A VOCATIONAL BUSINESS EDUCATION
DEPARTMENT STATISTICAL STUDY
1950-1955

By
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Approved:

Professor Directing Paper

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Dean of the Graduate School

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The writer presents in these pages a statistical study of the Business Education Department of the Orange County, Florida, Vocational School for a five-year period, beginning with July 1, 1950, and ending with June 30, 1955, with a hope that the compiled data and the findings derived therefrom may prove of some worth to those readers who are interested in business school education.

This study includes a survey of the Department enrollment, job calls, job interviews, and job placements over the five-year period.

The viewpoint assumed is that of one concerned with the extent to which a business education department of a vocational school reflects and serves the educational interests of its students and the economic needs of the geographic area in which it is located.

The sources utilized in the preparation of this paper include: (a) office records of the Department and the Vocational School; (b) statistics on employment in the Orlando area and other factual information furnished by Esther Vail, statistician for the Orlando Office of the Florida State Employment Service; (c) data and notes on the history of
the Orange County public school system and the economic
development of Orange County, made available from the files
of William O. Rencher, former Professor at Rollins College
and Associate Editor of the Orlando Morning Sentinel; (d)
personal interviews with Judson D. Walker, Orange County
Superintendent of Public Instruction; Robert Earl Kipp,
former Orange County Supervisor of Secondary Education, now
Principal of Boone Senior High School, Orlando; and Orville
R. Davis, Principal of Edgewater Senior High School, Orlando.

In conclusion, the writer acknowledges her indebted­ness to the individuals whose cooperation has made possible
this study. Dr. Hazen Alonzo Curtis of Florida State Uni­versity, the writer's Directing Professor, and William O.
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helping in the compilation, tabulation, and checking of sta­tistics, and aiding in editing the manuscript.
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CHAPTER I

PRELIMINARY CONSIDERATIONS

1. Enrollment Classifications

Indications of Study Scope

The enrollment in the Business Education Department of the Orange County Vocational School for the five-year period, beginning July 1, 1950, and ending June 30, 1955, will be surveyed according to the following classifications: (a) sex, (b) source components, (c) average number of monthly enrollments per student, (d) educational preparation of the students, (e) course enrollments, (f) student enrollment by years, (g) student enrollment by months. It is obvious that these classifications are indicative of the scope of the study rather than of the strict order of its development.

Four chapters will be devoted to a consideration of enrollment, job calls, job interviews, and job placements. A summary chapter will conclude the study.

Three Types of Registrants

It may be well for the reader to keep in mind that three types of students are, from time to time, registered by the Department; viz., prospective job-seekers, senior high school students, and military personnel from the local
Air Force installations. Appreciable numbers of military personnel were registered in the year 1954-1955.

When the Business Education Department of the Orange County Vocational School succeeded a similar department of the Orlando Vocational School when those two institutions were amalgamated in the year 1945, it inherited from the latter department a fine record of service to military personnel. The Post School, for example, that was created when the Twenty-third Composite Group arrived prior to the outbreak of the Second World War and established the Orlando Air Force Base, was manned by civilian teaching personnel on the Vocational School payroll. This Post School became the model for all other such installations later activated by the Air Force of the United States of America.

Although the Department as now constituted has never furnished civilian instructors to the Air Force, it has served through the instruction of details sent it by commanding officers of the local bases. In the year 1954-1955, for example, more than 100 military personnel took 60 hours of typing each.

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1 Judson B. Walker, Orange County Superintendent of Public Instruction, personal interview.


3 Office Records
Considerable numbers of senior high school students working for extra-mural credits are in attendance in June and July of each Department year. A few overflow students are registered in the course of the remaining ten months.

The Department also serves the needs of both men and women veterans; who, of course, come under the prospective job-seeker classification. The women registrants are very few; but the men veterans constitute an appreciable portion of the total male registration.4

The average non-veteran male enrollment does not average in excess of 10 per cent of the total enrollment. This condition seemingly reflects the average ratio of males to females for clerical and kindred employment in the Orlando area. Salaries and wages are higher in other non-agricultural classifications. The Business Education Department set-up in general and the competitive edge favor the colleges and business schools in this section.5

Aliens

Among the registrants may be found aliens who are learning to speak English and to use the typewriter. In the course of the five-year period, students from Cuba, France, Germany, Belgium, and Scotland were enrolled. This

4Ibid.

5Esther Vail, Statistician for the Orlando Office of the Florida State Employment Service, Selected Data on Employment in the Orlando Area compiled from Office Records.
component of the student body reflects the cosmopolitan character of the Orlando area.

Job-Seeking Students

The great majority of the student body reside in Orange County. Other counties represented in the registrations are: Seminole, Brevard, Osceola, and Lake, which border Orange. Also represented is Polk, which borders Osceola and Lake on the south.

2. The Department Set-up

Entrance Requirements

Entrance requirements are limited to one; viz., the payment of a four-dollar fee. All Florida residents sixteen years of age or older are exempt from any tuition charge. An applicant is admitted irrespective of the number of years he claims he has attended school or college, and no transcript of record is demanded. Every day in the year is registration day. A student can begin training when he chooses, or give up training whenever he so desires.

Conference Plan Instruction

Not only may a student begin training any day of the year, but he may also do class work for as many hours per school day and school week as he chooses. In order to meet the needs of this situation, the Department operates on an assignment-achievement-conference plan of instruction.
Official Records

Official records by months and by years are kept on a head-count basis. At the beginning of each month, a new enrollment period begins, the head-count enrollment for the previous month having been made a matter of record. A cumulative individual head-count is also kept so that the total annual enrollment can be ascertained. The Department and the Vocational School files, therefore, contain enrollments by months and by years.

The writer utilized the statistical data for these two types of enrollment to establish the findings that the number of monthly enrollments per student is very low, thus indicating that the great majority of the student body in the five-year period were pursuing special courses for immediate utilitarian reasons with no determination to complete the course in any section of the curriculum and receive a diploma.6

3. The Curriculum

Introductory Statement

The curriculum is divided into four sections; viz., Stenographic, Bookkeeping and Accounting, Machine Bookkeeping, and Clerical. Each section leads to a diploma.

6Paper, p. 23
Stenographic

The courses offered in stenography include: shorthand, 125 hours; dictation, 205 hours; typewriting, 220 hours; duplicating, 40 hours; Ediphone and other dictating machines, 100 hours; business English and word studies, 215 hours; letter writing, 90 hours; filing, 120 hours; penmanship, 90 hours; transcription, 200 hours; general business, 100 hours, human relations, 10 hours; personal grooming, 15 hours.

Bookkeeping and Accounting

The bookkeeping and accounting courses are: general bookkeeping, 320 hours; cost accounting, 120 hours; payroll records, 65 hours; auditing, 70 hours; business arithmetic, 130 hours; income tax procedures, 60 hours; business law, 120 hours; 10-key adding machine, 60 hours; full-keyboard adding listing machine, 60 hours; general business, 100 hours; typewriting, 165 hours; calculator, 60 hours; filing, 120 hours; penmanship, 90 hours; letter writing, 90 hours.

Machine Bookkeeping

Machine bookkeeping courses embrace: bookkeeping-proprietorship, 120 hours; business arithmetic, 130 hours; 10-key adding machine, 60 hours; full-keyboard adding listing machine, 60 hours; calculator, 60 hours; comptometer, 120 hours; posting machine, 60 hours; penmanship, 90 hours; typewriting accounting machine, 60 hours; filing, 120 hours;
general bookkeeping, 100 hours; typewriting, 65 hours.

Clerical

Clerical courses offered are as follows: typewriting, 220 hours; duplicating, 50 hours; word studies and business English, 215 hours; letter writing, 90 hours; filing, 120 hours; general business, 100 hours; business arithmetic, 130 hours; record keeping—proprietorship—partnership, 240 hours; ten-key adding machine, 60 hours; full-keyboard adding listing machine, 60 hours; calculator, 60 hours, penmanship, 90 hours.

Curriculum Comments

It is obvious that the curriculum is sufficiently comprehensive to afford opportunities for either review work or beginner training in any field of the clerical and kindred classification a registrant may select.

Concluding Comment

In reading the subsequent chapters of this study, one should keep in mind the fact that the Department serves the needs of five types of individuals; viz., high school students, armed forces personnel, veterans, job-seekers, and employers.
CHAPTER II

ENROLLMENTS

1. Introductory Remarks

The general development outline of this chapter on enrollments is as follows: 1. Annual Enrollments; 2. Average Monthly Enrollments; 3. Prior Education of Registrants; 4. Course Enrollments.

Salient statistical data are presented in a series of line graph plates whose figures constitute in the main an outline of the sub-topic development.

A spiral method of treatment is employed; certain observations on findings being made at one or more points in the analysis and repeated in a concluding summary statement.

In this statistical chapter and the other succeeding ones, the reader will find the legend for the figures of each plate one page opposite.

2. Annual Enrollments

Totals

The total annual enrollment for the five-year period was 2,540, an average of 508 registrations a year. Two thousand sixty-eight, or 81 per cent of the registrants were
Fig. a--Annual Enrollments

Fig. b--Average Monthly Enrollments

Fig. c--Average Number of Monthly Enrollments
Per Student, Males and Females
females; 472, or 19 per cent, male.

For the three middle years of the five-year period the enrollment maintained a practically constant level, the spread being only 9, or approximately 2 per cent. Since Orlando at that time was, and is now, one of the fastest growing sections in the nation—population-wise and economically, it is evident to the Business Education Department that hindering factors to its development exist.

One outstanding factor is high school competition. The economic development of the area has so impinged upon the consciousness of high school students that the great majority of the 60 to 65 per cent who do not purpose attending college are enrolled in commercial courses. Employer demand for permanent residents with at least a high school education is so great, area high school graduates experience slight difficulty in finding non-agricultural employment.¹

Financial stringency, an end to which is not in sight, also operates to hamper growth of the Department. Neither funds nor personnel time is available for public relations work so essential to the growth of any business education department.

The female enrollment curve shows peaks in the first year and the last year of the five-year period. These two

¹Robert Earl Kipp, former Supervisor of Orange County Secondary Education and Principal of Boone High School, Orlando; personal interview.
phenomena probably reflect to a slight degree temporary surpluses of labor in some of the non-agricultural employment classifications. Such surpluses inevitably result in job shifts. In both years members of the faculty heard students complaining of the difficulty they had experienced in finding employment. In this connection the reader should keep in mind that the number of students in the Department who had previous experience in clerical and kindred employment was very small.

The level pattern of the male enrollment curve when military personnel is excluded is noteworthy, as is the breakdown of the total male enrollment. This breakdown shows: (a) military personnel, 21 per cent; (b) veterans, 17 per cent; (c) special senior high school students, 20 per cent; (d) non-veterans, 42 per cent.

