

# Work in the Mainstream: Desirable or Despicable?

By Career Staff,  
Counseling and Career Services

The purpose of this document is to present some of the hidden and visible expectations, values, practices and attitudes of mainstream work in the U.S. While this description will never match any one employer, it can be used as a starting point for your personal evaluation as you consider employment options. Armed with this information you can make a decision about how well mainstream jobs match with your values and attitudes and the life style you want to achieve. If you desire a job in the mainstream, you can start preparing early so that you have the expected skills and are comfortable with the values and attitudes you are likely to run into.

What is mainstream work? For this article the definition will be medium (a few hundred employees) to large (tens of thousands) employers. Some small employers operate very much the same. Some small alternative employers have become quite large while maintaining something of their small business values and practices. Ben & Jerry's Ice cream is an example. The assumed positions described here are professional/salaried jobs that might apply to a wide range of college graduates.

As you read through this description, ask yourself: What will this require of me? How will this match or adversely affect my vision of my desired lifestyle? How will this fit my family? What cultural adjustments will I be making to work in this environment?

## Employer Expectations: Personal characteristics:

As a college graduate, employers expect you to have leadership qualities. Even if you are not in a designated leadership role at the start, you will be watched to see how well you work with others, especially when it comes your turn or you make it your turn to get things done. Getting leadership experience now is going to be an important way of preparing for the future. Jump into student committees, clubs, teams and go after the leadership positions.

Employers will expect you to have high self esteem. They expect as a college graduate that you will represent the organization. If you feel positively about yourself, you will better represent your organization. They will expect you to be self-reliant. That means when they give you a project they expect you to come up with a method of completing it. Even when a suggested process is presented, they often are waiting for your initiative and proposals. Being assertive is a necessary quality in most positions.

## Language:

Being able to speak well is highly prized in mainstream employment. Often that means in formal business English and more often today in other languages as well. Employers will be evaluating you on grammar, vocabulary size and use and the effective delivery of ideas. This will happen in interviews. Even in heavy content areas like engineering and computer science, employers look for the employee who can present the ideas, influence clients and communicate well in a team. Having just the skills of your discipline is never enough!

## Team Work:

There are few mainstream jobs that involve prima donna performance. Most positions will require you to work closely with others, even those you may grow to dislike. Being able to negotiate, propose and influence will be critical to your performance and the performance of your team. In addition, networking is necessary for you to stay in touch with all the fast changing information in your field. If you expect to go to work in a solitary situation in an unchanging field, mainstream employment is not for you.

## Competition:

Almost in the same breath, an employer may describe their team work philosophy and next their highly competitive incentive awards or commission based salary program. Entry level positions may require a delicate balance between cooperation and competition. Higher level positions involve cooperation and competition between individuals and between departments.

## Job Security:

Forget it! The new vocabulary for jobs includes down sizing, out sourcing, merging, restructuring, contracting, globalization, automation, company bankruptcy, just-in-time employment, temporary, laid off and just plain fired. Don't stop looking for a job because you have a job. Apply even when you are happy with the job you are in. Few companies have any sense of loyalty to their employees. With the globalized market for products and services, our jobs are much more fluid and competitive. It may be an advantage to start thinking of yourself as a business (like a free agent in sports) even when you work for someone else.

## Professional Development:

Your future depends on your ability to perform. There probably isn't a skill group you won't be expected to use. Choose your first job for the new skills you can develop. Keep informed of other's skill, building opportunities.

University Extension, evening classes, corporate classes and training, professional conferences and conventions, mentorship within your professional association (join soon, volunteer often), classes independently sponsored in your community. Keep track of your education so you can inform both your current employer and those with whom you will apply.

## Clothing:

Check out the clothing of your superior and emulate without competing. It is possible in some cases to lease suits and deduct the clothing expense for business purposes. This is usually your responsibility to make the purchases. Start up business wardrobe can cost \$2-3,000.

## Work Time

Professional/salaried workers are paid to get the job done, not for the hours they work. It is not uncommon for employees to work late at night and weekends totally 50-60 hours per week, includes weekend hours. During high pressure times, 70+ hours per week are sometimes expected. There is no overtime pay in most cases. Working late at night or over the weekend does not generally create opportunities to arrive at work later the next day, although during slow periods there might be some flex allowed. Missing appointments or meetings can be very damaging in some industries and with some clients. Missing deadlines is generally unacceptable as well.

## Personal time:

Organizations often expect you to drop personal activities to complete deadlines or pick up slack on a project. If you live in a committed relationship, your partner may need to pick up the slack in maintaining the home, caring for children, etc. If your partner is also engaged in mainstream work, then a low maintenance lifestyle is going to be necessary. Example, no pets, no kids, few vacations together, small living space, no hobbies and no cooking. Many in this lifestyle report exceptions in this area lead to significant expenditures for child care, housekeeping and expensive short vacations.

## Sick leave:

Most employers have a sick leave policy where you earn a specified amount per month. If you have dependents you may be able to use your sick leave to be with them, check on the policy. Despite policy, full use of sick leave is often seen as lack of loyalty, or commitment or endurance and may be counted against you. When you are ill you need to communicate with your supervisor. Calling after the fact is unacceptable. Calling once at the beginning of an illness is not enough, you need to update your employer daily. Taking all your sick leave is usually seen as a weakness during your first year or two, especially if you are not able to document that you have been ill.

