



EDITOR'S NOTE: We are indebted to Canada Employment's Ron Jackson for much of the information and many of the insights offered here.

What is wrong with the scene pictured above? Our poor sobbing graduate faces a sorry future as he is confronted by the news that there are just not enough jobs around for everyone. But is this really the case?

Let's make one thing clear right from the start: one's success in finding a job after graduation is directly proportional to the amount of effort put into it. Or to phrase this another way, looking for a job is a full-time job. And there is no way around this. The key word here is initiative. The lack of opportunities faced by many is often the result of not really trying. Sounds harsh doesn't it -- after all, it's easier to sit and write this than it is to actually go out there and get a job. But let's be realistic and set a few ground rules.

First, what we've all heard is true. There are more opportunities for those students whose degrees will lie in the energy field area. That means engineering, computer science, the pure sciences and geology. Last year, of those students in the above

areas who went through the campus branch of Canada Employment, generally all got jobs.

The majority of business graduates were also employed. However, in this area, there are signs that the situation is deteriorating somewhat. The state of the economy and high interest rates in particular are now being reflected in the hiring practices of all companies, even the very largest. With these companies experiencing problems in financing their inventories, they are not purchasing and this results in a freeze on new employees. But there's still hope.

Education is a difficult field due to declining enrollments and cutbacks. Due to their new collective agreement, New Brunswick teachers laid off get put onto a provincial pool and they must be hired before new employees are taken on. In addition, school boards often do not know what vacancies they will have until April when most graduates have dispersed.

Your best results in education are in the specialty fields, and teaching French as a second language or in immersion is the top money winner. Most opportunities

in teaching are coming from the west.

And what about arts students? Generally opportunities are there, but arts students are simply not taking advantage of them. Banks, chartered accounting firms and even sales positions are open to arts students. These employers are actively seeking those with BA's and in many cases, the response from students is disappointing. Anyone with a general arts degree has to take a look at all the options. With only a BA in say, history of psychology, you are not likely to get a job in your field of study. You are not like engineers who have marketable skills that can be put to work right away, you have to find a job where your specific skills can be realized and developed to the advantage of your employer.

If you are in third year and planning on graduating the spring after next, now is the time to start thinking of jobs. Recruiting activity on campus takes place in the first semester. Applications should be in by the first of October and companies start coming to the university October 15. Go visit the campus Canada Employment Centre. If you need help in deciding on what type of job you

would like, career counselling is available from Student Services.

Last year 196 companies recruited here and another 100, some of which were summer employers, solicited without actually coming on campus. This year the numbers are down somewhat, again because of the economy. Visiting the Maritimes is out of the way of the majority of businesses centered in the industrial heartland, so we tend to get dropped.

But don't forget only about 35% of jobs available are advertised through newspapers and placements agencies. That leaves 65% "hidden" out there. So if you are graduating and still don't have a job, don't despair. Develop your own job search strategy. You can get help and advice at any Canada Employment Centre.

You don't have to be like our little guy. Just make the effort -- and be realistic about what you want to do and what you can do. There are no guarantees, but there are possibilities.

Watch for the March 5 Student Services column for more information on the job hunt. Next week we'll have a feature article on individual job search skills.