

CATHOLIC INTERRACIAL COUNCIL SPEECH

THANK YOU FOR INVITING ME HERE THIS MORNING TO SHARE ' WITH YOU
MY THOUGHTS ABOUT AN ISSUE IN WHICH I HAVE BECOME DEEPLY
INTERESTED -- THE CORPORATE ROLE IN SECONDARY SCHOOL
EDUCATION. YOUR CONFERENCE INVITATION ASKS TWO QUESTIONS; I
PREFER TO ADDRESS THEM ONE AT A TIME .

YOUR FIRST QUESTION IS "SHOULD THE PRIVATE SECTOR PLAY A ROLE IN
THE EDUCATION OF OUR CITY'S HIGH SCHOOL STUDENTS"?

ALTHOUGH THE QUESTION NEEDS CERTAIN CLARIFICATIONS. MY
ANSWER, OF COURSE' IS YES, I IMAGINE THAT IF IT WERE NOT YOU
WOULD NOT HAVE INVITED ME HERE TO BE THIS MORNING'S KEYNOTE
SPEAKER.

I WILL ASSUME THAT THE TERM "PRIVATE SECTOR" REFERS TO THE BUSINESS WORLD AND WILL USE IT ACCORDINGLY. BUT, IN MY REMARKS THIS MORNING, IT WOULD BE AN OVERSIGHT NOT TO ACKNOWLEDGE THE VERY FINE EFFORTS OF INDIVIDUAL PRIVATE • SECTOR VOLUNTEERS WHO HAVE CONTRIBUTED SO MUCH TO THE VITALITY, AND IN SOME CASES, TO THE SURVIVAL OF ELEMENTARY AND SECONDARY SCHOOLS AS WE KNOW THEM.

ANYTIME WE ADDRESS THE ROLE OF THE PRIVATE SECTOR IN EDUCATION WE OUGHT TO NOTE WITH GRATITUDE THE CONTRIBUTIONS OF THE PTA'S AND SUCH PRIVATE SECTOR, NONPROFIT ORGANIZATIONS AS THE NEW YORK CITY SCHOOL VOLUNTEER PROGRAM, THE NATIONAL SCHOOL VOLUNTEER PROGRAM, THE PUBLIC EDUCATION ASSOCIATION, THE AMERICAN READING COUNCIL AND THE HOST OF OTHER LOCAL, REGIONAL AND NATIONAL ORGANIZATIONS WORKING TO BETTER OUR EDUCATIONAL SYSTEMS.

BUT THE BUSINESS SECTOR -- CORPORATE AMERICA IF YOU
WILL -- HAS. WITH SOME VERY NOTABLE EXCEPTIONS. NOT BEEN
PHILANTHROPHICALLY SUPPORTIVE OF OR ACTIVELY INVOLVED IN PUBLIC
ELEMENTARY AND SECONDARY SCHOOL EDUCATION. EXCEPT IN AN OBLIGATORY
WAY AS TAXPAYERS.

INSTEAD, IN THE PAST FEW DECADES, CORPORATE AMERICA HAS
CONCENTRATED ITS CONCERN AS WELL AS ITS FINANCIAL SUPPORT ON
INSTITUTIONS OF HIGHER LEARNING. EACH YEAR

AMERICAN CORPORATIONS CONTRIBUTE SEVERAL HUNDRED MILLION DOLLARS TO
OUR NATIONS COLLEGES AND UNIVERSITIES. SUCH SUPPORT HAS BEEN AND
CONTINUES TO BE GOOD BUSINESS.