## Income:

Mainstream employers are said to be higher compensators for your working hours. Small employers often point out that the big employers have to pay more because the jobs are less rewarding in other ways.

## Extra "Curricular Activities":

Invitations for golf, spectator sports events, receptions, parties may look like entertainment and they are not when they come from your superiors. One company kept wondering why a certain group of employees never rose above middle management. The CEO was convinced it was not due to prejudice. The consultant who came in discovered that this group never participated in golf with clients or supervisors. The consultant went on to discover that major business contracts occurred on the links. He also discovered that the upper management based promotions on their opportunity to learn about employees from playing golf with them! This informal process was not understood by upper management any more than it was by those left out of the opportunities until this was pointed out. Look for the expectations (often unstated) behind entertainment or sporting events.

## Communications:

Supervisors expect to hear from you as your work progresses. They are often as busy or busier than you are. They don't expect you are having any trouble or that you are doing anything effective unless you tell them. Telling your supervisor you are not going to bring an assignment in on time the day of the deadline is a mistake. Negotiating with them as you see trouble arising is more likely to be effective.

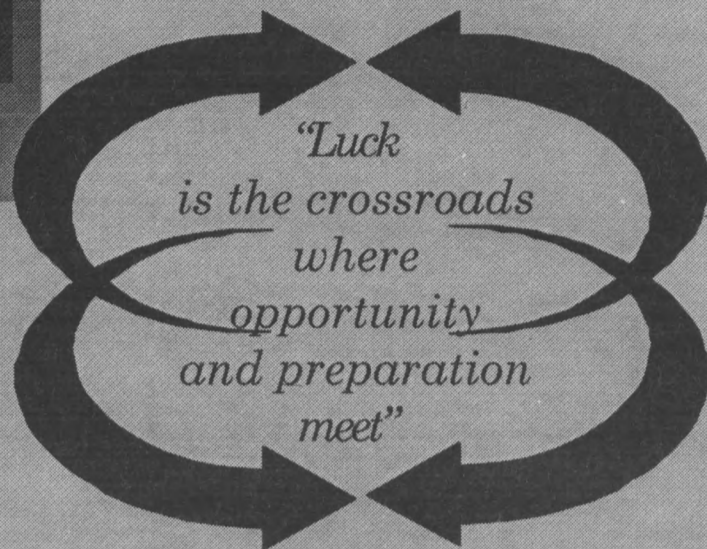
## Transportation:

Most employers will expect you to arrange to get to work and park if you drive. Both expenses are likely to be yours to bear and will not be deductible. If you are expected to use a car in your work you may be provided with a company car or reimbursement for using your car. If the latter, be sure you choose a car that is appropriate for the task. If you are transporting clients, plan on a larger car handsomely appointed.

## Location and relocation:

More employers are working with employees and their geographic preferences. Even so, See MAINSTREAM, p.4A

## Career Supplement Counseling & Career Services



Fall Quarter, 1996

## Jobs Aren't What They Used to Be

### From the Editor

The spring issue of the *Journal of Career Planning and Employment* deals with the changing concept of what it means to work for someone. The notion of "employee" once conjured up a certain set of duties, responsibilities, and loyalty to an organization which, in turn, provided job security, benefits, a sense of belonging, and a professional identification through to retirement. The Journal indicates that there will be no gold watches in the workplace of the future. Workers will be project specialists, who contract with a number of employers to fulfill specific needs.

William Bridges, author of *Jobshift*, uses the term "dejobbing" to describe some of these changes that will require us all to be more proactive and responsible for the direction of our working lives. He evvisions a world without jobs as we know them. We should not expect to work for one company or even do the same type of work on a consistent basis, but rather rely on a number of "skill sets" or services we offer as the market demands and our lifestyle dictates. This employment evolution will reward those with competence in specific areas as well as the ability to change, adapt, and retrain. The concept of "job," according to Bridges, is a social artifact of the nineteenth century. It is a task that is highly repetitive, can be broken into components, and is easy to describe. In transforming from an Industrial- to an Information-based society, the "job" for most Americans is already dead. Knowledge, the primary focus of today's workers, does not meet the above criteria.

As unaffiliated workers we will be paid for specific tasks accomplished rather than a regular wage or salary. Instead of employers providing benefits, workers will carry their own health insurance from project to project. Retirement and pension plans will require more thoughtful planning and initiative on the part of the employee.

We must learn to identify ourselves as thinkers and independent business people, to become more entrepreneurial in how we approach the job market. Job security will depend on our willingness to take risks and our commitment to lifelong learning. We will work with less structure from external forces and more flexibility to define our own work. Already the concept of the work week has changed due to the advent of flextime and job sharing. We will recapture one of the concepts this country was founded on — the rugged individual. Sound scary? You bet!

The Journal goes on to identify 12 skills needed for success in the future. It is not necessary to have all of them, but a combination of these skills throughout your working life will provide stability and opportunities in a variety of areas.

