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THIRD EDITION

Careers Serving Families and Consumers

Elizabeth Kendall Sproles
George B. Sproles



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George B. Sproles

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Preface

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C*areers Serving Families and Consumers* (3rd edition), is an introduction to the numerous and varied professions in the central sector of our society. Family- and consumer-oriented careers are found in all fields of employment, including business, education, government, and the human services. In addition, many new, innovative, and nontraditional careers for men and women emerge almost daily. In short, careers centering on families and consumers are among the most abundant in our society.

The academic background that prepares men and women for family- or consumer-oriented careers is varied. The discipline of family and consumer sciences has a long tradition of interest in families and consumers and has long provided graduates for professional fields such as foods, dietetics, textiles, apparel, consumer affairs, child development, family relations, housing, interior design, extension education, and family and consumer sciences education. The social sciences, business, and education offer valuable skills. Science, engineering, art, and design offer knowledge relevant to the aesthetic and technical development of products for consumers. Thus the range of skills and academic disciplines touching family- and consumer-oriented professions covers the full spectrum of knowledge created by our society.

We have written this book to increase students' awareness of the opportunities for those with degrees in family- and consumer-oriented fields. The book should be especially useful to students taking introductory courses in professional family and consumer sciences, introduction to careers, or similar professional development courses. Much of the book is also directed at the graduating senior, with practical information about identifying alternative career paths, job-seeking ideas, steps in resume writing, and job descriptions of specific careers. We have included the broadest possible range of topics that are important to all college students planning careers.

The book is divided into four parts. Part I, "A Basis for Career Planning," is a four-chapter introduction to the family- and consumer-oriented professions. Part II, "Professional Careers Serving Families and Consumers," has six chapters containing Career Profiles and introductions to specific family- and consumer-oriented careers in the arts, sciences, business, education, extension, human services, government, and innovative or nontraditional positions. Part III, "Professional Development for Careers," explains how to prepare professionally for a career. Included are detailed discussions of topics such as obtaining professional education, establishing career goals, preparing resumes and portfolios, and securing professional employment. Part IV, "Career Development Following Graduation," focuses on managing a career successfully, participating in professional organizations, and preparing for changes in the future.

This third edition of *Careers Serving Families and Consumers* has been given a new look, and contains significant revisions of content and new topics. Most prominent is the emphasis on *family and consumer sciences*, the fundamental focus of our professions. Our professions have undergone an important contemporary evolution and focus during the past decades to a highly professionalized orientation toward developing a variety of careers providing products and services to families and consumers. This focus has evolved for years and our emphasis reflects this in all chapters. Of course, those familiar with previous editions of the book will feel at home, given our continued focus on professional development and Career Profiles. Indeed, the basic organization and chapter content, so well received in the second edition, remains in place with just some minor changes that reflect changing importance and priority of a few topics.

Our writing has been influenced by literally hundreds of colleagues and professionals in family- and consumer-oriented fields. Many professors who teach courses in Careers and Professional Development shared with us their course outlines and, especially, their needs. Numerous practicing professionals in every profession have assisted our classes or shared their views. Our associates from The University of Arizona, including Robert Rice, Jerelyn Schultz, Rodney Cate, Patti Wylie, Amy Jean Knorr, Maureen Kelly, Naomi Reich, Ellen Goldsberry, Roger Kramer, Carl Ridley, Brenda Brandt, and Soyeon Shim, have provided encouragement, ideas, and feedback. Colleagues from The University of Arizona Placement Center have also provided advice and materials, including Susan Young and Lois Meerdink. Instructors and teaching assistants have commented on the manuscript or helped in research, most notably Patricia Aaron, Kathleen Busch, Barbara Hemmerick, Lisa Kay, Mary Lopez, Michelle Sciamé, Lisa Snyder, Kathy Sweedler, and Donna Swibold. We are grateful to the following reviewers for their invaluable feedback: Sammie G. Garner, Appalachian State University; Sandra K. Gosch, Illinois State University; and Sally Yahnke, Colorado State University.