That the non-veteran male registration has remained constantly low is not surprising. In the Orlando area male employment in the clerical and kindred classification is only approximately 10 per cent.\(^2\) The prevailing low wages for inexperienced workers act as a deterrent to training for employment.\(^3\)

**Average Monthly Enrollments**

The average monthly enrollment for the five-year

\(^2\)Esther Vail, *op. cit.* p. 3

\(^3\)Ibid.
period, including the unofficial enrollment for the month of June, was 6,587/60, or 110. The average on an official yearly eleven-month basis was 5,884/55, or 107. The curve shows recession from the 120 peak in the year 1950-1951 to a trough of 78 in the year 1952-1953. The average monthly female enrollment reached a 66 minimum in 1953-1954.

**Total Monthly Enrollments**

The total number of monthly enrollments for the five-year period were as follows: males and females, 6,587; females, 5,178; males, 1,409.

**Average Number of Monthly Enrollments per Student**

The annual average number of monthly enrollments per student was 6,587/2,540, or 2.6. Beginning with an average of 3.1 per student in the year 1950-1951, this type of enrollment receded to 2.2 per student in the year 1954-1955. The average number of monthly female enrollments dropped from 2.9 to 2.2; that of male enrollment from 4.2 to 2.0.

The decrease in the average number of monthly enrollments per female student was probably caused principally by the increase in the number of special senior high school enrollments. The peak in the average enrollment per male student was definitely caused by the veteran enrollment. The trough of 2.0 was caused by the enrollment of military personnel from the Pine Castle Air Base, each of whom took only 60 hours of typing.
Faculty Enrollment Load

The faculty of the Department consists of a teaching principal and five instructors. The average monthly enrollment load for the five-year period was, therefore, $\frac{95}{6}$, or 15.8 students. The peak load was 20 in the year 1950-1951; the minimum load, 15 in the year 1953-1954. For the last year of the period, with 101 military personnel included, the load was $\frac{103}{6}$, or 17.1.

Faculty Concern Over Enrollment Recession

When the average monthly enrollment dropped to 78 and the average teaching load to 15.3 in the year 1952-1953, the situation became for the faculty a matter of grave concern. Decision was reached to contact by mail each spring as many senior high school students as possible in Orange County and the counties bordering it. The recession, however, continued for another year, and the enrollment teaching load reached a trough of 15. For the year 1954-1955, however, some gain was registered, part of which was certainly caused by the enrollment of military personnel. How much of the advance in the average female monthly enrollment from 66 to 85 was caused by faculty effort and how much by economic conditions cannot be ascertained from available data.

It is noteworthy that the annual female enrollment advanced from 395 students in the year 1953-1954 to 483
students in the year 1954-1955. Percentage-wise, this was a gain of 22 per cent. The percentage gain in the average monthly female enrollment for the corresponding period was 25 per cent.

The foregoing data afford grounds for the conclusion that the Department faculty members should use every possible effort to increase that average number of monthly enrollments per student.

3. Monthly Enrollments

Next to be considered are the enrollments for each month of the Department year. Since no general standards of evaluation are available, the logical procedure seems to consist in the examination of the outstanding phenomena of the monthly enrollment data for the five-year period as a whole in order to establish some basis of comparison when the data for each year of the period are studied.

Monthly Enrollment 1950-1951

The peak enrollment months are July and June. Enrollments for the former month exceeds that of August by 42, while enrollment for the latter month is 51 greater than for May. This phenomenon, in the main, reflects the presence of considerable numbers of special senior high school students. It fixes the average upper limit for such enrollment at approximately 50.

September and October averaged the heaviest enrollment
LEGEND

PLATE II

Horizontal Axis:
- Months of the Department Year

Vertical Axis:
- Number of Students

Five-Year Monthly Enrollment Curve,____
Annual Monthly Enrollment Curve,---
Fig. a: Monthly Enrollments
1950-1951
1950-1955

Fig. b: Monthly Enrollments
1951-1952
1950-1955

Fig. c: Monthly Enrollments
1952-1953
1950-1955
months in the first half of the Department school year. In the second half of the school year, the peak month was January.

The heavy average enrollments in these three months may be due in part to the fact that they are customary registration periods, and in part to the influx of families and/or individuals who desire at least transient employment in the Orlando area.

It is noteworthy that the average monthly enrollment of regular students declined steadily from the January peak to the close of the year: This recession practically to the previous level indicates the extent to which the students were finding part-time or full-time jobs. Since job interviews are functions of enrollments, it is obvious that this marked recession could but affect adversely the ability of the Department to send students for interviews in response to employer job calls.4

It is noteworthy also that, in the first half of the year, the enrollment slumped from an October high to a December low. Factors involved were very probably job placements and distant Christmas vacationing.

Monthly Enrollments 1950-1951

The year 1950-1951 was above the five-year average in every respect, as even a cursory glance at the curve for that year reveals.

4Paper, P. 61
LEGEND

PLATE III
Figures a and b
Horizontal Axis:
Months of the Department Year
Vertical Axis:
Number of Students
Five-Year Monthly Enrollment Curve,____
Annual Monthly Enrollment Curve,--------

Figure c
Female Enrollment Curve,______________
Male Enrollment Curve,_______________
Fig. a--Monthly Enrollments  
1953-1955  
1950-1955

Fig. b--Monthly Enrollments  
1954-1955  
1950-1955

Fig. c--Monthly Enrollments  
Females 1954-1955  
Males 1954-1955
The curve pattern follows very closely that of the curve for the five-year period with the exception that the fall peak enrollment month is September instead of August, and the February enrollment equals that of January.

It is evident that the ability of the Department to answer employer job calls with student interviews should prove to be above the five-year average.  

Monthly Enrollments 1951-1952

The curve for this year runs closer to the curve for the five-year period than did the 1950-1951 curve. It dips below the average level in the months of July, August, and June. The peak has shifted back to October.

From February to the close of the year, allowing for the June high school attendance, the curve does not appear to sink as rapidly as does the curve for the five-year period, thus indicating a lowered average of job finding.

Monthly Enrollments 1952-1953

For the year 1952-1953 a remarkable change is revealed. The curve lies entirely below that of the five-year average for every month of the year save June, in which it appears that most of the special high school students registered. For the major portion of the year the curve follows a flat pattern.

5Paper, p. 63
In no month of the first eleven did the instructor enrollment load exceed 15. In September it dipped to 13; and for March it was less than 14. For May it even dropped below 13. It is not surprising that the situation caused the members of the faculty grave concern.  

Monthly Enrollments 1953-1954

The curve for the year 1953-1954 shows below average for every month save August. The bottom appears to have dropped out of everything but the special senior high school enrollment. In December the instructor enrollment load sank to an all-time low of less than 11. It was not a whole point higher in November. The enrollment, however, for the second half of the year showed marked improvement.

Monthly Enrollments 1954-1955

The curve indicates a record special senior high school enrollment for the months of July and June combined. The peak months for regular enrollment are November and January, January tying with the 1950-1951 record. As a whole, this year's record was not as good as that for 1950-1951.

Monthly Male and Female Enrollments

An Explanatory Statement

In making a survey of the monthly enrollments, certain facts relative to the month of June should be kept in mind.

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6Paper, p. 13
LEGEND
PLATE IV

**Horizontal Axis:**
- Months of the Department Year

**Vertical Axis:** Number of Students

Female Enrollment Curve,

Male Enrollment Curve,

Curve Numerals—Number of Students
Fig. a--Monthly Enrollments
Females 1953-1954
Males 1953-1954

Fig. b--Monthly Enrollments
Females 1952-1953
Males 1952-1953

Fig. c--Monthly Enrollments
Females 1951-1952
Males 1951-1952

Fig. d--Monthly Enrollments
Females 1950-1951
Males 1950-1951
It is the last month in the fiscal year. After the end of the second week, no classes are instructed. For this reason no official enrollment record is made. There have been in attendance, however, holdovers from the May enrollment, plus new students, mainly specials from the senior high schools. The names of these new registrants are carried over to the July enrollment. The official record for this latter month, therefore, carries the total number of special high school students.

The difference of June and May enrollment figures therefore enables one to get an approximation of the new registration. One can obtain a rough estimate of the dropouts by noting the difference between the June and July enrollments.

Figure (c) of Plate III shows the 1954-1955 male and female enrollment curves.

It is hoped that the foregoing explanations will enable the reader to interpret the curves more readily.

Reflections of High School Student Enrollment

The month of the lowest special high school student attendance was July, 1952. In that year the Orlando Senior High School was discontinued, and Boone and Edgewater Senior High Schools were established. Student uncertainty evidently developed and resulted in fewer of them doing summer work in order to gain an extra credit.
A careful analysis of the enrollment figures for each May, June, and July will reveal that the number of high school enrollments registered gains in the years 1953 and 1954. For July, 1955, the enrollment stood at 41 males and 110 females. In August the corresponding figures were 25 and 53. Comparative analysis again marks a gain this year.

Reflections of Veteran Enrollment

The curves for the years 1950-1951 and 1951-1952 constitute an excellent reflection of the decline in veteran enrollment.

Reflections of Military Personnel Enrollment

The curves reveal that the only military personnel registration in the five-year period were made in the year 1954-1955. The months in which details reported for instruction were November, January, and May.

4. Prior Education of Registrants

Introductory Statement

In order to facilitate analysis, data concerning the prior education of registrants have been compiled on a percentage basis. The statistics for the year 1954-1955 have been excluded because of the heavy military personnel enrollment in the 19-24 age-group.
LEGEND
PLATE V

**Horizontal Axis:**
Education Level

**Vertical Axis:**
- Percentages of Student Body
- Curve Numerals--
- Percentages of Student Body
Fig. a--Education Percentages
1950-1951

Fig. b--Education Percentages
1951-1952

Fig. c--Education Percentages
1951-1953

Fig. d--Education Percentages
1953-1954
The Twelve-Year Level

The annual percentage on the twelfth grade level ranged from 51 per cent to 56 per cent. There was no way of ascertaining how many of these registrants were actually high school graduates, since record transcripts were not required by the Department. Probably a generous estimate of the average percentage of senior high school graduates in the student body would be 50 per cent.

The preceding estimate is of importance because it reveals one limitation in the field of selection by the Department of students to be sent for interviews in response to employer job calls. The recognized majority preference of employers is for personnel with either high school, business school, or college diplomas. Of the more than 40 per cent of the student body having less than a complete senior high school education, not even one per cent remained in attendance for a length of time sufficient to earn a diploma in any section of the curriculum.

The Junior High Level

The junior high level percentages of the total enrollment varied from 12 per cent in the year 1950-1951 to 23 per cent in the year 1951-1952, and to 32 per cent in the year 1952-1953, and downward to 14 per cent in the year 1954-1955.

The foregoing statistics show that the character of
the student body in the second and third years of the period was poor from an educational viewpoint, and that the supply of students for job interviews would probably prove more inadequate than the supply for the years 1950-1951 and 1953-1954.

The Tenth and Eleventh Grade Year Level

The percentages on the tenth and eleventh year level enrollments were lower in the second and third years of the period than are the corresponding percentages in the first and fourth years of the period. No interview inferences, however, can be made at this level because it contains practically all the special high school enrollments.

The College Level

The college level varied from a zero percentage in the year 1952-1953 to a seven percentage in the year 1950-1951. A majority of the students on this level were not graduates.