The list describes areas of character, ethics, and individual value systems much more than actual technical skills. The need for strong moral fiber will continue to play a significant role in our collective well-being as we move

toward the year 2000.

What can we do to face the future with optimism and courage? First, it is important to acknowledge that massive social and economic change is taking place. This is happening globally and will continue for some time. Second, understand that humans are adaptable, some more than others, and we will grow to accommodate these changes. We have already adapted to significant changes in how we interact with each other with the development of the Internet and computer technology. Third, remember that regardless how much things change there are some universal human needs: the need for community, the need to be honored and valued for our contribution to that community, and the need to feel connected and a part of a social system that helps us define who we are.

### The skills are:

- Flexibility and adaptability in handling ever-changing roles and management styles
- Ability to function and work with people from a broad range of ages, cultures, and learning styles
- Language skills — especially knowledge of multiple languages for the global marketplace
- Computer literacy and basic knowledge in all types of technology
- Team playing, negotiating, and networking skills
- Learning skills and continuous re-education
- Personal career planning skills (Self-assessment, inner worth, current skills)
- Global awareness/orientation Knowledge of a country and region as well as the culture of the people there
- Oral and written communications skills become even more valuable as corporations flatten
- Self-comfort. The company no longer defines the worker
- Strong ethical framework
- Forecasting skills: knowing where your company is going, where the opportunities will be and the ability to see which direction to flex toward

During our walks together my daughter sings "you are a human animal, you are a very special breed, for you are the only animal who can think, who can reason, who can read!" As long as we believe in our adaptability as human animals and use our gifts of thinking, reasoning, and reading to acquire new information and skills, we will make it through to the other side of this economic evolution with the kind of energy, confidence, and competence with which scientific breakthroughs are discovered, fortunes are made, Nobel prizes won, and symphonies written. I believe we are suited to the task.

Good luck and best wishes for a successful school year.

*Lily Maestas*



Trade Careers Panel: (left to right) Cheryl Rhodes, UCSB Export Small Business Development Center Intern; Viola Koch, President; and Jana Goldworthy, Senior Trade Consultant for CA Central Coast World Trade Center Association.

## Career Opportunities in International Trade

By Deb Artz, Coordinator  
Applied Learning Program

Ninety-five percent of the world's population lives outside of the U.S. Small and medium-sized businesses constitute 96 percent of U.S. exports, but only 30 percent of the export sales. An estimated 100 companies in Santa Barbara County are exporting products and services to Mexico alone. According to Fermin Cuza, Vice President, International Trade & Government Affairs, Mattel, Inc., "One out of every nine jobs in California is tied to trade. While our State was losing 800,000 jobs since May of 1990, more than 232,000 jobs were being created through exports. These export jobs paid 17 percent more than the median wage." American businesses now more than ever must think globally in order to stay competitive in the next century.

Whether you are interested in finance, marketing, research or technical areas, there may be a place for you amidst the countless number of companies now looking to export abroad in this exploding time of GATT and NAFTA. "We're seeing increased numbers of firms participating with us as well as an expanded diversity of both manufacturing and service industries wanting to export overseas" reports Jana Goldworthy, Senior trade Consultant and former Export Marketing Manager for Pacific Trade Corporation. Students need to first determine whether they want to be the entrepreneur, or climb the corporate ladder. "This is not an 8-5 type of field when dealing with countries across time zones throughout the world. You must first decide if this is something you can really commit yourself to and then identify what aspect of international work best fits your talents," according to

Viola Koch, President of Ca World Trade Center Association. Regardless of which area sincerity, an openness to new cultures as well as a willingness to learn whatever it takes were stressed as key elements for future candidates.

"Experience and contacts are key to getting a foot in the door" according to current UCSB Export SBDC intern, Cheryl Rhodes. When I returned from my study abroad experience in Brazil I had a chance to get a taste of this through a jeweler, I called the internship office and was given the name of the director at Export SBDC and was given a year long opportunity that has given me the confidence to deal with clients on a variety of research questions. I firmly believe this experience contributed significantly to my current position with a local firm here in Carpinteria. Both the World Trade Center and VK International Consulting uses interns that have gone on to secure positions with members of the association or client firms. "One of my interns was so successful in his internship with me that I sent him overseas to Thailand to help with the export of orchids at this time. He has since secured the Rotary International scholarship to attend a Masters degree program in International Law and Trade in Paris and is now involved with a software company as well as continued work with my business" according to Viola Koch. One strategy might be to find the distributor in the country your firm wants to expand to, but doesn't have time to research and find.

Students should check out the new TradePort website to explore the various advertisements of shipping companies, brokers, cargo handlers, transfer agents and consultants.

## Alumni Association Wins CASE Award

By Susan Goodale

Today's lifestyle results in fewer and fewer permanent relationships than years ago. It's not often that you hear of someone keeping in touch with their best friend from elementary school. Sadly, we hear of many friends, family members or neighbors getting a divorce. The same goes for jobs and careers. It used to be a person held the same job or was employed in the same professional field for all of their working years, today this is very seldom true.

In this world of impermanence, there are life-long relationships you can count on. The first is your obligation to the IRS, something we'd all like to forget about. The second is your connection to your alma mater, UCSB. The common bonds all Gauchos share are nurtured through alumni services provided by the UCSB Alumni Association. Fortunately, one of those alumni services provides programming to assist you with one of those temporary relationships — your career.

