Sacramento, CA 95286.

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# Company Connections

## Business Interviews

SPRING QUARTER 1989

Company Name	Major	Date
ARCO Transportation Company	Accounting	4/21
Allstate Insurance Company	All Majors	5/4
Amplicon Financial	All Business	4/25
Army Materiel Command	All Majors	4/17
C.F. Braun Inc.	All Majors	5/1
*Cannon Astro Office Products	All Majors	5/1
Computer System Repair	All Majors	5/5
Consumer Value Stores	All Business	4/28
Defense Contract Audit Agency	Accounting	4/21
Deluxe Check Printers/Prod.	All Majors	4/26
Deluxe Check Printers/Sales	All Business	4/19
EDS/SED	All Majors	4/25
Enterprise Company/So. CA	All Majors	5/15
Equitable Insurance Company	All Majors	4/28
FBI	All Majors	4/21
Farmers Insurance	All Majors	5/24
Footlocker	All Majors	5/23
Franklin Resources, Inc.	All Majors	5/1
Grant Thornton	Accounting	/9
*IRS/San Jose District	All Majors	4/17
K-Mart Corporation/Apparel	Bus Econ	4/19
Kellogg & Andelson	Accounting	5/10
Lady Footlocker	All Majors	4/25
Macy's California	All Majors	4/18
Maxtor	All Business	4/26
Mervyn's/Dayton Hudson Corp.	All Business	5/10
Moore Business Forms	All Business	5/3
National Economic Resources, Inc.	All Business	4/17
New York Life Insurance	All Majors	4/20
*Northwestern Mutual Life	All Majors	4/20
*PIRG	All Majors	5/18
Peace Corps	All Majors	5/9 & 5/10
Pepsi-Cola	All Majors	4/19
*Pitney Bowes Mailing Systems	All Majors	5/1
Raytheon Company	Econ, Bus Econ, E-Math	4/26
Sobul & Company	Accounting	4/26
Target Stores	All Majors	5/2
Thomas James Associates	All Majors	5/2
Target Stores	All Majors	5/2
UARCO Transportation	All Majors	4/26
U.S. Air Force	All Majors	/20
*U.S. Navy Officer Programs	All Majors	5/2
*University Directories	All Majors	4/25
Voter Revolt	All Majors	5/9
Wallace Computer Service	All Majors	/21
*Winston Tires	All Majors	4/20

\*Check job description binders for possible summer employment/internships.

This list is subject to change. To sign up for one of these interviews you must register with the Campus Interview Program at Counseling & Career Services.

## Liberal Arts Interviews

SPRING QUARTER 1989

Company Name	Major	Date
Allstate Insurance	All Majors	5/4
Amplicon Financial	Comm, Hist, Poli Sci	4/25
Army Materiel Command	All Majors	4/17
C.F. Braun Inc.	All Majors	5/1
*Cannon Astro Office Products	All Majors	5/1
Computer System Repair	All Majors	5/5
Consumer Value Stores	All Liberal Arts	4/28
Deluxe Check Printers/Prod.	All Majors	4/26
Deluxe Check Printers/Sales	All Liberal Arts	4/19
EDS/SED	All Majors	4/25
Enterprise Company/So. CA	All Majors	5/15
Equitable Insurance Company	All Majors	4/28
F.B.I.	All Majors	4/21
Farmers Insurance	All Majors	5/24
Footlocker	All Majors	5/23
Franklin Resources	All Majors	5/1
*IRS/San Jose District	All Majors	4/17
K-Mart Corporation/Apparel	Soc, Psych	4/19
Lady Footlocker	All Majors	4/25
Macy's California	All Majors	4/18
Mervyn's/Dayton Hudson Corp.	All Liberal Arts	5/10
Moore Business Forms	All Liberal Arts	5/3
National Economic Resources	All Liberal Arts	4/17
New York Life Insurance Company	All Majors	4/20
*Northwestern Mutual Life	All Majors	4/20
*PIRG	All Majors	5/18
Peace Corps	All Majors	5/9 & 5/10
Pepsi-Cola	All Majors	4/19
*Pitney Bowes Mailing Systems	All Majors	5/1
Target Stores	All Majors	5/2
Thomas James Associates	All Majors	5/2
Travelers	All Liberal Arts	4/27
UARCO, Inc.	All Majors	4/26
U.S. Air Force	All Majors	4/20
*U.S. Navy Officer Program	All Majors	5/2
*University Directories	All Majors	4/25
Voter Revolt	All Majors	5/9
Wallace Computer Service	All Majors	4/21
*Winston Tires	All Majors	4/20

\*Check job description binders for possible summer employment/internships.

