

JOBS FOR HISTORY MAJORS: A THING OF THE PAST?

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KATHY HANLON

As everyone knows by now, the job market these days is very tight indeed. However, the February 1975 issue of Changing Times magazine offers some hope. It mentions that "while some economically hard-hit companies are pulling in their horns, most apparently share the view of Sherwin-Williams Co.'s Roger Waller: 'We cannot afford to pass up good introductory people today and then in the future have a gap in good, qualified, promotable employees.'"

What then are the kinds of graduates these companies are willing to hire?

The greatest number (of companies) say they need business/marketing graduates. Engineers are the next most sought-after, and accounting graduates are a close third choice on these recruiter shopping lists. Demand is high too, for science and mathematics backgrounds and computer specializations. Again at the bottom of the list are liberal arts degrees, but at least demand remains about the same as the last two years, with about 30% of the companies surveyed seeking liberal arts graduates. (Emphasis added.)

Beyond an appropriate degree, companies look for good grades (in top half or third of the class), work experience, well-defined career goals, extracurricular activities and ability to communicate.

(Changing Times, February 1975, p. 25)

In its third annual job market survey Changing Times takes a step further and presents the names of 135 employers who have openings, plus details on what they're looking for and how to apply. It is suggested that the sooner you get started and the more effort and finesse you put into your job search, the better your chance of finding the right job. For convenience sake, here are those 37 employers (out of the total list of 135) who are asking for liberal arts graduates to fill certain job openings. (The following list consists of: (1) the employer, (2) its principal products or service, (3) jobs available and (4) how to address inquiries.)

ABRAHAM & STRAUS, 420 Fulton St., Brooklyn, N.Y. 11201/ retail department store/ management development program in merchandising, finance, operations, sales administration/ Robert M. Bach, Director of Executive Recruitment.

ALLSTATE INSURANCE CO., Allstate Plaza So., Northbrook, Ill. 60062/ insurance/ programmer trainees, systems analysts, accountants, actuarial analyst trainees, office supervisors/ Personnel Dept. G-2.

BEIK STORES SERVICES, P.O. Box 2727, Charlotte, N.C. 28234/ services to 400 department stores/ management trainees in retailing areas--merchandising and sales support/ Human Resources Utilization.

THE BENDIX CORP., Southfield, Mich. 48076/ components of automotive and seroelectronic products, mobile homes, building materials, industrial machines and tools/ design and development engineering, manufacturing, material management, accounting, sales, information systems/ Frank G. Cousins, Corporate Manager, University and Professional Recruiting.

CHESEBROUGH POND'S, INC., 33 Benedict Pl., Greenwich, Conn. 06830/ health and beauty aids, food and clothing/ sales/ Employment Manager, CPI Corporate Headquarters.

CHUBB & SONS, INC., 51 Kennedy Parkway, Short Hills, N.J. 07078/ multiple-line property and casualty insurance/ trainees in underwriting, operations, underwriting survey, actuarial science/ J.L. Powell, Jr., Recruiting Manager.

CONNECTICUT GENERAL LIFE INSURANCE CO., Hartford, Conn. 06152/ financial services, life and health insurance/ actuarial trainees, administrative assistants, marketing and customer relations specialists, investment analysts (M.B.A.) programmers, systems analysts, underwriters/ Elizabeth S. Conover, Administrator of College Recruitment.

DEFENSE INTELLIGENCE AGENCY, Washington, D.C. 20301/ federal agency, research and analysis of military intelligence data/ intelligence research specialist, computer programmer, physical vulnerability engineer, photointerpreter; require eight-to-ten-week background inquiry; no civil service exam/ Civilian Personnel Division, PM-1D.

EATON CORP., 100 Erie View Plaza, Cleveland, Ohio 44114/ truck and auto components, materials handling equipment/ accounting, employee relations, development programs in materials management, product and manufacturing engineering/ V.G. Crowley, Manager, Professional Recruiting.

ELECTRONIC DATA SYSTEMS CORP., 7171 Forest Lane, Dallas, Texas 75230/ data processing services (FM) to large companies in major industries/ recruiting, systems engineer development program, operations development program, accounting/ Director of Manpower.

