

"You load sixteen tons, and what do you get Another day older, and deeper in debt St. Peter don't you call me 'cause I can't go I owe my soul to the company store."

From the song, "Sixteen Ton"

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"There will be development of national programs and local organizations dealing with health care, mental health, aging, drug dependencies and physical and mental disabilities," he said. He also expects jobs to be created in hospitals, counseling programs and industry. The focus will be on community-based programs rather than institutional ones.

There is a nationwide attempt to license social workers Ozaki said. The end result should be "a more standardized measure of quality" in social work.

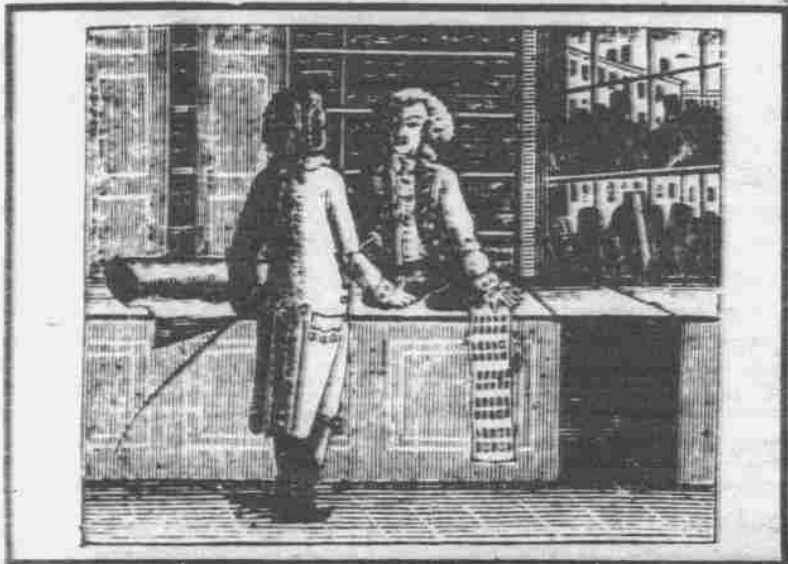
Sociology

A B.A. in sociology is not a professional degree and will not qualify a person for a particular job. A master's degree or Ph.D. is training for a specific career, however, according to Dr. Harry Crockett, advisor to graduate students in the Sociology Dept.

The traditional job for Ph.D.'s has been college teaching. The need for college instructors has reduced, and the sociology dept. has drastically reduced graduate enrollment. Ph.D.'s now are finding jobs in government and research, but about "half still go to college teaching and research," Crockett said.

New jobs will be created in state educational fields, health care, social work and in planning and administration of state institutions. "Health care services are really expanding," Crockett said, "but there will also be opportunities in education outside of the universities, in recreation planning, other social services and business and industry."

Crockett said he believed the projected trend of move-



ment of social services to rural areas is "artificial."

"I think the movement will continue to be urbanization, and sociologists will have to go where the people are."

"While there is no dearth of applicants to the field, there is no tremendous surge either. But I don't know of any Ph.D.'s without jobs in recent years," Crockett said.

Psychology

A 1970 survey of UNL graduates with psychology degrees earned in the ten previous years showed that 25 per cent were in social services, 20 per cent in business, 20 per cent in the educational field and 35 per cent miscellaneous occupations, such as housewives, doctors or lawyers. Dr. Richard Dienstbier, chairman of the UNL Psychology Dept. said that today more graduates would be found in social services and fewer in education.

He said he suspects that in the future, about half the available jobs calling for a psychology specialization will be in social services—mental health agencies, drug and alcohol treatment programs, etc. He expects the needs of business and industry for psychologists to stay at the current level and the education market to get tighter.

The Psychology Dept. does not have a master's degree program, but offers training for a Ph.D. The Educational Psychology Dept. does offer a master's degree.

"All Ph.D.'s from this department have gotten jobs in psychological areas, with very few private practices," Dienstbier said, "but today you are less likely to get what you originally wanted."

Dienstbier said the traditional one-to-one therapist-patient practice is being phased out in favor of newer therapeutic methods. Clinical psychology programs have been funded by the federal government in the past, but today funding must come from the state or community.

Dienstbier said that as a major, psychology is "... very popular ... many more people want to be psychologists than there is room for in the graduate school. Fifteen years ago you could do things with a M.A. that you now need a Ph.D. for."

