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THE EQUITABLE LIFE ASSURANCE SOCIETY OF THE UNITED STATES
1285 Avenue of the Americas, New York, N.Y. 10019

MARY KERN, CLU
Vice President

M-

Inform Norton Kim
Dole Hil Coy Eklund
in CEO, Equitable

APR 22 1982

APR 21, 1982

Dear Elizabeth:

You were kind enough to ask information on Equitable and its Corporate Citizenship. I hope these brochures will give you an idea of who and what we are.

If you would like Coy to participate in your Indian Conference, we will make every effort to arrange his schedule accordingly.

It was a pleasure to meet you.

Sincerely,

Mary K

The Honorable Elizabeth H. Dole
Assistant to the President
for Public Liaison
The White House
Washington, D.C. 20500

**THE
EQUITABLE
ANNUAL
REPORT
1981**



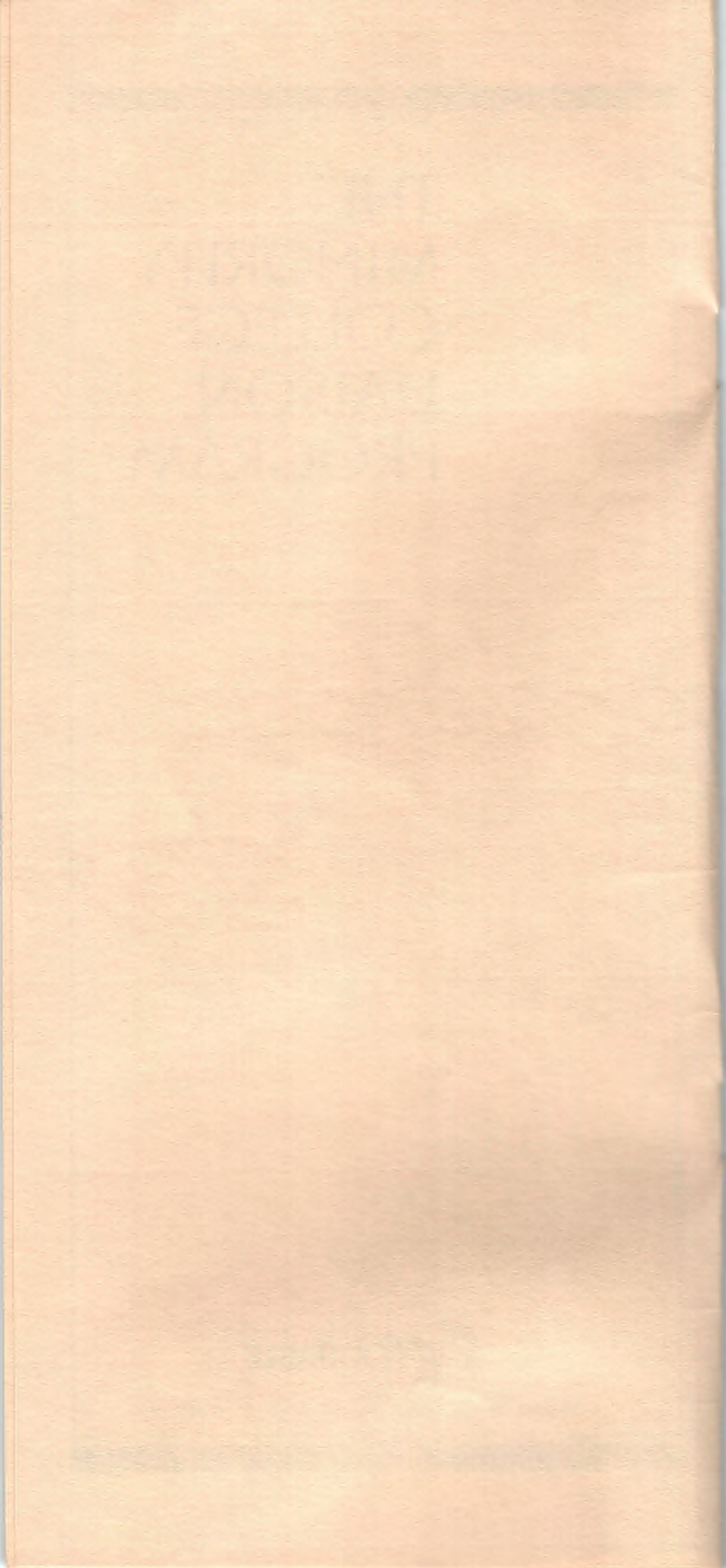
Ronald Reagan Presidential Library Digital Collections

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THE MINORITY COLLEGE LIAISON PROGRAM



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





COY EKLUND
Chairman and Chief
Executive Officer.