EDUCATION IS AND WILL ALWAYS BE A CORNERSTONE OF THE SOCIETY OF OUR FUTURE AND WE ALL HAVE A STAKE IN ITS -- AND OUR -- PRESERVATION. FROM A LESS GLOBAL PERSPECTIVE BUSINESS JUSTIFIES ITS SUPPORT OF HIGHER EDUCATION ON A MORE SELF-INTERESTED BASIS -- COLLEGES AND UNIVERSITIES ARE WHERE WE LOOK FOR OUR MBA'S, OUR CORPORATE LAWYERS, OUR RESEARCH SCIENTISTS AND THE STRATEGIC PLANNERS WHO TELL US WHAT BUSINESSES TO BUY AND SELL -- AND WHEN,

BUT WHERE DO ALL THESE BRIGHT YOUNG PEOPLE COME FROM -- YOU GUESSED IT -- THE PUBLIC SCHOOLS. LAST YEAR FOR EXAMPLE 68 PERCENT OF THE HARVARD FRESHMAN CLASS GRADUATED FROM PUBLIC SCHOOLS; SO DID 70 PERCENT OF THE FRESHMEN CLASS AT STANFORD, 68 PERCENT AT COLUMBIA AND 90 PERCENT AT MIT.

ACCORDING TO FORMER U.S. COMMISSIONER OF EDUCATION. ERNEST

BOYER: "PUBLIC SCHOOLS ARE STILL THE TRAINING

GROUND OF BRILLIANT STUDENTS, AND UNLESS WE EXTEND THEIR CAPACITY
AND START SUPPORTING SCHOOLS INSTEAD OF KICKING THEM. THE NATION
IS IN TROUBLE."

AND. MAKE NO MISTAKE ABOUT IT -- OUR PUBLIC SCHOOLS HAVE BEEN
KICKED. HARD AND OFTEN. THEY HAVE BEEN ROCKED BY CRISIS AFTER
CRISIS. THE CUMULATIVE EFFECTS ARE ALL TOO APPARENT. THE QUALITY
OF SCHOOL LIFE THAT OUR CHILDREN EXPERIENCE FROM THE ELEMENTARY
GRADES THROUGH HIGH

SCHOOL HAS SUFFERED. TEACHERS ARE OVERWORKED. UNDERPAID AND
VASTLY UNDERAPPRECIATED, TEACHING NOW RANKS VERY NEAR TO THE
BOTTOM OF THE LIST AMONG POTENTIAL CAREER PATHS FOR HIGH
ACHIEVING COLLEGE GRADUATES. AND NO WONDER.

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AGAIN LET ME QUOTE ERNIE BOYER: "TEACHING IS ONE OF THE FEW PROFESSIONS WHERE THERE ARE FEW BUILT-IN REWARDS FOR EXCELLENCE. IT'S A FRONT LOADED PROFESSION WHERE THE GAINS COME EARLY, AND THEN IT'S DOWNHILL. PREDICTABLY STATIC FROM THAT POINT ON. YOUNG LAWYERS IF THEY WORK HARD, BECOME PARTNERS IN THE FIRM. YOUNG DOCTORS. IF THEY WORK HARD, GET A SECOND YACHT. YOUNG TEACHERS, IF THEY WORK HARD, GET OLD."

DR. BOYEWS ANALYSIS MAY BE A LITTLE TOO DRAMATIC, TOO OVERSTATED, BUT I SHARE HIS CONCLUSION COMPLETELY -"UNLESS WE FIND MORE ADEQUATE WAYS," HE SAID. "TO REWARD GOOD TEACHERS, WE.WILL NOT SAVE THIS PROFESSION".

WE CAN NEVER HAVE A QUALITY ELEMENTARY AND SECONDARY SCHOOL SYSTEM WITHOUT QUALITY SCHOOL TEACHERS. AND MY OWN VIEW, AS A BUSINESSMAN AND CONCERNED CITIZEN IS THAT IF OUR HIGH SCHOOLS CAN'T TURN OUT LITERATE, WORK-READY OR COLLEGE-BOUND GRADUATES' THEN THE BASIC SOURCE OF STRENGTH AND STABILITY FOR OUR NATION -- OUR YOUNG PEOPLE -- IS IN JEOPARDY. A FIRST-RATE SYSTEM OF ELEMENTARY AND SECONDARY SCHOOL EDUCATION IS EVERY BIT AS IMPORTANT TO US AS OUR NATIONAL DEFENSE SYSTEMS.

