

Study abroad, internships, jobs are career pluses

By Dean Carroll
Copley News Service

When Ann Crawford graduated from the College of William and Mary in the early 1980's, it wasn't her grade point average (3.8) or her choice of courses (eclectic, with an emphasis on English literature) that landed her a job with a prestigious New York publishing firm.

"They barely looked at my grades," she recalls. "What they were really interested in was the summer I spent working for the local arts council. I edited a small newsletter for free and wrote public service announcements. And that volunteer job got me started on my career."

Like high school students who bolster a weak academic average with worthy causes and outside interests, college graduates are learning that employers are interested in the total person.

Brilliant academic achievement on its own will no longer make the grade. If you want to get a good job, you'd better have some work experience or other special skill that's going to catch a recruiter's attention.

INTERNSHIPS

Internships have always been considered a slice of life, a bit of "what the working world is really like." Whether paid or unpaid, these mini-apprenticeships offer invaluable experience in virtually every field.

Writer's Digest Books has compiled "The 1988 Internships," a massive listing of 7,000 opportunities (including 6,410 overseas positions) in 24 career areas that are grouped into seven categories: Arts, Communications, Human Services, International, Public Affairs, Regional/National Clear-

inghouses, and Science/Industry. Each listing is packed with information on the duties of the position, training offered, qualifications necessary, availability of college credit, length and season of the internship, pay and fringe benefits, availability of housing, opportunity for future full-time employment and application procedures and deadlines.

"Work experience for students pays more than an hourly wage in grades," she recalls. "What they were really interested in was the summer I spent working for the local arts council. I edited a small newsletter for free and wrote public service announcements. And that volunteer job got me started on my career."

"Competition for entry-level positions is tough for new graduates with little or unrelated work experience," he says. "Internships are great hands-on introductions to the professional world. Students who work as interns gain an extra edge later by learning about career choices and adding a valuable credential to their resumes."

Sherwood advises approaching internship interviews as seriously as if applying for a full-time job after graduation. "If you act like a professional from day one, you'll be treated professionally on the job," he says.

WORK STUDY

The current trend in work-study programs is decidedly away from jobs consisting of mundane tasks like envelope-stuffing and data entry. Both employers and student employees are now interested in jobs which offer potential for future growth.

To find a job that provides a good fit, students should contact their campus work-study or student employment office. Classified advertisements in local newspapers are another valuable resource. If you have a certain

career in mind, ask someone who's made it in that job what they did when they were in college.

One television cameraman once filmed mice in a psychology lab for a professor's research project. It's not glamorous, but it's a start.

PART-TIME JOBS

Waiting tables at the student union and typing papers for pay are two ways to make money part-time, but they don't have much in the way of career potential.

Cooperative education programs allow students to alternate between working and going to school. These programs offer real-world experience in a student's chosen field, experience that translates into contacts made, and references gained.

Today's intensely career-minded students are easily able to adapt to the responsibilities of a part-time job because they are already accountable for their actions through the grades they

earn. In addition, by virtue of the rigors of college, students are constantly sharpening their reading and writing skills while learning more about their major fields of study. They should look for jobs where they can utilize these talents.

ACADEMIC CAMPS

Computer camp, space camp, music camp — these are all places that provide specialized training within a campus setting. High school students have learned that a couple of summers getting training at a computer seminar gives them an edge in the college entrance sweepstakes.

In many areas, cram courses help students bring up unacceptable SAT scores. When the cut-off point for the more prestigious schools remains high, parents consider the money for such courses well spent.

The Huntington Learning Centers has provided one such coaching course for more than 10 years.

Among their tips for taking tests is the suggestion that questions be scanned to determine if they can be answered in less than one minute.

SUMMER STUDY ABROAD

Being able to speak another language is a definite plus in today's business world. Students who have participated in summer study abroad programs often have a head start in dealing with international business clients. At the American Institute for Foreign Study, the philosophy is that "an international experience is an important component of a student's education."