As the United Negro College Fund proclaims, so jarringly, "A mind is a terrible thing to waste." Surely access to intellectual development is imperatively the prerequisite to full, fair, and equal opportunity in America.

A college degree, a good job, a good place to work, a fulfilling career, all serve to convey a very special "badge of belonging." Those who acquire it become a positive, protective force in preserving and extending the blessings of our free society, and in assuring the continuity of a whole and wholesome socio-economic system. But it all starts with education.

Corporations must consider strong support for higher education and, in particular, to minority colleges. This should be done not in the spirit of philanthropy, not in the spirit of generosity, but in the awareness that these institutions contribute materially to preservation of the system of freedom and opportunity that comprises the essential underpinning for the continued existence of the private sector business establishment.

In attempting to do our part in The Equitable, we have undertaken a program of activities aimed specifically at minority colleges.

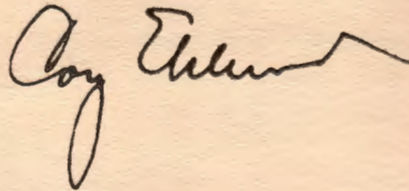
We call this our Minority College Liaison Program.

The Minority College Liaison Program is a major aspect of The Equitable's social performance corporate activity. Conceived four years ago, the program is an attempt to bring business and the academic community closer together, to work in ways that benefit both, as well as society as a whole.

At present, many of our top officers are voluntarily serving in a liaison capacity between The Equitable and twelve Black institutions wishing to develop such a relationship with us.

Our officers have brought in a wide range of Equitable resources, in addition to applying their own problem-solving skills and business expertise to help their schools in imaginative and creative ways. Vital to the program is the familiarity each officer develops with an institution, understanding its strengths, its challenges, and its emerging needs.

The interaction between The Equitable's officers and the various institutions in the program has produced some truly favorable, and even notable, results. In addition, some of these liaison officers have been elevated to the status of Trustees on their respective college boards. The very positive feedback we get from the liaison officers themselves makes clear they are enjoying a remarkable and valuable experience. As for the benefit to the institutions, we must let them speak for themselves. But thumb-nail resumes of liaison officer involvements are set forth briefly in the following pages.

A handwritten signature in black ink, appearing to read "Roy E. Turner". The signature is fluid and cursive, with a long, sweeping underline that extends to the right.



Alabama State University,
Montgomery, AL
Liaison Officer:
Richard M. Stone is Vice
President and a product
manager in the Individual
Operations Area.

Dick Stone's efforts have helped establish the Dean's Advisory Council—a working group of 15 prominent business and government executives advising the Dean on significant policy and management affairs. Stone is serving in his third term as President of the Dean's Advisory Council. An executive-in-residence program developed by Stone has brought 70 Equitable executives to the Alabama State campus to teach courses in the College of Business Administration. In addition, Stone has worked closely with the Dean on curriculum changes and a brochure aimed at recruiting additional faculty, and has provided library material.



Benedict College,
Columbia, SC
Liaison Officer:
John H. Goddard is
Executive Vice President
in charge of the Corporate
Operations Area.

John Goddard's appointment as a liaison officer to Benedict College marks an expansionary phase in the Minority College Liaison Program. In his short tenure, Goddard has begun to establish strong ties between The Equitable and Benedict.



Clark College,
Atlanta, GA
Liaison Officer:
Mel H. Gregory, Jr., is
Senior Vice President in
charge of Corporate
Communications.

Mel Gregory has helped institute some major programs for Clark. Key among them are the development of a preventive maintenance schedule for managing real estate properties and consultation services in the computer field. He has also helped channel some valuable in-kind contributions to the college. Gregory was elected a Trustee of Clark in February, 1982.



Fisk University,
Nashville, TN
Liaison Officer:
James A. Attwood is Senior
Executive Vice President
and Chief Investment
Officer.

Jim Attwood was elected to Fisk's Board of Trustees in July 1976 and has served as Vice Chairman of the Board. He has also served as a member of the Executive Committee and of various other committees, including Business Affairs and Development. He was instrumental in The Equitable's sponsorship of the Fisk Jubilee Singers at Carnegie Hall.



Howard University,
Washington, D.C.

Liaison Officer:

Harry D. Garber is Senior
Executive Vice President
and Chief Financial
Officer.

Harry Garber's efforts have focused on Howard's School of Business and particularly the Center for Insurance. He was instrumental in arranging Equitable's grant of \$175,000 for the development of the university's Actuarial Science Program. He has also been responsible for the loan of Vice President Bob Randall as an executive-in-residence to assist in the development of the program.



**The Martin Luther King
Center,** Atlanta, GA

Liaison Officer:

Leo M. Walsh, Jr., is
Executive Vice President
in Investment Affairs.