FAMOUS-BARR, 601 Olive St., St. Louis, Mo. 63101/ full-line department store/ eight-week executive training program for positions as assistant buyers/ Ramona Howard, Executive Placement Manager.

GENERAL SERVICES ADMINISTRATION, 18th & F Sts., N.W., Washington, D.C. 20405/ federal agency for management of government property and records/ accountant, auditor, architect, archivist, computer specialist, budget analyst, engineer, personnel, supply management, procurement, realty management/ Career

Intern Coordinator, Special Recruiting and Training Div. -- BPT.

W. T. GRANT CO., 1515 Broadway, New York, N.Y. 10036/ national general merchandise retail chain/ store management training program/ D.R. McGeorge, Recruiting Manager.

THE HOOVER CO., household appliances/ manufacturing and quality control engineers, accountants, credit analyst, marketing analyst/ George I. Potter, College Relations Manager.

INTERNAL REVENUE SERVICE, District IRS Office, Location of your choice/ federal agency for administering and enforcing revenue laws/ revenue and special agents, internal and tax auditors, revenue officer, internal security inspector, engineer, taxpayer service representative, actuary, computer programmer, tax attorney/ Chief, Personnel Branch.

S.S. KRESGE (K-Mart-Kresge), 3100 W. Big Beaver Road, Troy, Mich. 48064/ general merchandise/ retail business management/ Director of Management, Personnel Recruitment and Training.

LIBERTY MUTUAL INSURANCE CO., 175 Berkeley St., Boston, Mass. 02117/ casualty, property, health and life insurance/ accountants, auditors, claims adjustors, safety engineers, management trainees, marketing managers, sales representatives, underwriters, programmers, systems and control analysts, procedure writers; also want lawyers/ Manager of Personnel Development.

LINDSAY-SCHAUB NEWSPAPERS, P.O. Box 789, Decatur, Ill. 62525/ newspaper publishing/ reporters and copy editors; want journalism degrees, prior newspaper internships/ George B. Irish, Personnel Manager.

MEIER & FRANK, 621 S.W. Fifth Ave., Portland, Ore. 97204/ retail department store/ training program for position as buyer, operations manager, store manager; also want M.B.A.'s/ Jack G. Parker, Vice-President, Personnel Director.

METROPOLITAN LIFE INSURANCE CO., One Madison Ave., New York, N.Y. 10010/ annuities, life, health, property and liability insurance/ sales and sales management/ Lawrence W. Jackson, Asst. Vice-President, Recruiting Services (5-H).

G.C. MURPHY CO., 401 Broad St., Richmond, Va. 23219/ variety and general merchandise retail chain/ trainees for store management/ Personnel Director.

NATIONAL SECURITY AGENCY, Ft. George G. Meade, Md. 20755/ federal defense agency; development of communication and computer systems/ electronic and mechanical engineer, research mathematician, programmer-systems analyst, translator, research analyst/ Attn: M321

NETMAN-MARCUS, Main & Ervay, Dallas, Texas 75201/ retail specialty store/ executive development program; retail experience preferred/ Bruce R. Matza, Manager of Executive Placement.

NEW ENGLAND LIFE, 501 Boylston St., Boston, Mass. 02117/ insurance, pensions, mutual funds/ management and programmer trainees, underwriters, pension analysts, research assistants/ Employment Office.

OSCAR MAYER & CO., 910 Mayer Ave., Madison, Wis. 53701/ food manufacturing/

management training program; sales-marketing, accounting-finance, production management, industrial engineering, livestock procurement/ College Relations Department.

OWENS-ILLINOIS, INC., P.O. Box 1035, Toledo, Ohio 43666/ packaging/ industrial sales, comptrollership trainees, project, product and design engineers/ Director, College Relations.

POPULAR SERVICES, INC., 128 Dayton Ave., Passaic, N.J. 07055/ mail order (consumer goods)/ management trainee, accountants, financial analysts/ E. Sinclair, Manager, Employee Relations Department.

PRENTICE-HALL, INC., Englewood Cliffs, N.J. 07632/ publisher of books and loose-leaf services/ college textbooks, business and professional sales representatives; management trainee; methods; operations management; editorial trainee/ Robert Haltwanger, National Sales Manager, College Division.