Reflections

Apart from reflections as to the character and educational composition of the student body, the statistics of this section probably reflect also fluctuations in the balance between supply and demand in the labor market of the Orlando area. Population influx and worker displacements caused by increased competition combined were factors that
LEGEND

PLATE VI

Horizontal Axis:
Age Levels

Vertical Axis:
Percentages of Student Body
Curve Numerals--
Percentages of Student Body

Figure f
Five-Year Percentage Averages
FIG. A  
1950 - 1951  
AGE GROUP PERCENTAGES

FIG. B  
1951 - 1952  
AGE GROUP PERCENTAGES

FIG. C  
1952- 1953  
AGE GROUP PERCENTAGES

FIG. D  
1953- 1954  
AGE GROUP PERCENTAGES

FIG. E  
1954- 1955  
AGE GROUP PERCENTAGES

FIG. F  
1950- 1955  
AGE GROUP PERCENTAGES
Fig. a--1950-1951 Course Enrollment Percentages

Fig. b--1951-1952 Course Enrollment Percentages

Fig. c--1952-1953 Course Enrollment Percentages

Fig. d--1950-1953 Course Enrollment Percentages
increased Department enrollment, particularly on the junior high school level.

5. **Age-Group Enrollments**

**Five-Year Percentage Averages**

For the five-year period, the percentage of enrollment in the 16-34 age bracket was 71 per cent. Only approximately two-thirds of the students in this classification were job-seekers. This fact reveals another limitation on the ability of the Department to furnish students for job interviews. The generally recognized preference of the employers of clerical and kindred workers is for personnel not over 35 years of age. About 50 per cent of the job-seekers in the student body were over the preference age. More than 90 per cent of these student job-seekers had no previous experience in the field; hence, employment opportunities for students over 35 years of age were limited, in the main, to job calls from small business concerns, schools, and churches.

Enrollment percentages in the 35 to 44 age group and the 45-and-over age group were 12 per cent and 17 per cent, respectively.

The 16-24 Age Bracket

The spread in the 16-24 age-group was 16 percentage points. The low years were 1951-1952 and 1952-1953, when
the percentages were 58 per cent for each year. Even should the number of job calls remain constant, it is obvious that the number of students qualified for interviews would be less than they would be for the first, fourth, and last years of the five-year period. Should, however, the unprecedented economic expansion in these two years cause a marked increase in job calls, it is obvious that job interviews must stand at a very low level.

In considering the bracket for the years 1953-1954 and 1954-1955, it must be kept in mind that the 16-24 age-group has a very heavy concentration of non-jobseekers.

The Upper-Age Bracket

The upper-age bracket in the 35 to 45-and-over range provided 29 per cent of the total number of students. The great majority of them were job-seekers. Enrollment of students over 45 years of age average 17 per cent of the total for the five-year period.

The enrollment of students over 45 years of age for the year 1951-1952 was 32 per cent of the total enrollment; for the year 1952-1953, 27 per cent. The enrollment for the year 1950-1951 was 10 percentage points higher than the enrollment of either of the last two years of the period.

Those heavy enrollments of students over 45 years of age in those years reflect the population influx caused by the rapid economic expansion in the Orlando area, and the difficulties older persons find in obtaining any employment
and the efforts of old personnel who have been displaced in one classification to shift to another classification.

6. Course Enrollments

Introductory Statement

This section presents a survey on a percentage basis of the course enrollments for the first three years of the five-year period. The year 1950-1951 is a representative one. The other two years display certain abnormal characteristics, notably in the stenographic and clerical fields.

Stenographic Enrollments

The stenographic enrollments dropped for each of the last two years, receding from 39 per cent to 33 per cent and 27 per cent, respectively. Employer demand for personnel in this classification is generally recognized as being heavy, particularly in a period of unusual business expansion. The annual turnover is unusually high, since women constitute the great majority of the workers.\(^7\) This recession obviously lessened somewhat the ability of the Department to respond to employer job calls by sending students for job interviews.

Bookkeeping Enrollments

The bookkeeping enrollment dropped to 15 per cent in the year 1950-1951. This drop lessened the Department

\(^7\)Esther Vail, *op. cit.* p.3
output of properly qualified job candidates.

Clerical Enrollment

The clerical enrollment increased from 39 per cent in the year 1950-1951 to 50 per cent in the year 1952-1953. It dropped the next year to 43 per cent, at which level it was still 4 percentage points above the 1950-1951 standing. Apparently, the output of properly qualified clerical workers should prove somewhat greater numerically in the last two years of the period, provided the number of students in the upper-age bracket does not act as a deterrent.

7. Concluding Observations

Certain concluding observations remain to be presented in brief.

The Department should stress the importance of a student making thorough preparation before becoming a job applicant in the clerical and kindred fields, particularly if that student has had no previous job experience. The average number of monthly enrollments per student is low, even when allowance is made for the number of non-jobseekers pursuing courses. The following table on a percentage basis showing the hours of training for students in the various age groups is statistical evidence relative to the average training time that corroborates the statistics previously presented in this chapter.

It is to be noted that the age-level on which the non-
non-job seekers were concentrated varies from the five-year period percentage average by only 4 percentage points.

TABLE 1

PERCENTAGE OF STUDENTS WITHIN SPECIFIED AGE GROUPS COMPLETING DESIGNATED TOTAL HOURS OF TRAINING

<table>
<thead>
<tr>
<th>HOURS OF TRAINING</th>
<th>16-24</th>
<th>25-34</th>
<th>35-44</th>
<th>45-+</th>
<th>AVERAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-199</td>
<td>83</td>
<td>73</td>
<td>70</td>
<td>79</td>
<td>79</td>
</tr>
<tr>
<td>200-399</td>
<td>10</td>
<td>18</td>
<td>13</td>
<td>14</td>
<td>12</td>
</tr>
<tr>
<td>400-599</td>
<td>4</td>
<td>4</td>
<td>7</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>600-799</td>
<td>2</td>
<td>2</td>
<td>5</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>800-+</td>
<td>1</td>
<td>3</td>
<td>5</td>
<td>3</td>
<td>3</td>
</tr>
</tbody>
</table>

The lack of extensive training on the part of the students places a decided limitation on the ability of the Department to meet adequately employer demand for properly qualified permanent personnel.

The Department exists primarily for the students, not the employers. The Department has been set up to meet in so far as possible the training needs of the students.

The unemployed and the employed who wish to be upgraded do not know the training facilities available in the Business Education Department of the Orange County Vocational School. Unfortunately, the Department lacks the funds necessary to acquaint interested persons with its curriculum.
CHAPTER III

JOB CALLS

1. The Job Call Service

The Department maintains a job call service to assist students in securing employment. The principal keeps in close contact with employers of the Orlando area. As job calls are received, students considered sufficiently trained are briefed and sent for employer interviews.¹

From July 1, 1950, to June 30, 1955, the Department received 1,118 job calls, an average of 223.6 calls a year. They came from employers whose concerns come under the following classifications: (a) manufacturing; (b) construction and builder supplies; (c) trade, wholesale and retail; (d) finance, insurance, and real estate; (e) services, including personal, medical, health, legal, and other services; (f) government and schools. The general character of their distribution is revealed in a breakdown of the 1954-1955 job calls. Considerations of space preclude presentation of statistics for the other years of the period under study. Eleven per cent came from manufacturing; 4 per cent from construction and builder supplies; 11 per cent from wholesale trade; 12 per cent from retail trade; 23 per cent from

¹See p. 60 for modifying statement.
PLATE - VII

JOB CALLS 1950-1955
NON-AGRICULTURAL EMPLOYMENT
finance, insurance, and real estate; 22 per cent from services; 14 per cent from government and schools.\(^2\) Seventy-one per cent of these calls came from trade, finance, and service, which represented but 57 per cent of the total non-agricultural employment in the Orlando area for the year.\(^3\)

The total number of job calls for the five-year period represented an estimated approximate 4 per cent of the total number of clerical and kindred jobs in the Orlando area, and 16 per cent of the total job turnover.\(^4\) Since, however, a majority of the calls were for general office workers, stenographers, and typists; and in view of the statistics presented in the preceding paragraph, it is probable that in the actual employer call range the total number of calls were approximately 10 per cent of the number of jobs, and 20 per cent of the turnover.\(^5\)

It is obvious that the Department was operating actively and efficiently in meeting the needs of qualified students for job employment. As a matter of fact, for the five-year period the student interview supply was only 57 per cent of the job call demand.\(^6\)

\(^2\)Office Records.

\(^3\)Statistics supplied by the Orlando Office of the Florida State Employment Service.

\(^4\)Estimate based on Florida State Employment Service Statistics.

\(^5\)Ibid.

\(^6\)Paper, P.86
2. Job Call Survey By Years

Preliminary Remarks

The purpose of this section is to make a survey study of the job calls by years for the five-year period.

The statistically minded may estimate the annual number of clerical and kindred job workers in the Orlando area by taking 1.27 per cent of the annual non-agricultural workers. The annual job turnover is estimated at 25 per cent.7

The Peak Enrollment Years

The number of job calls for the year 1951-1952 increased 19 per cent, while non-agricultural employment advanced 11 per cent. In the two succeeding paragraphs an attempt will be made to explain these two phenomena.

The Orlando area had entered into an era of unprecedented economic growth, of which the following facts are partial evidence. In this year Florida Fashions, a large mail order house, moved from Sanford to Orlando; citrus canning and concentrate plants were expanding facilities to meet increasing demand in northern markets; certain concerns, such as the Pine Castle Boat Company and American Machinery, had government contracts; new concerns were locating in the area as a result of increasing activity in real estate occasioned by business activity and population

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7Percentage figures based on the Florida Employment Service Statistics for the Orlando area.
influx; the permanent Pine Castle Air Base, one of the major American Air Force installations, was activated. In discussing with the writer the influence exerted by the establishment of this Base, Esther Vail, statistician for the Florida Employment Service, attributed to that event a 16 per cent advance in clerical and kindred placements by the Orlando area office for that year.

Such conditions naturally resulted in a very high turnover in the clerical and kindred classifications due to worker job transference, and resulted in job calls to the Department reaching a peak.

For the year 1952-1953, job calls on the Department remained practically at the level of the previous year; but non-agricultural employment made an approximate 10 per cent advance over the previous year. Increase in the volume of competent labor supply due to population increase tending to create an employer labor market may in part account for the job calls remaining at the level of the previous year, despite the continued economic advance in the area.

The Minimum Job Call Year

The job calls reached a minimum in the year 1953-1954, while business expansion in the Orlando area continued with an employment advance in excess of 5 per cent over the previous year. One contributing factor to this decline may

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8William O. Rencher, _op. cit._ p.2
have been the inability of the Department to satisfy with adequacy employer needs throughout the years 1951-1952, and 1952-1953.9

The 1954-1955 Job Call Advance

The job calls for the year 1954-1955 advanced 23 per cent. Business expansion continued, employment increased an estimated 6 per cent or more, and placements by the Florida Employment Service went up 16 per cent, after remaining at a relatively constant level for three successive years.10

3. Job Call Survey by Months

General Considerations

No survey of the Department's job call service in relationship to employer needs and as a reflection of economic conditions in the Orlando area could possibly be adequate if the job call data for each month of the five-year period were disregarded.

