

# Corporate Responsibility

By CHARLES T. BYRD JR.

In reaction to a variety of pressures, the business community has addressed itself to an increased effort to assume a greater role towards social commitment. Non-economic objectives appear to be gaining for many large corporations. These aims include such things as good working conditions, community image, consumer needs, contributions to civic causes and more recently, better employment for women and environmental concerns.

Although the importance of achieving these objectives (and I hope to present the implications of each in the future) cannot be overlooked, I believe the greatest emphasis in the programs of social responsibility should be directed towards minorities. The efforts of business can be a major source in alleviating the disparity in treatment of minorities.

There are many available alternatives for the remedy of prior inequities. The provision of special opportunities for education and improvement through training and guidance to enable people to effectively compete with others regardless of racial or cultural background is just one example of compensating for lack of qualified applicants and

## Change To Aid Students In College

Changes in the procedures used to determine eligibility of college students for scholarship aid, may ease some of the financial burden of middle income parents.

For years, low income students have benefited most from the Parents Confidential Statement used to determine how much aid a college student can receive. Middle income parents usually qualified for little aid.

"It has been shown that middle income families can have a need too," said Walter R. Jacobs, Jr., assistant director of the College Entrance Examination Board's Southern Regional office.

In Greensboro Wednesday for a College Board workshop at A&T State University, Jacobs said the mathematical tables of the Parents Confidential Statement, used nationwide to determine financial aid eligibility, are being changed to take into consideration the rising inflation.

"The changes will also reflect more accurately the ability of families to bear the cost of college," said Jacobs.

He addressed more than 50 guidance counselors from area high schools in the day-long session in Merrick Hall.

Jacobs said the purpose of the workshops are to provide up-to-date information on the College Board (CEEB) programs and services and to provide a forum for college and high school administrators to discuss current concerns.

CEEB sets the policy for the SAT (Scholastic Aptitude Test), which colleges use to help determine admissions.

Jacobs said the SAT is also being modified to include a test of standard written English.

employees. The traditional roles of recruitment and hiring must be abandoned. Corporations cannot just advertise and wait for minority applicants to come in. The hundreds of years of non-participation have inbedded walls of attitudes and skepticism that are not easily scaled. The corporate tools for this climb are active recruitment at minority high schools and colleges, training and hiring of hardcore employables, co-op programs, summer job programs, youth training to improve the upward mobility of minorities.

In addition, there are programs for better housing and increased minority entrepreneurship. Corporations may also loan capital or personnel with technical expertise to aid the minority businessman. Government funds and federally assisted programs have also helped the business world to provide such assistance.

In spite of all, the best motivational device for minority workers is the presence of other minorities in responsible positions. Whitney Young once said in conversation, "Black baseball players have never had any trouble getting to the park on time since they heard Willie Mays was earning more than \$100,000 a year."

The sooner the business community realizes its investment in the economic and social progress of minorities, the sooner America can become the nation it purports to be. Although corporate interest in minority affairs seems to be dwindling in view of the pursuit of other objectives. This very important area must be resolved. It's neglect will prove to be detrimental to the entire economy.

# Alumni Group Plans Big Weekend

Homecoming week-end at Winston-Salem State University is slated for November 8 & 9, 1974. It is the "what's happening" event for the fall season which you must circle on your calendar.

This is time when Alumnus meet and greet all the Alumni "greats" and "mates" you haven't seen since can't remember when.

### "Calendar of Events"

Nov. 8, (Friday Night), "Alumni Dance" - Benton Convention Center. Time 10:00 p.m. until 2:00 a.m., "Coronation will be held at midnight"

Nov. 9, "Gala Parade", 9:00 a.m., Saturday afternoon - 1:00 p.m., "Game Time" Bowman Gray Stadium, WSSU vs Morris Brown College

Nov. 9, (Saturday Night), "Hall of Fame Banquet", Time - 6:30 p.m., Benton Convention Center.

Nov. 9, (Saturday Night), "Cabaret Dance" - Time 10:00 p.m. - 1:00 a.m.

For further information contact the Alumni Office at Winston-Salem State U.

There are seven lovely ladies who are seeking the Miss Alumni Crown. They are:

1. Miss Jacqueline Pittman,

## • NOTICE •

The Chronicle welcomes news, stories, and pictures from our readers. If your club or organization is having an anniversary or conducting a workshop, etc., let the rest of the community know about it. Send material prior to 5 p.m. each Tuesday to:

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Wilmington Chapter; 2. Mrs. Bessie Midgette, "Class of 1974"; 3. Mrs. Verndene Pettiford, Baltimore Chapter; 4. Miss Dawne Lester, Danville Chapter; 5. Mrs. Mildred Roseboro Griffin, Western District; 6. Miss Blondell Penn, Detroit Chapter; and 7. Mrs. Margaret Smith, Shelby Chapter.

asking Alumnus to support the contestant of their choice by paying their dues. The deadline for the contestants to receive full credit of 2500 points will be midnight, October 18, 1974. Dues paid after will yield only 1250 points. The final deadline for half credit is midnight, Oct. 25, 1974.

The Alumni Association is

Weekend! Come Out and Enjoy a Gala

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### Editor's Quote Book

I believe that man will not merely endure; he will prevail.  
William Faulkner