SANTA BARBARA CITY COLLEGE
PLACEMENT OFFICE
Annual Report
1975-76
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I. 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.

At Santa Barbara City College, the Placement Office and Financial Aids Office are physically located in the same office suite and under the same administrative unit. Unfortunately, due to the heavy flow of activity in the Financial Aids functions, the Placement Office activities remain somewhat stagnant from year to year. Most job positions are filled in order to fulfill an immediate need rather than match talents, qualifications and career desires with available employment opportunities.

In 1975-76, the community and students continued and/or increased their use of our services. Student registrations increased by 35% over 1974-75. Job orders from employers and student referrals to employers increased very slightly, less than 1%. However, the most important aspect of this process, job orders filled, increased from 47% to 52%. A statistical analysis of the Placement Office for 1975-76 would show a 35% increase in the number of students registering with our office, a no-growth occurrence in job orders from employers and student referrals to employer categories, and a 5% increase in the number of job orders filled.

The Placement Office staff is very pleased with the increase in student awareness to our existence. To increase our number of registrants was one of our major goals last year. This year we hope to emphasize recruiting more job orders from the general community and referring more of our registrants. If job orders increase in variety as well as gross number, our increased number of registrants will have a better selection and therefore referrals will be increased. To achieve this goal more community publicity will be undertaken as well as "cold canvassing" by the administrator responsible.
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 August expressing our appreciation for job orders received during the 1975-76 school year.
2. All jobs are posted on a bulletin board located in a hallway near 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 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 $2.25 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.
STATISTICAL SUMMARY

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OFFICE PERSONNEL

Coordinator of Student Services - William J. Cordero
Placement Secretary - Sunshine Morris