This list is subject to change. To sign up for one of these interviews you must register with the Campus Interview Program at Counseling & Career Services.



## Engineering Interviews

SPRING QUARTER 1989

Company Name	Major	Date	Company Name	Major	Date
Analog Design Tools	CS, EE, Math, Phys	4/26 & 4/27	Naval Ship Weapons Syst. Engr.	EE	4/18
Army Materiel Command	All Engineering	4/17	Pacific Missile Test Center	EE, CS, ME	5/3
C.F. Braun Inc.	All Engineering	5/1	Peace Corps	All Majors	5/9 & 5/10
Computer Sciences Corp.	All Engineering	5/16	Raytheon Company	EE, CS, ME	4/26
EDS/SED	All Engr, All Sci with CS	4/25	*Texaco/Summer	ChE, ME	4/26
ENSR Corporation	ME, ChE, Geo, Bio, Chem	4/21	U.S. Air Force	All Majors	4/20
*EcoAnalysis	CS	4/27	*U.S. Navy Engineering Prog.	All Engr, All Sci	4/19
Factory Mutual Engineering	ME, ChE, EE	4/18 & 4/19	*U.S. Navy Officer Programs	All Engr, All Sci	5/2
Fluor Daniel, Inc.	ChE, EE, ME	4/17	Underwriters Labs, Inc.	EE	4/24
Grumman Aircraft Systems	EE, CS, Math, Phys	5/16	Ziatech Corporation	EE, CS	4/25
Kaiser Electronics	EE, CS, ME	4/18			
Lockheed Space Operations	ChE, CS, EE, ME	4/27 & 5/11			
Logicon, Inc.	All Engineering, Phys, Math	5/2			
Mare Island Naval Shipyard	NucE, ME, EE	5/3			
Maxtor	EE, CS, Math, Phys	4/26			

\*Check job description binders for possible summer employment/internships.

This list is subject to change. To sign up for one of these interviews you must register with the Campus Interview Program at Counseling & Career Services.

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# Money isn't the Only Measure of Success

By Ben Sullivan  
Staff Writer

So, you came all this way, spent thousands of dollars on a college education, took ad infinitum classes on subjects that didn't exactly thrill you, and what do you get?

Well, hopefully you get a career, if that is what you are after. But just what kind of career are you looking for?

Does the idea of climbing the corporate ladder make you wretch, or would anything less than pinstripes or cashmere give you a rash?

Is helping your fellow human beings a high priority, or is looking out for number one your number one responsibility?

Important questions, requiring important answers.

What's a student to do? Well, you can go to a counseling center and sit down with someone who supposedly knows more than you about your future, or you can damn the torpedos and take the high road to your future.

Whichever choice you make, a few key concepts and facts should be kept in mind at all times when working for your future.

First, no one can do a better job of looking out for you than you can. When it gets to that point in life when a person begins thinking about the future and what

role they will play in it career-wise, chances are their parents are no longer making the big decisions for them. Which is precisely as it should be. No one will have to live your life other than you, and you, therefore, should be the one calling the shots.

You know what I mean? Another thing, people are great, as a rule, and can be loving, caring, sympathetic, kind and beautiful creatures. But on occasion, especially when it comes to work relations and competition for advancement, men and women can regress into beasts. An otherwise nice person can turn overnight into a bloodthirsty animal if it comes down to either them or you for the next promotion.

So remember, don't take it personally when others stab you in the back. They've probably got a family to support or something, and chances are they won't get the promotion anyway if they continue to act like a jerk.

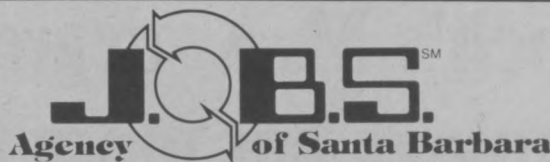
One more thing, don't be like the above described person. Let your intelligence and skill be your key to career success. Stepping on people's toes isn't a smart idea. And never kick a person when they're down. They may get up again.

