

The office of employment services at the University in cooperation with the College Placement Council and its computer can make the qualifications of any OU graduate interested in finding new employment available to potential employers quickly and at no cost

Though we have been helping alumni locate new employment opportunities for years, nothing has so greatly boosted our ability to give alumni placement service as has the GRAD system. Now every experienced OU graduate can put his qualifications before employers from coast to coast—with computer speed and at minimal cost.

GRAD (the abbreviation stands for Graduate Resume Accumulation and Distribution) is the brainchild of the College Placement Council. This is the same organization which began publication of the *College Placement Annual* almost ten years ago, and in many other ways has helped college placement reach a high degree of professionalism. CPC, as it is commonly known, includes membership of over 1,000 colleges and universities which join with more than 2,000 employers of the United States and Canada to foster cooperation between campus and company through such projects as the GRAD system.

Gone for candidates under the new service are such problems as how to make their qualifications known to a broad spectrum of employers or how to avoid the onerous and time-consuming business of mailing numerous resumes and then awaiting results. Employers, for their part, are finding that experienced college graduates may be located with remarkable selectivity, in record time, and at nominal cost. That the employer is in Denver, the placement office in Norman, and the alumnus in New Orleans no longer matters.

In operation, the GRAD system is uncomplicated. An alumnus interested in finding new employment simply opens a placement file with OU's Office of Employment Services. If it appears that the GRAD program will be

of value to the individual in question, the candidate is given an instruction sheet and a resume form. The alumnus has the resume completed and neatly typed (since it will be photocopied in its original form for distribution) and sends it to the College Placement Council in Bethlehem, Pa.

At the Council's center, each resume received is analyzed both in terms of present (or most recent) employment and of previous experience. Twenty-one key factors are extracted from the information and entered into an electronic file at a vast computer center some 60 miles from the Council offices. The original resume is microfilmed to be retrieved almost immediately upon receipt of an employer order.

All over the country, employers are calling upon the GRAD system to as-

sist their search for capable executive talent. They have at their disposal the thesaurus of GRAD terms which enables them to establish rapidly the best description of the position open. Employers may use a teletype unit to query the GRAD system and have almost immediate access to the electronic file. If they lack such units, queries may be sent to GRAD by more conventional means.

Use of the GRAD system is not available to just anyone. Since its designers were aware that misuse of the system for "looking around" or job-hopping would detract from its value to employers, placement offices must endorse each resume and attest to the fact that the candidate has received a four-year degree or higher. Incidentally, special provisions have been programmed into the GRAD system whereby the applicant's current employer is blocked electronically from receiving resumes.

We are excited about the possibilities of the GRAD system for our alumni. Registration in GRAD costs nothing at the present time, and we have the forms available for those who contact us. Eligibility for placement services from us is dependent only upon completion of 12 hours of course work at OU and is available for a lifetime. Get acquainted with us by asking for our information brochure or by visiting our office in the Nuclear Engineering Building (Old Journalism Building). An experienced staff is available to discuss placement with you and we maintain a complete library of employer literature for reference. We will be glad to help if you are in the market for placement services.

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*Available Now
To OU Graduates*

GRAD

*a national
job placement
service
for alumni*

By **LEONARD D. HARPER**