

Job market, salaries grow for college graduates in '96

Staff Reports

Job prospects for both December and May graduates look promising according to "Job Outlook '96," a report published by the National Association of Colleges and employers.

Overall employers said they were planning to hire 23.5 percent more graduates than they did last year, and they were planning to increase their on-campus recruiting slightly.

Service and manufacturing employers said that they planned to increase their hiring of college graduates by almost 27 and 22.2 percent respectively.

Starting salaries are also projected to grow by 3.3 percent.

What do the numbers mean? Well, the average starting salary for a graduate with a bachelor's degree will range from \$39,167 for chemical engineers to \$25,170 for liberal arts majors, with increases coming with the master's and doctoral degrees.

Companies looking to hire more graduates in the service sector are the merchandising, computer processing and software development industries. In the manufacturing sector, computer and business machine makers are planning to more than double the number of

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Percentage of hires with co-op/internship experience in various industries:

Services Employers	51.1
Manufacturing Employers	69.9
Government Employers	28.0

ETHAN MYERSON The Gamecock

graduates.

According to the report, the Government and nonprofit sector is not a good place to look for work in the next year. While the other areas of the job market are growing, this section will hire about

the same number of graduates.

Although companies said they were going to increase on-campus recruiting slightly, they also said that the increase would probably come from an increased presence in institutions they have had success in before.

The report also said most employers were hiring graduates who have more experience either from internships or their own in-house co-ops.

The skills required to enter the workplace were also emphasized by employers. The most prized: communication, teamwork, leadership and computer skills.

The report finished with advice from employers. Most stressed to graduates to research an organization and review their own skills in order to discuss what they can give to the company as the single most important facet of the hiring process. Experience through co-ops and internships was also a plus.

Graduates should not get too cocky about the news of a better job market. Even though there are more jobs opening, employers are still looking for quality people, and those that do not meet the needs of employers will not find work.

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