A final bit of advice for all the people on the verge of careers out there. A career is something that, by definition, is a major part of a person's life. The sheer number of hours you will spend at your job, whether it be digging ditches or designing dresses, demands that the career be one that is compatible with your personality. Don't opt out for the cash if it's a job that you really can't stand. All the money in the world can't buy you an hour of extra time, so you might as well enjoy the time you do have to the utmost, even if it means driving a Pinto rather than a Porsche.

Well, have a good life, and enjoy your career. You've earned it.



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- Self-discovery is part of our curriculum.
- Extensive financial aid support. Counselor available evenings and days.
- Convenient class schedule with day and evening classes.
- 18-month completion time.
- Diverse internship placements give a headstart in career experience.
- Full preparation for the MFCC exam.
- Convenient downtown campus.

**Information Meetings:**

Thursday, April 20  
 May 4 & 18 — 5:30 pm  
 June 1 & 15 — 5:30 pm

NOTE: Academic quarters begin July, October, January

(805) 962-8179  
 801 Garden Street, Santa Barbara 93101



Select the group you're most like. Then select up to two more that are next best fits. Bring your choices to Career Resources in the pink Counseling & Career Services building to see what career and majors go with your personality.

**REALISTIC:** I'm practical, active, have good physical skills, and I like to work outside and create things with my hands. I prefer to deal with things rather than ideas or people. Sometimes I have difficulty in expressing things in words or in communicating my feelings to others. My political and economic ideas are fairly conventional.

**INVESTIGATIVE:** I prefer to solve abstract problems and understand the physical world rather than acting upon the world. I enjoy complicated problems and intellectual challenges. I do not like structured situations, lots of rules, or working around many people. I have unconventional values and attitudes and would like to be original and creative, especially in scientific areas.

**ARTISTIC:** I prefer unstructured situations where I can deal with problems through self-expression in the artistic media. I prefer to work alone, have a great need for individualistic expression, and am sensitive and emotional. I would describe myself as independent, original, unconventional, expressive, and energetic.

# Who



# Dallas Makes a Commitment to Education

The Dallas Independent School District has made a commitment to education and educators, especially Bilingual Educators. The commitment is to provide the best education for students and to provide the best employment environments and incentives available for Bilingual Educators.

There is a critical need for Elementary and Secondary level Bilingual instructors in the areas of:



Dallas Independent School District

<b>Elementary</b>	<b>Secondary</b>
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Kindergarten	Math
Bilingual	Physical/Earth Sciences
ESL	Library
Library	Special Ed — Emotionally Disturbed
Music	English/Language Arts
Special Ed -Emotionally Disturbed	ESL

The D.I.S.D. offers excellent benefits programs, incentives, Summer employment opportunities, Career advancement, excellent school facilities and a competitive salary.

This commitment, combined with the Dallas area's quality of life, healthy economic climate and excellent real-estate values creates a truly rewarding and exceptional career opportunity. To acquire additional information, please contact:

Mr. Roland Cordobés  
 Di-REC Services  
 10501 North Central Expwy./Suite 306  
 Dallas, TX 75231  
 (214) 987-9834/ 1(800) 777-9834

Come see us in the  
 Counseling & Career  
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 TODAY  
 From 1 pm to 5 pm

College Students

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683-5676  
 5290 Overpass Rd. Suite 217  
 Santa Barbara, CA 93111

# Are You?

**SOCIAL:** I am sociable, responsible, humanistic and concerned with the welfare of others. I express myself well and get along well with others. I like to be near the center of groups and prefer to solve problems by discussing them with others. I like to see myself as cheerful, popular, achieving and a good leader.



**ENTERPRISING:** I have a great facility with words which I can put to effective use in selling, dominating and leading. I enjoy persuading others to my viewpoints and am impatient with work involving precision or long periods of intellectual concentration. I see myself as energetic, enthusiastic, adventurous, self-confident, and dominant.



