1945

Survey Reveals New Openings for Child Development Graduates

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Survey Reveals

New Openings for Child Development Graduates

Joyce Curley and Lenore Evans, both '45, survey potential child development positions

HORIZONS widen for graduates in child development as increasing numbers of department stores, children's hospitals, airlines, magazines and other institutions recognize the need for persons trained in this field. Questionnaires sent by Joyce Curley and Lenore Evans, both '45, to potential employers of child development graduates show the rapidly growing interest.

Department stores recognize that child development training would be useful in positions in their infants' and children's wear departments and in sales promotion divisions, assisting mothers and expectant mothers in the selection of proper clothing for their children. Before the war, one store employed six representatives of this kind. It is particularly helpful for designers of infants' and children's wear to have a child training background. In some firms such a person is needed in the advertising departments.

Children's hospital societies stress previous training in child development as valuable to student nurses and physical therapy students. Courses in child psychology, mental hygiene and group activities also are suggested.

A nationally-known airline foresees that background training in child development will improve the position of stewardess on commercial planes. The need for such persons will become greater in the coming years with the increase in the number of children as air passengers. A knowledge of child nutrition and child psychology is important in this field.

Plans are being made in a toy company in New York City for a department headed by a college trained woman with a degree in child development. The new department will be for sales promotion, lecturing to parent-teacher groups on proper toys for children. Another manufacturer of educational toys needs saleswomen trained in child development and salesmanship.

Children's magazines offer a limited field to the graduate in child development. Editorial and often art training along with the child development work are requirements for staff members.

Organizations for the welfare or education of children need persons trained in child development. The

Supervising children's activities in nursery schools all over the nation is only one of the many types of positions for which the child development major is trained. New fields for these graduates are opening.
demand for leaders for parents and adolescent discussion meetings and counselors for these groups is increasing. Courses in family relations and community organization are desirable in preparation for these positions. Some groups require several years experience in the field of child care and training and, in many cases, graduate degrees. Better results are obtained through workers having a definite degree of maturity. Types of positions available include case worker, requiring graduate training; group work, which requires specialization in physical education plus experience, and camp counselors who may be college juniors and seniors during their summer vacations.

A comparatively undeveloped field, as far as available opportunities for the child development trained person, is in the manufacture of baby food. In connection with this field, educational and promotional work could be established for young mothers, publishing of pamphlets on feeding the child, special diets and other educational advertising.

Another opportunity is in radio work. This is also an almost undeveloped field for child development graduates, but the possibilities for these graduates in preparing children’s broadcasts, conducting parent education programs, are increasing.

The results of this survey indicate the real need that exists for child development graduates, although many organizations do not realize this need. It presents a challenge to persons interested in the field to convince potential employers of the use of their service. It is also a challenge to open new channels through which training received in college may reach and assist many more parents and children.

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