SO IF IT IS GOOD BUSINESS FOR CORPORATE AMERICA TO SUPPORT INSTITUTIONS OF HIGHER EDUCATION -- AND IT IS -- THEN HOW CAN WE IN BUSINESS IGNORE THE CRISIS OF OUR CITY'S SCHOOLS? YOU ASK. IS THERE A ROLE FOR CORPORATE AMERICA IN THE STRENGTHENING OF HIGH SCHOOL EDUCATION -- MY RESPONSE WITHOUT QUESTION IS YES, NOT ONLY IS THERE A ROLE BUT A GREAT NEED.

Now COME TO YOUR SECOND QUESTION -- IF SO. WHAT ROLE?

THERE ARE MANY WAYS IN WHICH BUSINESS CAN HELP OUR HIGH SCHOOLS. WE CAN DONATE SUPPLIES AND EQUIPMENT. WE CAN OFFER MANAGERIAL AND TECHNICAL ASSISTANCE TO SCHOOL

BOARDS AND URGE OUR EMPLOYEES TO TAKE AN ACTIVE INTEREST IN THEIR LOCAL SCHOOL SYSTEMS. WE CAN LEND PERSONNEL TO TEACH CLASSES. WE CAN UNDERWRITE AND PROVIDE SPECIAL EDUCATIONAL MATERIALS AND LEARNINGS AIDS. WE CAN UNDERWRITE SPECIAL PROJECTS OR COURSES IN SCHOOLS. PROVIDE JOB COUNSELING AND EMPLOYMENT OPPORTUNITIES, WE CAN PROVIDE "WORLD OF WORK" EXPOSURE TO STUDENTS BY INVITING THEM TO TOUR OUR OFFICES. WE CAN SUPPORT INTERMEDIARY ORGANIZATIONS SUCH AS YOUNG AUDIENCES OR THE JOINT COUNCILS ON ECONOMIC EDUCATION WHO IN TURN PROVIDE PROGRAMS AND SERVICES TO SCHOOL STUDENTS.

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IN FACT THE LIST OF WAYS THAT THE PRIVATE SECTOR CAN SUPPORT OUR
SCHOOLS IS ENDLESS, AND, THE EXAMPLES' OF CORPORATE SUPPORT ARE
INDEED GROWING. JUST THE OTHER DAY IBM ANNOUNCED THAT IT WOULD BE
DONATING \$8 MILLION WORTH OF COMPUTER EQUIPMENT TO PUBLIC SCHOOLS
IN SEVERAL STATES ACROSS THE COUNTRY AND THE STORY WAS RELEGATED
TO A COUPLE OF SENTENCES IN THE BACK PAGES OF THE BUSINESS SECTION
OF THE NEW YORK TIMES. INDEED, IF SOMEONE WAS TO EVER CATALOG THE
SUPPORT THAT HIGH SCHOOLS RECEIVE FROM THE PRIVATE SECTOR, I
BELIEVE WE WOULD ALL BE A LITTLE SURPRISED BY ITS SCOPE OF
ACTIVITIES.

BUT I WANT TO TALK TO YOU THIS MORNING ABOUT ONE PROGRAM IN PARTICULAR. IN NEW YORK CITY IT IS CALLED

JOIN`A`SCHOOL. IT IS IN MY OPINION A MODEL WITH OUTSTANDING POTENTIAL TO FURTHER DEVELOP THE CONCEPT OF A CORPORATE ROLE IN PUBLIC EDUCATION. AND IT IS EQUALLY APPLICABLE TO OUR PAROCHIAL SCHOOLS.

