

2001 College Job Recruiting: Expect Another Banner Year

All indicators seem to point to another unusually good year of employment opportunities for college graduates. According to the National Association of Colleges and Employers (NACE), employers expect a huge 23.4 percent increase in college hiring, up from a 14.5 percent increase last year. Even better for USC students who do not want to stray too far from home, the south and the west are expected to lead the rest of the country in hiring.

Why will job recruiting continue to be hot in light of a slowing economy? It may be slowing, but it's still growing, and new positions continue to open up. Factors triggering job growth include a new administration in Washington, the internet and rapidly advancing technology, a demand for products and services, the earlier-than predicted retirement of the oldest baby boomers, and mergers and acquisitions.

Hot Career Fields and Industries

According to the Occupational Outlook Quarterly, for those who hold a bachelor's degree, more than half of the 20 fastest-growing occupations are health-related or in the computer industry. In addition, due to the retiring

boomers, openings for college graduates should abound in most sectors.

As stated in "Job Outlook 2001" from NACE, the service, manufacturing and government/nonprofit sectors all project an overall increase in the amount of new grads they will recruit. In the service industry, look for above average growth in the areas of consulting, accounting, merchandising, communications, insurance, and computer systems design. In manufacturing, many opportunities will exist in computer and electronic products, electrical and electronic machinery, scientific equipment, and chemicals. Due to the aging population, there will be greater demands on the healthcare, pharmaceutical and leisure industries.

The information technology segment remains the hottest of all, with growing demand for software programmers, database managers, quality assurance managers, graphic artists, web designers, and related non-technical positions, such as copy editors and market researchers.

In e-commerce, hot sectors include the wireless and fiber-optics industries and the business-to-business area. Dot-coms are far from dead. According to Mr. Jim Treacy, COO of TMP Worldwide, which operates Monster.com, "...one in 12 IT jobs are open all over the world. The two hottest sectors are IT and sales and marketing." Another booming technology area is nanotechnology or miniaturization.

According to "Hot Jobs for 2001" by Katherine Hansen, other areas with labor shortages are retail, nursing, teaching, social work, and medicine. In the

management field, look for plenty of openings for management analysts, medical and health-services managers, advertising and public relations managers, computer and information systems managers, and loan counselors/officers.

What Do Students Need to Stand Out as a Job Candidate?

Besides a bachelor's degree, employers are seeking candidates with the following:

- Work experience, such as an internship, co-op, or part-time job
- Communication skills, both verbal and written
- Analytical skills
- Honesty/integrity
- Flexibility/adaptability
- Teamwork skills
- Computer skills
- Interpersonal skills
- Self-confidence
- Motivation/initiative
- Leadership
- Strong work ethic
- Organization skills



Where is Career Central on Campus?

The National Association of Colleges and Employers asked employers to rate the effectiveness of their recruiting methods. The number one rated method was on-campus recruiting. The Career Center at USC has many ways to make contact with employers and search for jobs.

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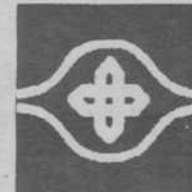
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