Santa Barbara City College
Placement Office
Annual Report
1974-75
INTRODUCTION

The Placement Office at Santa Barbara City College attempts to locate employment positions for all applicants regardless of age, sex, race, color, creed, or national origin. Philosophically, the college is dedicated to assisting all students find employment which makes the greatest use of their talents and qualifications.

However, in reality, our students experience a turn-style type of service at the Placement Office due to the heavy traffic overflow from the Financial Aids Office. Maximum amount of time with the Placement secretary would not exceed seven minutes with several telephone interruptions. Most job positions are filled in order to fulfill an immediate student need—rent due, food, books, etc.—rather than match talents, qualifications, and career desires with available employment opportunities.

Special recognition should be given to the community of Santa Barbara for continued and increased use of our services. Job orders from community employers increased approximately 50% over last year. Referrals to these jobs increased by approximately 40% over last year. Unfortunately, the most important aspect of this process, job orders filled, decreased from 65% job orders filled in 73-74 to 47% job orders filled in 74-75. Percentage wise, we are getting more job orders, referring more students and filling fewer job orders.

The Placement Office staff are fully aware of the implications of these statistics and are currently taking steps to correct our deficiencies. Hopefully with the reorganization currently taking place in the Financial Aids Office, the Placement Office staff will be able to devote more time to developing the Placement Office along a more meaningful and positive direction.
II. GOALS

A. Strive diligently to be service-oriented and people-oriented.
B. Assist students in securing part-time employment.
C. Assist students to determine career objective or direction.
D. Organize the Placement Office regarding personnel and procedures.
E. Provide facilities and professional assistance to assist employer representatives.
F. Maintain statistical data to provide evaluative information on performance of office and students.
G. Maintain an effective relationship with administrators, faculty, students and employers.
H. Counsel students on proper techniques of applying for a job.

III. AREAS OF ACTIVITY

A. Information Dissemination

1. Approximately 1,000 letters were sent to businesses during September expressing our appreciation for job orders received during the 1974-1975 school year.
2. All jobs are posted on a bulletin board located within the Placement and Financial Aids Office.
3. Solicitations are continually being made to local businesses in the form of a Job Reminder postcard.
4. Full-time jobs available in Government Agencies, Civil Service and local educational institutions are posted.
5. The employer is contacted by the Placement Office and informed of the student's forthcoming referral and his abilities.
6. Radio, television and local newspapers have been used to inform the general public of our services and needs.

B. Placement Committee

1. A Placement committee consisting of faculty, staff and students oversees office activities.
2. The committee was able to recommend to the board a pay increase for student workers employed on campus from $1.80 to $2.00 per hour. This increase was adopted by the Board and put into effect.
3. The committee handles student/employer grievances.
C. Part-time Employment

1. A variety of jobs are available to all students.
2. For most jobs, the rate of pay ranges from $2.00 to $3.50 per hour.

D. Full-time Employment

Indications are more and more employers are utilizing the services of Santa Barbara City College Placement Office as a means of advertising their full time positions. Many of these employers are doing so in order to satisfy their affirmative action requirements but the net results are beneficial to our students. The development of full-time employment placements should be the area of greatest growth in the future.

E. Career Information Day

In April, 1975, sixty-six representatives from varied local businesses gathered on campus to join with the students for a Career Faire. Unlike job recruitment days held in the past, the Career Faire was held in order to give students an opportunity to talk with representatives from business and industry concerning job opportunities, business trends and job qualifications.