To many students to mention have shaped our thoughts or done key research for us, and we especially thank Laura Wilson and Jan Klobnak. Various secretaries and administrative assistants have contributed, especially Donna Snyder, Joyce O'Neill, Mary Miller, Verna Woolsey, and Earleen McGrew. Finally, we offer special thanks to our colleagues at Merrill/Prentice Hall, who have given us continued editorial support and helpful assistance in shaping this book.

Elizabeth Kendall Sproles
George B. Sproles

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A BASIS FOR CAREER PLANNING

The first part of *Careers Serving Families and Consumers* introduces the diverse careers in our field and provides a foundation for career planning. The four chapters are

- An Introduction to the Diverse Professions Serving Families and Consumers (Chapter 1)
- The Growth of the Family and Consumer Sciences Profession (Chapter 2)
- Beginning Your Career Plan (Chapter 3)
- The Career Market of Today—What to Expect (Chapter 4)

In addition to providing an overview of careers, Part I offers a short historical perspective on the evolution and current status of our profession. Chapters 3 and 4 provide a solid basis for beginning your career plan, which is then expanded in later chapters, and a review of some key aspects of today's changing job market.

An Introduction to the Diverse Professions Serving Families and Consumers



Many careers and professions serve families and consumers. (Photo courtesy of the Educational Institute of the American Hotel and Motel Association)

We open with a promising forecast—that *careers serving families and consumers*, the subject of this book, provide the most exciting, diverse, interesting, and abundant *professional* opportunities today. These careers are available in every country, in every state, and in big and small cities throughout the world. Careers are found in business, in human services, in government, in education, in the arts and sciences, and in innovative new settings. There are opportunities for men, for women, for the beginning career-seeker, for the more experienced professional, for the culturally diverse population, and for the physically challenged. No matter what your special interests and special aptitudes are, whether they lie in working with people or managing a business or developing new products for consumers, there are professions awaiting you. In our decades of working with the many and varied careers serving families and consumers, we have seen opportunities for all.

■ ■ Careers Serving Families and Consumers Are Found in

- Human Services
- Business
- Education
- Arts
- Sciences
- Government

This book is not only about selecting family- and consumer-oriented careers; it is also about planning your education and professional development for a career. The goals of a college education are numerous. Your professors view education as the development of broadened and reasoned thinking. Parents think of education as the final maturing step to adulthood. Society thinks of education as a passport to personal advancement and success in life. And many people think of education as preparing for work, learning professional skills, and earning entry into the occupational world.

Certainly, you expect many returns from your education. Some will be personal; others will be social and economic. For instance, consider the following:

1. *Personal returns:* You'll learn to think and reason. You'll acquire knowledge of many subjects, thereby enriching your life.
2. *Social returns:* You'll take the final steps toward maturation, the final growth stage for entry into adult life. You'll broaden your view of society and social life and perhaps learn ways to improve life for individuals and society.
3. *Professional returns:* You'll learn marketable skills, and you'll improve your future prospects by aiming toward a carefully planned career.

Perhaps you as a college student have thought of all these reasons and more for attending college. You have probably wondered what kind of education would be best to achieve your goals. Should you choose a liberal education with broad and general subjects or a specialized professional major? This is the difficult choice that college students must make. Particularly if you are considering a specific career, you may want to ask the following questions:

- What knowledge and skills do I need?
- What majors and subjects should I study?
- What are my goals and values?
- Will I like the work?
- Can I help improve society?
- Will I be able to advance?
- What salary can I expect?
- Will a job be available for me?
- What kind of working conditions do I want?
- What are the job's advantages and disadvantages?
- What is the nature of this work?