**CONVENTIONAL:** I prefer highly ordered activities, do not like to be the leader, and like working in a well established chain of command. I like to know exactly what is expected of me and feel uncomfortable when I don't know the "rules." I see myself as conventional, stable, well controlled and dependable.



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- M.S. in Human Resources Management



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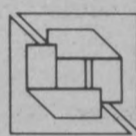
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- Grounds Assistant
- Office Assistant
- Housekeeping Assistant
- Maintenance/Painter Assistant
- Food Service Assistant

For your convenience Applications are available beginning Monday, April 3 at the following locations, Monday through Friday, 8:00 am-12:00 noon & 1:00 pm-5:00 pm:

- \* Work Live Office, Residential Services Building
- \* Santa Rosa, Front Desk
- \* San Nicolas, Front Desk
- \* Santa Ynez, Apartment Living Office
- \* De la Guerra Dining Commons
- \* Ortega Dining Commons
- \* Carrillo Dining Commons

Stay at UCSB, enjoy the summer in Santa Barbara, and get involved in our exciting conference activities

Application **DEADLINE** is April 23, 1989 at 5:00 pm—**Don't Delay!**

Return applications to Work Live Office only.

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**JOHN CLAY, CLU**  
P.O. Box 7118  
Ventura, CA 93006

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# Center Schedule

## RESUME WRITING

Wed., Apr. 19	3:00-4:00 pm
Thur., Apr. 27	10:00-11:00 am
Fri., Apr. 28	1:00-2:00 pm
Tue., May 2	3:00-4:00 pm
Mon., May 8	3:00-4:00 pm
Tue., May 9	10:00-11:00 am
Tue., May 16	2:00-3:00 pm
Wed., May 17	3:00-4:00 pm
Mon., May 22	3:00-4:00 pm
Tue., May 23	10:00-11:00 am
Fri., May 26	1:00-2:00 pm
Tue., May 30	10:00-11:00 am

## INTERVIEW SKILLS

Thur., Apr. 20	10:00-11:00 am
Tue., Apr. 25	10:00-11:00 am
Fri., May 5	1:00-2:00 pm
Wed., May 10	3:00-4:00 pm
Thur., May 11	10:00-11:00 am
Mon., May 15	3:00-4:00 pm
Tue., May 16	10:11:00 am
Fri., May 19	1:00-2:00 pm
Tue., May 23	3:00-4:00 pm
Thur., May 25	10:00-11:00 am
Tue., May 30	3:00-4:00 pm

## INTERNSHIP WORKSHOPS\*

Fri., Apr. 21	11:00-12:00 noon
Mon., Apr. 24	4:00-5:00 pm
Thur., Apr. 27	2:00-3:00 pm
Tue., May 2	11:00-12:00 noon
Wed., May 3	4:00-5:00 pm
Thur., May 4	2:00-3:00 pm
Mon., May 8	4:00-5:00 pm
Tue., May 9	11:00-12:00 noon
Thur., May 11	2:00-3:00 pm
Fri., May 12	11:00-12:00 noon
Mon., May 15	4:00-5:00 pm

\*NOTE: Interviews for Summer Quarter Internship placements begin May 30. Students interested in Fall Quarter placements should also apply Spring Quarter before summer break. Up to 225 summer applicants will be accepted on a first come first served basis.

## SELECTING & NEGOTIATING YOUR INTERNSHIP

Only for students who have completed an Applied Learning Internship Application for Summer Quarter. This required workshop covers the process for selecting employers and negotiating strategies needed for getting the most out of the experience.

Mon., May 22	4:00-5:00 pm
Tue., May 23	11:00-12:00 noon
Wed., May 24	2:00-3:00 pm
Thur., May 25	2:00-3:00 pm
Fri., May 26	11:00-12:00 noon

## IDENTIFYING YOUR JOB OBJECTIVE

Mon., Apr. 24	3:00-4:00 pm
Wed., May 3	3:00-4:00 pm
Tue., May 16	3:00-4:00 pm
Tue., May 23	2:00-3:00 pm

## SUMMER JOB WORKSHOPS

Thur., Apr. 20	2:00-3:00 pm
Wed., Apr. 26	4:00-5:00 pm
Mon., May 1	4:00-5:00 pm
Wed., May 10	4:00-5:00 pm

## CAREERS IN STUDENT PERSONNEL AND HIGHER EDUCATION

What does a Dean of Students, Financial Aid Director, Residential Hall Director, Alumni or Development Officer do? How does one get jobs like these? A panel of campus

professionals will share what their positions entail along with advice on graduate schools and other important considerations for getting into the field.

