SANTA BARBARA COMMUNITY COLLEGE DISTRICT

PLACEMENT OFFICE

ANNUAL REPORT

1977-1978

NOVEMBER 1978
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 Placement Office is dedicated to assisting all students in finding employment which makes the greatest use of their talents, skills and qualifications.

The Placement Office and Financial Aids 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 Aids 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.

Tremendous growth took place in 1977-1978. The community and students used our services to a greater extent than ever before. A statistical analysis of the Placement Office shows an increase in every aspect of performance responsibilities. Student registrants increased by 10.8% over the previous year. Most astonishing however, was a 51.5% increase in the number of job orders from employers. Student referrals to employers increased by 17.1% and job orders filled increased by 18.1%. The fantastic achievements accomplished are directly attributed to Shelia Henderson, the Placement Interviewer, who possesses a very strong commitment to her job.
The Placement Office staff is very pleased with the increase in student awareness of our existence. To increase our number of registrants and job orders were two of our major goals last year. With decreasing enrollment in the college and a lack-luster economy we were able to achieve both goals.

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. With better selection the number of students referred and job orders filled should increase.

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 students 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 1977-1978 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 $2.65 to $4.00 per hour.

D. Full-Time Employment

Figures indicate 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.

E. Summer Program

The Santa Barbara News-Press conducts a summer youth job campaign program which allows Santa Barbara City College students to place job ads free of charge. The students compose a brief ad describing their skills and work experience. The ad runs in the paper for about three weeks. This year, of the 102 students who used this service, 37 were able to find employment.
## 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 - Sheila Henderson