SARKES TARZIAN, INC., E. Hillside, Bloomington, Ind. 47401/ electronic components and machines, TV-Radio broadcasting, newspaper publishing/ customer service, sales application engineer, design development, general reporter/ E.M. Sears, Personnel Manager

SEARS, ROEBUCK & CO., Sears Tower, Chicago, Ill. 60684/ general merchandiser/ retail management, credit sales, controllership training programs, data processing, copywriting/ Director, Personnel Planning.

SHILLITO'S DEPARTMENT STORE, Seventh and Race Sts., Cincinnati, Ohio 45202/ clothing/ executive trainees in sales management and buying/ Executive Recruiting and Placement.

UARCO, INC., West County Line Road, Barrington, Ill. 60010/ business forms/ sales representative; management trainees in engineering, accounting, production/ Fritz Kauffmann, Personnel Manager.

UNION CARBIDE CORP., 270 Park Avenue, New York, N.Y. 10017/ Chemical processing/ R&D, manufacturing, general engineering, sales/ Vernon O. Davis, Manager, Professional Recruitment.

VENTURE STORES, 615 N.W. Plaza, St. Louis, Mo. 63074/ discount merchandising/ trainee positions for department managers/ Manager of Recruitment.

WADSWORTH PUBLISHING CO., Belmont, Ca. 94002/ college textbooks publisher/ college text sales and promotion representatives/ Harold Pames, National Sales Manager.

THE WICKES CORP., 110 W. 'A' St., San Diego, Cal. 92101/ retail shelter company/ retail management, sales/ R.D. Dillion, Personnel Department.

ZAYRE CORP., Speen St., Farmingham, Mass. 01701/ retail department stores/ one-month management training for department manager in geographic region of your choice/ Maury Cyr, College Relations Manager.

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If the above listing does not have exactly what you are looking and/or qualified for, perhaps such indecisiveness is due to not knowing what other

career fields might be open to you as a Liberal Arts major. Thanks to Catalyst Publications (Copyright 1973), here is a list of 20 careers with their entry-level requirements and job prospects:

ADVERTISING: BA; Liberal Arts or Business. Portfolio helpful; on-the-job training. Stiff competition because of the attractiveness of this field to many young people. Best opportunities for those with marketing, journalism or business training and a flair for language.

BANKING: BA, BS OR MBA; Finance or Liberal Arts. On-the-job training. Moderate employment increase expected through the 1970's with greatest growth in branch banks as services are brought closer to residents of suburban business centers.

BOOK PUBLISHING: BA; English and/or Writing Courses. On-the-job training for editorial work. Teaching experience required for textbook publishing.

BROADCASTING: BA; Liberal Arts. On-the-job training. Moderate increase in employment primarily in smaller communities and in educational television. Competition for positions will be keen because of the attractiveness of this field to young people.

COMPUTER PROGRAMMING: BA; Mathematics, Business or Philosophy. On-the-job training. Many thousands of new jobs will become available yearly through the 1970's. Sharpest employment increase in firms using computers to process business records and control manufacturing processes.

FUND-RAISING: BA; Liberal Arts or Business. On-the-job training.

INSURANCE AGENT: BA OR BBA; Courses in Accounting, Economics, and/or Finance; Sales experience. On-the-job training; license required for agents and brokers anticipated; basically field will remain keenly competitive.

INVESTMENT ANALYST: BA OR BBA; Business-Administration, Economics or Finance. On-the-job training; license required for stockbroker.

LEGAL-SUPPORT FIELD: BA; Liberal Arts. On-the-job training. Newly developing field. Good opportunities anticipated.

LIBRARY SERVICE: MIS; Library Science. 1 year's study beyond liberal arts degree. Increasing supply of librarians and limited expansion of services due to economic factors makes competition keen presently. Best opportunities in school and college libraries. Long-range outlook for librarians good.

MARKET RESEARCH: BA OR BBA; Economics, Marketing and Statistics Courses. On-the-job training. Very good opportunities for college

graduates well prepared in marketing research methods and statistics.

NEWSPAPER AND MAGAZINE PUBLISHING: BA; Journalism or English Major, Social Science Courses. Internships and on-the-job training common. Good opportunities for well-qualified reporters with demonstrated talents and for technical writers. Small-town papers offer best opportunities.