Wed., Apr. 19	4:00-5:30 pm
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## HUMAN RESOURCES PANEL MEET THE PROFESSIONALS

A panel of professionals in personnel and human resources development will tell you about their jobs and experiences and provide advice and information about breaking into the field.

Wed., May 10	5-6:30 pm
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## SO YOU WANT TO BE A THERAPIST Part I

An overview of all the various counseling careers. You will learn what options there are and what combination of education and experience is required for each. This is essential background for making an informed choice on a therapeutic career.

Wed., May 24	5-6:30 pm
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## Part II

A panel of professionals in counseling will tell you about their jobs and experiences and provide advice and information about breaking into the field.

Wed., May 31	5-6:30 pm
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## CREATIVE JOB SEARCH STRATEGIES (Alternatives to Campus Interviews)

Fri., Apr. 21	1:00-2:00 pm
Tue., May 2	2:00-3:00 pm
Thur., May 18	10:00-11:00 am
Tue., May 30	2:00-3:00 pm

## MAKING COLLEGE PAY OFF

Career directions for freshmen and sophomores. Find out about choosing a major, identifying your strengths and talents, picking strategies for success in college and career. Register in Career Resources by April 24.

Tue., Apr. 25	6:00-9:00 pm
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## THINKING OF GRADUATE SCHOOL?

Thur., Apr. 27	4:00-6:00 pm
Wed., May 24	3:30-5:00 pm

## INTERNATIONAL WORK ABROAD PROGRAMS

For students interested in learning about international summer and year-round internship and work programs.

Thur., Apr. 20	4:00-5:00 pm
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## TRAVEL & BUDGET TIPS FOR GOING ABROAD

Students will learn how to budget and prepare for travel, study or work abroad.

Thur., May 4	4:30-6:30 pm
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## EMPLOYER RESEARCH

The objective of this workshop will be to assist students in identifying and utilizing resources related to their career interests.

Thur., Apr. 27	6:00-7:00 pm
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## GOVERNMENT WORKSHOP

This workshop will give students an opportunity to address career interests as they pertain to government employment.

Thur., Apr. 20	5:30-6:30 pm
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## PRE-LAW CONFERENCE

Sat., Apr. 29	Buchanan Hall
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## COMMUNICATIONS CAREER CONFERENCE

Sat., May 13	UCen Pavilion
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## BUSINESS CAREER CONFERENCE

Sat., May 20	Buchanan Hall
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- Immediate Assignments
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# Sound Advice

Employers value written and oral communication skills in addition to knowledge and competence within your discipline. They will expect you to have a breadth of knowledge about the world of work and the ability to communicate clearly about your fields and the world about you.

There is a general trend of our population that all students could use improvement in communication skills....

In technical areas, students have often depended too heavily upon technical and mathematical skill building and technical expertise. Almost no one works alone on projects. Therefore, an employee must be capable of speaking and writing very clearly in order to work well within the project group.

Technical projects require teamwork and coordination of tasks and roles, where communication is essential. Often, both written and oral communication are necessary within organizations and between organizations. Here are two examples: 1. reports that have to accurately describe procedures and outcomes, and 2. phone calls to clarify specific points. While you might imagine someone else will

management, excellent communication skills are essential."

Financial Management: "To qualify, you must show strong leadership potential; have excellent analytical, communication and interpersonal skills."

Marketing: "If you're an exceptional communicator with a diplomatic nature and sharp analytical skills, this is a great place to get an overview of one of our most dynamic units."

Personnel: "To qualify, you should have excellent communication skills, be energetic and enthusiastic."

The bottom line: Finding a job requires the ability to communicate. Keeping the job and especially, advancing in your career also requires communication proficiency.

#### WHAT DO TO?

1. Dive into those classes that require that you write and discuss. (You can take them for P/NP credit without harming your GPA and use them simply to develop valuable communication skills.) Find out if you qualify for English tutoring. If you do, sign up and make full use of

(From "Nifty Nineties" Careers by Greg Anrig, Jr., reprinted from Fall 1988 issue of MONEY EXTRA.)

