

## College graduates in record demand

EVANSTON, Ill. (AP) — Major corporations will hire more new college graduates next year than ever before, and will pay them record starting salaries, a Northwestern University report said yesterday.

The 36th annual Endicott Report said more than half the 242 companies responding to a November survey indicated their needs for 1982 graduates are up despite the sluggish economy. In addition, starting salaries will be 5.2 percent higher than last year, the report said.

"We didn't expect such a positive outlook," said Victor R. Lindquist, director of the Placement Center at Northwestern.

Frank S. Endicott, director emeritus of placement, said the survey shows job opportunities will increase 11 percent next year for graduates with bachelor of arts degrees and 12 percent for those with master of arts degrees.

Lindquist and Endicott are co-authors of the survey, which is conducted as a university service to business, industry and graduates entering the job market.

"A strong demand will continue in the fields of accounting, engineering, business administration, sales, marketing and computer science," said Endicott. "But the greatest changes are in chemistry, biochemistry, which are up more than 30 percent, and engineers, which are up by 21 percent."

Starting yearly salaries next year will increase by an average of 9.2 percent over 1981, the report said. Bachelor's degree engineers will average \$25,228, an 11.4 percent jump.

Master's degree graduates in engineering will start at \$28,188, up 10 percent, while non-technical MBA's will average \$25,788, up 13.4 percent.

The report estimated that salaries for science and engineering Ph.D.s will increase about 13 percent.

Of the participating companies, 38 percent said that the general corporate business outlook for 1982 is better than 1981, 44 percent answered "about the same as 1981" and 18 percent checked "not as good as 1981."

Defense and energy were quite positive about the

coming year, the report said. Companies in construction-related fields and the auto industry reported uncertainty about the first part of the year but were optimistic about later months.

The report indicates 94 percent of the 242 employers surveyed are satisfied with the performance of their class of 1981 employees.

In answer to the question, "If the graduate has a major shortcoming, what is it?" many of the companies responding cited "unrealistic expectations."

"The grads just expect too much too soon," said Lindquist. "They do not want to take time to learn the job assigned. Grads are setting naive goals on job content, promotion, responsibility and salary that cannot be realized."

Another most often mentioned shortcoming was poor communication skills.

"Employers say that many college graduates display an inability to write or speak clearly, concisely and correctly," said Lindquist.

## Aid students often earn lower grades

By MARGARET SCHERR  
Associated Press Writer  
WASHINGTON (AP) — Many college students who receive federal financial aid are not making satisfactory academic progress, according to the General Accounting Office.

The GAO's study of school standards that allowed students to remain eligible for aid without proving that they were moving toward a definite goal with adequate grades and at a reasonable rate, the GAO said in a report released this week. "Some of the institutions were not even enforcing their own standards."

The GAO's auditing agencies said its conclusions came after visits to 20 campuses and a review of more than 800 randomly selected student transcripts.

It said many of the schools visited did not have reasonable requirements concerning such factors as minimum grade point averages and the rate of movement toward completion of a program of study.

"While the schools visited uniformly required a 2.0 grade point average (on a 4.0 scale) for graduation, they normally set their standards for determining academic progress at considerably lower levels," the report said. "This resulted in large numbers of students on financial aid with low grades."

In many cases, it said, the averages were below 1.5, or the equivalent of a D-plus.

Only 10 of the 20 schools visited had

specific requirements concerning the rate of a student's academic progress, the report said, and these requirements were often ineffective.

This led to instances where students stayed in school and on financial aid for inordinate lengths of time," the report said.

It noted that federal assistance programs administered by the Department of Education, the Veterans Administration and the Social Security Administration provided about \$7.8 billion in student aid during fiscal 1980.

"In general, fewer instances of poor progress were noted among VA aid recipients than either Education Department or Social Security Administration aid recipients," the report said.

The GAO recommended tighter academic progress standards and said the Department of Health and Human Services

and the Office of Management and Budget generally agreed.

It said VA "did not concur with our recommendation that institutions be required to establish standards on the rate at which a student should progress."

The VA contended it previously had been required to set such a specific standard "and this had proved to be unworkable and an administrative burden," the report said.

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## College enrollment at all-time high

By CHRISTOPHER CONNELL  
Associated Press Writer  
WASHINGTON (AP) — Enrollment in the nation's colleges and universities hit an all-time high of 12.3 million this fall, the government reported yesterday.

The figures, based on preliminary estimates from the National Center for Education Statistics, indicate that educators' fears about enrollments dropping due to cuts in federal aid and the passage of the baby boom generation into adulthood have not yet come true.

But the center, part of the Department of Education, found that 42 percent of the 943 institutions it surveyed had experienced enrollment drops of 15 percent or more since 1980.

Several of these institutions blamed cuts in state aid that "translated into higher tuition rates, especially for part-time students, and the elimination of selected programs," the center reported.

Its overall enrollment estimate of 12,322,469 was up 126,000, or almost 2 percent, from the fall 1980 level of 12,096,895.

The center said that for the sixth straight year, more women than men are attending college. Women accounted for nearly 52

percent of all students, up from 45 percent in 1975 and only 42 percent a decade ago.

The center said the women are helping to keep enrollments on the rise. Other factors are a peak in 1981 in the number of 18- to 24-year-olds, "the last group to come out of the great birth boom of the 1950s and 1960s," and "the growing popularity of two-year institutions."