Full-time job calls for the 60 months numbered 782, or 70 per cent of the total number of job calls; part-time job calls, 143, or 13 per cent; temporary job calls, 193, or 17 per cent. The breakdown job call curve of the greatest significance, therefore, is the full-time job call curve.

Although very small samples are here being considered,

9Paper, pp.72-76  
10Esther Vail, op. cit. p.3
LEGEND
PLATE VIII

Horizontal Axis:
Months of the Department Year

Vertical Axis:
Average Number of Job Calls per Month for Five-Year Period

Total Job Call Curve,________
Full-Time Job Call Curve,------
Part-Time Job Call Curve,......
Temporary Job Call Curve,--- - --- -
TOTAL, FULL TIME, PART TIME & TEMPORARY JOB CALLS
1950-1955
certain definite trends are reflected. These trends will be discussed in the paragraphs which follow.

In the Orlando area non-agricultural employment for the months of July, August, and September runs approximately 10 per cent below the annual average; July and August being at the bottom of the trough, September slightly above it. The Department job calls for these three months show 11 per cent below the annual average.

Non-agricultural employment for the month of June is about 2 percentage points below average; but the Department job calls average 37 percentage points below.

The entrance of high school graduates into commercial life undoubtedly has a depressing influence on June job calls. In this connection, the following statement from Robert Earl Kipp has significance. 11

"The continued commercial growth of Orlando and Orange County with the consequent increased demand for commercially trained high school graduates, has impinged on the student consciousness. Sixty-five per cent of our seniors this year do not purpose attending college. A majority of this 65 per cent take either full or special commercial courses. As a result, we have been forced to expand our commercial department facilities. For example, in the old Orlando Senior High School, discontinued in 1952 when Boone and Edgewater Senior High Schools were established, there was one typing room. Now we have five such rooms. What per cent of our graduates with commercial training find employment upon graduation? The demand is greater than the supply."

11Robert Earl Kipp, former Orange County Supervisor of Secondary Education, now Principal of Boone Senior High School, Orlando; personal interview.
This past June alone nearly 450 students with commercial training were graduated from the two Orlando high schools, about 250 of them, girls.

The low average number of job calls in December presents a paradox, since December is one of the peak months in non-agricultural employment in the Orlando area. It seemingly is a month in which there is a relatively low job turnover in the clerical and kindred classification.

The Department job call curve from January to May, inclusive, reflects the above the average economic condition that prevails in the Orlando area during those months.

The May peak in the job call curve is probably caused by employer replacements of misfits, upgrading, and resignation of more or less transient employees, as well as of transfers, and of women returning to home life.

Job Call Survey
1950-1951

Department job calls for the year 1950-1951 totaled 218, or 97 per cent of the average number of job calls for the five-year period.

Full-time job calls numbered 146, or 93 per cent of the five-year average.

Part-time job calls were 11 per cent above the five-year average, and were 14 per cent of the total number of job calls for the year.

Temporary jobs numbered 42, or 9 per cent above the five-year average, and 19 per cent of the total number of
LEGEND
PLATE IX

Figure a
Horizontal Axis: Months of the Department Year
Vertical Axis: Job Calls
1950-1951 Job Call Curve, ______
1950-1955 Job Call Curve, -------

Figure b
Vertical Axis: Job Call Ratios

Figure c
Vertical Axis: Job Calls
Column Numbers--Total Job Calls

FIG B. MONTHLY RATIOS OF 1950-51 JOB CALLS TO 1950-55 JOB CALLS

FIG C. MONTHLY FULL TIME JOB CALLS 1950 - 1951
PART TIME JOB CALLS 42
TEMPORARY JOB CALLS 30
job calls for the year. These data suggest the necessity of taking into account the temporary call curve in evaluating the general curve, since the samples are small.

The month of December would probably be a very poor month in which to go looking for a job in the clerical and kindred classification, although at this time in the Orlando area non-agricultural employment is at a peak. Employers logically prefer to select personnel in advance of a sharp increase in the volume of business that necessitates stepping up the labor force. It is not surprising, therefore, to note that Department job calls are low in December when total non-agricultural employment is high. An excellent illustration may be found in the 1950-1951 curves under analysis. Only three full-time job calls were received for the month against 17 for November and 26 for January. Half of the total of 10 job calls that came in that month were for temporary workers.

It also appears to be reasonably certain that clerical and kindred workers would not be inclined to quit their jobs on the eve of the most expensive festive season of the year.

For the first four months of the year total job calls ranged from 53 to 69 per cent of the five-year period average by months, while full-time job calls were noticeably low in July, August, and October, but up to the annual five-year average in September. From January to May, inclusive, Department job calls were above the five-year average. They
were also above in September and November. Both the total job calls and the full-time job calls declined steadily from April to the close of the year, a recession which occurred also in total non-agricultural employment in the Orlando area, though not to the same degree percentage-wise. Both types of job calls, as well as the non-agricultural employment, closed the year at a level above that of the opening month.

It is noteworthy that, while the part-time job call curve follows more or less closely that of the full-time job call curve and of the total job call curve, the temporary job call curve is more variant. It so happens that, in this year more than any other of the five-year period, the temporary curve comes nearest to a pattern.

In evaluating the total job call curves, the influence on them of the temporary job call curves should be taken into consideration. Even one call from a large concern for a battery of typists to work on a rush job can give pronounced elevation to the total job call curve for the month in which such a call is received. An example can be seen, for example, in the two curves for the month of March.

Although the total job call average for the year was 100--218/223.6, or 3 percentage points below the five-year average, the number of months after December which were above that average afford ground for inference that the second half of the year 1950-1951 was one of great business activity and expansion in the Orlando area.
LEGEND
PLATE X

Figure a
Horizontal Axis: Months of the Department Year
Vertical Axis: Job Calls
1951-1952 Job Call Curve, 
1950-1955 Job Call Curve, 

Figure b
Vertical Axis: Job Call Ratios

Figure c
Vertical Axis: Job Calls
Column Numbers--Total Job Calls
LEGEND
PLATE X

Figure a
**Horizontal Axis:** Months of the Department Year
**Vertical Axis:** Job Calls
1951-1952 Job Call Curve, _____
1950-1955 Job Call Curve, -------

Figure b
**Vertical Axis:** Job Call Ratios

Figure c
**Vertical Axis:** Job Calls

Column Numbers--Total Job Calls
PLATE-X

Fig. a--Monthly Job Calls 1951-1952 1950-1955

Fig. b--Monthly Ratios of 1951-1952 Job Calls to 1950-1955 Job Calls

Fig. c--Monthly Full Time Job Calls 1951-1952

Part Time Job Calls 28
Temporary Job Calls 36
Job Call Survey
1951-1952

For six of the first nine months of the calendar year 1951, the number of Department job calls was in excess of the number for the five-year average. The months of July, August, and September registered 87 per cent, 50 per cent, and 16 per cent, respectively, above the five-year average. This high level, so strikingly in contrast with that for the corresponding months of the year 1950, is a definite reflection of clerical and kindred worker demand caused by the launching of the Orlando area upon an unprecedented era of economic development.

The writer has no statistics available on the civilian labor employment of the gigantic Pine Castle Air Base, which was established in this year. The following statement, however, relative to the reactivation of the Orlando Air Base, a much smaller military installation, in the winter of 1954-1955, may give the reader some comprehension of the economic impact caused by the establishment of the larger base.

"Col. J. W. Lansing, OAFB Commander, was host to the Rotary Club at a chicken barbecue supper Tuesday night when these business and professional men were given an opportunity to see something of the work which is going on at the base.

"There, some 2,600 officers and men are preparing for the nation’s defence on a payroll of about $927,000 a month, most of which is spent locally. In addition to that, nearly 650 civilians are employed there at $193,000 a month."
"During the past six months the base has spent $1,818,127 with Orlando business firms for equipment, supplies, and services. It is one of our most important assets."

This great air base installation superimposed upon one of the nation's most rapidly expanding local economies, could but bring about a temporary excess of labor demand over supply in practically every business classification.

In October, November, and December of 1951 the number of Department job calls was below the five-year average due to an increased supply of workers attracted by reports of progress in the area and by the desire to find winter employment in Florida.

Department job calls were well above the five-year average for the first four months of the year 1952, reaching an all-time record peak in May. This phenomenon affords grounds for inference that the number of transient clerical and kindred workers who had succeeded in gaining winter employment was unusually high, thus increasing the turnover.

It is unfortunate that the writer has no available statistics on the clerical and kindred turnover in the Orlando area for the five-year period, as the Department job-call curves appear to be more direct functions of the job turnover than they are of total job employment. The gathering, compilation, and analysis of such turnover statistics might prove excellent material for a thesis, or even for a dissertation.

12Orlando Morning Sentinel, December, 1955
LEGEND
PLATE XI

Figure a
Horizontal Axis: Months of the Department Year
Vertical Axis: Job Calls
1952-1953 Job Call Curve, ———
1950-1955 Job Call Curve, -------

Figure b
Vertical Axis: Job Call Ratios

Figure c
Vertical Axis: Job Calls
Column Numbers--Total Job Calls
Fig. a--Monthly Job Calls 1952-1953 and 1950-1955

Fig. b--Monthly Ratios of 1952-1953 Job Calls to 1950-1955 Job Calls

Fig. c--Monthly Full Time Job Calls 1952-1953

Part Time Job Calls 33
Temporary Job Calls 50
Job Call Survey
1952-1953

The Department job calls were characteristically below average for the months of July and June, thus again revealing the influence of the normal summer business recession and of the dealing of employers directly with high school authorities in order to secure high school graduates.

Area employer demand appears to have been above the five-year average in the months of August, September, October, December, February, April, and May. Note the climb of the job call curve from the October minimum to the May maximum, with the exception of March, normally a peak demand month.

The job call curve for this year differs radically from those of the two previous years in that it peaks in December. Since clerical and kindred turnover is normally low for this month of the year, the fact that the Department job calls for this month in the year 1952 was 169 per cent of the five-year average appears to reflect the rapidly advancing Orlando area business economy.

For the second half of the year non-agricultural employment registered a gain of 14 per cent over the first half of the year. The comparable gain in Department job calls was 33 per cent.

Department full-time job calls for the year were unusually heavy in September, January, February, and May.
LEGEND
PLATE XII

Figure a
Horizontal Axis: Months of the Department Year
Vertical Axis: Job Calls
1953-1954 Job Call Curve,——
1950-1955 Job Call Curve,-----

Figure b
Vertical Axis: Job Call Ratios

Figure c
Vertical Axis: Job Calls
Column Numbers--Total Job Calls
Fig. a--Monthly Job Calls 1953-1954 and 1950-1955

Fig. b--Monthly Ratios of 1953-1954 Job Calls to 1950-1955 Job Calls

Fig. c--Monthly Full Time Job Calls 1953-1954

Part Time Job Calls 22
Temporary Job Calls 27
Final discussion of the 1953-1954 job call data will be found in the succeeding chapter of the paper. At present it is sufficient merely to note that in this year the number of job calls after November were considerably below average, and that the number of calls for the last six months of the year was only one call greater than the number of calls for the first six months of the year. Very definitely the curve does not conform to the curve patterns of the previous years.

