

MISSOURI ALUMNUS

SEPTEMBER-OCTOBER 1971

B & PA

Business Placement Improves Slightly

By R. W. Lansford
Placement Director

Placement Office activities in 1970-71 were of prime concern to students graduating with bachelor, master or terminal degrees. Interest in placement became more pronounced with the job scarcity and the cancellations of interviews by major corporations. Each year the major representatives from business, industry and government request interview dates 12 to 18 months in advance of their visitation periods. The well-planned and anticipatory procedure is altered as it becomes necessary, not only for campuses visited, but also for the training positions that are available within the firms. The cancellations in 1970-71 were greater than any recent year. A large number of medium-to-small-size firms schedule visits to the campus three to six months in advance of interview date. The control exercised by these organizations is more

carefully reviewed, thereby decreasing cancellations on their part.

Job opportunities for graduate students, master and terminal degrees this year will improve over 1971, however on a rather limited scale.

The quality of graduates has continued to increase as the competition for employment becomes more pronounced. The leading questions prospective employers still seem to be asking concern the academic average, participation in campus activities, work experience in school, and what the student did during the summer months when not attending college. Location, willingness to travel or move for promotion and adaptability to an organization's procedures are prime requisite for job offers. The diversity of backgrounds of students from many states now attending the University will further encourage campus visitation by prospective employers.

The academic year of 1971-72 will be a year with a higher rate of pay and job opportunities open to those students who exercise

initiative not only on the campus, but in the job search off campus in their chosen profession. There will be a slight increase in latitude for job change by former graduates, although precaution should be taken that a new job is well in hand before requesting a release from present employment. The nervous market which started in the 1970-71 academic year will probably close on somewhat the same note in 1971-72.

The beginning salary for 1970-71 for the undergraduate student was \$8,987; this should increase slightly for 1971-72. The beginning salary for the masters degree was approximately \$12,000 and probably will remain about the same.

Walker Addresses Washington Alumni

Alumni of the University living in the Washington, D. C. area heard an address by Dr. Pinkney C. Walker, member of the Federal Power Commission, at a luncheon meeting in July.

Walker, member of the

University faculty since 1940, is on leave of absence as dean of the School of Business and Public Administration to serve on the FPC.

The new president of the Washington alumni association is Congresswoman Martha Hicks Griffiths, AB '34.

Faculty Hold Jobs In National Groups

Several faculty members of the department of accountancy are serving in professional organizations.

Joseph A. Silvano, department chairman and professor, is on the editorial board of the Journal of Accountancy of the American Institute of Certified Public Accountants.

He is also secretary-treasurer of the American Accounting Association. James E. Parker, assistant professor, has just published in the Journal of Accountancy "Accounting and Ecology: A Perspective."

Wilber C. Haseman, associate dean and professor, is a member of the committee on cost concepts of the National

WHAT DO YOU THINK ABOUT THIS NEWSLETTER?

1. Would you like more news, less news, or about the same amount of news about:

	More	Less	Same
Students	_____	_____	_____
Faculty, administration	_____	_____	_____
Research	_____	_____	_____
Placement	_____	_____	_____
Alumni activities	_____	_____	_____
Curriculum, teaching	_____	_____	_____
Continuing education, conferences, workshops	_____	_____	_____

2. Would you like the newsletter to contain (check one only)

More short, newsy items _____
or
More longer features _____

3. This newsletter contains news only about B & PA. Would you also like to know some of the news highlights from the other schools and colleges on campus?

Yes _____ No _____

4. Comments

PLEASE FILL OUT THIS QUESTIONNAIRE, TEAR IT OFF, AND MAIL IT. NO POSTAGE IS NECESSARY. THANK YOU.

Association of Accountants. He is also a member of the committee on management accounting of the American Accounting Association.

Ralph Skelly, associate professor, is president of the St. Louis chapter of the Institute of Internal Auditors.

Eugene L. Zieha, professor, is vice president-finance for the American Institute of Decision Sciences.

Alfred R. Roberts, assistant professor, is director of manuscripts of the Mid-Missouri chapter of the National Association of Accountants.

Don C. Marshall, associate professor, is on the committee on federal taxation of the American Accounting Association.

Womens' Fraternity Has 44th Birthday

Omicron Chapter of Phi Chi Theta will celebrate its 44th birthday at the University this year.

This national fraternity for women in the School of Business and Public Administration attempts to improve relations for the University and the School among the students, faculty and friends in the business world. The women work with the School administration during homecoming, Business and Public Administration Week and any special occasions where leaders, guides or public relations personnel are needed.

Omicron Chapter awards a certificate of merit to three women selected from business, industry and government on the basis of

recommendations made by students, faculty, former recipients and friends of Phi Chi Theta.

The fraternity is operating a booth at the football games; members also will take a tour each semester to selected business organizations in the state to become better acquainted with the opportunities and challenges available to them upon graduation.

Business Writing Awards to Be Made

More than 300 entries have been received for the annual INGAA business writing competition, Franklin R. Karmatz, director of the business journalism program says.

Four \$1,000 awards are given annually under a grant from the Independent Natural Gas Association of America.

The winner will be chosen from the record number of submissions and announced in October.

The program started six years ago to honor excellence in business reporting and informing students about and training students in the field of business journalism.

Student Council Decorates Lounge

The Student Council's summer project was to reupholster the furniture in the B & PA Lounge.

Dan Scherder, the new president of the Council, says that he plans to work more with the administration and the students this year and to

make more of the B & PA students' views heard.

"We have a good, hard-working council and I plan to work closely with the past president, Scott Norman, to make this the most effective council ever in B & PA," Scherder says.

Rogers to Study, Research at Yale

Marvin L. Rogers, assistant professor of political science, will be a postdoctoral research fellow in the department of political science at Yale University this year.

In addition to attending courses in Southeast Asian history, he will engage in research on the histories of Indonesia and Malaysia since 1800.

Rogers' fellowship is among 17 awarded by the American Council of Learned Societies to scholars in the social science, humanities, and natural sciences.

Research Continues On Rural Medicine

Professors Maw Linn Lee and Richard Wallace of the department of economics are currently working on Project TELEMED.

Funded through NASA and the University of Missouri Space Science Research Center, this study is investigating the feasibility of utilizing paramedical personnel plus a sophisticated communications link to a medical center in order to provide health services to sparsely populated rural areas.

Wallace and Lee are

specifically concerned with assessing the need for such a delivery system, and comparing its costs with the costs of more conventional mechanisms for delivering health care services.

A recently completed study in which Professors Lee and Wallace were co-investigators assessed the importance of variation in the mix of cases on the average costs of providing hospital services.

Data for the study came from a group of Missouri hospitals. The U.S. Public Health Service provided funds for the study.

Wallace is also on a research team investigating the feasibility of MARS (Missouri Automated Radiology System). The project is funded through the department of radiology, School of Medicine, by a grant from the Public Health Service.

Wallace is comparing the costs of utilizing the computer in providing radiological services to the costs of conventional techniques.

Dingle Testifies In Washington

Mona E. Dingle, professor of economics, testified before the Joint-Economic Committee of Congress in July in Washington, D.C.

The committee is concerned with the country's economic outlook. Dr. Dingle presented testimony on the effectiveness of monetary and fiscal policy for stimulating the level of economic activity.

Prior to 1965 when she came to the University, Dr. Dingle was a staff member of the Federal Reserve System's board of governors.

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