It said the two-year community and junior colleges were "the only institutions that showed a large enrollment gain, up 5 percent over 1980" to 4.7 million students.

Some 2.9 million students were attending universities and the other 4.7 million were attending four-year colleges. The center said enrollment in public colleges was up 2.1 percent to 9.6 million, while private college enrollment rose 1 percent to 2.7 million.

But within the public and private ranks, the center found that private universities fell slightly to 734,000, a loss of 1,500 students, and four-year public colleges enrolled just under 3 million students, a loss of 16,000.

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## Christmas tree supply ready

HARRISBURG (AP) — The word from Christmas tree growers this year is that there will be plenty of yuletide evergreens in every size, shape and price during this holiday season.

Growers estimate that nationally about 32 million trees will be trimmed and lit in sizes ranging from knee-high pines sitting on tabletops to giant Douglas firs.

"The quality and quantity are better this year and there'll be a tree for everyone's budget," said Donald McNeil, executive director of the National Christmas Tree Association in Milwaukee.

He said most people throughout the nation will be buying their tree this weekend but they will find that like everything else, trees will cost more this year.

McNeil estimated prices will be from 5 percent to 10 percent higher than last year. Prices vary according to location, he said, adding that on the average a 7-foot Scotch pine probably will sell for around \$20, while a Douglas fir the same size will cost about \$22.

Pennsylvania, ranking fifth in Christmas tree production, will export about 2 million trees this year.

## Twelve Beatles songs hidden

LOS ANGELES (AP) — As many as 12 unreleased Beatles songs are tucked away in vaults in England, the Los Angeles Herald Examiner reported yesterday.

Ken Townsend, a spokesman for Abbey Road Studios in London, said there are "about 10" such songs at which a student should progress."

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## Koch appeals for homeless

NEW YORK (AP) — Unable to find shelter for the estimated 36,000 homeless men and women roaming the city's streets, the mayor is asking each church and synagogue to take in 10 vagrants every night.

"It's their Judeo-Christian duty," Mayor Edward I. Koch said in an interview.

The city, sued earlier this year on behalf of its homeless population, signed a consent decree in August in which it agreed to provide overnight shelter for anyone requesting it.

But it had not proved easy. On a typical night this week only 3,178 people sought shelter in facilities provided by the city.

One reason, according to those who work with the homeless, is that city accommodations are crowded, dirty, noisy and unsafe. Another is that many who live on the street are too poor, too weak or too confused to reach the central city facility on the Lower East Side.

But earlier this year, when city officials approached every community board in New York, they could not find one neighborhood in any borough willing to accept a new 200 to 300-bed facility for men.

So this week Koch turned to the estimated 2,450 churches and synagogues.

## Animal life abounds on this year's editions of Christmas cards

WASHINGTON (AP) — America's fascination with animals, from house pets to endangered species, is reflected in this year's Christmas greeting cards, of which well over 3 billion are expected to be exchanged, according to the National Association of Greeting Card Publishers.

Pandas and polar bears are among the subjects of seasonal cheer. They are joined by turtles and whales proclaiming Christmas as a time of love for "all things bright and beautiful, all things great and small."

Animals as a dominant theme in this year's Christmas cards are among the findings of the greeting card publishers, with headquarters in Washington, D.C., in an informal survey of its members.

Each year, the association reviews the work of artists and writers who create Christmas greetings, and a pattern of themes emerges from this review. The themes reflect the interests and lifestyles of most Americans, according to the artists who produce the cards.

"Historically, religious themes outnumber other subjects about 3-to-1," said Norman S. Halliday, executive vice president of the publishers' association. "Secular greetings generally reflect the fads, fancies and concerns of our society."

One of this year's cards, a stylized panda, painted in blue, holds aloft a sprig of greenery with a red berry. The greeting is timely, since the panda is one of the symbols of the World Wildlife Fund, Halliday points out. The non-profit organization is now allocating monies for the protection of pandas and other endangered species.

In a light-hearted vein, another card portrays an ark whose passengers include turtles, elephants, egyptis, snail darters, koala bears and a host of other animals. The card proclaims "peace on earth" to the fin-and-furry boatload and "to all other endangered species such as you and me and us."

Dogs and cats abound on cards. One reads: "From our dog to yours," with space provided for a canine signature. Another shows a kitten swaying from the branch of a Christmas tree to which it has been lured by an ornament in the form of a bluejay. A portion of the card's purchase price is earmarked for the Society for the Prevention of Cruelty to Animals.

Many religious cards continue a trend started last year, the embossed reproduction of stained-glass windows from cathedrals. The Madonna and Child and in acrylics, oils and watercolors. Steeped churches throughout rural America seem as popular as palm-fringed vistas of Bethlehem.

Two cards from UNICEF, the United Nations Children's Fund, reproduce 12th-century stained-glass panels of the "Adoration" and "Three Kings" from Canterbury Cathedral, England.

Personalized greeting cards, on which the name of the sender is imprinted, range from cartoons to fine-art reproductions. Many publishers in this category anticipate orders from lawyers, physicians and like professionals. The cards are increasingly popular as a form of business communication, Halliday says.

The exchange of Christmas greeting cards will not be hindered by inflation, Halliday adds. In times of economic stress, he says, the buyer of a greeting card often perceives the card as a gift in lieu of a more expensive offering.

"It's a lasting gift," he says. "A greeting card comes without batteries, there's nothing to assemble and no parts to lose."

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