SANTA BARBARA COMMUNITY COLLEGE DISTRICT

PLACEMENT OFFICE

ANNUAL REPORT

1976 - 1977

OCTOBER 1977
I. INTRODUCTION

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

The Placement Office and Financial Aides Office are physically located in the same office suite and under the same administrative unit. In spite of the heavy flow of activity in the Financial Aides functions, the Placement Office activities continue to grow. The Placement Interviewer has assumed a strong role in directing the growth and accomplishments achieved to date.

In 1976-77, the community and students continued and/or increased their use of our services. Student registrations increased by 13% over 1975-76. Job orders from employers increased by 10%, however, referrals to employers increased very slightly, approximately 2%. The most important aspect of this process, job orders filled, increased by 14%. An analysis of the Placement Office for 1976-77 would show an increase in the number of students registering with our office, an increase in job orders from employers, an increase in student referrals to employer categories, and an increase in the number of job orders filled.

The Placement Office staff is very pleased with the increase in student awareness of our existence. To increase our number of registrants was one of our major goals last year. With decreasing enrollment in the college, we were able to increase student
registrants by 13%. This year we hope to emphasize soliciting a greater variety of job orders from the general community. 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 increase. To achieve this goal, more community publicity will be undertaken.

II. GOALS

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

III. AREAS OF ACTIVITY

A. Information Dissemination
   1. All jobs are posted on a bulletin board located in a hallway near the Placement and Financial Aids Office.
   2. The employer is contacted by the Placement Office and informed of the student's forthcoming referral and his/her abilities.
   3. Radio, television and local newspapers have been used to inform the general public of our services and needs.
   4. Solicitations are continually being made to local businesses in the form of a Job Reminder postcard.
5. Full-time jobs available in government agencies, civil-service and local educational institutions are posted.
6. Approximately 1,050 letters were sent out to businesses during August expressing our appreciation for job orders during the 1976-77 school year.

B. Placement Committee

1. A Placement Committee consisting of faculty, staff and students oversees office activities.
2. The committee handles student/employer grievances, in addition to all other student/employer concerns.

C. Part-time Employment

1. A variety of jobs are available to all students.
2. For most jobs, the rate of pay ranges from $2.50 to $4.00 per hour.

D. Full-time Employment

Figures indicate 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.
STATISTICAL SUMMARY

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PART-TIME EMPLOYMENT

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FULL-TIME EMPLOYMENT

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OFFICE PERSONNEL

Coordinator of Student Services - William J. Cordero
Placement Officer - Shelia Gilbert