In 1993 the UCSB Alumni Association made a commitment to providing high-quality yet low-cost career services to alumni. The program was established based on the needs of alumni and maintains close contact with Counseling and Career Services in order to provide a smooth transition of career support to students following graduation. The program provides assistance in four different areas of career need. Career networking includes informational interviews with UCSB alumni who have volunteered to speak with alumni and students about their chosen professions. Career counseling services provide alumni with a selection of trained career counselors located in their geographic location for individual and group counseling. Seminars and workshops provide an opportunity to learn about career skill building techniques and information about the changing workplace. Tips on these subjects also appear in a career column in *Coastlines*, the quarterly alumni magazine. This column is written by UCSB career counselor Lily Maestas, who recently published *Unlimited Options: Strategies to Last a Lifetime*. Job search assistance includes employment listings in the *Gaucha JobTrakker* and further education on how to locate the hidden job market.

The UCSB Alumni Association also works collaboratively with other UC alumni associations to provide alumni career programs. In September, the Third Annual UC Career Conference and Job Fair was held in Los Angeles. Approximately 1,000 UC alumni attended the event which included a keynote speech by Richard Bolles, author of *What Color is Your Parachute?* The rest of the day included a variety of seminars, a networking luncheon and a job fair with over 100 employers.

The alumni career service program of the UCSB Alumni Association is one of the first of its kind in the western United States and in 1994 received a Regional Award of Distinction and in 1996 received a National Gold Medal from the Council for Advancement & Support of Education (CASE) for its creativity, use of resources and ability to provide career services to an alumni population ranging from recent graduates to mid-career professionals.

In addition to alumni career services, the UCSB Alumni Office offers many more programs through which alumni maintain an active connection to the University. In addition to discounted rates for alumni career services, members of the UCSB Alumni Association are members of a regional alumni club, self-selected members of one specifically focused alumni constituent group and receive free forwarding of letters to their friends who also attended UCSB, but with whom they have lost contact. Members also receive *Coastlines*, free borrowing privileges at the nine UC campuses, invitations to 10 worldwide educational and social travel programs coordinated for UCSB alumni, discounted rates to the Mark Taper Theatre program in Los Angeles, a discount at the UCSB Family Vacation Camp, (which employs a student staff during the summer) and information on financial services offered explicitly to UCSB alumni including temporary and permanent health insurance, a home loan program and a low-interest line of credit.

Not only can you benefit from the programs and services offered, you can volunteer in meaningful ways. Many alumni are active in our legislative relations program which lobbies local state and federal agencies on behalf of UCSB an in our career and student relations programs in which alumni serve as mentors, speakers and counselors for other alumni and students.