BASICALLY, THE JOIN`A`SCHOOL CONCEPT SEEKS TO MATCH CORPORATE OR OTHER INSTITUTIONAL SPONSORS WITH

INDIVIDUAL HIGH SCHOOLS TO SUPPORT ACTIVITIES THAT ENRICH THE SCHOOL EXPERIENCE AND HELP MOTIVATE STUDENTS AND TEACHERS, JOIN`A`SCHOOL PROGRAMS -- SOMETIMES REFERRED TO AS ADOPT`A`SCHOOL -- HAVE BEEN SUCCESSFULLY STARTED IN A NUMBER OF CITIES AROUND THE COUNTRY

INCLUDING: MEMPHIS, CHICAGO, OAKLAND AND DALLAS. FOR A MODEST COST, SPONSORING ORGANIZATIONS HAVE PROVIDED

INCENTIVES THAT CAN HELP CHANGE THE ENTIRE AMBIANCE OF A SCHOOL, INSPIRE STUDENTS AND ENCOURAGE TEACHERS,

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THE TYPE OF ACTIVITIES IN WHICH A SPONSORING CORPORATION COULD PARTICIPATE ARE VARIABLE. DEPENDING UPON THE CORPORATE INTEREST AND THE NEEDS OF THE HIGH SCHOOL.

THE CORPORATE COMMITMENT COULD TAKE THE FORM OF CASH DONATIONS. LOANED PERSONNEL OR DONATIONS OF EXCESS EQUIPMENT.

OUR EXPERIENCE TO DATE STRONGLY SUGGESTS THAT A JOIN-A-SCHOOL PARTNERSHIP WORKS BEST WHEN IT EMPHASIZES:

- (1) PEOPLE INVOLVEMENT - JOIN-A-SCHOOL IS PREDICATED ON AN ACTIVE PARTICIPATORY INVOLVEMENT OF CORPORATE EXECUTIVES AND STAFF WORKING IN PARTNERSHIP WITH SCHOOL PERSONNEL AND THE STUDENT BODY. MONEY CAN HELP MAKE A GOOD PROGRAM BETTER. BUT IT DOES NOT BY ITSELF CONSTITUTE A PROGRAM;

(2) A SERIES OF PROJECTS SPREAD ACROSS A DIVERSE AREA OF SCHOOL ACTIVITIES' RATHER THAN ONE LARGE PROGRAM IN A MORE NARROWLY DEFINED AREA, AND

(3) AN UNDERSTANDING THAT THE PARTNERSHIP, LIKE A MARRIAGE IS A LONG TERM COMMITMENT TO EACH OTHER.

THE JOIN A SCHOOL PROGRAM IN NEW YORK CITY BEGAN IN THE FALL OF 1982 IN RESPONSE TO A RECOMMENDATION PRESENTED BY FORMER HEW SECRETARY JOSEPH CALIFANO TO THEN GOVERNOR HUGH CAREY. THEN IN RESPONSE TO A REQUEST BY

MR. CALIFANO AND FORMER SCHOOLS' CHANCELLOR FRANK MACCHIAROLA, THREE CORPORATIONS -- MANUFACTURERS HANOVER TRUST, EQUITABLE LIFE AND AMERICAN CAN -- AGREED TO PLAY

A LEADERSHIP ROLE IN HELPING TO LAUNCH A JOIN A SCHOOL PROGRAM FOR THE CITY OF NEW YORK.

WE EACH JOINED WITH A HIGH SCHOOL. AND OUR COLLECTIVE
COMMITMENT IS TO DEMONSTRATE THE VALUE OF THE
JOIN A SCHOOL CONCEPT SUCH THAT ALL OF THE CITY'S HIGH
SCHOOLS WILL ULTIMATELY BE ABLE TO PARTICIPATE IN THE
PROGRAM.

AMERICAN CAN'S PARTNERSHIP IS WITH AN EXCELLENT
SCHOOL -- MARTIN LUTHER KING HIGH SCHOOL LOCATED JUST A FEW
BLOCKS FROM HERE ON WEST 65TH STREET. WE HAVE
ORGANIZED OUR PARTNERSHIP AROUND THREE GOALS: IMPROVED
TEACHER MORALE. IMPROVED STUDENT PERFORMANCE AND A BETTER
COMMUNITY IMAGE FOR THE SCHOOL.