The Institute offers an 88-page brochure describing programs ranging from 3 to 12 weeks. College students, high school seniors and interested adults may participate in most programs.

For a copy of the 1988 Summer Study Abroad Catalog, write: AIFS College Division, Dept. P-2, 102 Greenwich Avenue, Greenwich, Conn. 06830.



How to negotiate the perfect package

By Debra Lee Baldwin
Copley News Service

You've got the job of your dreams — almost.

Your resume was right-on. Your winning first interview has led to a second, job-clinching meeting.

How can you make sure you get the best possible offer? The secret to effective negotiation is to arm yourself with information.

A job involves much more than a title and base salary.

Plan to research your prospective employer's compensation practices just as you did other important aspects of the operation.

Find out what you're expected to do to earn your pay and perks. Discover how much overtime is demanded, and whether you'll be paid for it. Will you be required to travel? Is there potential for advancement?

It's tricky to find out how much the job is worth, but not impossible. Professional and trade organizations can help. Check with recruiters or employment agencies. Ask your contacts within the organization.

If your first interview went well, go ahead and request a copy of the company's personnel practices, a description of benefits and a salary schedule.

Chances are, your employer wants to meet your demands, wherever possible. "I don't want somebody to come in here still rankled that they didn't get the salary they wanted," says the chief executive of one corporation.

Knowing the company's benefits, salary range and the scope of your duties is just the beginning.

Understand your own requirements before you begin negotiating.

What is your rock-bottom, monthly financial need? You can't afford to take a job that pays less.

And don't settle for less than your last salary. It takes too long to regain lost ground.

You're better off if you don't discuss your past salary. Of course, you'll be asked. Be ready with a diplomatic answer:

"I really would like to concentrate on the position we're talking about with your firm. The salary I had with my other company was based on different work and responsibilities. What is the salary range for the job?"

Avoid revealing your past salary, but if you must, mention the maximum for the package you had at your old job. Add to your \$3,000 per month salary the car and other perks.

If the employer is first to suggest the salary amount, it may be more than you thought you'd get in the first place.

Look up at the ceiling. Pause a few seconds. "Hmrrrrrr, \$4,000" (or whatever the amount is). Wait.

The pause will be upsetting to the employer. He may say, "Well, suppose we up that \$4,000 to \$4,500. Would that be better?" Or, "We didn't discuss a car allowance. Suppose I add \$300 a month more for that?"

But if the reply is, "Sorry, that's the best I can do," at least you know where you stand.

If the amount is too low, suggest a compromise. You could begin at the offered salary, with a job re-

view in three months. If your performance is good — and of course it will be — you will then receive the additional amount you believe you're worth.

Be realistic. Most jobs have a salary range. Employers prefer to hire people at or below the midpoint of the range in order to allow room for raises in the future and to protect the company's internal salary structure.

This is an excellent opportunity to show your new employer that you're a good negotiator. Be considerate of the company's needs.

"Think of negotiation as a cooperative enterprise," says Gerard I. Nierenberg, author of "The Com-

plete Negotiator," (Nierenberg & Zief).

Attitude is important. Job negotiating is not a battle. You and your employer are working out a solution together. The goal is for both of you to win.

In addition to salary, the many forms of compensation include bonuses, profit sharing, equipment, additional education, moving expenses, a pension plan, a car, health insurance, vacation time, and more.

A car allowance can be worth \$10,000 or more per year. The ideal is a company-leased car plus a gas credit card, with maintenance and insurance paid by the

employer.

If you have a large family, the quality of health, life and dental insurance plans is especially important.

Bonuses are best if they're tied to specific accomplishments. But if a bonus is based on your performance, be sure it is realistic.

Can you have time off from work to go for an advanced degree? Check into how much this expense the company is willing to pay, and if promotions or pay increases will follow when you receive the degree.

Don't be afraid to ask for what you want. Research indicates that those who ask for more end up with more.

Congratulations to the Class of '89



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