See ALUMNI, p.4A

COUNSELING & CAREER SERVICES UNIVERSITY OF CALIFORNIA SANTA BARBARA	
COMPANIES RECRUITING FOR THE 1996 FALL QUARTER	
Sign ups for these interviews started as early as October 7th, and the first actual interviews began October 21st. Come by the Campus Interview Desk at Counseling and Career Services for more information and to register.	
<p>ADP November 14</p> <p>ARCO Products October 30</p> <p>Abercrombie &amp; Fitch October 31</p> <p>Advanced Business Systems November 5</p> <p>Advanced Micro Devices October 30</p> <p>Advanced Office Automation November 20, 21</p> <p>Aerospace Corporation, The November 15</p> <p>Aerotek October 24</p> <p>Affinity Group, Inc. November 18</p> <p>American Express Financial November 22</p> <p>Andersen Consulting November 4</p> <p>Applied Signal Technology November 21</p> <p>Arthur Andersen LLP October 25</p> <p>BDO Seidman October 29, November 1</p> <p>BT Office Product International November 1</p> <p>Barclays Global Investors November 18</p> <p>Bullocks/Macys October 23</p> <p>CB Commercial Real Estate Group October 29</p> <p>Cadence Design Systems November 6</p> <p>Call America November 12</p> <p>Canadaigua Wine Co. November 19</p> <p>Carpenter, Kuhn &amp; Sprayberry October 23</p> <p>Carter Wallace Laboratory November 12</p>	<p>Chevron Corporation November 14</p> <p>Cohn Handler &amp; Co. October 24</p> <p>Comerica Bank November 8</p> <p>Computer Science Corporation October 23</p> <p>Consolidated Electrical Distributors November 11</p> <p>Coopers &amp; Lybrand LLP October 21</p> <p>Coro Foundation November 18</p> <p>Dantz Development Corporation November 7, 8</p> <p>Data Products October 30</p> <p>Deloitte &amp; Touche LLP October 21</p> <p>E. &amp; J. Gallo Winery November 8</p> <p>EcoAnalysis November 14</p> <p>Enterprise Rent a Car November 7</p> <p>Ernst &amp; Young LLP October 23, 24</p> <p>Factory Mutual Engineering Assoc. October 29, 30</p> <p>Farmers Insurance November 18</p> <p>Fortis Investors November 21</p> <p>Harris Corporation November 5</p> <p>Heublein, Inc. November 12</p> <p>Hewitt Associates November 15</p> <p>Hewlett Packard November 12, 13</p> <p>Home Depot November 5</p> <p>Household Credit Services November 18</p> <p>Hughes Electronics November 5</p>
<p>IBM November 19</p> <p>IKON November 18</p> <p>Integrated Devices Technology November 8</p> <p>Intel Corporation October 10</p> <p>KPMG Peat Marwick LLP October 22</p> <p>Kinkos November 12</p> <p>Lawrence Livermore Labs November 12</p> <p>Lear Astronics November 18</p> <p>Lockheed Martin/Management Data Systems November 20</p> <p>Lockheed Martin/Missiles &amp; Space November 13</p> <p>Lockheed Martin/Western Dev. Labs October 30</p> <p>Los Angeles Unified School District October 28</p> <p>McDonnell Douglas Aerospace October 28</p> <p>Mentor Graphics November 6</p> <p>Mercury Interactive October 29</p> <p>Mervyns October 28; October 31; November 7</p> <p>Microsoft Corporation October 28, 29</p> <p>Motorola, Inc. October 24</p> <p>Mutual of Omaha November 20</p> <p>NCCOSC (Naval Command, Control &amp; Ocean Surveillance Center) October 22</p> <p>Naval Service Center November 21</p> <p>Nabisco Foods October 29</p> <p>Northwestern Mutual Life October 28; November 5</p> <p>Olde Discount Stock Brokers November 20</p> <p>Oracle Corporation November 14, 15</p> <p>Pacific Island Club November 20</p> <p>Price Waterhouse LLP/Accounting October 22</p> <p>Price Waterhouse LLC/Mgmt Consulting October 31, November 1</p>	<p>The Procter &amp; Gamble Company November 5 &amp; 6</p> <p>Pyramid Technology November 4</p> <p>RayChem October 11</p> <p>Robinson's May November 11</p> <p>Rockwell International October 30</p> <p>Royal Alliance November 13</p> <p>Score @ Kaplan November 13</p> <p>Seller &amp; Company October 25</p> <p>Spectrian November 21</p> <p>Standard Register November 22</p> <p>Staples, The Office Superstore November 20</p> <p>Starbucks Coffee October 30</p> <p>Sun Microsystems November 8</p> <p>TRW Avionic Systems Div. October 29</p> <p>Space &amp; Electronics/October 28</p> <p>Target Stores November 11</p> <p>Texas Instruments October 29, 30</p> <p>Tektronix November 7</p> <p>Teradyne November 1</p> <p>Toyon Research Corporation November 1</p> <p>Turner Entertainment November 18</p> <p>U.S. Peace Corps October 30, 31; November 1</p> <p>Union Bank November 19</p> <p>Unique Business Systems November 20, 21</p> <p>Unocal Corporation October 31</p> <p>Wells Fargo Bank November 21</p> <p>Wilton Company November 15</p> <p>Xilinx November 5</p> <p>Zurich Insurance November 7</p>

### ENTRY-LEVEL CAREER OPPORTUNITY

American Standard, Inc., a recognized leader in quality plumbing products and services, has an opportunity in the Northern L.A./ Santa Barbara area for an individual to be a territory manager and learn the wholesale and retail sales business.

You will develop and service relationships with plumbing contractors, builders, commercial specifiers and specialty retailers. A college degree is required and a willingness to learn and grow professionally is a must.

We offer a generous compensation/benefits package, in addition to a company car. Send resume which must include salary requirements to: Dept. JS, American Standard, Inc., P.O. Box 6820, Piscataway, NJ 08855. FAX: (908) 980-3034. EOE M/F/D/V.

**AMERICAN STANDARD INC.**

## Electrical Engineering Opportunities in Goleta

Toyon Research Corporation is looking for an entry level person with a B.S., M.S., or Ph.D. in electrical engineering to work with nationally recognized senior engineers to help carry out feasibility studies, requirements analyses, operations research, effectiveness and utility evaluations, or concept validation studies in support of our national defense. A strong background in the analog sciences and systems theory is desired. Versatility with Fortran and C++ programming languages and UNIX and Windows operating systems is recommended.

**Toyon Research Corporation**  
75 Aero Camino, Suite A  
Goleta, CA 93117

Web Page: <http://users.aol.com/toyonres>

### Careers Fall 1996

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This Career Supplement is produced through the collaborative efforts of the staff of Counseling & Career Services and the UCSB Alumni Association. It is brought to you through the generous contributions of the businesses that advertised in this insert.

## Employment Trends and Implications

Note: The following article was compiled by Dr. Nord in an on-going effort by C&CS to provide students with the most current economic and job trend information. These trends and their proposed impact on students' career planning will allow you to make better, more sound choices regarding potential places of employment and career satisfaction.

Dennis L. Nord, Ph.D.

Associate Director, Career Services

**1) TREND:** More low paying jobs, many part-time positions with no benefits. (A cartoon of president appeared talking about how many new jobs have been created, behind him a waiter mumbles, "Yeah, and I have 3 of them!")