Within the last year, The Equitable's Liaison Program has expanded to include organizations that serve the minority community. Prominent among them is Atlanta's Martin Luther King Center. As the liaison officer, Leo Walsh has helped place Equitable staff member Barbara Ward as executive assistant to President Coretta Scott King. He has also been instrumental in obtaining a contribution of office furniture for the Center.



TOP: Chairman & Chief Executive Officer Coy Eklund honors Christopher Edley (left), Executive Director, United Negro College Fund, with The Equitable's Howard B. Shepard Award. Agency Manager Leroy Beavers (middle) looks on. **CENTER:** Vice President Randall Proctor and former Chairman John Fey, with officers of St. Augustine's College: (from left) Prezell Robinson, President; Proctor; John Burgess, Trustee Chairman; Fey; Mervyn Gaskin, Trustee; H. Rodney Sharp, III, Trustee. **BOTTOM:** Senior Executive Officer Harry Garber (second from left), along with VP Frank Savage (left), presents the first installment of a \$175,000 grant to Howard University President, Dr. James E. Cheek, and Dr. Lorraine Williams, Vice President of academic affairs at Howard.



TOP: Vice President William McCaffrey (center) with laboratory equipment donated by The Equitable to Xavier University. Others with him are: Anthony M. Rachal (left), Jr., Executive Vice President, Xavier University, and Vice President Robert Graham (right). **CENTER:** Executive Vice President David Harris (left) with Donald Stewart, President, Spelman College. **BOTTOM:** President John Carter (left) with summer interns at The Equitable.



Morehouse College,
Atlanta, GA
Liaison Officer:
John B. Carter is
President and Chief
Operating Officer.

John Carter was elected a Trustee of the College in March, 1980. Since that time, he has initiated a number of projects and programs involving The Equitable with the college. One Equitable employee, Bob Malone, served as Director of Corporate Relations on the Morehouse Administrative Staff during the 1980-81 academic year. Another Equitable officer acted as a consultant to the college's Business and Economic Department assisting in the development of new insurance and actuarial courses.



**The School of Medicine
at Morehouse College,**
Atlanta, GA
Liaison Officer:
Morton D. Miller is former
Vice Chairman of the
Board.

Mort Miller is the Chairman of the Development Committee of the Board of Overseers. In this role he assisted in the recently completed campaign to raise \$1.5 million from private sources for the purchase of land and for the construction of the school's Basic Medical Sciences Building.



Spelman College,
Atlanta, GA
Liaison Officer:
David H. Harris, is Senior
Executive Vice President
and Chief of Staff.

Dave Harris has helped bring together professionals from The Equitable and Spelman in some key areas—staff development, student and faculty enrichment, planning, marketing, and fund-raising. Through his efforts, Equitable consultants presented a two-day workshop on Focused Selection Interviewing and participated in seminars on strategic planning and fund-raising.



St. Augustine's College,
Raleigh, NC
Liaison Officer:
Randall W. Proctor is
Senior Vice President.

As a member of the Board of Trustees of St. Augustine's, Randy Proctor participates in key strategic planning and decision-making sessions and also serves as a member of the Financial Resources and the Academic Resources Committee. He has participated in major college convocations and helped the college launch a major fund-raising drive.



Talladega College,
Talladega, AL
Liaison Officer:
John R. Goodroe is Senior
Vice President in charge
of the Central Services
Sector.

Talladega's relationship with The Equitable began with the appointment of Ray McCullough as its liaison officer. Since then, John Goodroe has helped extensively in some key areas of the college's activities: data center management, purchase of printing and copy systems hardware and group benefit plans. He helped initiate an on-site inspection of Talladega's campus and landholdings as well as an assessment of college property.



Tuskegee Institute,
Tuskegee, AL
Liaison Officer:
Milton G. Klein is Vice
President in charge of
Agri-Business Investments.

During the last few years, Tuskegee has been involved with three liaison officers from The Equitable—Don Waugh, Robert Kist and, now, Milt Klein. Together, they have arranged for assistance in a number of areas, including computer needs, plant maintenance, the development of small model farms, and the establishment of an "urban initiatives" program.



Xavier University,
New Orleans, LA
Liaison Officer:
William T. McCaffrey is
Vice President in charge
of Human Resources.

During 1981, Bill McCaffrey concentrated on expanding employment opportunities for Xavier graduates, placing two recent graduates and arranging on-campus interviewing and communication workshops to sharpen the skills of prospective graduates; providing consulting to the university president on curriculum, staffing, and property development. McCaffrey was also instrumental in donating to the College of Pharmacy and the Department of Medical Technology the entire facilities of Equitable's phased out clinical laboratory and a significant number of desks, files and furniture.

