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GOODALE CHAIRS SEMINAR ON FAST-GROWING ALUMNI PROGRAM

Alumni are relying on universities for career services

Susan Goodale, programs director for the UC Santa Barbara Alumni Association, chaired this week the Alumni Career Services conference sponsored by the Council for Advancement and Support of Education .

Goodale was program chair and speaker at the national two-day seminar held Dec. 2 and 3 in New Orleans. The seminar is one of more than 140 different types of conferences offered yearly by the professional association.

"In order to remain competitive in a dramatically changing workplace, alumni are turning to their alma maters in greater numbers than ever to develop their career skills, redefine their understanding of work in the new millennium and make career changes, " Goodale said. "The result is that alumni career services is one of the most frequently requested programs from alumni today of their alma mater and thus, is becoming a fast-growing program in alumni offices across the country.

A UCSB alumna, Goodale oversees the Alumni Association's alumni career service program. Established in 1993, the award-winning program provides a variety of services ranging from career counseling to job bulletins to networking events for alumni.

She holds several CASE awards, including three Awards of Distinction, an Award of Excellence and the group's highest honor, a Gold Medal.

The Council for Advancement and Support of Education is an international association of education advancement officers such as alumni administrators, fund-raisers, public relations managers, publications editors and government relations officers. Its membership includes nearly 2,900 colleges.

For additional information, call the UCSB Alumni Association at 893-2288.

Editors: A J-peg image of Susan Goodale is available on request.

About UC Santa Barbara

The University of California, Santa Barbara is a leading research institution that also provides a comprehensive liberal arts learning experience. Our academic community of faculty, students, and staff is characterized by a culture of interdisciplinary collaboration that is responsive to the needs of our multicultural and global society. All of this takes place within a living and learning environment like no other, as we draw inspiration from the beauty and resources of our extraordinary location at the edge of the Pacific Ocean.