

Consumers let  
consciences count

A new survey found that 78 percent of consumers are more likely to buy cause-related products.

## Investing in schools Education secretary to speak in Charlotte

Richard Riley will speak this month at the annual meeting of the Charlotte-Mecklenburg Foundation. The Foundation has a new strategy that aims to focus community resources on improving the public schools.

By TODD COHEN

The role of private philanthropy in public education will be the topic of a speech Feb. 17 in Charlotte by U.S. Education Secretary Richard Riley.

Riley, former governor of South Carolina and a former trustee of the Duke Endowment in Charlotte, will address the annual meeting of the Charlotte-Mecklenburg Education Foundation.

The topic of Riley's speech ties in with a strategy that has been developed by the Education Foundation.

The Foundation recently completed a strategic plan. Based on that plan, a possible emphasis of the Foundation will be to focus its investments on the professional development of educators.

"The quick-fix things aren't working," says Corinne Allen, executive director. "We need to strategically invest our funds so they have the longest-lasting influence on the quality of public education."

The Foundation, which last year handed out \$110,000 in grants to initiatives in the Charlotte school district, is preparing to establish an endowment. It hopes to raise \$100,000 in seed money this year and build the endowment to \$6 million by 1997.

The strategic plan also calls for building community support for systemic change in education; tapping private funds to foster excellence in the schools.

Allen says those goals are intended to put limited community resources to their most effective use in improving the schools.

The strategic planning effort was headed by Ann D. Thomas, vice president for corporate contributions of First Union National Bank.



Richard Riley

## High-tech training Greensboro firm establishes center to study ethics, technology

DataMasters, a Greensboro-based professional services firm for high-tech companies, has teamed up with Greensboro College in establishing a new Center for the Study of Ethics and Technology. The center will offer executive seminars on business, technology and ethics to individuals and corporations.

By BARBARA SOLOW

The rapid strides made in the field of computer technology in the 1980s were not matched by advances in ethics.

That's the view of Paula White, president of DataMasters, a Greensboro-based professional services company for high-tech and telecommunications firms.

To address the growing need for business training that has an ethical side, DataMasters last month opened a new Center for the Study of Ethics and Technology at Greensboro College.

"Our mission is to be responsive to the business community for deliv-

ering advanced technology training and education," White says. "Because of new technology, there will be more ethical issues to be addressed. That's a very basic element that business needs to revisit."

White says she looked at a number of colleges before deciding that Greensboro was the best place for the new center.

"We needed a school that was small enough and could be flexible enough to do this."

Although parts of the curriculum are still being designed, the new center is set to begin offering training sessions to interested businesses and individuals.

G. Tom Milazzo, assistant to the vice president for academic affairs for educational technology at Greensboro College, has been named center director. He is a former computer company president, consultant to AT&T's Bell Labs and holds a Ph.D. in Biblical Theology.

"Technology is raising ethical issues all the time and we're just not dealing with them," Milazzo says. "The prime responsibility of the cen-

### ETHICS

ter is to make sure we understand the impact of technology on human culture."

For example, new information technology could replace many clerical jobs in the next century, Milazzo says. Companies need to look at the ethical implications of using computers in the workplace.

The center also plans to conduct research in neural network technology, which involves teaching computers to mimic the operations of the human brain.

So far, DataMasters has spent about \$100,000 to set up the new center. White and Milazzo are applying for foundation grants to support expanded training and research.

Rachel Hollander, program director of Ethics and Values Studies at the National Science Foundation in Arlington, Va., says a number of U.S. colleges and universities have established ethics centers - many of which focus on technology.

Among the newer programs is an association for ethics center directors at Indiana University and a national clearinghouse on computing and human values at Southern

Connecticut State University.

Aarne Vesilind, a professor of civil engineering at Duke University, recently established a Center for Applied Ethics designed to promote the study of ethics across departmental lines.

Where the DataMasters center is unique, its founders say, is in forming a direct partnership between business and academia.

"I have learned that there are not vehicles out there for the business community that are flexible or fast or advanced enough to support market demands," White says. "We really need a lot of support - whether time or donations - to be able to go much further with this idea."

For information about classes at the new center, call DataMasters at (910) 373-1461 or 800-DATAMASTERS.



Tom Milazzo

### Kicking off

## Children's Museum prepares for campaign

The Children's Museum About the World has named a president and the chairman of its capital campaign, and is putting the final touches on its fundraising strategy.

Anne Bryan, former chief of elementary education for the state Department of Public Instruction, is president of the Children's Museum. Named to head the capital campaign is Charles Sanders, chairman and chief executive officer of pharmaceutical maker Glaxo Inc. in Research Triangle Park.

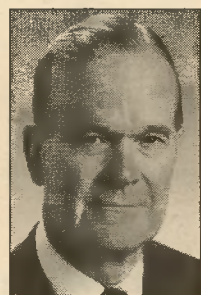
The Children's Museum is about to launch a campaign to raise \$8 million for its building in downtown Raleigh plus \$2 million to \$4 million more for program and staff costs. That money will be in addition to

\$12 million earmarked for the project from an agreement between Wake County and the city of Raleigh.

Sanders, whose company has a British parent, says the fundraising effort will have state-wide, national and international components. And at least half the dollars will be solicited from businesses.

The rest of the campaign cabinet will be named soon, says Gordon Smith, chairman of the Children's Museum's board. In addition, he says, an international advisory board will be named. That group will provide advice on fundraising, programs and other issues.

The 85,000-square-foot Museum is scheduled to open in 1998. Its first phase, scheduled to open next year, will be housed in a renovated ware-



Charles Sanders



Anne Bryan



This rendering shows what the inside of the new Children's Museum Around the World will look like.

File photo

house donated by the state.

Smith says that Bryan's most recent job, overseeing elementary education for the state, will help the museum plug into school instruction. Bryan previously headed the dropout prevention program for the Depart-

ment of Public Instruction.

Sanders was active in a \$150 million campaign at Massachusetts General Hospital in the late 1970s when he was the hospital's director.

Todd Cohen

### BRIEFLY

#### New rules for donors

The Alliance of Nonprofit Mailers in Washington, DC reminds its members that charitable donations of \$250 or more are now tax deductible only if the donor keeps written documentation of the donation from the receiving charity. A cancelled check is no longer considered adequate.

#### First Union supports awards

First Union National Bank was a major corporate sponsor of the annual Rosa Parks Awards given by The Women's Center in Raleigh. This year's award went to Lucille Webb, a member of the Wake County Board of Health and a founding member of Strengthening the Black Family, Inc.



Lucille Webb accepts the Rosa Parks Award in Raleigh.

#### Rex Hospital sponsors students

Rex Hospital in Raleigh will sponsor a Tar Heel medical student this summer as part of the Family Medicine Externship Program of the N.C. Academy of Family Physicians Foundation. The student will serve a four-week externship with a family physician in the Triangle.

#### Wake United Arts sets \$600,000 goal

United Arts of Raleigh and Wake County has set a \$600,000 goal for its annual fundraising campaign. Will B. Spence, regional vice president of Wachovia Bank of North Carolina, heads the campaign. United Arts, which will campaign in 42 workplaces, funds 50 agencies and programs.