**IMPACT:** For the assertive student who understands the job market, this is not a huge problem. For the more passive, less career oriented student this means higher likelihood of under-employment, spells of unemployment, and little forward progress in their career. More financial burden requires creativity to provide what companies routinely covered in the past.

**2) TREND:** Internships (and other career-relevant experiences) more often pay little or nothing. Education costs are up, more students work more hours, and take more classes each quarter to finish sooner.

**IMPACT:** This double impact situation hits the low income students hardest. Simply put, more students are low income now. When they work, they choose jobs that pay the most to make their expenses. Therefore, they are often eliminated before the application process. As the number of paid internships has gone down and education costs have risen, more students are affected. Internships are one way of building the cultural capital to enter jobs outside their immediate experience.

**3) TREND:** Jobs are less stable than in the past. More new grads are reporting that they were laid off, or their job was outsourced or their company was merged while those with higher seniority kept their jobs.

**IMPACT:** Multiple jobs in the first year have become common. Learning to never stop looking seems a necessary strategy we can encourage. More than ever before, multiple strategies for finding positions is necessary. Perhaps an entrepreneurial spirit should be developed

even for those expecting to work as employees. Skills in alternative fields seem more valuable in this market.

**4) TREND:** Jobs are now part of the global market place.

**IMPACT:** Even when it is not readily evident, U.S. students are competing world-wide for jobs of all kinds. If a job can be done somewhere else cheaper it will be. Information based industries have little need to be in any specific geographic location.

**5) TREND:** Opportunity is now world-wide. U.S. students are being employed in other countries, less often by U.S. firms and more by local firms.

**IMPACT:** Hot opportunities exist for students with language skills and specialty skills (computer, technology, English, knowledge of special markets in U.S.) in other countries and the U.S. with foreign owned organizations. Learning another language and being culturally adept in other cultures is increasingly valuable.

**6) TREND:** Non-majority markets being explored and expanded in U.S.

**IMPACT:** Experience in culture and language can be an important factor in U.S. in the hiring decision of many organizations because of marketing, personnel (management, development, training), advertising opportunities. In international markets, a diverse staff is often a strength in appropriate cultural response. Being bi-cultural and bi-lingual is increasingly in demand.

**7) TREND:** Fewer middle management jobs due to mergers and downsizing and technology that replaces managers. More jobs of all kinds are being eliminated.

**IMPACT:** This means fewer future jobs for new college grads in management with the larger firms. There is also more need to train or job change during life time. Jobs new graduates take now may not exist in two to five years. Preparation for quick moves to alternative employment is very critical.

**8) TREND:** More and more opportunities listed on the internet.

**IMPACT:** Students need to learn where and how to hunt for jobs using this new tool. It will

be difficult to know what is not on the net. Many jobs will continue to be filled informally.

**9) TREND:** "Temp to perm." More employers are using temp agencies as a vehicle for getting new employees without having to worry about the legal problems if people don't look like they will work out.

**IMPACT:** More students will use temp agencies for their first jobs. They get experience and try out employers while employers are doing the same thing. Students need to be planning their campaign to impress employers as they consider them for permanent employment.

**10) TREND:** Automation and computerization efficiencies have led to "re-engineering" organizations so that they now do their work differently rather than simply having the same people do the same old jobs with computers and automation.

**IMPACT:** As re-engineering takes effect, the result is fewer people are more productive sometimes by cutting out layers of middle people. Sales people no longer need as much office support as computerized forms automatically trigger orders, inventory, invoicing and delivery all at once. Where a whole transportation department was needed, some industries deliver entirely by email. When automation takes effect a few new jobs are created that require more skill than the larger number of jobs eliminated.

**11) TREND:** College still pays off! College graduates "have higher median earnings and lower unemployment rates. Median earnings for college graduates were \$37,359 in 1992. This was 47 percent more than the median for all workers. Unemployment for college graduates was three percent, less than half the national average of seven percent. Additionally, most graduates were employed in the managerial, professional specialty, and high-level sales jobs to which college freshmen aspire." *Occupational Outlook Quarterly*, v38, n2 (Summer 1994): 21-28.

**IMPACT:** Students will continue to choose to come to university for career success. They need the assistance of career professionals to help lift their career into the orbit they are looking for.

### Lining Up Work After Graduation

By Micael Kemp  
Coordinator, Employment Services  
Counseling and Career Services

While it might seem that Spring Quarter is most logical time to start looking for work after you graduate in June, by then it's almost too late. Now is the time to start your job search, and the Campus Interview Program can help you.

• **What is the Campus Interview Program?**

It used to be called the Placement Center, and is a service in Counseling and Career Services that brings recruiters on campus to interview graduating students for full time jobs. We have companies recruiting with us which are looking for all types of majors and offering all kinds of jobs.

• **What companies come?**

Between 200 and 300 employers come to campus each year looking to hire bright, eager students after graduation. The companies that come tend to cluster in the technical, retail, insurance or finance fields, and are large enough to take in 15, 20 or more new hires right after graduation in June. (By contrast, we don't have newspapers, for instance, coming to recruit for journalists or museums coming to hire docents. These kinds of companies tend to only hire one or two people at a time, so college recruiting would not be cost effective for them.) Our companies are looking for new hires in all aspects of their operations, including consulting, accounting, sales, engineering, management, etc., so come in and check out the job descriptions to see if there is something of interest to you.