Department job calls for the year 1954-1955 averaged 27 per cent higher for the second six months of the period than they did for the first six months of the year. Once again the characteristic business volume trend for the Orlando area is reflected.

The number of job calls were unusually high not only in July 1954 but in June 1955, as well.

The months in which the total job calls registered above the five-year annual average were October, January, April and May. The five-year annual average was approximated during the months of July and March.

The 1954-1955 job call curve, it is evident, approaches

13Paper, p. 82
LEGEND

PLATE XIII

Figure a

**Horizontal Axis:**
- Months of the Department Year

**Vertical Axis:**
- Job Calls

- 1954-1955 Job Call Curve, 
- 1950-1955 Job Call Curve, 

Figure b

**Vertical Axis:**
- Job Call Ratios

Figure c

**Vertical Axis:**
- Job Calls
- Column Numbers--Total Job Calls

LEGEND

PLATE XIV

**Horizontal Axis:**
- Months of the Department Year

**Vertical Axis:**
- 1950-1955 Job Call Averages
- Column Numbers--Total Job Calls
- 1950-1955
PLATE XIII

Fig. a--Monthly Job Calls 1954-1955 and 1950-1955

Fig. b--Monthly Ratios of 1954-1955 Job Calls to 1950-1955 Job Calls

Fig. c--Monthly Job Calls 1954-1955

Part Time Job Calls 30 Temporary Job Calls 38
PLATE - XIV

Fig. a--Total Job Call Monthly Averages

Fig. b--General Office Work Monthly Job Call Averages

Fig. c--Stenographer Monthly Job Call Averages

Fig. d--Typist Monthly Job Call Averages

Fig. e--Bookkeeper Monthly Job Call Averages

Fig. f--Machine Operator Monthly Job Call Averages

Fig. g--File Clerk Monthly Job Call Averages

Fig. h--Miscellaneous Monthly Job Call Averages
more closely the five-year job call curve than does the 1953-1954 curve.

**Five-Year Job Call Averages According to Job Types**

The curves which follow present data of the breakdown of the five-year job call averages according to job types, such as, general office worker, stenographer, bookkeeper, typist, office machine operator, file clerk, and miscellaneous workers.

The Department job call distribution according to job types expressed in approximate percentages were as follows: (a) General Office Worker, 26 per cent; (b) Stenographer, 26 per cent; (c) Typist, 21 per cent; (d) Bookkeeper, 11 per cent; (e) Machine Operator, 5 per cent; (f) File Clerk, 0 per cent; (g) Miscellaneous, 11 per cent; total, 100 per cent.

There is an erratum somewhere in the compilation, as the total number of job calls for the five-year period is 1,118; but the totals of the job types for the corresponding period is 1,112. This error, however, is so relatively slight that it does not vitiate the data.

There are probably less than 2,000 workers in the Orlando area in the job classification that includes almost three-fourths of the total number of Department job calls, with an annual turnover not in excess of 400 workers. This factor should be kept in mind by the person attempting to
evaluate the job call data.

While the number of calls for office machine operators is relatively small, this is the only one of the job types in which there has been an increase in calls for each year of the period under study.

4. Employer Specifications

Age Specifications

One-third of the Department job calls contained age specifications. Approximately one-half of these specifications called for workers in the 18-24 age group, and one-third for workers in the 25-34 age group, and one-sixth in the 35-44 age group. Over the five-year period only 13 calls were for workers forty-five years of age or older.

The months of heaviest age specification were September, March, and May, peak months in the total number of job calls. In the first of these three months the age specifications amounted to 42 per cent of the total number of job calls for that month.

In November, March, and May the demand for workers in the 18-24 age group was highest, with the peak standing at an average of 5 calls a month, or approximately 63 per cent of the total number of age specifications for that period. Age specifications were at a minimum in June, when they averaged only one-twelfth of the total number of calls. Apparently some of the employers who wished to hire really young
LEGEND

PLATE XV

**Horizontal Axis:**
- Months of the Department Year

**Vertical Axis:**
- Average Number of Age Specifications per Month

Column Numbers--Totals for the Five-Year Period
Plate - XY

Fig. a -- Total Age Specifications

Fig. b -- Age Specifications
16-24 Group

Fig. c -- Age Specifications
25-34 Group

Fig. d -- Age Specifications
35-44 Group

Fig. e -- Age Specifications
45+ Age Group
workers were contacting high school authorities. The average number of age specifications for July and August were also very few.

Maximum specification months in the 25-34 age group were September and December, while minimum specification months were July, October, November, January, and June.

Five-sixths of the age specifications were for workers under 35 years of age. It is generally known that the great majority of employers do not care to employ clerical and kindred workers over 35 years of age unless such workers have experience. It is unfortunate that the writer overlooked classifying under age groups the 87 experience specifications contained in the 1,118 job calls received for the five-year period.

Specifications in the 35-44 age group averaged one a month for the five-year period save in January, when the average number was three.

In the main the very few calls for workers 45 years of age or older came from churches and schools.

Qualifications Most Frequently Requested by the Employer

Qualifications most frequently requested by employers were as follows: (a) below 35 years of age; (b) permanent residency; (c) good speller; (d) speed; (e) accuracy; (f) neatness; (g) sense of responsibility; (h) alertness; (i) reliability; (j) ability to get along with other employees; (k) pleasing personality; (l) attractive personal appearance;
(m) good judgment; (n) helpful; (o) considerate; (p) good telephone voice and personality; and, (q) will to work.

Salaries Specified

Seven hundred and forty-three, or approximately two-thirds of the job calls received by the Department contained salary specifications. The table which follows shows in Column 1 the years in which the calls were received. Column 2, 3, and 4 present the percentages of specifications in the three hourly salary ranges.

TABLE 2
PERCENTAGE OF JOB CALLS SPECIFYING SALARIES, CLASSIFIED BY YEARS AND BY SALARY RANGE

| Year     | $0.50-$0.75 | $0.75-$1.00 | $1.00-$1.+
|----------|-------------|-------------|-------------
| 1950-1951| 23          | 40          | 37          |
| 1951-1952| 36          | 48          | 16          |
| 1952-1953| 23          | 65          | 12          |
| 1953-1954| 25          | 53          | 22          |
| 1954-1955| 27          | 52          | 21          |
| 1950-1955| 27          | 52          | 21          |

Fifty-two per cent of the salary specifications for the five-year period were in the $0.75-$1.00 an hour range, 27 per cent were in the $0.50-$0.75 range, and 21 per cent were in the $1.00-and-over range. The patterns for the last two years of the period are practically identical with the pattern for the five-year period. The greatest variation in the number of specifications in the $1.00-and-over
salary range occurred in the year 1950-1951, the greatest variation in the $0.75-$1.00 salary range was in the year 1952-1953, while the greatest variation in the $.50-$0.75 salary range was in the year 1951-1952.

A check with statistics furnished by the Florida State Employment Agency showed that these specified salary ranges definitely reflect the general prevailing salary offers in the Orlando area.

Experience Specifications

Approximately 8 per cent of the total number of job calls received by the Department in the five-year period contained experience specifications. The average percentages for the five years were: 6, 9, 8, 8, and 8 per cent, respectively. It is obvious, therefore, that the experience demand was relatively constant. Here again in the average percentage for the five-year period is in line with that estimated by the Florida State Employment Service.

5. Labor Market Reflections

Employer Calls in Person

Discussion, heretofore, in this chapter has been confined to job calls received by telephone. Such calls present but a partial reflection of the active labor market in the Orlando area that prevailed throughout the five-year period, and shows in the fall of the year 1955 no indication of decline. Business expansion and employee turnover has
been so great that employers in many instances have visited
the Department instead of telephoning. It has been no in-
frequent sight to see an employer enter a Department class-
room, look over the students at work, and interview one whom
he thought might make him a good employee. No record has
been kept of such employer calls; but their number has not
been inconsiderable. Those employers who so urgently need
personnel are interested, not in talking to the Department
principal, but in scouting for a person to fill a vacancy
at once. Neither do the office record cards contain inform-
ation as to why such students dropped from the class rolls.

A Statement Modified

In the first paragraph of this chapter the statement
was made that the Department maintains a job call service.
The principal keeps in close contact with employers in the
Orlando area. A more correct statement would be that the
employers in the Orlando area maintain the Department job
call service, and keep in close contact with the principal.
The Department makes absolutely no effort to take the ini-
tiative in contacting employers. The principal's part in
the service is to receive the telephone calls and to select
the students to be sent out for the interviews. This situ-
ation is a vivid reflection of the demand for the clerical
and kindred workers in the Orlando area, one of the very
rapidly expanding sections economically in the United States.
CHAPTER IV

JOB INTERVIEWS

1. Scope of Chapter

From July 1, 1950, to June 30, 1955, the Department sent out 637 students for job interviews in response to 1,118 job calls received. The job-applicant supply was, therefore, 57 per cent of the job demand.

When a telephone job call was received and carded, the principal selected for interview by the employer that student who was considered best qualified to fill the position. The Department rigidly adheres to this screening practice as being in the best interests both of the employer and of the Department itself.

Since some students enroll in every month of the year, a majority of them for special courses, there is always a limited supply of students available for screening. Factors influencing this supply were, of course, the size of the monthly enrollments and the composition of the student body at the time. The job interviews are, therefore, functions of the student enrollment rather than of the job calls. It is obvious, then, that this chapter should be devoted not only to a study of the job interviews in relation to
the job calls, but in their relation to the student enrollment, as well.

Before a survey of job interviews in relation to job calls is undertaken, it appears relevant to note the excess of employer demand over qualified student supply reflects the adequacy of the Department in meeting the job needs of the students.

2. Job Interview Survey by Years

Purpose of Survey

The purpose of this section is to make a study of job interviews by years for the five-year period.

Job Interviews 1950-1951

Job calls were at the five-year average in the year 1950-1951, while job interviews were 5 percentage points above the average. The ratio of interviews to calls was \( \frac{157}{218} \), or 72 per cent.

Job Interviews 1951-1952

The succeeding year the job calls peaked at 3 percentage points above the average, thus indicating, perhaps, that the ability of the Department to supply students for interviews may have some effect on the placement of job calls with the Department. An appreciable percentage of the job calls received by the Department come from employers who
depend upon the Department to supply them with replacement personnel. The writer regrets that the lack of time precluded a survey to determine such percentage; but it was noted in gathering job-call statistics that each year there was a considerable core of repeat calls. These employers, being, as it were, clients, are naturally given first consideration when their calls are anticipated or received. Other employers may or may not receive interview answers to their calls.

While job calls for the year peaked, job interviews troughed at 7 percentage points below average. The ratios of interviews to calls was only 86/259, or 33 per cent.

