## Reckum Named Vice resident At Duke

he Duke University Board of stees has approved the ointment of Leonard C. m, Ph.D., as vice president vice provost and professor of

practice of education.

eckum comes to Duke from the on of dean of the School of ation, City College of New k. His appointment at Duke is clive Aug. 27.

his new post, Beckum will be asible for implementing suons made earlier this year the President's Committee to ress Discrimination in the sroom, working with deans and ovost to increase the number nority faculty on campus, and sidering additions to the olum in the Afro-American ies Program.

Beckum will serve as a sultant to the Office of Student irs in developing orientation ions for new students, and he with the Human work ources Department to help loyees better their chances for ntion through education.

e will also represent the rsity to the community ugh the public school systems other local groups concerned education and with race

During the past several years, te has launched several latives to boost the minority nce on campus and enhance tunities for minority students, lty and staff," said Duke ident H. Keith H. Brodie. nard Beckum, who has an standing background in ation and administration, is uely qualified to play a major n ensuring the effectiveness of e initiatives. We are extremely ate to have him join us.'

1969 graduate of California Jniversity, Beckum received Ph.D. from Stanford University 973. From 1974 to 1985, he executive project director at Far West Laboratory for feational Research and lopment in San Francisco. He erved part-time on the faculty criminal justice program at Francisco City College from to 1975 and the Psychology tment at San Francisco State

University from 1977 to 1980.

Beckum has served as dean of the School of Education at CCNY since 1985.

Beckum's research focuses on educational issues in urban and minority settings. He has written and lectured widely on topics such as educational testing, teacher training, equity in education, desegregation, minority faculty recruitment and retention, and teaching minority students.

He has also helped develop handbooks, workshops, films and videotapes on topics related to desegregation, multicultural education, sexism, stereotyping and conflict resolution.



DR. LEONARD C. BECKUM

## SBA Offers Videos To Teach Business Skills

WASHINGTON, D.C. - Small business owners can now learn marketing, selling and financing strategies at home, thanks to a new video library created by the U.S. Small Business Administration (SBA) and Bell Atlantic.

'Anyone with a VCR can now learn critical business techniques in the comfort of his or her own home," said Susan Engeleiter, Administrator of SBA. "Small business people can save time and money and get the information they need fast."

"We at SBA recognize the importance of management skills and training to the success of small businesses, but we also recognize that small business owners often don't have the time or money to go to training conferences," Engeleiter said. "These tapes will make training accessible to more entrepreneurs."

Two tapes are available:
"Marketing: Winning Customers
with a 'Workable Plan'," features dozens of practical tips on how a small business can develop the most effective marketing strategy by analyzing its products and services, customers and potential

(Continued On Page 4)

## NAACP Files Complaint Against Miami Beach Hotel

MIAMI BEACH, FL. Miami Beach hotels and restaurants are the targets of employment discrimination complaints filed against them recently by the NAACP after a prolonged investigation involving the use of white and black testers.

Announcement of the complaints, filed with the Metro Dade County Housing and Employment Appeals Board and the EEOC, was made by Johnnie McMillian, president of the Miami-Dade Branch of the NAACP. Named were the Kent Hotel, the Desert Inn, the Fairmont Hotel and Lums Restaurant. Each has denied

The filings came after an eight investigation, which month included sending black and white students from the University of Miami, to apply for jobs. The students were about the same age. dressed in the same style. With the same educational background, and taught to respond to questions in the same way.

The testing, the first since 1969

that numerous hotels and restaurants preferred white candid as over black applicants. according to Davld Honig. General Counsel of the branch.

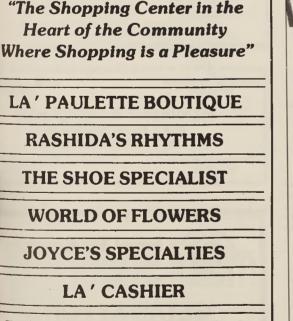
Blacks were steered toward kitchen and housekeeping jobs, while whites were offered highly visible jobs such as waiters and

desk clerks. "We uncovered more discrimination that we expected." Honig said. "We have clear and convincing evidence against the worst discriminators.

Ms. McMillian said the NAACP survey showed a well-qualified, personable black applicant seeking employment at five hotels and five restaurants on a given day has a 92 percent chance of encountering discrimination at a hotel, and a 52 percent chance at a restaurant.

"Tourism is a major industry and this can not be tolerated, added. "The message to African Americans is 'don't come to Miami Beach to spend your money. Spend your money where your dollar is appreciated.'







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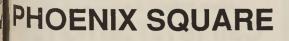
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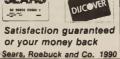
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