

Education...

Seminar in Business Management

ANN ARBOR—The General Motors executive who described his company's divisional organization was closely watched—and frequently interrupted—in The University of Michigan classroom.

The exchange was not part of a typical management seminar offered by the U-M Graduate School of Business Administration, but instead a case study for 30 high school students, participants in Leadership Education and Development (LEAD), a national summer business institute for minority young people.

Some of the high school students may decide to return to the University to pursue business degrees or management education programs; others may never have further association with a business curriculum or even business activity. But the choice is theirs.

Only 3.8 percent of the managers and officials of major corporations were black in 1978 (the most recent year of tabulation) while the overall black representation in the work force was 12 percent for that year, reports the Equal Employment Opportunity Commission. Hispanics, Asians, and native Americans are equally under-represented, according to the commission.

LEAD was established two years ago to increase minority representation in business management. The non-profit, tax-exempt program received financial support (including students' tuition and room and board), speakers, and company programs from more than 40 blue chip corporations.

Four of the nation's top business schools—the Wharton School at the University of Pennsylvania, The University of Michigan in Ann Arbor, Columbia University in New York, and Northwestern University in Chicago—provide faculty instruction, facilities, and program coordination.

LEAD's intensive schedule of case studies, lectures, and field trips exposes top-notch students from throughout the country to all sides of business management.

The program is not designed to divert would-be lawyers and doctors from their chosen careers, but to offer business as a viable option, says Dr. Alfred L. Edwards, professor of business administration and director of the Division of Research at the U-M

Graduate School of Business Administration.

Minorities have barely begun to enter the mainstream of corporate management, Edwards added. "The path toward upward mobility for minorities traditionally has been law, medicine, or dentistry—that's the message many students get from their families and high school counselors.

"LEAD provides valuable role models of minority members who have pursued successful business careers."

The 100 students selected each year also must have excellent academic records and verbal and written skills. Corporate representatives and U-M faculty members have been as impressed by LEAD's "extraordinary, articulate kids," says Edwards, as the students have been by the program.

tion and job placement and follow-up services to thousands of low income and minority youths, most of whom are high school drop-outs.

According to the study results:

- 60% of those who enroll in the Jobs for Youth program are placed in non-subsidized private sector jobs.
- Youths placed by Jobs for Youth receive a weekly wage considerably higher than those not enrolled in the program.
- Private-sector employers were willing to hire economically disadvantaged and minority youths even though no direct subsidies or tax incentives were available.
- The cost of the Jobs for Youth program is lower than other CETA programs.
- The average cost to the taxpayer

Aminoil USA, Inc.'s \$5,000 grant to the National Association of Black Geologists and Geophysicists (NABGG) will fund scholarships for minority students studying earth science careers. The donation was presented by George E. Trimble (left), Aminoil's chairman and chief executive officer, to Mike Carroll, president of the NABGG and a senior geologist at Aminoil.



Common Beliefs on Ceta Disputed

The Jobs for Youth program based in Boston, New York and Chicago has a remarkably high success rate in placing minority and economically disadvantaged youth in entry level jobs and improving their earnings, according to a study prepared for the U.S. Department of Labor by Public/Private Ventures of Philadelphia. Jobs for Youth receives a substantial share of its funds from the U.S. Government's CETA program in addition to contributions from individuals, corporations and foundations. Each year the non-profit program provides vocational counseling, basic skills instruc-

tion and job placement and follow-up services to thousands of low income and minority youths, most of whom are high school drop-outs.

for each placement is made up in the form of earnings by the youth within one year of placement. According to Lucy Watkins, Executive Director of the Boston Jobs for Youth program, "What the study proves is that what many believe to be an unsolvable problem does in fact have a solution that not only works but is also cost-effective."

Patricia Nooy, Executive Director of the New York Jobs for Youth program hailed the results. "We can talk about our successes but often people ignore us because they think we're biased. Well, now we've got the facts to prove our approach works. Those who still say there is no way to help the hardest to employ in this country suffer from a lack of will, not alternatives."