"Success will come to those who are most adept at communicating — be it with various types of consumers, the elderly, trade-minded foreigners, or computers. The better you communicate, the stronger your job prospects."

Professions that have plentiful job opportunities already are electrical engineering and computer programming. Anyone with a bachelor's degree in science or mathematics may be able to get a high-paying job as an engineer during the 1990s.

According to the U.S. Bureau of Labor Statistics, electrical engineers will be in the greatest demand because the growth of new technology requires electrical systems designed by more engineers. Mechanical and industrial engineers can also expect a choice of job offers as manufacturers hire them to create more complex machinery, including robots. Other engineering specialties will flourish depending on what national concerns the federal government decides to address during the next decade, says Betty Vetter, Executive Director of the Commission on Professionals in Science and Technology.

take care of the communications, it usually comes back to the individual project team member.

The technical job is the beginning for many professionals. Communication skills are essential if you want to take advantage of promotions that can lead to technical marketing/sales, management and consulting.

Here are a couple of statements from visiting technical employers:

Project managers: "Most of all, I need someone who can write. Our reports are huge documents that require good writing skills. You need to know the vocabulary (of this field)."

New Research team member: "We give weekly (oral) presentations on our experiments and our data and make suggestions (to improve research). We do a lot of technical writing for specifications and procedures."

Business employers also value skills in written and verbal communication. Here's what they said in some of the career fields:

Accountant: "As you'll be working with all levels of

your tutor.

2. Develop your own vocabulary program by learning a few new words all the time, the L.A. Times, Reader's Digest and other publications in your field can help you expand your vocabulary.

3. International Students and Scholars Office has a program for recently arrived students who wish to increase their comfort with conversational English. You can get information by calling 961-2211.

4. There are Mock Interviews for practice. Ask at the appointment desk at Counseling & Career Services.

5. Practice Interview Day is an opportunity to obtain feedback from employers about your interview skills.

6. CASE offers assistance with writing skills to sharpen other academic skills for classes. You can get information by calling 961-4248.

7. Join Toastmasters, a public-speaking group at UCSB, and actively participate in meetings. Call Activities Planning Center at 961-4550 for further information.

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• PART-TIME Sales • PART-TIME Cashiers

We're building opportunities for you at BUILDERS EMPORIUM, and offer excellent salaries in a friendly working environment. Interviews will be held at the following times and location:

Tuesday, April 25, 9-11am  
Wednesday, April 26, 1-3pm  
125 N. Fairview Ave., Goleta, CA

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April 26, 1989

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# Beat The Rush



The latest survey for the Career Resources at C & CS shows that 15 percent of the student users are Sophomores, 15 percent are Juniors and only 8 percent are Freshpersons! This is a room that was designed to help students who are in their first three years of college as well as the Senior. In fact, much of the career resources are best when used early in your college career. So beat the rush by doing some career research and self assessment in your early years at UCSB.

What rush? The one that involves holding off your parents who want to know what you're going to do with the rest of your life while you try to pass the rest of your classes. The one that happens senior year when you are trying to find a job, but you don't know what you want to do. (You don't even know what you could do!) The one that involves looking for a job while you're still a full time student and you don't know where the employers are. The rush that is part of leaving school and starting your career is all consuming when you haven't prepared for it. Or we could be talking about the rush of applying to a graduate school at the same time you are still figuring out what kind of program would be right for you.

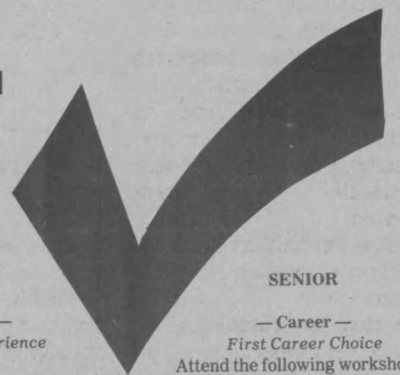
No, you don't have to accomplish all that stuff now. And, yes, it will help to know more about what you want when these later choice points come along late in your college career.

