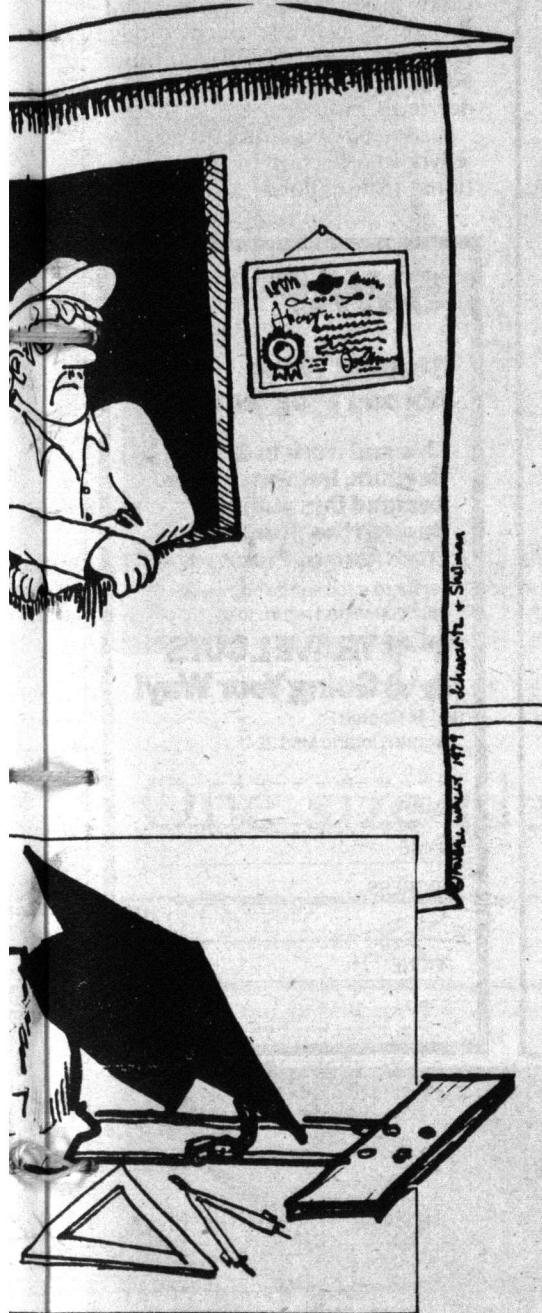


can still break the summer job market



(employers would much rather find an employee through an unsolicited resume than go through the grueling task of advertising and weeding through the mountains of resumes that always flood in after a position is advertised). What do I mean by a "mass mailout"? I mean send out a lot of resumes. The exact number you'll need to send out to get some interviews depends on how marketable you are but this employer's comments should give you an idea:

"Job-seekers must be aware that a good response rate (i.e. letters sent to interviews granted) is between 3-5%.

Placement office will provide listings of current vacancies

Therefore, an applicant must expect to have to apply to between 100 and 200 firms. Sending out 20 resumes is considered an inadequate job search."

It may seem like a lot of work but it's worth it: even if a company doesn't have an immediate opening, 70% of employers will keep an outstanding resume on file for six months or longer. (However, if you want any action taken you'll have to keep contacting the companies to indicate your continued interest and notify them of your new address if you move.)

To do a mass mailout you can have your resume photocopied or printed. In most cases printing will be cheaper and look much better. (Look up printers in the yellow pages.) You should then write a (brief) personal covering letter to accompany each resume you send out. You can start your letter with a direct statement or

Massive mail campaigns can be effective

with employers from across Canada or from one region of Canada (there are also Montreal, Toronto, Vancouver, and Alberta Job Exchanges). For an information package and a registration form write to: Trans-Canada Job Exchange, 1110 Sherbrooke Street West, Room 2206, Montreal, Quebec H3A 1G8.

Buy a Copy of the "Globe and Mail's Career Opportunities"

Each week all the career ads that have been run in the previous week's issues of the "Globe and Mail" are published in a separate issue ("Career Opportunities") and distributed to newsstands across Canada. You can invest in a single issue or take out a lengthy subscription. (I advise you to do the former; approach your student association to do the latter.)

Conduct a Direct Mail Campaign

Don't just wait for your ideal job to be advertised—apply for it before the employer needs to advertise! A mass mailout to employers can be one of the most effective ways to acquire job offers

question ("Do you need a with experience and training in?) and go on to relate one or two of your major qualifications for the position you're applying for. (Make sure you apply for a specific position; employers automatically reject resumes from applicants who will "take anything".) You can then finish off your letter by saying you will call in a week.

So who do you send your letters to? You can find out employers' names and addresses from the following sources:

The Yellow Pages: Your telephone directory can provide you with lists of local companies and organizations in your career field and their addresses (and the directory assistance operator can advise you on where to look if you're having trouble finding that list). To find out the names of the supervisors or personnel managers in these companies simply call the office and ask the receptionist.

The Reference Section of Your Campus Library: There are dozens (if not

hundreds) of directories of businesses and organizations. Two of the most widely-used by job-hunters are "Poor's Register of Directors and Executives: United States and Canada" and the "Canadian Almanac". The former lists major business firms and their products while the latter lists a variety of different businesses, organizations, institutions, and firms. Both give addresses and names of contact people too. (If you can't find the name of the personnel manager you can always send your resume to another executive officer.) Visit the reference section of your library and explain to the librarian what kind of list you are looking for.

Out-of-Town Job Sources: If you have your sights set on a different city or town

than you're now living in there are several ways to find out about career opportunities there. Once again, you should visit your campus library. Many libraries have telephone directories from a variety of cities and you can use the yellow pages to find a list of businesses to apply to. Secondly, write to the local Chamber of Commerce or City Hall and ask for a list of businesses. Finally, subscribe to the local paper. Not only will you be able to get an idea of the job market, you'll also be able to find out which companies are expanding and follow any news on particular companies you're applying to. Newspapers are listed in *Canadian Advertising Rates and Data* (also in the library). Happy job-hunting!

Local job situation unsure

by Wes Oginski

The summer job market situation for students is unclear according to Canada Manpower officials.

"It is difficult to say what the job situation is until the next couple of months pass," says Jim Delaney, of the Campus Student Manpower office.

At the moment, degree related jobs are the most common ones being offered. The more general jobs are appearing now and will continue through April.

Any general trend in the increase or decrease of summer job opportunities is difficult to determine, says Delaney. His office is seeing a similar amount of activity as last year.

May students, though are concerned with the current economic situation's effect on the job market.

Delaney admits that "politically, if they're (employers) having any kind of freeze," summer jobs are the first programs to be cut back.

He counters this statement by saying the largest sources of summer employment, including the city of Edmonton, the province of Alberta, the Government of Canada, the service industry (hotels, etc.) and the technological industry (these are where most of the degree

oriented opportunities lie) have not shown any decrease in job opportunities.

Though City Council has threatened to cut jobs in order to meet their new budget, Delaney says they have not yet begun to cut any summer employment programs. In fact, the City recall list is now available.

Federal government sponsored summer programs appear to be on the rise.

"Job hiring in the federal government has picked up," says Wendy Caplan, a counsellor with Campus Manpower.

For the student who will have to look for a summer job, now is the time to think about it.

Caplan says that the opportunities and job seeking activity picks up after the Spring break.

Delaney suggests the best places to seek employment is through placement offices, past employers, or personal contacts. He adds that his is the information the Manpower office stresses in their job information seminars that are open to students. (The seminars also teach people how to prepare a proper resume.)

"Personal initiative and direct contact are the best sources of job placement," says Louise Perkins, another counsellor with Campus Manpower.

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