• **Shouldn't I wait until closer to graduation to interview?**

NO! Just to the opposite is true. If you are graduating in June, now is the best time to participate in Campus Interviews.

• **What do I do next?**

Come by and register at the Campus Interview Program in Counseling and Career Services or call Marilyn Levitan or Tish Ramos at 893-4415. The service is available to currently enrolled students graduating no later than August of 1997 and is free. Don't wait to get started — you need to be in the loop at least two weeks prior to the week your selected employers are scheduled to be here and they've started coming already.

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# Get a Heard Start on Your Career

By Xenia Trejo  
Counseling & Career Services  
Career Peer

Walking up the dark staircase of Ellison Hall last Winter quarter, I noticed a flier on one of the doors announcing that Counseling & Career Services was hiring for peer positions for the following year. Always in need of a good steady job, I picked up an application and continued my busy schedule, leaving the application for another day. Weeks later, while working on a 10-page paper, I was shuffling through the mass piles of paper on my table, which I call a desk, searching for my notes. After making a mess on the floor, and giving myself a paper cut, I stumbled upon the application for a Career Peer at C&CS which was due that day (I never did find my notes). Burnt out after writing the paper, the last place I wanted to be was in front of my word processor again filling out an application. I have my roommate to thank, if it had not been for his simple yet wise words, "Just fill it out, it will only take you a few minutes." I would not have the best job on campus...

So, I filled out the application, answered a few questions, and turned it in at the front desk of C&CS where it was received with a friendly smile. Midterms came and went. After going through a group interview, then an individual interview, the hiring process was complete. I was told to wait for a call.

Then the day came. I arrived at my apartment on a Friday afternoon, worn and tired from a long week to find a message on my answering machine from C&CS saying that I had been selected to be a Career Peer for the 96/97 school year. My first reaction was joy, I called my mom to tell her the good news. (My second reaction was to find out how much I'd be getting paid.) But, it wasn't until I started training that Spring that I found out what a great job this is.

Being a career Peer means that you have access to TONS of information. The Career Resource Room (work station for Career Peers) has information on almost any career or profession. I have recently been researching some of my childhood fantasy careers, just for fun. Last week, I started reading *Private Eye*, one of the books in the career library. A favorite task of mine is updating the national full time job binders, this gives me an idea of the types of jobs that are out there. The CRR also has information on graduate programs and various self-assessment tests which may help students determine the type of career that suits their interests. This is just the tip of the iceberg. We have information to help any student, whether it be on declaring a major or applying to Law School. As a graduating senior I have found working here at C&CS is the best thing I can do for myself. Being surrounded by vast amounts of resources has encouraged me to take my future career seriously by researching my field of interest, getting information from people who are already in the field, and seeking the advice of career advisors along the way, all of which is available in the CRR. One of the best aspects of the job is the people I work with. Counseling and Career Services encourages teamwork, the Career Peers and I have built a sense of unity as Career Peers in the past have. Being part of a team has filled us with a sense of pride. We can always count on each other for support or help. We are all dedicated to working hard at a job we love.

Don't just take it from me, this is what some of my fellow peers have to say about our job...

Lupe: "Working at Counseling & Career Services amongst many other things, gives you easy access to information that you would otherwise have to go out of your way to find..."

Ricardo: "I find great satisfaction in knowing that we have helped a student make a well informed career decision by providing him/her



Counseling & Career Service Peer training included an outdoor, overnight experience. They all came back, healthy, happy and ready to provide services in the Career Resource Room and the Applied Learning Program at C&CS. Front row: Alex (Career advisor), Roy (Career Peer), Brett (Applied Learning Program Peer), Jenn (ALP Peer). Middle row: Amanda (ALP peer), Aviva (Career Peer), Xenia (Career Peer), Jay (Career Peer), Kishla (Career Peer), Brenda (Career Peer). Back row: Jean (ALP Peer), Lupe (Career Peer), Dennis (Career Advisor), Heather (Career Peer), Belinda (ALP Peer), Monica (Career Peer), Ricardo (Career Peer).

with valuable information and resources."

Kishla: "I like this job because I can help others and learn about myself."

Monica: "It's a fun and rewarding job because I learn tons of information and I am able to share that with students."

Aviva also likes the vast array of valuable information and that she has such easy access to it while she's "still young" (she is a Sophomore). Heather particularly enjoys the feeling of answering a challenging or unusual question and the fact that she always has something to do. Jay and Brenda simply love to help people. This is not the ordinary job. Every time I go to work I learn more about my interests. Through answering students' questions, I am able to learn even more about my stage in the career decision making process. Whether I am helping a student out or engaging in an intimate discussion about career choices with another Career Peer, I can always count on leaving work with a smile on my face knowing that I have learned something new about the job market or about myself.

So, if helping people while helping yourself sounds like something that you'd like, keep your eyes open for announcements of available positions as Career Peers 97/98. Stop by the Career Resource Room at Counseling and Career Services and take a look around. And don't forget to see if Career Peer Roy keeps his promise: "If you look, you shall find (via Roy)."