PHOTOGRAPHY: BA OR BFA; Liberal Arts and/or including Photography Courses. Competition keen in portrait and commercial fields; increase in opportunities for industrial photographers anticipated.

PUBLIC RELATIONS: BA; Courses in Writing, Social Sciences. On-the-job training. Rapid expansion expected in the 1970's as the general level of business activity increases.

REAL ESTATE: BA; Courses in Contracts, Liens, Leases. Deeds and similar subjects. On-the-job training; license required for agents and brokers. Some growth expected to serve increasing population; most current openings derive from turnover.

RETAILING: BA; Retailing Courses. On-the-job training. Slowly increasing field for full and part-time work.

SOCIAL WORK: BA OR BSW; Major or Courses in Sociology, Social Work. MSW required for entry-level jobs in some places. Long-range opportunities excellent for persons with MSW; current funding limitations have curtailed expansion at present. Good future prospects likewise for BA's.

TRAVEL AGENT: BA; Travel Courses. On-the-job training.

URBAN PLANNING: BA; Architecture, City Planning, Public Administration, Social Science Major. MUP required for some entry-level jobs. Also, on-the-job training. Good opportunities expected for qualified planners in this rapidly growing field.

WRITING: BA; English Major; writing courses helpful. Portfolio useful. Favorable employment opportunities for well-qualified technical writers.

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Let us now take a closer look at those careers traditionally pursued by Liberal Arts majors (courtesy of Western Connecticut State College's Department of Education);

BANKING (branch bank systems, commercial banks, trust companies, international banking, etc.)

1. Operations: Assisting in daily operations of bank departments as trainee to become familiar with complex operational details; works with customers, employees, does detailed paper work, prepares reports, studies systems for possible improvement.

2. Branch Manager: Learns responsibilities of branch manager in personnel, work planning, sales, personal and business loans, operations, public relations.

3. Trust Department: Works with customers when bank serves as estate trustee, advises on investments, oversees legal details of trust, plans financial programs.

4. Credit Department: Receives and reviews applications for personal or business loans; makes loans for purchase of homes, cars, household goods, etc.; evaluates loan applications for business purposes, advises on operations, decides on risk, supervises collection.

5. Sales: Obtains new business for the bank through advertising, promotional programs, publicity, business sales contacts; studies economic trends, does market research, studies local business developments, makes reports and recommendations of new fields of activity.

GOVERNMENT

1. Federal: Most general positions in U.S. Federal Government are filled from lists established by passing the Federal Service Entrance Examination given several times during the year. This exam qualifies for numerous types of occupations in nearly all Federal agencies (Social Security, Agriculture, Treasury, Defense, Interior, etc.). In addition, some agencies, for some types of positions issue special examination announcements when vacancies occur. The individual interested in Federal employment should take the Federal Service Entrance Examination as early as possible and keep informed of other examination announcements.

2. State: State employment is, in most cases, obtained by State Civil Service examinations given for the specific state agency involved at the time the vacancy occurs (i.e., case worker I for Department of Health and Welfare). A few states have adopted general professional entrance examinations similar to the Federal Service Entrance Examination. Applicants interested in any specific states or state may request examination announcements from the State Civil Service Commission at the state capitol.

3. Municipal: Generalist positions in city and town employment are less clearly defined than in Federal or State employment. Larger communities have health and welfare departments with case worker openings, opportunities in certain management fields, and other trainee opportunities. The applicant interested in municipal work should write to communities of his choice for information.

INSURANCE (life, health, accident, fire, group, etc.)

1. Underwriter: Evaluates and decides for or against applications for personal or business insurance; applies specific formula to applications, obtains and weighs evidence of risks, makes decisions for or against applications, establishes premium rates.

2. Claims Adjustor: Investigates and settles claims arising from accidents, illness, fire, disaster, etc. Interviews, witnesses, principals, determines damage, helps attorney prepare case for court if necessary.

3. Computer Programmer: Uses non-mathematical applications of data, logic, system planning for more efficient operations, service to customers, retrieval of information. (Also available in other general fields; Banking, Retailing, Manufacturing, etc.).

4. Sales: Person-to-person or commercial calls on potential and present customers, assisting with changing situations and needs, advising on suitable protection details, informing of new or changed policies.

