# Truth about college education and jobs

By Linda Parker

Today's job market has made some incredible adjustments to deal with a slumping economy and double - digit inflation rate. These adjustments will have important ramifications for black students entering the workforce throughout the decade ahead.

There are some prevailing misconceptions that seem to linger in the minds of many young, college - bound black people. And they desperately need correcting.

MISCONCEPTION

Any black student graduating from college today can get a good job.

FACT:

Because black student enrollment has increased so significantly, far more blacks are graduating from college today than ever before. With a scarcity of jobs and a wealth of black applicants, companies can afford to be choosey. They take the cream off the top.

So, if you're good, you will probably get a good job. If you're not, you will probably be just another "head" in the unemployment line.

For students not in college, the message is similar: seek specialized training or get work experience. Otherwise you'll be competing with unskilled college - educated individuals for jobs requiring little more than a high school education.

MISCONCEPTION:

Blacks are only really makin' it in the fields of teachin', preachin', playin' (sports), and singin'.

FACT:

Unfortulately, we still seem attracted to these areas—almost to the exclusion of other more viable careers.

Blacks are needed and sought, and being paid exceptionally well, in engineering (especially chemical, metallurgical, electrical, and mechanical), accounting, pharmacy, retailing, sales, banking, computer programming, insurance actuaries, nursing, medicine, and law.

These fields continue to be exciting and they are very lucrative career choices as we move toward the 1980s.

MISCONCEPTION:

Blacks are well - suited for personnel, public relations, and other jobs that require working with people.

FACT:

Almost anyone who can open their mouth thinks they'd be qualified to "work with people." Unfortunately, most have never really thought through the skills needed to do specific work in an effective manner—with a variety of people in a variety of settings.

Moreover, most do not realize that these positions are usually "promote from within" type opportunities with minimal turnover.

In other words, far more college - trained individuals will seek employment in these areas than there are positions to be filled. That means highly talented, qualified people will beat the odds and secure these opportunities, while most will not.

MISCONCEPTION:

Blacks can negotiate for much higher salaries than their white counterparts.

FACTS:

Most companies have a salary range for jobs within their organization. They make a salary offer to a candidate based on academic preparation, past work experience, leadership, and other positive personality traits.

Other things like race, age, and sex are considered in terms of balance. In highly technical fields and where minorities are clearly under - represented, competitive salary offers are made.

Some companies will be more flexible in this than others. However, most will not significantly alter their average salary range.

The company may offer you the mid - point of a salary range and you may be able to negotiate a few hundred dollars higher, or you may be able to acquire some fringe benefits through your contract.

But usually the salary negotiation is not very flexible, because the company is vulnerable to claims of reverse discrimination if it pays different salaries to individuals doing essentially the same job.

There is always an exception to every rule. But unless you know you are an exceptional candidate for the job, you'd better be familiar with the "norm" and not just the exceptions.

MISCONCEPTION:

It's not what you know, but who you know.

FACT:

Knowing people can get you in the door, but unless

(Continued on Page 7)

Almost half the black physicians practicing in the U.S. are graduates of the

**Howard University College of Medicine**

**Consider this fact carefully if...**

You're looking for a challenging career in medicine;

You're looking for a medical school which has a distinguished 111-year-old tradition of training competent, flexible and humanistic physicians;

You're looking for excellent faculty who give personalized instruction and counseling; and

You're looking for a medical school which is meeting and exceeding national standards for medical education.

The Howard University College of Medicine is looking for intelligent, well-qualified young men and women who want a quality medical education to render quality medical care.

In addition to the traditional four-year program, we offer such optional professional programs as a Shortened Medical Curriculum, an Extended Medical Curriculum, and a combined M.D.-Ph.D. program.

And so much more.

For more information, write to:

**Office of the Dean**
**College of Medicine**
**Howard University**
**Washington, D.C. 20059**



**BENDIX COMMUNICATIONS DIVISION**

SPEAKS CHALLENGE and ADVANCEMENT

We are an acknowledged leader in the design, development, and manufacturer of sophisticated, state of the art electronic communications equipment.

Our current product line includes AIR TRAFFIC CONTROL SYSTEMS, MICROWAVE, LANDING SYSTEMS, RADAR, COMMUNICATIONS, AND TARGET DEVICES.