Here's what we have for students in their first and second year that will help them avoid the rush:

- I. Tons of career information about what you need to get into any career.
- II. SIGI+, a computer program to match the real you with a potential career.
- III. Career peers who can talk to you about getting started on finding a direction.
- IV. Drop-in career advisors to help you over the clueless stage and onto a new level of understanding about what you want in your career.
- V. "Making College Payoff," April 25, 6-9 p.m., is a special workshop for at C & CS for first and second year students to help them use the university to their greatest advantage while they are here and to be better prepared for a career after college.

Best of all, these services are free to UCSB students. You simply walk in the door of UCSB's only pink building to get started. At the appointment desk ask for a registration form, get your green dot and walk from there to the Career Resource Room and meet the career peers and the rest of the friendly staff. The hours are Monday through Friday from 8:30 to 11:45 a.m. and 1:00 to 4:30 p.m.

# CHECKLIST



#### FRESHMEN

- Career —  
Explore Career Areas  
Trial & error jobs  
Talk with parents, friends, professors  
Career Testing  
Identify the following:  
\*Past accomplishments  
\*Skills & abilities  
\*Career related hobbies  
\*Personality style  
\*Career values

#### — Academics —

- Explore the University  
Read course catalogue  
Get academic advising  
Meet many professors  
Attend workshops  
\*Study skills  
\*Test taking  
\*Memory  
\*Time management  
\*Speed reading  
Explore General Ed curriculum  
Explore summer school

#### — Personal —

- Self-Understanding  
Develop support group  
Take personality test  
Values clarification exercise  
Explore individual counseling  
Attend Counseling Center brown bag programs  
Identify major fears of college life  
Re-define relationship with parents

#### — Social —

- Initiate Relationships  
Join dorm or Greeks  
Join activity clubs  
Join professional or business club  
Summer travel  
Nuture hobbies  
Develop a peer group

#### SOPHOMORE

- Career —  
Collect More Information  
Read about careers in library  
Talk with professionals in several careers ("Information Survey") See Alumni Resource Guide  
Make short-term goals  
Look for summer internship  
Volunteer to "shadow" a professional  
Day on the job

#### — Academics —

- Gain Specific Information  
Seek academic advice  
Take professors to lunch. Befriend them.  
Focus on good GPA  
Choose a major  
Develop tentative 4 year academic plan  
Talk with people in your major  
Study abroad program

#### — Personal —

- Explore New Roles  
Become friends with some Internationals  
Learn to accept another culture  
Join a counseling growth group  
Find a mentor who can offer support  
Do a class study for a class project

#### — Social —

- Increase Involvement  
Work on dorm or Greek project or program  
Volunteer for Student Senate Committee  
Apply for Helpline  
Join intramurals team  
Host university event  
Invite professor/staff to dorm or apartment

#### JUNIOR

- Career —  
Increase Experience  
Find internships  
Make tentative decision about career direction  
Attend resume workshop  
Continue information surveys  
Develop general awareness of career options in many areas  
Become familiar with work settings and job descriptions  
Take Ed 164 — Career course

#### — Personal —

- Risk Personal Openness  
Seek out people to talk over problems with  
Help another person with their problems  
Discuss some of your decisions with a mentor  
Test ideas through the debate club or a discussion group  
Disagree with an authority

#### — Social —

- Exercise New Skills  
Start a small business  
Run for an elected office  
Apply for RA position  
Be a big brother/sister  
Counsel at a camp  
Volunteer

#### SENIOR

- Career —  
First Career Choice  
Attend the following workshops:  
Job Search  
Interviewing  
Recruiting orientation  
Mock Interviewing  
Establish life goals  
Develop contact list  
Interview for jobs  
Information survey for specific job info  
Develop budget for first job  
Check job listings and computer data bank

#### — Academics —

- Long-Term Decisions  
Graduate school applications  
Senior project  
Develop independent study  
Work on an academic project with professor  
Become a tutor/TA  
Explore life-long learning interests

#### — Personal —

- Make Commitments  
Prepare for your chosen lifestyle  
List your religious beliefs  
Attend a stress workshop  
Talk about your first year out of school  
Make a list of your firm decisions  
Write down 3 goals for your life

#### — Social —

- Leadership  
Run a group  
Supervise a few student projects  
Lead a professional organization—  
Join Jr. Chamber of Commerce  
Tutor high school students



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# Life After Liberal Arts

**By Wade Daniels**  
Staff Writer

## HOW MANY TIMES HAS THIS HAPPENED TO YOU?

Aunt Annie: "So (your name here), you're a big college student now. What are you majoring in?"