LIBRARY WORK

1. General Librarian (Trainee): Opportunities are offered by many large libraries for full-time employment as library apprentices or assistants while the student attends Library School at night for the advanced degree in Library Science. Full salary is paid; the student must finance his own school costs, but scholarships are available.
2. Special Librarian: After completion of the appropriate and required graduate program in Library Science, numerous opportunities are available for employment in various specialized fields, such as medical and technical libraries, school or university libraries; business, foreign trade, patents and many other fields also need trained personnel in this field.
3. Bookmobile Librarian: Provides library service to rural communities throughout specific territory on regular travel schedule.

MANUFACTURING

1. Marketing: Carries out research on market trends, consumer preferences, buying habits; provides sales help for field salesmen; studies sales records, product results, packaging preferences, displays, promotions, etc. Makes recommendations and plans programs.
2. Advertising: Develops advertising programs for products in all media (newspapers, magazines, radio, TV, display), works closely with sales and marketing divisions; studies packaging, consumer trends, preferences, helps promote new products, works with national advertising agency representatives.
3. Purchasing: Buys raw materials, supplies, equipment, furniture, machinery. Talks with salesmen and suppliers, visits displays and conventions. Seeks best buying values for his organization. (Also available in many other fields such as Retailing, Hotel and Restaurant work, Airlines, etc.).
4. Sales: Trains to represent company in specific territory, traveling regularly to visit customers and prospective customers, informing them of new products, new developments of old products, takes orders, discusses complaints, and sees that these are referred to proper authority, helps solve customer problems in display, advertising, and promotion of products; makes regular reports on activities.
5. Production Administration: Learns to supervise production or manufacturing unit; works with personnel, costs, time, motion and efficiency studies; works with quality control, process improvement, new product planning; supervises foremen, department heads, workers, lives daily with industrial and union relations. (Other names used: Foreman, Department or Plant Superintendent.).
6. Personnel: Trains for selection, hiring, promotion, transfer, and termination of employees; administers appropriate test programs, evaluates job applications, develops job descriptions, works with incentive plans, bonus programs; administers sick-leave and vacation policies; receives and acts on grievances; negotiates with union representatives, projects manpower needs and supply; plans and promotes educational programs; may edit company newspaper, supervise safety program, or plan and administer group insurance. (Also available in other general fields such as Banking, Insurance, Merchandising, etc.).

RETAIL MERCHANDISING (chain and department stores of all types -- general merchandise, food, furnishings, clothing, etc., mail-order stores)

1. Management Trainee: Trains for stores management responsibility or (in large store units) for departmental management, learns personnel functions, financial control, buying, display, advertising, store layout, public relations.
2. Buyer: Learns the planning, selection, procurement, pricing, and promotion of a specific line of merchandise, visits manufacturers and suppliers to make selection.

3. Merchandise Manager: Responsible for effective display, promotion, and sale of group of related merchandise lines, works with buyers, supervises sales clerks.

4. Advertising and Promotion: Learn window and counter displays, special promotional programs, seasonal displays, newspaper and magazine advertising, radio and TV promotion, direct mail appeals.

SOCIAL SERVICES

1. Case Work: Public social organizations (city, state, federal agencies) and some private social service agencies offer case work training for a major in any field of study; long-range professional advancement in the field requires M.A. degree in Social Work. The case worker deals with assigned individuals or families who are applicants for public assistance, judges the need, recommends amount of aid, advises on financial planning, reports in detail on all cases assigned.

2. Group Work: Organizations engaged in youth and adult recreation work such as Boy Scouts and Girl Scouts, YMCA, YWCA, offer openings in organizing, planning, directing programs, training volunteer leaders; important parts of such programs are fund raising, budget planning, public relations, recruiting volunteers, advising and directing volunteer leaders.

3. Educational and Community Services: Public schools, hospitals, and other institutions employ social workers in case work with students and parents, patients, and former patients. Colleges and universities offer openings in general administrative positions (such as admissions, housing, placement, registrar, religious advising, student aid). Recreation programs for different age levels from childhood to old age are offered by communities.

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We hope that we have given you some ideas as to prospective employment and/or career goals. If you need further information concerning a prospective employer, the following is a list of resources (courtesy of Wesconn's Education Department) that should help you in locating such information:

1. Local newspapers: Help Wanted ads; especially useful when you are in town looking for work, but also helpful in advance. Have a friend in the city where you want a job send you the "Classifieds" for three to four weeks in advance of your arrival.