Business Administration

No foreseeable job problems for the business administration graduate, at least not one with a master's degree, said Gary Schwendiman, associate dean of the College of Business Administration. The M.B.A. is the "hottest thing going," he said, especially for bankers and computer science specialists.

And according to one recent article, corporations seek graduates from Midwestern universities because "they are not stuck up."

"The next 10 years belongs to the person with an undergraduate degree in a specialized field and ... an M.B.A.," Schwendiman said.

Some schools have consolidated business, hospital and educational administration. There will be more need for people with business training in the public as well as private sector, he added.

Accounting is the most wide-open field of all that the university offers, he said. Demand is number one.

There is a great need for women in all areas of business,

he said. Female enrollment five years ago in CBA was 172; now it is 494, Schwendiman said.

Schwendiman sees a major change in greater participation of workers in the decision-making processes of the economy. In Europe, workers sit on management councils and boards of directors by legislative mandate.

"We haven't come to that yet in the U.S., but in the next decade I think there will be a lessening of confrontation between unions and management in the private sector," he said.

Marketing

There has always been a shortage of man and woman-power in marketing, and this will continue, especially in sales positions. The demand for women is high and not just as tokenism anymore, said Philip McVey, Marketing Dept. chairman.

The traditional traveling salesman may fade into party-joke legend as the energy crisis forces companies to use telephones and mail and call on customers less often.

By its nature, marketing relies heavily on human labor (truck drivers are included in marketing manpower counts), but in the future companies will do all they can to mechanize. Already some salespersons carry suitcase computer at home.

Job conditions are expected to improve. Straight commission salaries will disappear for an incentive pay on top of a salary base. International marketing will find new emphasis.

Sales jobs will demand more intelligence as the marketer has to communicate with and understand needs of such industries as space and nuclear energy.

Actuarial Science

Actuarial science students have a pleasant decision on graduation—what job to accept in which location.

Students who specialize in actuarial science have the opportunity to accept positions in a number of locations at high starting salaries, according to Prof. Cecil Bykerk, Actuarial Science Dept. chairman.

Bykerk surveyed 1976 graduates last April and found that the average starting salary paid to the graduates would be \$14,000. Salaries offered ranged from a low of \$11,750 to a high of \$16,000 a year.

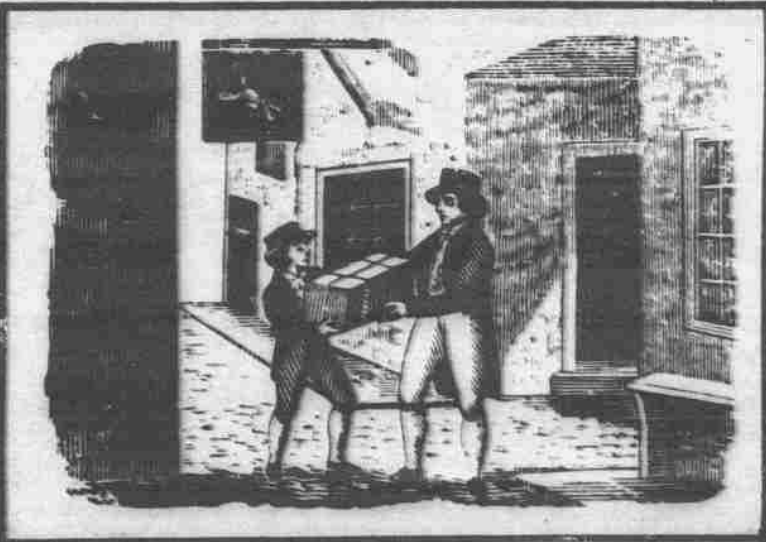
The job-to-graduate ratio is almost 5 to 1, Bykerk said. The largest number of jobs are found on the East Coast where most large insurance companies are.

The UNL department is one of about 20 in the country.

National health care also may create new jobs if it is passed, Bykerk said.

Speech Pathology and Audiology

The future for speech and hearing clinicians is bright and expanding, according to David Hamnett, coordinator



of off-campus clinical programs at the UNL clinic. Federal legislation in the past year directing public schools to provide special education for the handicapped has expanded the need for speech and hearing therapists. Hamnett said he expects increases also in hospitals, nursing homes and public and university clinics.

"This is a master's degree profession," Hamnett said, "as a bachelor's degree holder is not certifiable or employable by the state. We still offer the bachelor's at UNL, but we are heading more and more towards a five-year master's program."

Hamnett said the image of the profession has changed because the "speech teacher" of the past largely has been replaced by a more scientific clinician who works with specific speech and language handicaps.

