

Personnel management certificate to be offered through University Extension

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"The supervisor of today is not automatically respected just because of title or position-- he or she must earn respect by bringing out the best in employees, says the assistant personnel manager at UC San Diego.

She is Nancy J. Williams and she recently helped to establish a personnel management certificate to be offered through University Extension. The certificate program is designed to give people now working in specialty areas of personnel, and people who want to survey the area, a view of the whole field and its potential.

Those who enroll in the program will complete nine courses, learning about current personnel practices, legislation pertinent to employers and employees, and training, education, and advisory functions performed by personnel departments.

The increasing number of government regulations, and the rising expectations of employees, are providing challenges to the personnel management profession, according to Ms. Williams.

Specific examples she mentions are the emphasis on equal opportunity for groups which have been disadvantaged or discriminated against, developments in collective bargaining, the growing number of workers desiring meaningful work and purposeful careers, and widespread recognition of the need for effective two-way communication "including participation by employees in decisions which affect their working, lives. "

Key items she notes in relation to supervisors earning respect are job satisfaction, chances of advancement for all involved, and productivity.

"Very often, personnel's advisory role casts us as change agents, " she added.

University Extension will present four winter courses applicable to the certificate program. A core course, "Elements of Personnel Management, begins Jan. 5. Three electives are also on the winter curriculum: "Communication and Human Relations" starting Jan. 5, "Interviewing Principles and Techniques" starting Jan. 7, and "Leadership Principles and Practice" starting Jan. 9.

For information about the program, and upcoming courses, please telephone the Extension office at 452-3400. Descriptive literature will be mailed on request.

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