

UW Training Black Grads to Fill Management Slots

By JOHN NEWHOUSE
(Of The State Journal Staff)

The University of Wisconsin is training Negro graduate students for management positions in industry — including banks.

The program is going into its third year.

There are some 14 Negroes on the campus who are taking the training.

ONE HAS graduated, and has a half dozen job offers from industry in the program which, itself, is supported by industry.

(At the Black Revolution Conference at the University Friday, one of the speakers, the Rev. Jesse L. Jackson, asked the University, if it was preparing Negroes "to take over banks as presidents?")

Graduates, as they finish, are being snapped up by industry, at salaries in the \$12,000 to \$14,000 range.

THE PROGRAM finds professors from the University of Wisconsin, and from four other universities associated with Wisconsin in the effort, out on the road, recruiting Negro students and recruiting money from industry.

So far, more than \$1 million has been raised by the far traveling professors.

And the program is growing.

"THESE ARE young men with heads on their shoulders,"

says Prof. I. V. Fine, of the School of Business at the University.

The program began three years ago. It had its start at a national conference of university commerce faculty members.

At first, there were three schools involved: the University of Wisconsin, Indiana University, and Washington University in St. Louis.

EACH SCHOOL has two on the faculty who make special efforts to recruit Negro students and visit industry for money. Teamed with Prof. Fine here is Prof. Roy Tuttle.

The first year the program netted 21 students, who were split equally between the three schools.

Getting money isn't hard, says Prof. Fine, if you go about it the right way.

"Writing letters is no good," he says. "You go to the firm.

You go to the top. And you get it."

WISCONSIN HAS a list of 60 firms from which it is getting money.

The Wisconsin list includes Oscar Mayer and Co.; Allis Chalmers; First Wisconsin National Bank of Milwaukee; Lewis Investment Co.; Marshall-Isley Bank of Milwaukee; Parker Pen Co.; A. O. Smith; Touche, Ross, Bailey, and Smart; Arthur Young and Co.; Koehning Corp. and CUNA Mutual.

The Wisconsin team of Fine and Tuttle is responsible for recruiting Negro students from some 40 schools in N. Carolina, Virginia, Texas, Arkansas, Louisiana, and part of Tennessee.

"IN THE LAST two and a half years," says Prof. Fine, "Roy and I have made, I'd guess, 40 trips each of two to

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three days in trying to get students to come here and to get money."

Much of this is on their own time.

About half of the Negro students come from predominantly Negro schools.

"THEY COME here under relaxed standards," says Prof. Fine. "They get an eight-week preparatory course at Washington University, to improve needed skills, such as mathematics, communications, and so forth."

But, once here they take the regular courses.

"There isn't much sense in graduating them with phony degrees," says Prof. Fine. "After all, they have to produce."

Of the first class, only one dropped out.

SEVERAL OTHERS have been casualties of the draft, now that graduate school regulations have been changed.

At the end of the first year, the Negro graduate students in business went out on summer internships.

"They weren't pushing brooms," says Prof. Fine. "They were being tried out to see how they would fit into management. The word I got from most of them was they got the plush treatment, and many of the firms indicated they wanted the students to come and work for them when they got their degrees."

THE SECOND round of recruiting produced about 46 Negroes who were qualified, a number which dropped to 38 to be split between the three schools. One got a "better offer" from Harvard, and several were drafted.

"We'll be making the selec-

tions for the fall term next month," says Prof. Fine. "Our consortium has been joined by two other schools, the University of Southern California, and the University of Rochester.

"We hope to get about 25 more Negro students on the Madison campus this fall."

In the meantime, he says, a side effect that he'd hoped for is happening.

"WE FIGURED that the word would get around that Wisconsin is a good school for graduate training for Negro students," he says, and we've told industry that this should be a seven year program until it rolls by itself.

"This is beginning to happen. We've got the word around to the army separation centers that Wisconsin is interested in Negro students to take graduate work in business leading to management positions.

"We've had a half dozen unsolicited applications. One, of all things came from a Negro captain in Turkey!"