



Smithsonian Institution

National Museum of African American History and Culture

Delegate Magazine 1981

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At The Equitable, We're Helping Black Colleges Prepare For Tomorrow.

[[image]]

[[caption]]Frank Bruenig, Advanced and Special Markets Manager, Equitable; Dr. Hugh M. Gloster, President and Willis J. Hubert, Academic Dean, Morehouse College, Atlanta, Georgia. [[/caption]]

These days, more than ever, American black colleges and universities must meet not only the challenges of preparing their students for successful participation in society tomorrow; they must also ensure that the institution itself keeps pace with the complex demands of our society today.

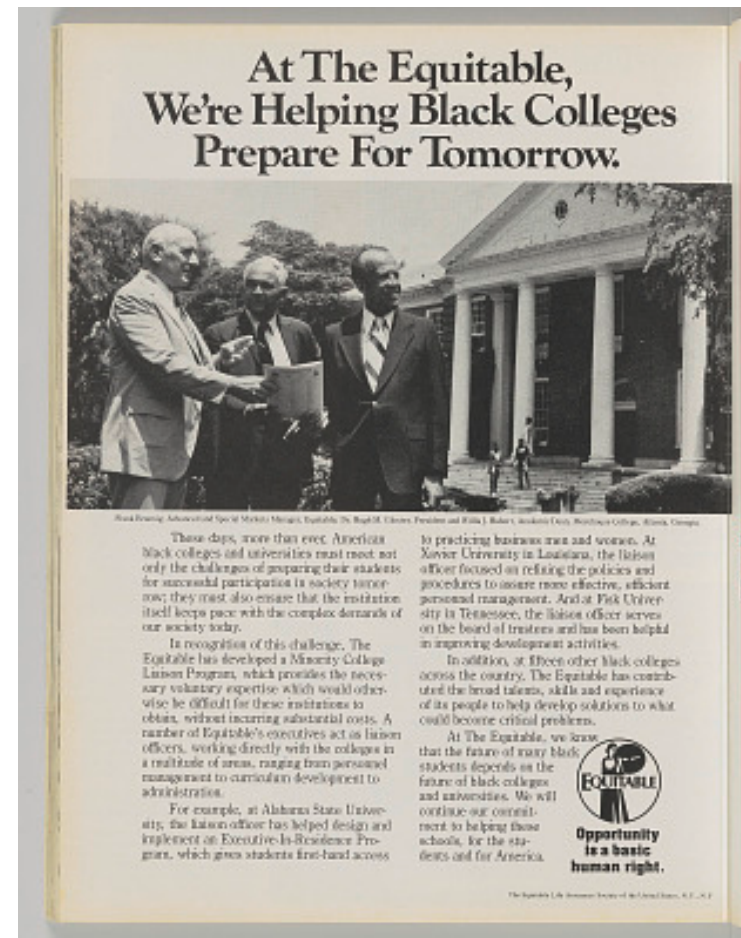
In recognition of this challenge, The Equitable has developed a Minority College Liaison Program, which provides the necessary voluntary expertise which would otherwise be difficult for these institutions to obtain, without incurring substantial costs. A number of Equitable's executives act as liaison officers, working directly with the college in a multitude of areas, ranging from personnel management to curriculum development to administration.

For example, at Alabama State University, the liaison officer has helped design and implement an Executive-In-Residence Program, which gives students first-hand access to practicing business men and women. At Xavier University in Louisiana, the liaison officer focused on refining the policies and procedures to assure more effective, efficient personnel management. And at Fisk University in Tennessee, the liaison officer serves on the board of trustees and has been helpful in improving development activities.

In addition, at fifteen other black colleges across the country, The Equitable has contributed the broad talents, skills and experience of its people to help develop solutions to what could become critical problems. At The Equitable, we know that the future of many black students depends on the future of black colleges and universities. We will continue our commitment to helping these schools, for the students and for America.

[[logo - EQUITABLE - Opportunity is a basic human right.]]

The Equitable Life Assurance Society of the United States, N.Y., N.Y.



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