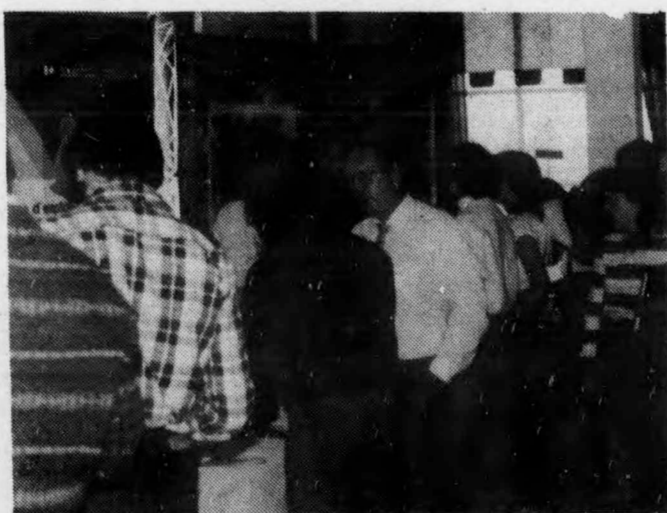
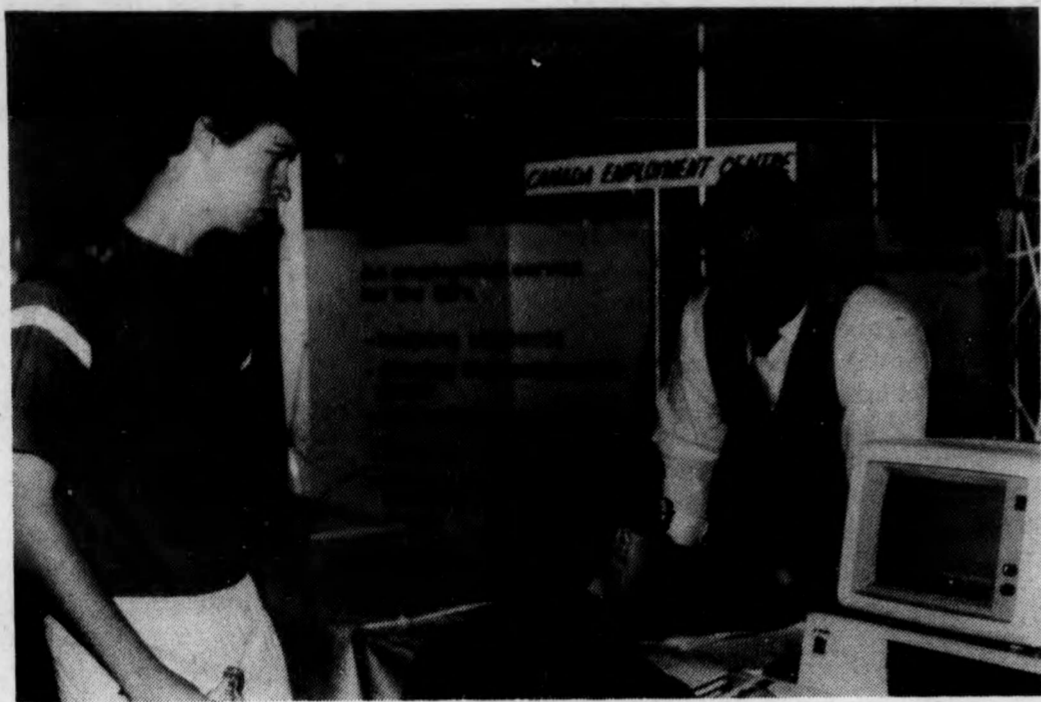


CAREER



On Tuesday, September 18, UNB was treated to its first annual Career Day in the SUB Blue Lounge by AIESEC-UNB. Eighteen companies, both large and small, representing business, industry government, and social services took part in the one day event. To all those that took part it was obvious that the event was a terrific success. Turnout was excellent and all the participating companies went home very satisfied.

AIESEC-UNB (The International Association For Students of Economics, Commerce, and Computer Science) organized the event because we feel that in Fredericton, as well as in the rest of Canada, there is a lack of interaction between the business and academic communities. Students need to know what kinds of career opportunities await them following graduation and employees need to have an opportunity to meet a greater cross-section of university students.

In today's rapidly changing environment, a major difficulty facing both the student and the business community is the lack of up-to-date and accurate information. In order to ensure employment upon graduation, students must tailor their study programs to fit the needs of potential employers in various industries. Firms, on the other hand, must communicate to the student their requirements for various career opportunities.

Career Day facilitated this process, by bringing together students and participating members of the business community. It provided a means for students to find out more about the participating companies and the career opportunities available. Career Day also ensured that participating companies would attract more qualified students to job interviews and information sessions.

Since Career Day was **not** a recruiting activity, both students and firms were able to talk openly in a relaxed environment without the stress which necessarily accompanies interviewing. On the other hand, it provided an excellent opportunity for students to meet and talk with potential future employers.

Career Day '84 began at 10:00 a.m. with a reception and welcome to participating companies by Mr. Tweeddale, Chairman of the Board Of Governors. After the reception, Career Day '84 was officially opened to the student population. Throughout the day, approximately 2000 students visited the booths of the many companies and organizations involved. Taking part were: Alcan, the Canada Employment Centre, CUSO, Day & Ross, Doane Raymond, Imperial Oil, Interactive Computer Systems, the Fredericton Real Estate Board, Maritime Tel & Tel, McCain Foods, Mutual Life of Canada, NBTel, Olivetti Canada, the Public Service Commission, the Royal Bank of Canada, St. Anne Nackawic Pulp & Paper, Trane Canada, the Volunteer Bureau of Fredericton, as well as AIESEC-Canada.