OUR PROGRAM FUNCTIONS BY A CONSTANT, CLOSE ASSOCIATION WITH THE SCHOOL'S ADMINISTRATION. A COMMITTEE MADE UP OF REPRESENTATIVES OF AMERICAN CAN AND THREE OF ITS NEW YORK CITY SUBSIDIARIES -- THE NATIONAL BENEFIT LIFE INSURANCE COMPANY, SAM GOODY AND BUTTERICK -- MEETS REGULARLY WITH THE SCHOOL'S ADMINISTRATION TO REVIEW SPECIFIC REQUESTS, DETERMINE FEASIBILITY AND COSTS, AND ASSIGN SELECTED PROJECTS CONSISTENT WITH THE GOALS OF THE PROGRAM.

WE HAVE UNDERTAKEN IN PARTNERSHIP MANY PROJECTS WITH MARTIN LUTHER KING HIGH SCHOOL SINCE THE BEGINNING OF THIS SCHOOL YEAR. THERE ARE TOO MANY TO LIST COMPLETELY

BUT THE FOLLOWING EXAMPLES SHOULD GIVE YOU A FLAVOR FOR WHAT WE ARE DOING:

0 WE HELPED THE FACULTY TO PREPARE A STUDENT
HANDBOOK AND THEN PRINTED 5.000 COPIES FOR
DISTRIBUTION BY THE SCHOOL.

0 OUR DIRECTOR OF SECURITY DID A SECURITY
ANALYSIS OF MARTIN LUTHER KING HIGH SCHOOL AT THE
SCHOOL'S REQUEST.

0 OUR SAM GOODY STORE ON WEST 51ST STREET DONATED
A VIDEO TAPE RECORDER AND PROJECTION T.V. TO THE
SCHOOL.

□ OUR NATIONAL BENEFIT LIFE INSURANCE COMPANY HAS
INSTITUTED A WORLD OF WORK PROGRAM WHICH REGULARLY
BRINGS MARTIN LUTHER KING HIGH SCHOOL STUDENTS TO NATIONAL
BENEFIT'S HEADQUARTERS TO SEE WHAT IT IS LIKE TO WORK IN
AN OFFICE.

BUTTERICK -- ANOTHER ONE OF OUR SUBSIDIARIES --
PROVIDED FASHION PATTERNS AND TECHNICAL
ASSISTANCE TO HELP PRODUCE THE SCHOOL'S ANNUAL
FASHION SHOW.

0 EACH YEAR WE WILL BE AWARDING ONE GRADUATING
STUDENT A COLLEGE SCHOLARSHIP OF \$1.000 FOR EACH
OF FOUR YEARS OF COLLEGE. ,

0 AND FINALLY. THE AMERICAN CAN COMPANY
FOUNDATION GAVE MARTIN LUTHER KING HIGH SCHOOL A
GRANT IN 1982 WHICH AMONG OTHER THINGS PROVIDED
FUNDS FOR:

THE PURCHASE OF TEXT BOOKS FOR A PROBLEM
SOLVING HUMANTIES PROGRAM:

UNIFORMS FOR INTER-SCHOOL COMPETITIONS;

SUPPORT FOR MANY OF THE EXTRACURRICULAR CLUB
ACTIVITIES AT THE SCHOOL; AND

INCENTIVE AWARDS FOR IMPROVED STUDENT
ATTENDANCE .

A SECOND FOUNDATION GRANT WILL BE MADE SHORTLY TO SUPPORT
A NEW ROUND OF ACTIVITIES IN 1983.

BASED ON OUR EXPERIENCE WE FEEL THAT THE JOIN A SCHOOL PROGRAM
IS AN EXCELLENT OPPORTUNITY FOR BUSINESS TO ENRICH THE HIGH
SCHOOL EDUCATION EXPERIENCE .

BUT BUSINESS IS NOT GOVERNMENT. IT WOULD BE A SERIOUS MISTAKE TO
MISINTERPRET THE BENEFITS OF THIS VERY FINE JOIN A SCHOOL CONCEPT
IN SUCH A WAY AS TO JUSTIFY REDUCTIONS IN GOVERNMENT SUPPORT FOR
PUBLIC EDUCATION. WE DID NOT ENTER JOIN A SCHOOL SIMPLY TO
SUBSTITUTE CORPORATE FUNDS FOR PUBLIC FUNDS.