Job Interviews 1952-1953

The following year, 1952-1953, the character of the student body was somewhat improved; but the ratio of interviews to calls advanced only to 124/256, or 48 per cent. It is evident, therefore, that over half of the calls received went unanswered so far as interviews were concerned.

Job Interviews 1953-1954

The inadequacy of the Department interview supply for two consecutive years may have been contributory to the creation of the job call trough in the year 1953-1954. It is a known fact, however, that numbers of the Department's students in that year were complaining of the difficulty in securing employment, particularly in the winter and in the
spring months. These complaints indicate that a temporary labor surplus may have existed in those months, even though non-agricultural employment reached an all-time high in December 1953 to be followed by a gradual recession that left the employment level, however, higher than for the corresponding months of the previous year.

Job Interviews 1954-1955

The ratio of interviews to calls advanced to 118/172, or 69 per cent for the year 1953-1954, and the five-year period came to a close with a ratio of 152/213, or 71 per cent, with the job calls registering only 1 per cent below the five-year period.

3. Job Interview Survey by Months

Purpose

The purpose of this section is to make a study of the job interviews by months for the five-year period.

Interview-Call Ratios

Job interviews are immediate functions of student training and immediate functions of student enrollment. There must be enrollment, of course; but the number of students available for interview purposes at any given time is controlled by the number of available students with adequate job training. The interview and enrollment curves for the five-year period afford excellent illustration. The
Fig. a--Job Calls and Job Interviews 1950-1955

Fig. b--Monthly Ratios of Job Interviews to Job Calls

Fig. c--Monthly Enrollments on the Eleven-Month-Basis 1950-1955
Percentage-wise, more students were available for temporary jobs than either for part-time jobs or for full-time jobs.

Job Interviews
1950-1951

Job interviews for the year 1950-1951 will be surveyed from two viewpoints: (a) their relation to the job interviews for the five-year period, and (b) their relation to job calls not only for the one year, but for the five years considered as a whole. A portion of the data for this survey is presented in the two figures which follow.

The total number of job interviews for the year was 157, distributed as follows: full-time, 57 per cent; part-time, 14 per cent; temporary, 29 per cent. Interviews for the five-year period totaled 637 and were distributed as follows: full-time, 396/637, or 62 per cent; part-time, 84/637, or 13 per cent; temporary, 157/637, or 25 per cent.

The total number of job calls for the year was 218, distributed as follows: full-time, 146/218, or 67 per cent; part-time, 30/218, or 14 per cent; temporary, 42/218, or 19 per cent. Distribution for the five-year period was: full-time, 782/1,118, or 70 per cent; part-time, 143/1,118, or 13 per cent; temporary, 193/1,118, or 17 per cent.

The ratio of job interviews to job calls for the year was 157/218, or 72 per cent. The ratio for full-time jobs was 89/146, or 60 per cent; for part-time jobs, 22/30, or 73 per cent; for temporary jobs, 46/43, or 100 per cent.
The ratio of job interviews to job calls for the five-year period was 637/1,118, or 57 per cent. The ratio for full-time jobs was 396/782, or 51 per cent; for part-time jobs, 84/143, or 59 per cent; for temporary jobs, 157/193, or 81 per cent.

The foregoing statistics reveal the following phenomena: (a) The ratio of job interviews to job calls for the year was above the corresponding ratios for the five-year period. (b) The ratios of calls and of interviews for the year followed very closely the pattern of the corresponding ratios for the five-year period.

It is obvious from the foregoing considerations that the year 1950-1951 was a representative one save for the fact that student availability for job interviews was appreciably above average. The interviews and call curves show that in the months of August, October, and December the interview supply actually exceeded the call demand. For the months of August and November full-time job interviews registered higher than full-time job calls. Job interviews for the months of November, January, and March were actually well above the five-year job call average. Even the full-time job interviews for the month of January equalled the five-year total job-call average.

It should not be overlooked, however, that job interviews declined sharply from January to the close of the year, while the total job interviews dropped precipitously
PLATE XVIII

Fig. a--Monthly Job Calls and Job Interviews 1950-1951

Fig. b--Monthly Ratios of Job Interviews to Job Calls 1950-1951

Fig. c--Monthly Full Time Job Calls and Full Time Job Interviews 1950-1951
from April onward.

The average monthly enrollment for the year was 122; the average monthly supply of students selected for interviews was 13.2, or 11 per cent. The ratio of job calls to monthly enrollment was $\frac{18.2}{122}$, or 15 per cent.

The foregoing statistics suggest the setting up of this premise: The interview supply is an inverse function of the ratio of the average monthly number of job calls to the average monthly student enrollment. For the year 1950-1951, the ratio was 15 per cent, and the interview supply approximately 70 per cent. For the succeeding year the ratio was 20 per cent, and the interview supply dropped to 33 per cent. In the year 1952-1953, the ratio was approximately 25 per cent, and the interview supply was 48 per cent. In the year 1954-1955, the ratio was approximately 17 per cent, and the interview supply was again approximately 70 per cent. The true ratios were not obtainable; for in the year 1954-1955 average enrollment some military personnel were included, and in every year there were varying numbers of students from local senior high schools who were enrolled for the securing of high school credits. Perhaps a better statement of the premise might be as follows: The interview supply varies directly as to the average monthly enrollment, and inversely as to the average monthly number of job calls.

It is evident that a department operating in such a fast-growing section as the Orlando area should use every effort to keep the average monthly enrollment as high as
possible in order more adequately to meet employer needs, and thus promote not only the Department's best interests, but the best interests of the students as well.

Job Interviews 1951-1952

The ratio of job interviews to job calls reached a record low of 86/259, or 33 per cent in the year 1951-1952. The percentage curve presents a vivid picture of the situation. In no month did the ratio equal 60 per cent. The recession in the second half of the curve is very pronounced. The full-time job curves reveal that less than 25 per cent of the job calls were answered with student-employer interviews, while the part-time and temporary job ratios were only 46 per cent and 51 per cent, respectively.

Primarily, this phenomenon is a reflection of rapid economic expansion in the Orlando area that year. Employer demand for non-agricultural labor had created a laborer's market. Jobs were plentiful for qualified workers. The result was a decline in the average monthly enrollment of the Department from 128 for the previous year to 108. The character of the student body was also affected. Even in a laborer's market there were persons who could not readily find employment. Some of them turned to the Department as a means of qualification for jobs in the clerical and kin-dred classifications, since they had failed to obtain employment elsewhere. As a result, almost one-third of the student body was in the 45-or-over age classification.
Fig. a--Monthly Job Calls and Job Interviews 1951-1952

Fig. b--Monthly Ratios of Job Interviews to Job Calls 1951-1952
Part Time Calls and Interviews 28 13
Temporary Calls and Interviews 37 19

Fig. c--Monthly Full Time Job Calls and Full Time Job Interviews 1951-1952
Fig. a--Monthly 1950-1955 and 1951-1952 Job Interviews

Fig. b--Monthly Ratios of 1951-1952 Job Interviews to 1950-1955 Job Interviews

Fig. c--1951-1952 Full Time, Part Time, Temporary Job Interviews
Approximately one-half of them were not high school graduates. Some of the students with qualifications were selected by employers on personal visits to the Department.

Since economic expansion in an area obviously affects adversely the character of the student body of a business school or department, every possible effort should be made to secure the enrollment of students between the ages of 18 and 35 years, none of whom have less than four years of high school education.

The number of job interviews for the year, 86, was one-third below the average for the five-year period, 127.4. The decline was manifest throughout the year, save for the month of July and of September.

Sixty-three per cent, 54/86, of the interviews were full-time; 15 per cent, 13/86, part-time; 22 per cent, 19/86, temporary.

**Job Interviews 1952-1953**

As in the year 1951-1952, so in the year 1952-1953; job interviews were fewer in number than job calls in every month of the year. While job calls declined very slightly, from 259 to 256, the number of job interviews increased from 86 to 124. The average monthly ratio of job interviews for the year was 48 per cent as compared to an average of 33 per cent for the previous year. The ratio of full-time job interviews to full-time job calls was, however, slightly less; viz., 70/173, or 40 per cent. Over one-third of the
PLATE XXII

Fig. a--1952-1953 Monthly Job Calls and Job Interviews

Fig. b--Monthly Ratios of Job Interviews to Job Calls

Fig. c--1952-1953 Monthly Full Time Job Calls and Job Interviews
PLATE - XXIII

Fig. a--1950-1955 and 1952-1953 Monthly Job Interviews

Fig. b--Monthly Ratios of 1952-1953 Job Interviews to 1950-1955 Job Interviews

Fig. c--1952-1953 Full Time, Part Time, and Temporary Job Interviews
interviews were for temporary positions. The ratio of temporary job interviews to temporary job calls was high: \(\frac{42}{50}\), or 84 per cent. The average monthly student enrollment, however, declined from 108 for the previous year to 79, a record low for the five-year period.

It is apparent that virtually the same conditions prevailed in the year 1952-1953 that operated in the year 1951-1952. Less than 50 per cent of the students in the 18-34 age range were high school graduates. The percentage of students in the 45-and-over age classification was but slightly less than the percentage for the previous year. The average number of months attendance per student had decreased. It is not surprising, therefore, that the Department could meet only 48 per cent of the employer demand received over the telephone.

So far as interviews were concerned, the year 1952-1953 was practically an average one. The ratio of interviews for the year to interviews for the five-year period was \(\frac{124}{127.4}\), or 98 per cent. The ratio for full-time job interviews, however, was \(\frac{70}{79.2}\), or 90 per cent. For the previous year the ratio was less than 70 per cent. Either there was some improvement in the character of the student body in the year 1952-1953, or else there were fewer visits of employers to the Department for the purpose of selecting personnel.
Fig. a--1953-1954 Monthly Job Calls and Job Interviews

Fig. b--Monthly Ratios of Job Interviews to Job Calls
1953-1954 Part Time Job Calls and Job Interviews 22 14
Temporary Job Calls and Interviews 27 21

Fig. c--1953-1954 Monthly Full Time Job Calls and Job Interviews
PLATE XXV

Fig. a—1950-1955 and 1953-1954 Monthly Job Interviews

Fig. b—Monthly Ratios of 1953-1954 Job Interviews to 1950-1955 Job Interviews

Fig. c—1953-1954 Full Time, Part Time, Temporary Job Interviews
For the year 1953-1954 the Department was able to send students for interviews in 69 per cent of the office call cases, a 21 per cent increase over 1952-1953. The following data reveal the reasons for this increase. The number of job calls dropped to 172, a record low for the five-year period. The average monthly student enrollment, while below the five-year average, was slightly higher than for the year previous, standing at 83 as compared to 79. The ratio of the average monthly calls to the average monthly enrollment was down from 21.3/78, or 27.3 per cent, to 14.3/83, or 17 per cent. The ratio of the average monthly interviews to the average monthly enrollment was 9.83/83, or 11.7 per cent as compared to 10.3/78, or 13.2 per cent for the preceding year. The determining factors were the marked decrease in the average number of job calls as compared to but a slight increase in the average monthly enrollment; or the control factor was the ratio of the average monthly number of job calls to the average monthly student enrollment.