This book answers many of these questions, with a focus on one general category of professional careers—careers that serve families and consumers. We live in a family- and consumer-centered society, and so there are many opportunities in education, business, government, science, humanities, and public service. Professions serving families and consumers offer the most career opportunities in our society. Examples of well-known and well-established careers are the following:

- Retail store manager
- Fashion buyer
- Fashion designer
- Residential interior designer
- Commercial interior designer
- Hotel manager
- Restaurant manager
- Dietitian
- Foods technologist
- Consumer affairs professional
- Consumer advocate
- Financial planner
- Financial counselor
- Marriage and family counselor

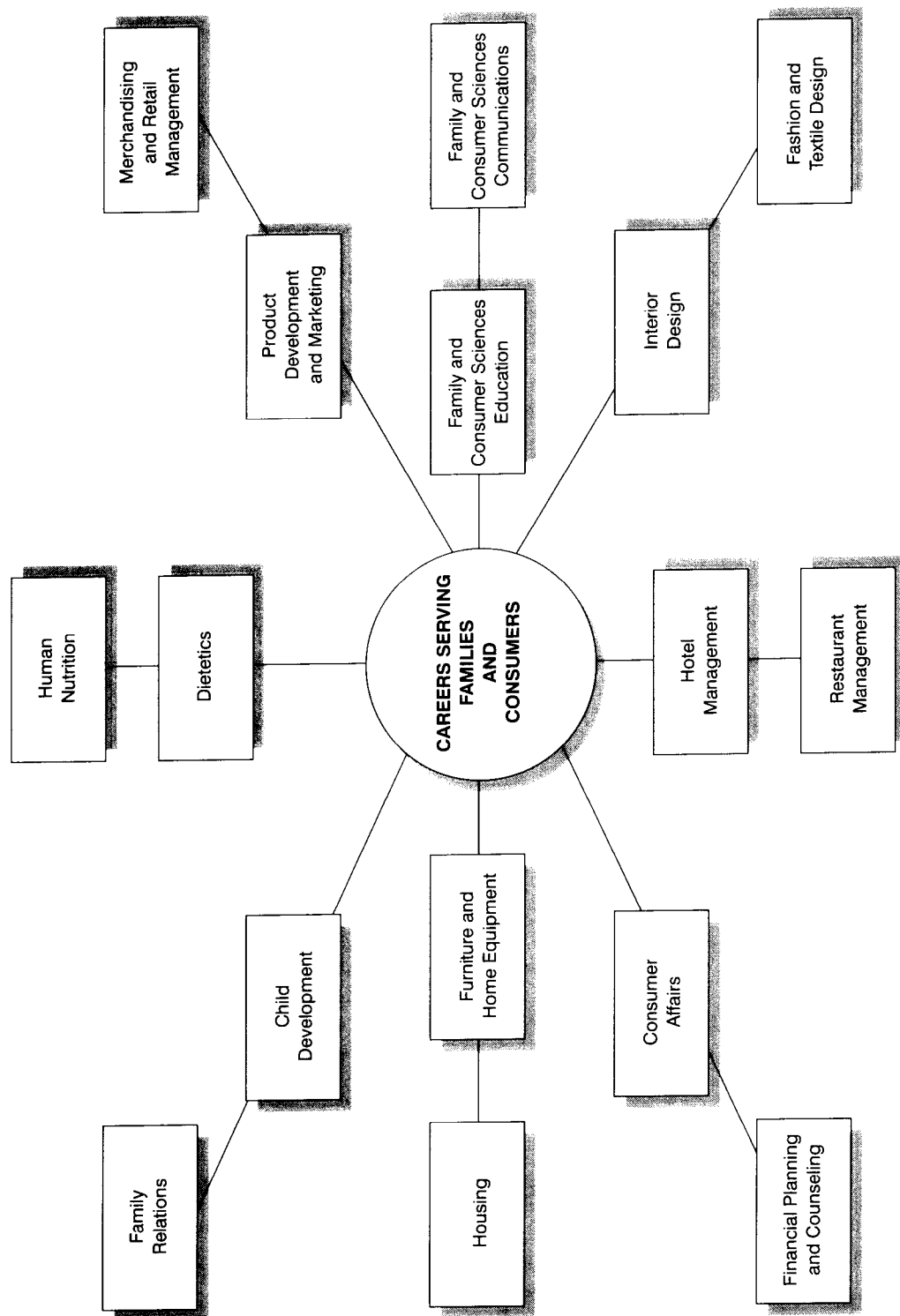


FIGURE 1-1.