

## Partnerships Today

U.S. corporations annually "give" about \$2 billion in cash and kind to education programs. What kinds of programs come from this support? There are virtually hundreds of ways for business to become involved in education at all levels.

The following are just a few examples of the broad range of involvement between business and education:

■ **Honeywell.** Honeywell's programs "emphasize the effective use of human resources." Honeywell gives approximately 2 percent of its U.S. pretax profit to the Honeywell Foundation, of which 45 percent goes to education programs. Most funds go to higher education, but the grants to elementary and secondary schools have increased significantly in the last four years. Rita Kaplan, former manager of education programs, explained. "We know that our self-interest as employers dictates that any effort is worthwhile if it ensures a stream of qualified people for universities, colleges, and the future workforce." There are over 60 Honeywell school projects in cities across the country.

"Our education projects help people develop job skills, give dropouts a chance to earn high school diplomas, and provide teachers with needed training in advanced technology," Kaplan continues. "Our strongest contributions, however, occur in development for curriculum, students, and teachers and in strategic planning associated with managing change, because these are major areas that we deal with in our organization."

■ **The Academy of Finance.** The Academy of Finance is a special curriculum in several New York high schools. Conceived by Shearson Lehman Brothers five years ago to help fill its own employment needs, it now gets support from 40 financial institutions. Some firms give money while

others provide teacher training, offer summer jobs, or contribute to curriculum development. This curriculum presently is taught in eight New York schools and has served more than 425 students.

■ **Compacts.** Seven cities operate business-education partnerships modeled after the classic Boston Compact, a successful alliance among businesses, education authorities, and city government. The cities are Albuquerque, Cincinnati, Indianapolis, Louisville, Memphis, San Diego, and Seattle. Their goals are to reduce dropout rates, improve educational standards and opportunities, boost job opportunities, and help create stronger local economies. "Compacts" develop overall goals for their cities and assign responsibility for attaining those goals. Projects include a database to identify at-risk youth in Albuquerque, a dropout prevention program in Cincinnati, and a pilot project at an inner-city high school in Indianapolis where the goals are to increase attendance, improve attitudes, improve skills, set up internships and summer jobs, and help students get full-time jobs after they graduate.

■ **Shell Oil.** Shell, which last year committed \$11 million to educational programs and grants, has been in the partnership business for about 30 years. In Houston it operates an "adopt-a-school" program, which channels money to the schools but also finds Shell employees willing to volunteer as teachers and then gives them release time to do the teaching. Shell's newest venture, Say Yes to a Youngster's Future, is funded at just over \$1 million. It is a school-based program designed to increase minority and female participation in math and science. It focuses on students in kindergarten through sixth grade in Houston and Washington, D.C.

■ **The U.S. Navy.** The Navy is involved in partnerships with ele-

mentary, junior high, and secondary schools. In one of its programs, the 231 officers and enlisted men of the tank landing ship USS Bristol County adopted a San Diego junior high school with which they share their skills in areas from academics to sports. In the Saturday Scholars program operating in a number of cities, sailors tutor children in basic skills for six consecutive Saturday mornings.

■ **Ogilvy and Mather.** Ogilvy and Mather, a national advertising agency, started a partnership in 1976 with a Chicago inner-city school to train and hire graphic artists. Now it also runs a similar program with the James Monroe High School in the Bronx. The firm can draw from a pool of trained talent, the students gain a marketable skill, and the school draws the attention of other potential corporate partners.

■ **AEtna Life and Casualty Company.** AEtna offers a number of community outreach programs for the Hartford schools, believing that it should help build the education capacity of the community. In one unique program, the Saturday Academy, Hartford seventh graders come to the AEtna Institute for Corporate Education to study computer literacy, math and science, and oral communications. The classes are not remedial, and the students must bring a parent or other adult to class.

■ **Hewlett-Packard.** Hewlett-Packard has good citizenship as one of its seven corporate objectives. Employees have a number of options for taking part in programs that support education. In one—the Institute of Computer Technology in Sunnyvale, California—high-achieving students from third to twelfth grade study engineering and computer design after school. Through another popular program, HP employees may donate equipment to the school of their choice. The employee pays 25 percent of the list price up to \$20,000, and HP pays the rest.