You: "(History, English, Philosophy, or any other non-trade Humanities major as the case may be.)"

Aunt Annie: "Oooh, so you want to be a teacher!"

The closer one gets to graduation, the more often conversations like this pop up, and boy, does it get irritating. But the fact is, many people who latch on to a liberal studies or humanities major start out their college careers with something more cash-oriented in mind like business administration. But it is only after becoming disenchanted with, or perhaps flunking out of required classes, like cryptic calculus, that students begin to consider something word-oriented.

However, a dilemma often develops once such a path is chosen. For a person majoring in chemistry or nuclear engineering — you pretty much know what sort of bad careers await them. Communications majors — it's not difficult to guess what they have in mind. But for someone who majors in something like classics or philosophy, just what kind of future does that hold? Then again, if you're a philosophy major, the questions of existence and future are probably moot anyhow.

As Aunt Annie alluded, a person with such a major always has the option of

hanging around college for an extra year after graduation and obtaining a teaching credential. This would allow the college graduate to go directly back to high school — most likely under the title of "substitute teacher." Now there's something to look forward to.

The outlook for being a college professor, however, is not nearly so bleak. According to a semi-recent study, the need for

maybe two, classes per quarter, maybe hold a couple of weekly office hours in the Pub and pick up a salary and benefits totaling up to \$80,000 per year (with lots of free time in the summer). They do have to write a book once in a while, though.

But what other opportunities are there for people who have liberal arts or humanities degrees? Well, consider that there is a

eastern college counselor attributed this apparent trend to a new appreciation of liberal arts grads' "command of English language arts, their ability to trust their judgment and intuition and their cultural breadth."

Corporations are learning that someone who simply has some culture and can do something other than compute algorithms can be a valuable asset. They're also more interesting conversationalists.

A more obvious path for someone in an English or humanities major would be a career in some sort of writing. Every company needs people to write things like press releases, and just think of how many instruction manuals there are in this world. But that sort of stuff can get pretty boring, folks.

Creativity, that's where the action is (but not necessarily where the money's at). Journalism is one way to take advantage of these skills and keep the mind informed and stimulated. And there's a lot more than just newspapers that need writers. There's lots of fun writing to be done. If you have a warped and creative enough mind, maybe you can do something like write letters for *Penthouse* magazine's "Forum" section. It's widely known that those letters are not sent in but done by paid writers. That stuff is quality writing, and you can imagine that it's pretty fun too.

Or, whatever your interest, however obscure, it can be guaranteed that there is somewhere printed a journal that specializes in it. There are journals that specialize in hamsters, the latest in lid technology, advances in the glue industry, button fasteners, you name it.

But you might have to relocate to some odd place to work for some of these, though. If sheep shearing is your thing, and you want to write about it, you might end up having to move to some place like New Zealand, which actually wouldn't be so bad if you don't mind vegemite.



college professors will grow like mushrooms in the next couple of decades. It seems true, too. How many professors do you have that seem like they can hang on for much more than another decade or so? On the whole, college professors are a bunch of greying, artery-clogged old geezers ready to kick off at the drop of a hearing-aid. By the time most current undergraduates get their degrees, go on to get the masters and finally a Ph.D., it'll be at least the mid-1990s, and the torch will be ready for passing.

And consider also that a tenured professor can have a pretty partyin' lifestyle. They usually teach one,

small portion of the nation's homeless population that is homeless by choice. No responsibilities, no taxes, plenty of time to read. How bad would it be living an ultra-bohemian lifestyle and being maybe the smartest homeless person in town?

But there is money to make after a liberal arts education. According to another study by the Corporate Council on Liberal Arts, job prospects look bright for holders of such degrees. More than half of the 535 large and mid-sized corporations surveyed actively recruit liberal arts graduates. Two-thirds of them offer specific job-training programs. One

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