I AM OPPOSED -- STRONGLY OPPOSED -- TO CUTBACKS IN PUBLIC
EDUCATION FUNDING. SUPPORT OF OUR SYSTEM OF PUBLIC EDUCATION
REMAINS A KEY RESPONSIBILITY OF
GOVERNMENT. IT IS AN ESSENTIAL COMMITMENT WHICH MUST BE FULFILLED.

BUT I AM ALSO A REALIST AND I RECOGNIZE SERIOUS
FINANCIAL STRAINS WHEN I SEE THEM. IF A PUBLIC-PRIVATE PARTNERSHIP
TO SUPPORT PUBLIC EDUCATION CAN BE CRAFTED
SO THAT WE IN BUSINESS CAN BE HELPFUL WITHOUT HAVING TO ASSUME THE
FINANCIAL OBLIGATIONS OF GOVERNMENT OR THE
EDUCATIONAL RESPONSIBILITIES OF EDUCATORS THEN WE OWE IT TO OURSELVES
TO PURSUE SUCH PARTNERSHIPS WITH DEDICATION AND VIGOR.

DOES JOHN A SCHOOL WORK? WE THINK IT IS WORKING, BUT THE BEST
ANSWER TO THAT QUESTION COMES FROM THE
STUDENTS, TEACHERS, AND ADMINISTRATION OF MARTIN LUTHER KING HIGH
SCHOOL AND THE OTHER HIGH SCHOOLS WHICH HAVE
BEEN PARTICIPATING IN THE PROGRAM. THEIR ENTHUSIASM AND SUPPORT
PROVIDE A POWERFUL AFFIRMATION OF THE PROGRAM TO DATE.

I WANT TO CLOSE .BY POINTING OUT THAT ANY PARTNERSHIP IS A TWOWAY STREET. • OF COURSE. JOIN'A SCHOOL WAS SET UP AS A VEHICLE FOR THE PRIVATE SECTOR TO HELP OUR SCHOOLS. BUT I WANT TO PUBLICLY EXTEND MY. APPRECIATION TO THE STUDENTS AND FACULTY OF MARTIN LUTHER KING HIGH SCHOOL FOR WHAT THEY HAVE GIVEN TO US IN RETURN.

ED. YOU. YOUR STUDENTS AND YOUR TEACHERS HAVE BEEN A SOURCE OF GREAT PERSONAL REWARD FOR OUR PEOPLE WHO HAVE HAD THE PRIVILEGE OF VISITING YOUR SCHOOL. AND WORKING WITH YOUR STUDENTS AND TEACHERS. YOU HAVE TOUCHED A COPORATE NERVE. IN A WAY THAT NO STUDY OR DEPERSONALIZED DONATION COULD EVER DO. YOU HAVE REMINDED US THAT YOU ARE THE FUTURE OF OUR COUNTRY. AND THAT WHEN WE APPROACH OUR YOUNG PEOPLE WITH CARE AND RESPECT. THEY RESPOND WITH CARE AND RESPECT.

YOUR FRIENDSHIP AND YOUR SPIRIT ARE HELPING US TO BE A
BETTER. MORE HUMANE AND MORE SENSITIVE COMPANY. AND TRUE
TO ANY REAL PARTNERSHIP. WE TOO ARE GRATEFUL FOR WHAT YOU
HAVE GIVEN TO US.

IN THE CLOSE OF HIS FINAL ANNUAL REPORT AS CHANCELLOR OF THE
NEW YORK CITY PUBLIC SCHOOLS. FRANK MACCHIAROLA

WROTE: "MAYBE THE MOST IMPORTANT THING TO BE DONE IS TO PUT
CHILDREN IN THE CENTER OF OUR PUBLIC LIFE AS WELL AS IN THE
CENTER OF OUR PRIVATE LIVES. SUCH A COMMITMENT IS AS
IMPORTANT TO US AS IT IS TO THEM."

HE SAID IT VERY WELL , . . . FOR ALL OF US.

THANK YOU AND BEST WISHES FOR A SUCCESSFUL CONFERENCE.