

# MSU Reports Big Demand for Club Manager Grads

**Job vacancies increase but  
so does recruiting activity,  
Placement Bureau officials say**

**By DONALD F. HARDEN**

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**T**here has been a significant increase in the number of vacancies that have been reported to the Michigan State University (East Lansing) Placement Bureau during the past two years for management positions in golf and country clubs. Eight vacancies were reported in 1961, 30 vacancies in 1962, and 42 vacancies in 1963. The Placement Bureau responded to these vacancies by referring 195 active alumni credentials in 1963, 192 in 1962, and 40 in 1961.

Alumni in the active file are matched to vacancies by Placement Bureau personnel based on the candidate's employment preference, geographical restrictions, age, and minimum salary requirements. The matching process continues until the alumnus notifies the Bureau that he has accepted employment.

The majority of the positions have been with country clubs in the Midwest, although vacancies have been listed from such far away states as Mass., Miss., Tex., N.C., and Calif. A description of the typical job vacancy calls for either a manager or assistant manager for a country club ranging from 150 to 2,300 members. The majority of the clubs reporting vacancies had between 150 and 600 members.

## **Experience Demands Vary**

Openings for managers and assistant managers generally call for club management experience, although some experience in food and beverage areas other than club management is acceptable. Occasionally, positions as managers or assis-

tant managers are listed which do not require experience. Positions for managers, according to Bureau data, not requiring experience have been almost exclusively listed by clubs with less than 250 members. At the same time it should be made clear that many clubs with this membership total require considerable experience. Positions for assistant managers generally require little or no experience.

Salaries appear to be quite lucrative. The median salary is approximately \$10,000 with \$5,772 at the bottom of the scale and \$18,000 the top salary reported during the past three years for club management positions. Included within the total remuneration package for many positions have been additional benefits of meals and living quarters.

## **Present Lineup**

In order that the Bureau might create a clearer picture in terms of the human resources available at Michigan State, the following data is presented:

As of Feb. 1 there were 38 active alumni on file in the hotel, restaurant, and institutional management area. Of that total, eight alumni have activated their credentials in the club management area. Three persons indicate club management to be their first preference, two their second preference, and three their third preference. Six of the eight active alumni are over 30 years of age, and the maximum salary most frequently requested ranges from \$8,500 to \$10,000.

The hotel, restaurant, and institutional Management School, according to the number of senior credentials on file at the Placement Bureau, will graduate 76 persons during the 1963-64 academic year. Of that total nine, or approximately 10 per cent, have indicated an interest in club management. There appears to be a much greater demand for club management personnel than the supply can presently meet, based on the available data for alumni and seniors who have expressed an interest in club management.

## **Starting Salaries**

The average salary for a hotel, restaurant, and institutional management graduating senior in 1963 was \$481 per month. The M.B.A. recipient received

\$553 per month. However, these figures are not completely accurate in that many positions within the industry as indicated earlier include additional benefits of living quarters or meals or both.

Opportunities for hotel, restaurant, and institutional management graduates are greater today than ever before. What this means is simply that the recruitment of golf and country club management personnel is going to be more difficult today than it has been in the past. Well trained graduates have a wide open field from which to select the most attractive opportunity. Put another way, the various segments of the hotel and restaurant industry are going to have to be much more vigorous in their recruitment than ever before.

#### **Invites Use of Services**

Clubs in the United States are invited to utilize the facilities of the Placement Bureau. Michigan State University is recognized as having one of the outstanding centralized Placement Bureaus in the country. The Bureau is located in the Student Services Building and has 21 interviewing rooms for the benefit of recruiters, seven staff offices, a conference room, vocational library, and a multi-purpose room for company literature, supplies, mimeograph, thermofax, and copyflex machines.

The Placement Bureau is the result of the administrative philosophy at Michigan State which believes "that the University not only has an obligation to educate its students, but has a responsibility of helping the students find the right job after their formal training." In 1943, President John A. Hannah realized that after the war college trained people would be in heavy demand and saw the value of creating one central clearing house of placement. Here senior and alumni credentials would be processed and there would be one central place where prospective employers could interview seniors and all departments would be coordinated.

#### **Placement Forms Prepared**

At Michigan State, all December, March, and June graduates must complete placement forms at fall registration. Several copies of the form are made by machine and put in each senior's file.



Winning family style, Mr. and Mrs. Harton S. Semple of Sewickley, Pa., congratulate each other on capturing the Ladies Spring Golf tourney and the Eugene W. Lewis Men's Golf championship at Sea Island, Ga. This is second consecutive year that the husband and wife team have walked away with the Sea Island tournaments.

Thus, when senior recruitment starts in mid-October, the senior files are available to recruiters who visit the campus. Job cards are made on each position, outlining the background and qualifications required, for those employers unable to visit the campus or whose needs do not justify a trip. These are available to seniors who may request that their credentials be sent to these prospective employers for consideration.

Publicity for visits is handled by means of two weekly bulletins, one for men and one for women, which outline employer visits two weeks in advance. These are put up on some 600 bulletin boards both on and off campus, covering living units, buildings on campus, and business establishments in East Lansing. Also, the "State News," the campus daily, carries a portion of this bulletin in each issue.

#### **Senior Recruitment**

Senior recruitment at Michigan State runs from approximately Oct. 15 to May  
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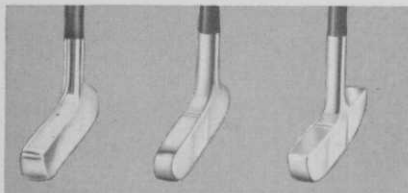
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## Scholarship Financing

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John Cook, supt at the CC of Virginia, Richmond, and its affiliated championship James River Course;

Bill Emerson, now supt at a course under construction at Hyattsville, Md.;

Dave Mauk of White Cliffs CC in Plymouth, Mass. (on Cape Cod);

George Thompson, an assistant at the Columbia CC in Chevy-Chase, Md.;

Pat O'Connor, at the New London (Conn.) CC;

John Kellar Jr. of Pittsfield is currently completing his first year at Amherst.

Last year the program was aided by contributions made from a number of golf minded industrialists and business executives such as "Bing" Hunter of Hunter Machine, Bruce Crane of Crane & Co., Dixon Daniels of the LL Brown Paper Co., Chauncey C. Loomis, Dan England Jr., former Yale golf great; Merwin Wineberg of the Adams Super Mkts chain, Haines Spencer of USF-Arnold Finishing in Adams, the professionals of the area, James Colgate Jerome of Mt. Anthony, Williams College's Taconic Golf Club, Doug Hewat of the Hewat Company in North Adams, the various golf associations of the Berkshire area.

## Big Demand for Managers

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25, excluding examination periods and vacation time. Broken down, this means roughly 36 days each fall and spring term and 50 days winter term, or 120 days in all.

Demand for all of the graduates in hotel, restaurant, and institutional management has increased in recent years, and it seems to be particularly true in the area of golf and country club management. Similarly, it seems that the recruitment of management personnel has increased. Students interested in golf and country club positions indeed have several fine opportunities.

Recruitment information requests should be sent to John D. Singleton, director of Placement Bureau, 142 Student Service Building, Michigan State U., East Lansing, Mich.