



Smithsonian Institution

National Museum of African American History and Culture

Delegate Magazine 1982

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[[image - Black and white men shaking hands, the white man holding a brief case covered in stickers, with a college sitting in the background]]

"Equitable goes to college to help others graduate."

Colleges are more than just classrooms. They are businesses whose main product is education. To continue the effectiveness of this product, colleges must increase their business expertise.

Taking care of business is vital to Black colleges.

And since 1978, Equitable's Minority College Liaison Program has been providing the kind of business expertise that has enabled a growing number of minority colleges to get a greater return on their investment.

A volunteer staff of business professionals from Equitable acts as College Liaison officers and works directly with the colleges in many business-related areas. They work closely with administrators in keeping their colleges in touch with their target market: the professional business world. They exchange ideas, provide supportive information, and introduce progressive methods in the business management of the colleges.

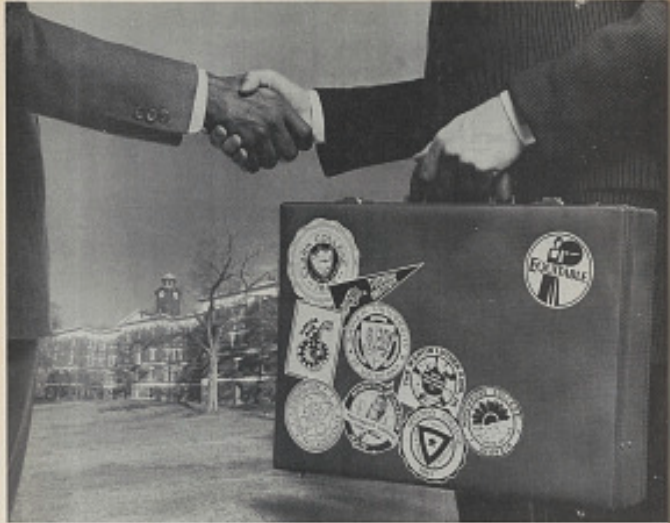
The Equitable College Liaison Program is a continuing commitment to schools such as: Alabama State, Benedict College, Clark College, Florida A & M, Howard University, Martin Luther King Center for Non-Violent Social Change, Spelman College, Talladega College, Tuskegee Institute, Xavier University and Moorehouse College.

To Equitable, going to minority colleges is more than just lending a hand, it's helping to keep the doors to the future open.

[[image - EQUITABLE logo]]

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

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