## ALUMNI

Continued from p.3A

The Alumni Office not only provides services for alumni, but also has a strong student relations program which includes a student loan fund, student employment opportunities, and a chapter of the nation-wide Student Alumni Association, which coordinates career related activities and provides leadership training and opportunities for undergraduate and graduate students.

Your relationship with UCSB does not end

with your diploma. UCSB continues to support its former students through a wide variety of programs such as alumni career services, which enhances your ability to use your degree. Jobs may come and go, but once a Gaucho always a Gaucho. Your relationship with the UCSB and the UCSB Alumni Association is one you can count on for the rest of your life.

Susan Goodale is a UCSB alumna and is the Director of Alumni Career Services and Student Relations for the UCSB Alumni Association.

## MAINSTREAM

Continued from p.1A

promotions may come faster to those willing to relocate. This might involve transcontinental leaps or cross town commutes. Be ready to decide. Going where opportunity exists in the short term can be a huge advantage in the long term and may help you live where you want to be with the job you want later. Seniority often is the key to job location choices.

Tools:

You need tools to do your job. Your employer will provide some of these. If you need a computer at work it is likely it will be provided. Portable tools you think you need may be your responsibility if your employer hasn't arrived at the same decision. It may be an advancement advantage to lease or purchase your own: laptop computer, cellular phone, beeper, fax or copy machine. Waiting for your employer to make the purchase might leave you non-competitive at the critical moments in your job.

Office:

In the past, mainstream employers provided your space to do business. Today that is changing. More employers are expecting employees to work at home (it saves them money). You may need to plan space in your home for your office. Most likely they will provide the tools; if they don't, it may well be worth the \$2000 for equipment to advance your job \$10-20,000 over the next few years.

Tax Consultation:

It is probably smart to get a tax consultant to help you figure out what is deductible. As you can see above, working is expensive. You want to keep as much of what you earn for yourself and understanding the tax laws can make a big difference. Is your home office tax deductible? What happens if your employer helps you pay your rent and cuts your wages? Is that legal? Is it a tax advantage? Oh, this costs money too.

Sustainer vs Achiever:

Which are you? Which do you want to be? Either person can be successful, but the rewards might be quite different. Sustainers often hold the belief that doing a good job is enough and will result in promotions and desired opportunity at work. Achievers act as though their career depends on others, especially the decision makers knowing about what they are doing. Adelle Scheele in her little book *Skills for Success* (in the Counseling & Career Services Career Resource Room) has described the specifics of what can happen to people who use these two strategies. She obviously feels the Achievers attain more success. That might not be true if one considers the personal and cultural sacrifices involved.

Achievers generally spend much of the regular work day networking with people on the job. They make a point of telling their boss what they accomplished. They are actively seeking other co-workers and people in decision making positions to see if they can help them with their work. They volunteer to be on committees and task forces. They often con-

sult with more senior staff to ask advice about effective ways to do the work. Achievers are quick to accept invitations to dinner, to sporting events and receptions and use those opportunities to continue the networking process. Sustainers often see them as gadflies who spend little time "on task" doing their jobs.

Sustainers on the other hand are very task oriented and put in their work day being very productive with the work they see as required of them. They expect their employer/supervisor to notice what they have done well. They rarely or never tell anyone about their accomplishments. Sustainers often resent being passed over by an Achiever and rarely understand what is legitimate about why that happens.

Scheele found in her research that Achievers, while they do put in fewer "on task" hours at work during the regular working day, they also work more hours. They are doing the job specific tasks during quiet hours in the evenings, early mornings and weekends when Sustainers are unaware of their activities. The Achievers are more efficient at using the resources, they see the active part of the work day as the opportunity to use the people resource and their "off duty" time as the opportunity to grind out the specific work they need to complete. In doing so, they are promoting themselves, appropriately and getting help, advice and contacts that also helps them be more efficient and to "work smart."

Once you know how this works (her book helps) you can choose one of these strategies for your career. Or, you can choose some combination to fit your personal needs and lifestyle since it is obvious these strategies are exclusive. In mainstream employment, it is clear that the Achiever strategy pays off. The downside is that a major commitment to the strategy leaves little time for family. It requires orienting your lifestyle to your work. It might even mean incorporating the values of the organization you work for as your personal values.

Evaluation:

After reading through this you are likely responding to the expectations, "I won't do that. That doesn't fit my idea of a good life. I think that would work." It is of value to see what fits and what doesn't. Most important of all is evaluating if the kind of success available in the mainstream employment is what you want. If it is, then figuring out what sacrifices you and your family might have to make. Is this going to be worth it? If not, what is your definition of success in life? If the mainstream employment is not for you, there are other ways of achieving success that may be much more fulfilling for you. The personal outcome to strive for is balance in your life that allows you time and resources for your personal and cultural values.

If you choose the mainstream use this information to look at your personal preparation to assure your success. For the areas you feel deficit in, start early to pick up the skills and experience to 1. know if you want to make this your life and 2. have the skills to be competitive when the time of job search comes.

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Santa Barbara Mission Room

### BA INTERVIEWS

Thursday, November 21st  
8:30am - 4:30pm  
Career Center

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- PERSONAL BANKING OFFICERS
- BANKING CENTER MANAGERS
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