Architecture

A lot of changes are occurring in architecture, corresponding to economic changes in society, said W. Cecil Steward, dean of the Architecture College. As construction costs skyrocket, architects will work more as teams to lessen the building time.

Architects are more concerned with societal issues, the areas of conservation, energy-saving, etc.

There will be more jobs, Steward said, but no explosion as a couple of years ago. Jobs are fairly flexible in the South and Midwest.

Whether a Democratic or Republican is elected president will affect the profession, he said. With Carter there is likely to be more building, as he is more liberal with government subsidized projects.

Agriculture

There is a very strong move back to farming and ranching, and it will continue in the next four to five years, according to College of Agriculture Dean T.E. Hartung.

Young farmers taking over ownership, however, must be better trained, he said.

Agribusiness is growing and will continue to expand. At the academic level, there will be fewer jobs.

Regulation practices in chemicals, pollution and land use and pending legislation on legal aspects of agriculture make things tougher, he said. Laws restricting water use allow less flexibility. But with proper management water availability for irrigation is no problem, he said.

Veterinary Science

A Department of Labor Occupational Projections book states that employment opportunities for veterinarians will grow faster than the average for all connected occupations, due to growth in the pet, livestock and poultry populations and expected expansions in veterinary research. Veterinarians must be licensed to practice in all states, must have a D.V.M. degree and must pass state boards. With only 19 colleges of veterinary medicine in the country, the competition for entrance is high. Vets may be employed in private practices, the federal government, state or local government agencies, colleges, medical schools, animal food companies, research labs and pharmaceutical companies.

Forestry

Graduates in forestry have doubled nationally in the last 10 years, said Mitchell D. Ferrill, chairman of the Forestry Dept., making jobs available today to only the top half of classes from the country's 40 accredited schools.

Forestry is as broad a field as agriculture, he said. The emphasis in the future, with the land base decreasing, will be on developing and marketing new products from the land.

The federal Resource Planning Act of 1974 and new pollution laws are already affecting both private and public lands and changing the forestry profession, he said. He called these regulations "clouds on the horizon" that could "make more jobs and at the same time make them harder."

UNL has only a two-year pre-forestry program.

Criminal Justice

The most dramatic change in jobs in criminal justice has been a rise in the percentage of women employed, said Robert Holbert, vice chairman of the NU Criminal Justice Dept.

Federal and local police departments have put women in cruisers. In some circumstances women are found to handle things better than men.

Another significant pattern is an increase of students going to law school, Holbert said.

Jobs in criminal justice are tied closely to the economy. Most are funded by local, state and federal governments, so if the economy tightens up, so does the job market.

As jobs tighten, requirements go higher. There seems to be a squeeze on graduates with bachelor's degrees if enough with master's degrees are available, Holbert said.

One source of jobs is drying up as big cities "go broke," Holbert said. Of course the largest number of jobs is available in cities, where the crime rate is higher.

Engineering

"Every projection I've seen indicates a very high demand for engineers in the future," said Lyle E. Young, associate dean of the College of Engineering and Technology. Most jobs will be based on today's yet unsolved problems.

The energy crisis has caused the need for different modes of transportation and ways of harnessing new energy—nuclear, geothermal, etc.

"The day when one person can ride down the highway by himself in a 1,000-lb. car will disappear," he said. "We'll depend more and more on mass transit systems."

The world food crisis also will generate jobs, Young said. Engineers will be working on new irrigation systems, ways to extract edible proteins from plants to replace animals as sources and similar projects.

The job picture is strong for all branches of engineering. Starting salaries are around \$1,100 a month; this is expected to increase.

Team efforts combining engineers and social scientists will become more common, Young predicted.

Physical Education

Prospects in the next three to four years are good for those graduates in physical education who are qualified and interested in coaching girls athletics, according to James O'Hanlon, chairman of the Physical Education Dept.

Last year there was a fairly tight job market for teaching positions in the state.

O'Hanlon said that there are three new areas that probably will develop and create an additional demand.

New federal legislation that would require athletic trainers in high schools and that would create a need for therapeutic recreation would increase the demand for recreation majors and trainers. A third area is in dance, which is expected to increase with the addition of dance programs in high schools.

Philosophy

The traditional job opportunity for students of philosophy is in the academic areas of teaching and research on the university and community college level, according to Robert Audi, chairman of the Philosophy Dept.

This area provides tough competition.