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CAREER PLANNING CENTER PLANS NEW PROGRAM

AT USD

FOR IMMEDIATE RELEASE

The Career Planning/Placement Center at the University of San Diego has recently developed a new outlook on career counseling. Brother Tom Kane, director of the program, says that the center emphasizes counseling and self-analysis rather than acting as a job placement office.

The center's main focus is on a new class, Career Life Planning, designed to give students the ability to plan a rewarding career. The class is open to all USD students and requires no tuition, just a \$10 fee for tests. Students take psychological tests to identify their aptitudes and interests. They also analyse their skills and make an in-depth career search, taking into account such factors as localities and life-styles connected with a particular field.

Kane feels that many people are not happy in their present positions, but there is an enjoyable job somewhere for almost everyone. Kane's job is to help USD students find out what sort of career they would like. One of the major problems, says Kane, is that students and employers are not speaking the same language. The goals is to translate the student's abilities into the employer's language.

Kane is the first full time placement counselor in USD's history. In addition to the semester-long class, he is also running job seminars with local businessmen. Last month's seminars included representatives from a CPA firm, an audit agency, and a large insurance corporation, who provided career information about their fields.

Brother Kane is a member of the Christian Brothers order and has worked 14 years in student counseling at the College of Santa Fe, New Mexico. He has earned a Masters in Education from USD in Counseling.