INDUSTRY AND HIGHER EDUCATION*

1. The Interest of Industry in Higher Education


The author argues that since a great part of national wealth is held by corporations, they have an obligation which should include not only community giving, but also the promotion of "both theoretical research at the university level and the production of good citizens at the college level." He discusses the long-run advantages to the corporation of such use of their funds.


The Vice President of the Bank of America appeals for business aid to the independent colleges as the source of two great benefits to business—trained minds and "the climate of freedom."


Report of a nation-wide survey of executive opinion regarding "the value of liberal arts training in general, and language studies in particular— including English—as a part of a preparation for employment in business, industry, and government." "One of the most significant trends of executive opinion is that which favors liberal arts preparation over vocational skills. . . ."


In a speech at a Yale University Alumni dinner, the author stated his belief that "every American business has a direct obligation to support the free, independent, privately-endowed colleges and universities of

* Items from this list should be ordered directly from the publisher. Addresses are given in connection with each reference.
this country to the limit of its financial ability and legal authority." He called for changes in the laws so that such support would be legally possible. He also stressed the obligation of the private colleges "to inspire in their students understanding of, and devotion to, the fundamental principles of individual liberty and opportunity. . . ."


Points out the mutual interests of business and higher education and pleads for increased financial support of the latter by corporations.


Excerpts from papers given at an institute sponsored by the College English Association. Of special interest are the comments by leading business executives on why industry needs the liberal arts and the selection and development of executive leadership in relation to the liberal arts.

2. INDUSTRY COOPERATION WITH HIGHER EDUCATION


A survey of sponsored scholarships and of college and industry views as a result of which the author advocated more planning and the use of expert educational advice in establishing company scholarship programs. Would encourage the establishment of corporate foundations, cooperative efforts among small companies, and the practice of making direct grants to colleges of unrestricted funds.


Papers and panel discussions from the seventh annual Higher Education Conference at New York University. Subjects covered include tuition refund plans, legal aspects of corporate giving to education, research and consulting services, and cooperative work-study programs.


Based on a survey of 57 corporations, this report covers industrial research, scholarships, work-study plans, direct contributions, and
teaching aids. It also gives a summary of cooperative programs carried on through trade associations.


Brief descriptions of various ways in which industry and the colleges are working together in research and study programs.

3. **Financial Support of Higher Education by Industry**


Dr. Compton discusses the purposes and program of the Council and answers a number of questions regarding corporate giving to institutions of higher education. This issue also includes a summary of developments in this field and significant excerpts from the Superior and Supreme Court decisions in New Jersey.


A manual which points out the advantages of private support of higher education and outlines various methods of corporate giving.


Discusses the benefits of sponsored scholarships and the good and bad features of them. Also gives information about the National Scholarship Commission Plan.


Describes the operation of the Associated Colleges of Indiana as an example of cooperative fund-raising by colleges from businesses. Also discusses the problems which face corporations who wish to give to colleges and makes suggestions for their solution.


The author urges a broadening of "the whole concept of corporate giving" and an "increase in the amount of contributions." In support
of his argument he discusses current trends in corporate giving, legal considerations, company benefits from gifts, and the financial position of the private colleges.


This guide for corporations interested in making donations gives basic information regarding needs for funds, types of donations, guiding principles, and sources of information and advice.

4. **LEGAL PROBLEMS OF CORPORATION SUPPORT OF EDUCATION**


Mr. Bell considers the legal obstacles to corporate giving much diminished both by recent legislation and by custom. He also discusses the problem of avoiding the "embarrassment of discriminating between schools."

The second article analyzes "the status of the corporate donations statutes" and concludes that the adoption of such statutes by the state legislatures will remove "the last legal obstacle" to corporate gifts to educational institutions.


These significant decisions affirm the right of a New Jersey corporation to make a contribution to a privately supported educational institution. The Superior Court's decision, which was upheld by the Supreme Court, held that "corporate contributions to Princeton and institutions rendering the like public service are . . . a matter of direct benefit to the giving corporations, and this without regard to the extent or sweep of the donors' business. The benefits derived from such contributions are nation-wide and promote the welfare of everyone anywhere in the land."