SANTA BARBARA COMMUNITY COLLEGE DISTRICT

PLACEMENT OFFICE

ANNUAL REPORT

1978-79

OCTOBER 1979
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.

In our report to the Board last year we indicated our desire to solicit a greater variety of jobs from the general community. It was our belief that if job orders increased in variety as well as gross numbers, our registrants would have a better selection. With better job selection the number of students referred and job orders filled would increase. Unfortunately we were not able to accomplish as much as desired. Student registrants increased by 1.8% over the previous year. Job orders increased by 13.7% and student referrals increased by 1.1%. However, one of the most important aspects of our office, job orders filled, decreased by 9.2%.

In 79-80 our goal will be to increase the number of job orders filled. We hope to do this by encouraging our potential employers to raise their salaries and, in addition, seek greater variety in job offerings.
Economic conditions may not be conducive to having employers increase salaries, however inflation is such that students cannot survive on low-paying jobs. With better job selection and higher paying jobs, 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. Radio, television and local newspapers have been used to inform the general public of our services and needs.
   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. Approximately 1000 letters were sent out to businesses during August expressing our appreciation for job orders during the 1978-1979 school years.

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 $3.25 to $4.50 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 119 students who used this service, 41 were able to find employment.
## Statistical Summary

<table>
<thead>
<tr>
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</tr>
</thead>
<tbody>
<tr>
<td><strong>Total Applicants</strong></td>
<td>2040</td>
<td>2760</td>
<td>3110</td>
<td>3446</td>
<td>3509</td>
</tr>
<tr>
<td><strong>Male</strong></td>
<td>1065</td>
<td>1367</td>
<td>1517</td>
<td>1744</td>
<td>1804</td>
</tr>
<tr>
<td><strong>Female</strong></td>
<td>975</td>
<td>1393</td>
<td>1593</td>
<td>1672</td>
<td>1705</td>
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### Part-Time Employment

<table>
<thead>
<tr>
<th>Job Orders from Employers</th>
<th>3066</th>
<th>3102</th>
<th>3431</th>
<th>3415</th>
<th>3884</th>
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</thead>
<tbody>
<tr>
<td>Referrals to Employers</td>
<td>6900</td>
<td>6911</td>
<td>7059</td>
<td>7031</td>
<td>7109</td>
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<tr>
<td>Jobs Orders Filled</td>
<td>1392</td>
<td>1603</td>
<td>1831</td>
<td>2191</td>
<td>1989</td>
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### Full-Time Employment

<table>
<thead>
<tr>
<th>Job Orders from Employers</th>
<th>286</th>
<th>370</th>
<th>405</th>
<th>398</th>
<th>429</th>
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</thead>
<tbody>
<tr>
<td>Referrals to Employers</td>
<td>238</td>
<td>265</td>
<td>281</td>
<td>265</td>
<td>213</td>
</tr>
<tr>
<td>Job Orders Filled</td>
<td>79</td>
<td>82</td>
<td>97</td>
<td>86</td>
<td>79</td>
</tr>
</tbody>
</table>

### Office Personnel

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