Current requirements include

R.F. DESIGN ENGINEERS
DESIGN ENGINEERS
MICROWAVE DESIGN ENGINEERS
DIGITAL DESIGN ENGINEERS
ANALOGUE DESIGN ENGINEERS
SYSTEMS ENGINEERS
MECHANICAL ENGINEERS
Q.C. ENGINEERS
TEST AND INSPECTION ENGINEERS
RELIABILITY ENGINEERS
ENGINEERING TECHNICIANS

Bendix offers exceptional benefits, professional working conditions, and a pleasant suburban location. Please call or visit

MR. DAVID M. HALL

**BENDIX COMMUNICATIONS DIVISION**

1300 E. JOPPA ROAD
TOWSON, MD. 21204

**823-2200, ext. 400**

E.O.E. M/F




# —Truth about

(Continued from Page 6)

you want to be used as a "showcase" black with an Amos 'n' Andy mentality, you had better know something when you get beyond that door.

Most companies today would be more correctly criticized for hiring over - qualified rather than under - qualified blacks.

Companies, no matter how small, no matter how insignificant, are demanding the best black graduates around. Both the companies and the black applicants must avoid falling into traps.

First, black students must make themselves qualified; then, they must refuse to settle for a mediocre, powerless position—no matter how attractive the salary. To be used in this way is merely another form of enslavement.

If you use a contact to get inside the door, fine. But when you get beyond the door, be prepared to meet the challenges head-on.

Yes, the job market is tight. But there is a place for you if you are qualified, prepared, and resourceful.

In the decade of the '80s, blacks must move beyond the mentality of the '60s. There are few poverty programs with inflated salaries for street "rappers"; Job Corp and CETA programs are underfunded, with no relief in sight.

Clearly black youth must take on a new theme: not only style, but substance; not simply confidence, but competence. That is the way of the future. It is a clear and undeniable imperative.

## Scholarships available

The National Student Nurses' Association has announced the creation of Career Mobility Scholarships for NSNA members who are registered nurse students enrolled in an undergraduate program leading to a baccalaureate degree in nursing or for LPNLVN's who are enrolled in an undergraduate program leading to licensure as a registered nurse.

For the 1980-81 academic year NSNA has announced four $2000 Breakthrough to Nursing Scholarships for Ethnic People of Color.

Additionally, there are nearly $20,000 worth of general scholarships available to members (membership is $10 a year).

Applications are available from the National Student Nurses' Association, 10 Columbus Circle, New York, N.Y. 10019. (212) 581-2211.

All applications must be in by February, 1980.


**Red Cross is counting on you -to help.**



**CAREERS at CALVERT**

**Where ability alone counts!**

Ability alone counts in our organization where there are many opportunities to grow. College graduates are now pursuing management careers in our production division.

**Job opportunities exist in these major divisions:**

• PRODUCTION • ENGINEERING • RESEARCH

We are especially interested in graduates in

• ENGINEERING • CHEMISTRY
• PHYSICS and MATHEMATICS
• BACTERIOLOGY • ELECTRONICS

Living up to its motto of integrity, tradition and craftsmanship, the Calvert Distilling Company has demonstrated over the years its leadership in excellence of product and in the development of managerial personnel.

**The Calvert** DISTILLING COMPANY
RELAY, MARYLAND 21227

A PLAN FOR PROGRESS AND EQUAL OPPORTUNITIES EMPLOYER M/F



**"THE CHALLENGING ALTERNATIVE"**

Coed . . . 1300 Students . . . An hour and one half from Baltimore and Washington, D.C. . . Twelve miles South of historic Gettysburg, Pa. . . . Offering majors in business, science, and the liberal arts.

Scholarships-Loans- Grants
Work-Study
9 Inter-Collegiate Sports

**MOUNT SAINT MARY'S COLLEGE**

Emmitsburg, Md. 21727 (301) 447-6122

Mount Saint Mary's College admits students of any race, color, national and ethnic origin to all the rights, privileges, programs, and activities generally accorded or made available to students at the school. It does not discriminate on the basis of race, color, national and ethnic origin in administration of its educational policies, admissions policies, scholarship programs, and athletic and other school administered programs.