It is noteworthy that in this year the ratio of the full-time job interviews to the average annual full-time interviews was 83/79.2, or 105 per cent, whereas the ratio of the total number of job interviews for the year to the average annual number of the total job interviews was 118/127.3, or 95 per cent. This fact reflects an improvement in the character of the student body occasioned, perhaps, by the
efforts by the Department to secure increased enrollment.

The outstanding phenomenon of the year was the drastic drop in the number of Department job calls from 256 to 172. Factors which may have contributed to it are now presented briefly.

(a) For two successive years the ratio of job interviews to job calls had been less than 50 per cent.

(b) Complaints of the students about the difficulty of finding jobs indicate the probability of a temporary over-supply of qualified job seekers.

(c) There was a slowing up of the rate of non-agricultural employment increase in the Orlando area.

(d) More employers may have selected personnel by visiting the Department classrooms.

(e) There had been a great increase in the number of high school graduates in the area who had commercial training. High school principals stated that the employer demand was greater than the student supply.

Job Interviews 1954-1955

Department job interviews and student enrollment were above average for the year 1954-1955, while job calls were below average. The percentages were 11 per cent, 14 per cent, and 5 per cent, respectively.

The ratio of job calls to student enrollment, on a monthly basis, was 17.8/103.3, or 17 per cent; the ratio of job interviews to job calls, 152/213, or 71 per cent. For
Fig. a--1954-1955 Monthly Job Calls and Job Interviews

Fig. b--Monthly Ratios of Job Interviews to Job Calls

Fig. c--1954-1955 Monthly Full Time Job Calls and Job Interviews

Part Time Job Calls and Interviews 30 23
Temporary Job Calls and Interviews 38 28
Fig. a--1950-1955 and 1954-1955 Monthly Job Interviews

Fig. b--Ratios of 1954-1955 Job Interviews to 1950-1955 Monthly Job Interviews

Fig. c--1954-1955 Full Time, Part Time, and Temporary Monthly Job Interviews
the five-year period, the ratio of job calls to student enrollment was 18.6/90.8, or 21 per cent, while the ratio of job interviews to job calls was 637/1,118, or 57 per cent.

The foregoing data for this year, as indeed the corresponding data for the other four years of the period, afford obvious reasons for stressing the necessity of continuous action on the part of the administration of a school such as this one. The student body varies from year to year as to its composition and character. The Department personnel must work continuously to maintain the average monthly enrollment of civilians not attending high school. Enrollment must be at the highest possible level to satisfy employer needs in the area.

It is of paramount importance that the administration and the staff of a business department connected with the public school system of an area keep constantly in mind that area needs as well as student needs must be served.

For the year 1954-1955, the Department enrollment, exclusive of strictly high school students and military personnel, was at a record high. It is not surprising, therefore, that the ratio of full-time job interviews for the year to full-time job interviews for the five-year period was 100/79.2, or 126 per cent.

Approximately two-thirds of the job interviews for the year were for full-time jobs.

The ratio of full-time job interviews to full-time job
calls for the year was 100/145, or 69 per cent.

4. **Job Interviews by Types**

Approximately three-fourths of the interviews for the five-year period were in the general office, stenographer, and typist classifications. The percentage for each classification was as follows: Stenographer, 29 per cent; Typist, 24 per cent; General Office Worker, 23 per cent.

Approximately 25 per cent of the interviews were distributed as follows: Machine Operator, 7 per cent; Bookkeeper, 7 per cent; File Clerk, 2 per cent; Miscellaneous, 8 per cent.

Approximately three-fourths of the job calls for the five-year period also were in the general office, stenographer, and typist classifications. The exact percentages were 73 per cent for the calls, and 76 per cent for the interviews. The percentage distribution according to classifications was as follows: General Office Worker, 26 per cent; Stenographer, 26 per cent; Typist, 21 per cent.

Job Call percentage distribution for the remaining classifications follows: Bookkeeper, 11 per cent; Machine Operator, 6 per cent; File Clerk, 2 per cent; Miscellaneous 8 per cent.

Next to be considered are the ratios of job calls according to types to job interviews according to types for the five-year period.
PLATE XXVII

Fig. a--1950-1955 Job Calls and Job Interviews

Fig. b--1950-1955 General Office Job Interviews

Fig. c--1950-1955 Stenographer Job Interviews

Fig. d--1950-1955 Typist Job Interviews

Fig. e--1950-1955 Bookkeeper Job Interviews

Fig. f--1950-1955 Machine Operator Job Interviews

Fig. g--1950-1955 File Clerk Job Interviews

Fig. h--1950-1955 Miscellaneous Job Interviews
PLATE- XXIX

1950-1955 General Office Worker Job Calls and Job Interviews

1950-1955 Stenographer Job Calls and Job Interviews

1950-1955 Typist Job Calls and Job Interviews

1950-1955 Bookkeeper Job Calls and Job Interviews

1950-1955 Machine Operator Job Calls and Job Interviews

1950-1955 File Clerk Job Calls and Job Interviews

1950-1955 Miscellaneous Job Calls and Job Interviews
The General Office Worker ratio was 29.8/58.6, or 51 per cent, as compared to a ratio of 57 per cent for all classifications. The Stenographer ratio was 37.4/58.2, or 64 per cent, while the Typist ratio was 30.4/46, or 70 per cent.

The Bookkeeper ratio stood at 8.6/24.4, or 31 per cent, as compared to Machine Operator ratio of 9/12.8, or 70 per cent.

The ratios for File Clerks and Miscellaneous workers stood at 55 per cent.

The foregoing statistical analysis constitutes the basis for a recommendation that the Department administration concentrate effort on raising the job qualification level of the student body in order that employer needs in the Orlando area may be served more adequately. Special attention should be given to the Bookkeeper and General Office Worker classifications. The writer feels that specific recommendations as to the directions of effort are outside the scope of this study.
CHAPTER V

JOB PLACEMENTS

1. Introductory Remarks

From July 1, 1950 to June 30, 1955, the Department sent out 637 students for job interviews. Three hundred and thirty-one of them, or 52 per cent, were hired.

There appears to be no way to determine whether the ratio of job placements to job interviews was relatively high or low, since the amount of competition from job-seekers sent by the Florida State Employment Service, employment agencies, colleges, and high schools is an unknown quantity. Neither does the writer have available a norm established as the result of studies of other institutions similar to the Business Department of the Orange County Vocational School.

The ratio of job placements to job calls for the five-year period was $\frac{331}{1,118}$, or 30 per cent. Here again there is no standard of comparison available.

If no detailed comparative study of job calls, job interviews, and job placements in the business schools and departments of this State exists, the writer feels that such a study would constitute an excellent thesis, or perhaps even a dissertation.
2. **Job Placement Survey by Years**

The purpose of this section is to make a study of the job placements by years for the five-year period.

A comparison of the job placement curve with the job interview curve shows conclusively that the former is a function of the latter. In the year 1950-1951, job placements were 3 percentage points above the five-year average; job interviews, 5 percentage points above. The ratio of job placements to job interviews was 78/157, or 50 per cent. The following year both items were 7 percentage points below the five-year average. The ratio of job placements to job interviews was 43/86, or 50 per cent. For the year 1952-1953, the spread was 2 percentage points, and the ratio of job placements to job interviews was 68/124, or 55 per cent. The next year the spread was 1 percentage point; the ratio of job placements to job interviews, 60/116, or 51 per cent. The last year of the period, the spread was 1 percentage point, while the ratio stood at 82/152, or 54 per cent.

The ratio range of job placements to job interviews, it is evident, was 50-55. The low spread of only five points over a five-year period shows that the jobseekers sent by the Department met competition with uniformity, and reflects the care with which applicants were trained and selected. In the absence of norms, the writer ventures this generalization: When a business education department
ANNUAL JOB CALLS

FIG. A ANNUAL JOB INTERVIEWS

ANNUAL JOB PLACEMENTS

1956 - 1955
averages over a period of years placements of 50 per cent with not more than a five-point spread in a competitive labor market, that department is doing a good job of labor salesmanship.

The lack of correspondence in the job placement and job call curves, together with the wide ratio spread, affords ground for recommendation that the Department administration exert every possible effort to have available for job interviews a higher percentage of its student monthly enrollment. The methods by which this might be accomplished is not relevant to this investigation.

3. **Job Placement Survey by Months**

While the ratio of total job placements to total job interviews was 52 per cent, the corresponding ratio for full-time jobs was only 29.6/79.2, or 37 per cent. It is obvious that almost two-thirds of the students sent for interviews failed to secure full-time jobs. This phenomenon is not surprising. Regardless of the recommendation he carries, the student job applicant must sell herself or himself, as the case may be, to the employer or personnel director. Younger student job seekers have had little or no experience in methods of sales approach and in the establishment of sales rapport. Older students have not profited by their previous experiences in selling themselves to employers, or they would not at last have found themselves
seeking employment in a new line of work.

The writer believes that not only this Business Department but others as well could increase the ratios of full-time and part-time job placement to full-time and part-time job interviews through making "Selling Yourself to the Employer" a compulsory course in the curriculum. Such a course, in the opinion of this writer, should be supplemented by frequently inviting employers or personnel directors to make assembly talks from their viewpoints on this topic. Recordings and transcripts of all such talks should be made and kept available for student reference.

The ratio of part-time job placements to part-time job interviews was 8.8/16.8, or 52 per cent. That approximately one-half of the student part-time job seekers were hired as compared to the hiring of slightly over one-third of the full-time job seekers apparently reflects the existence of less competition from part-time job seekers.

The ratio of temporary job placements to temporary job interviews was 27.8/31.4, or 89 per cent. In this category competition is not an appreciable factor in the securing of employment. When the Department assures the employer that a trained student will be sent to meet his temporary requirements, the main test that student has to meet is one of competency. Suppose, for example, the personnel director of the First Federal Savings and Loan Association, the sixty-third largest concern of its kind in the United States, needs a battery of typists for a rush job. He telephones
PLATE XXXI

Fig. a—1950-1955 Monthly Job Calls, Job Interviews, Job Placements

Fig. b—Monthly Ratios of Job Placements to Job Interviews

Fig. c—1950-1955 Monthly Full Time Job Calls, Job Interviews, Job Placements

Fig. d—1950-1955 Monthly Part Time Job Placements

Part Time Job Calls 28.6
Part Time Job Interviews 16.8

Temporary Job Calls 38.6
Temporary Job Interviews 31.4

Fig. e—1950-1955 Monthly Temporary Job Placements
the principal of the Department to send him the requisite number of typists for the job. They report for work.

For the five-year period the Department averaged the sending of students for interviews in response to 31.4/38.6, or 88 per cent of the temporary job calls. The corresponding ratios for part-time jobs and full-time jobs were 51 per cent and 57 per cent, respectively.

It is noteworthy that the number of job placements both for full-time jobs and total jobs were practically evenly distributed between the first half of the year and the second half of the year, whereas the number of interviews were slightly greater in the second half of the year than in the first half of the year, while the number of job calls was considerably greater in the second half of the year.