2. Telephone books: the Yellow Pages are as complete a list of employers in a given location as you will find anywhere.

3. Chamber of Commerce: for names of business organizations.

4. Better Business Bureau: for information on the legitimacy of business organizations.

5. Employment Agencies: ask friends for names of agencies they have used successfully and ask large companies which agencies they use and can recommend.

6. State Employment Service: free employment agencies operated by state governments with federal support, a source of information on current job

openings and on state, federal and municipal civil service jobs and examinations.

7. The United Fund, The Community Chest, et al.: for lists of agencies and other social services which they support.

8. Directories and other lists, by field: may be found in public libraries, college libraries, college placement offices, and school guidance offices. For instance:

Communications:

Broadcasting, Yearbook issue, published by Broadcasting Publications, Inc., 1735 De Sales St., N.W., Washington, D.C. 20036.

Editor and Publisher International Yearbook, published annually 1920 to date. Contains a large amount of useful statistical and directory information in the field of American and foreign journalism.

Gebbie House Magazine Directory, a public relations and free lance guide to the nation's leading house magazines. Published triennially 1952 to date. Gebbie Press, New York.

Literary Market Place, lists book publishers, magazines, newspapers, radio and television companies, translators, book clubs, agents, photographers and other businesses associated with publishing. Annual. R.R. Bowker Co., 1180 Avenue of the Americas, N.Y. 10036.

Directory of Newspapers, Magazines and Trade Publications, N.W. Ayer. Published by Ayer Press, West Washington Square, Philadelphia, Pa., 19106.

Social Services:

Conservation Directory, a listing of organizations, agencies and officials concerned with natural resource use and management. Published by the National Wildlife Federation, 1412 16th St., N.W., Washington, D.C. 20036.

Directory of State and Local Resources for the Mentally Retarded, U.S. Department of Health, Education and Welfare, Secretary's Committee on Mental Retardation, 1970.

Directory of Facilities for Mentally Ill Children in the U.S., National Association for Mental Health, Inc., 10 Columbus Circle, New York 10019.

Others:

Catalyst, an excellent self-guidance back-to-work/ back-to-school series of pamphlet publications, available in public libraries, published by Catalyst, "the national nonprofit organization dedicated to expanding employment opportunities for college-educated women who wish to combine career and family responsibilities." For further information, write: Catalyst, 6 East 82nd Street, New York, New York 10028.

College Placement Annual, published by the College Placement Council, Inc., and distributed through college placement offices. Provides "information on the positions customarily offered to college graduates by principal

employers."

Directory, American Council of Independent Laboratories, 1026 17th St., N.W., Washington, D.C. 20036.

Directory of Historical Societies and Agencies in the U.S. and Canada, published biennially by American Association for State and Local History, 132 Ninth Ave., North, Nashville, Tenn. 37203.

Encyclopedia of Associations & National Organizations, published by Gale Research Co., Book Tower, Detroit, Michigan 48226.

Museum Directory of U.S. and Canada, published by American Association of Museums and the Smithsonian Institution, 2306 Massachusetts Avenue

National Trade & Professional Associations of the U.S., Columbia Books, Inc., (a number of trade and many professional associations have placement services for their members).

Research Centers Directory, Gale Research Company, Book Tower, Detroit, Michigan (lists research centers throughout the U.S.; includes a section on multi-disciplinary programs).

U.S. Government Organizational Manual, Office of Federal Register, General Services Administration, Washington, D.C. 20408. (Contains descriptions and organization charts for all government agencies and departments.)

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A final note: If you need help in writing a resume upon finding the employers of your particular interest and ability, may I suggest your turning to the Catalyst pamphlet entitled "Your Job Campaign" for examples of both "Chronological" and "Functional" forms.

Good luck! You're on your own.

(Editor's Note: Although I received much kind and helpful assistance from Wescom's Department of Education in compiling this article, may I assure you that this is and can never be a substitute for what is very badly needed on this campus: a Placement Office for Liberal Arts majors. Thus, I urge all of you -- students, teachers, alumni, administration -- to push for its creation immediately.)