Another interesting phenomenon is the occurrence of the highest ratios of job placements to job interviews in the four consecutive months of October, November, December, and January. This phenomenon obtained also in the ratios of full-time job placements to full-time job interviews.

Part-time job placements and temporary job placements were appreciably greater in the first half of the year than in the second half of the year.

The controlling factor in the phenomenon just noted was probably the average size of the monthly enrollment.

The ratio troughs in July were occasioned, in all
likelihood, by the light enrollment of students other than those from the local senior high schools. It should be noted that the average number of full-time job interviews for the month of July was only 3; the average number of placements, 1. Also to be noted are the low ratios in the closing months of the year when the student enrollment was decreasing, thus lessening the selective range of the Department head in selecting qualified students to send for job interviews.

4. Job Placement Survey

According to Types

The distribution of job placements according to types for the five-year period was as follows: General Office Worker, 48/331, or 14 per cent; Stenographer, 78/331, or 24 per cent; Bookkeeper, 15/331, or 5 per cent; Machine Operator, 31/331, or 9 per cent; Typist, 106/331, or 32 per cent; File Clerk, 11/331, or 3 per cent; Miscellaneous, 43/331, or 13 per cent.

The three leading classifications--Stenographers, Typists, and General Office Worker--furnished 70 per cent of the total number of interviews. The ratio of interviews to placements for the group was 232/488, or 47 per cent.

The ratio distribution for each of the three classifications under discussion were: Typist, 106/152, or 60 per cent; Stenographer, 78/187, or 42 per cent; General
Annual Job Interviews and Job Placements

General Office Workers

Stenographers

Typists

Bookkeepers

Machine Operators

File Clerks

Miscellaneous

PLATE - XXXII
Office Worker, 48/149, or 32 per cent.

The high ratio of the typist classification reflects a heavy temporary job demand.

The ratio for the bookkeeper classification was 15/43, or 35 per cent. Since there was no appreciable temporary bookkeeper job demand in the five-year period, the probability is that this 35 per cent figure indicates within limits the overall percentage of successful interviews for full-time and part-time jobs.

At this point a natural query is suggested. What is the average expectancy placement ratio for business departments of vocational schools? The writer feels that the determination of such a norm would prove useful in the evaluation of business education departments of vocational schools.

A significant development of the past few years has been in the field of office machine operators. The demand, which is mainly for full-time employment, is increasing. There is not an oversupply of workers in the Orlando area, if the Department ratio of interviews to placement for the past five years is any criterion. That ratio stands at 31/45, or 69 per cent.
Purpose of Chapter

The purpose of this chapter is: (1) to present certain findings based on the data of the preceding chapters, (2) to discuss such findings concisely, (3) to formulate certain conclusions, and (4) to make certain recommendations.

Department Enrollment

The average official monthly enrollment of the Department for the five-year period reflects neither its strategic location, nor the population gains and the economic progress of the local area. The same observation holds as to the official annual enrollment.

Certain hindering factors to the development of the Department have been found to exist. The unprecedented development of commercial departments in the senior high schools of the area has reduced the potential student supply. The free public relations opportunities afforded by press, radio, and television have not been capitalized upon. Funds have not been available, due to the financial stringency, for adequate personal letter campaigns designed to reach senior high school graduates, the unemployed, and
personnel desirous of upgrading. The enlistment of new students by members of the student body and by former members has not been sufficiently stressed.

No statement made in the foregoing discussion of hindering factors should be considered in the nature of criticism of the administration or of the Department faculty. Both the time and the means to do the things that obviously needed to be done have been very limited.

A significant item in the enrollment findings is the short time the great majority of the students are in attendance. Less than three months of business training is not adequate for inexperienced workers in the clerical and kindred classification. Continuing stress should be placed upon the advisability of students making more thorough preparation before becoming job applicants.

The enrollment statistics have reflected the cosmopolitan character of the area and the needs of various types of individuals whom it satisfies; as, high school students, military personnel, veterans, aliens, experienced workers desiring refresher courses, incoming residents from other states, and residents of other counties than Orange in the Central Florida area.

The low wage scale for inexperienced workers in the clerical and kindred classification has operated to hinder increase in the Department enrollment. The scale is higher in other classifications. Florida State Employment statistics show, for example, that in Orange County the average
hourly earnings in all manufacturing stands at $1.36 an hour, or $56.98 a week, as compared to $35 a week in the clerical and kindred classification.

There existed throughout the five-year period a continuously increasing and active labor market caused by the rapid economic growth, an end to which is not in sight. The geographic location of Orlando, its past growth, and the resources of its extensive trade area afford grounds for the prediction that this city in the next few decades is destined to become the second largest metropolis in Florida. Present conditions and future probabilities constitute a challenge to the Orange County Board of Public Instruction to place greater emphasis upon increasing the effectiveness not only of this Business Education Department, but upon all the other agencies of adult education as well.

The writer feels that special effort should be made to bring the services offered by the Department to the attention of store employees in the low wage-scale bracket. Improved public relations in this direction should materially increase the Department enrollment.

One peculiar phenomenon revealed by this study was the heavy enrollment of students forty-five years of age or older, particularly in the second year of the five-year period. Regardless of the displacements reflected, two facts stand out: (1) This enrollment was far in excess of normal expectancy. (2) It materially increased the figures
in the official reports of the Department. Its effects, however, were not so evident in the monthly averages, thus indicating an unusually high drop-out percentage. The phenomenon is one which probably exists in all vocational and trade schools. It constitutes a reflection of one of the hard facts of economic life.

Curriculum and Set-Up*

The curriculum is admirably adapted to the needs of those students who desire to pursue a well-rounded course leading to a diploma. At the same time it is arranged so as to meet the needs of special student requirements.

The assignment-conference method of instruction enables students to make progress commensurate with the time devoted daily to training and their abilities to make advancement.

The building space devoted to the Department and its equipment is adequate for an enrollment that does not exceed 150 students a month. Should the Department experience a marked growth numerically in the near future, a serious housing and equipment problem would eventuate as the result of crowded conditions in the Orange County Public School system and the attendant financial stringency.

One finding relative to teacher salaries should not remain unnoted. The Orange County Public School system has

*See Appendix III, pp. 116, 117.
a single salary schedule based on a ten-month school year. Members of the Department faculty are paid on this basis, despite the fact that they actually teach over eleven months a year. Some upward adjustment in salaries should therefore be made. The teaching principal receives no compensation either for supervisory duties, or for handling records, or for handling job calls, job interviews, and job placements. This situation, too, needs remedial attention.

JOB CALL SERVICE

The job call service is a labor of love on the part of the teacher principal, reflecting the interest of the Department in promoting the welfare of the students, and in responding to employer needs.

The service itself is a creation not of the Department, but of the employers. It reflects in part the active labor market which exists in the Orlando area. No records are kept of the employers who make personal visits to the Department in their search for qualified personnel, experienced or inexperienced.

Over the five-year period phoned-in calls averaged approximately 30 per cent higher for the second six months of the Department year than for the first six months. The two peak months for calls are January and May. Such a phenomenon could only occur in a Florida area in which seasonal industries exist, yet with a relatively high year-around business. The writer regrets that statistics are not
available without further research as to job calls received in the spring months, particularly May. This month in the Orlando area appears to be one in which many employers do upgrading and in which there is a relatively heavy personnel turnover occasioned, probably, by the departure of workers who prefer employment in Florida for only the fall, winter, and spring months. The over-all picture reveals that the area in which the Department is located is one in which winter visitor trade is a minor source of annual income.

The job calls also reflect, in the main, the business slow-down incident to any area in the country where an appreciable portion of the industry is seasonal.

It is significant that the full-time job calls averaged 40 per cent higher in the second six months of the year than they do in the first six months of the year, equal peak months being January and May.

It is probable that the number of job calls would be materially greater for the months of June, July, and August were it not for the entrance into commercial life of graduates from the senior high schools.

It is significant from the viewpoint of the Department that the period of greater employer demand coincides generally with the period of the smaller average monthly enrollment.

THE INTERVIEW SUPPLY

The interview findings afford basis for the following
Since many employers specify in their calls personality and cooperative qualifications in addition to knowledge and skills, the curriculum should be broadened to make personality and cooperative study compulsory for all students. The Department should also establish and maintain a special bookshelf in the library to furnish reference material for the course. Such a procedure would not only meet a definite student need, but would probably increase the number of students available for interviews as well. At present, only the stenography students receive special personality training.

The Department briefs every student before a job interview. Such a briefing is essential. It would probably prove more effective if the student had received class instruction in how to obtain a job and had also done supplemental reading on the subject.

**JOB PLACEMENTS**

Some business concerns depend on the Department to furnish them inexperienced clerical and kindred personnel. When, however, Department students become job applicants, they face stiffer competition than they would have faced had they been living in an area in which population was increasing less rapidly. This fact also emphasizes the need for the Department to place greater stress on training its students in how to get a job.

Barring a change in conditions, for the next decade
the average ratio of job placements to job calls will not exceed 30 per cent, and the average ratio of job placements to job interviews will very probably be 50 per cent.

The expectancy for the next decade is for increased competition for full-time job applicants. Unless the curriculum is revamped to include job application training, it is probable that the average monthly ratio of full-time job placements to full-time job interviews will not exceed 33 1/3 per cent, a drop from the 37 per cent average for the past five years.

**FINAL RECOMMENDATION**

Certain definite suggestions and recommendations have been made not only in previous chapters, but in this summary as well. One final recommendation remains to be made. Florida State University should have its graduate students make a study of Business Education Departments in the Florida Vocational Schools to the end that such institutions may have standards for self evaluation. Its location for undertaking such a project is ideal. The need for having at hand evaluation standards has been constantly felt throughout the preparation of this paper.

**Concluding Statement**

Nothing that has been written is in the nature of disparagement of the administration of the Business Education Department. All suggestions and recommendations have
been made in the belief that, if they are followed, both student and area needs will be better served.

With this paragraph the writer brings to a close this study. If from its pages the reader gains some insight into the functioning of the Business Department of the Orange County, Florida, Vocational School as an educational organism reflecting and serving both student and area needs, the effort spent in this work will have been worthwhile.
APPENDIX I

CLASSROOM LAYOUT

BUSINESS EDUCATION DEPARTMENT

ORANGE COUNTY, FLORIDA, VOCATIONAL SCHOOL
APPENDIX II

MAP

POTENTIAL AREA SERVED by
ORANGE COUNTY, FLORIDA, VOCATIONAL SCHOOL
POTENTIAL AREA SERVED by ORANGE COUNTY, FLORIDA, VOCATIONAL SCHOOL
APPENDIX III

1954-1955
SUGGESTED COURSES AND HOURS
FOR PROSPECTIVE OFFICE WORKERS
ORANGE COUNTY, FLORIDA, VOCATIONAL SCHOOL
SUGGESTED COURSES AND HOURS FOR
PROSPECTIVE OFFICE WORKERS

Stenographic
1,525 Hours

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Bookkeeping and Accounting
1,630 Hours

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<td>Ten-Key Adding Machine</td>
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### Machine Bookkeeping

1,145 Hours

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### Clerical

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