Interns

Internships have been another dynamic element of the Minority College Liaison Program. In 1981, 26 interns from the participating institutions took part in our summer internship program, working during the vacation period in various departments at The Equitable. They received valuable hands-on experience in the corporate world and their skilled work made significant contributions to our organization.

Other students have participated in our Summer Actuarial Program which involves senior level math students in work experiences that acquaint them with the opportunities and requirements of an actuarial career.

Executive-in-Residence Programs

Academic Institutions have always benefited from contacts with the business community. Several of our Minority College Liaison Program officers have brought Equitable executives from varied backgrounds to their campuses to work directly with students, in class and informally, and with college administrators in meeting specific challenges where we have found we can help.

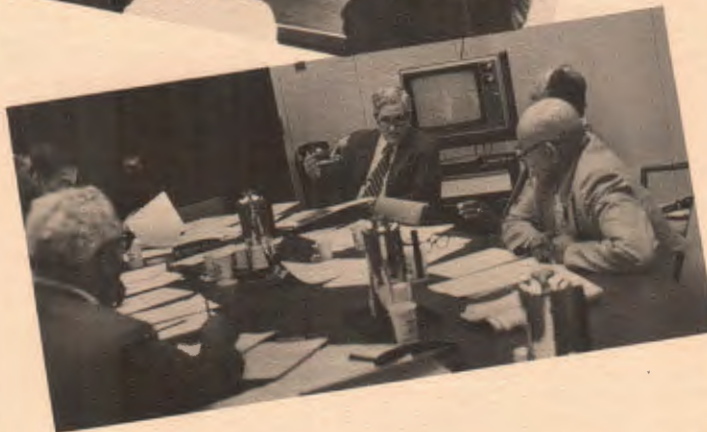
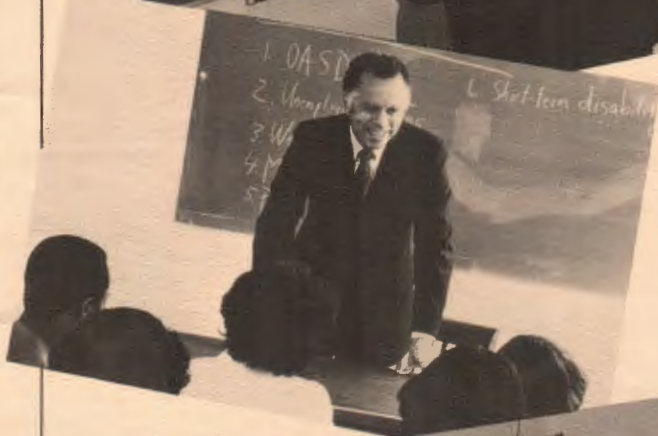
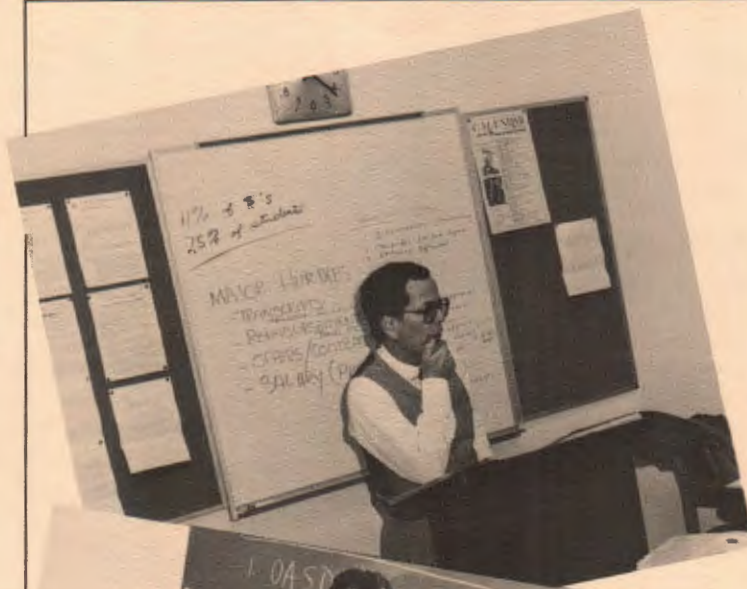
Corporate Contributions

Special financial assistance has become a part of the Minority College Liaison Program. A one-time cash grant of \$10,000 is made to each participating institution at the end of the first effective year of the liaison experience.

Many of the participating Black colleges are also involved in the College Endowment Funding Program which The Equitable helped develop with Dr. Frederick Patterson, founder of the United Negro College Fund.

This program creates an endowment out of modest initial deposits by the College and million dollar repayable loans from participating insurance companies. The program will repay the loans and additionally produce million-dollar endowments for the colleges within a 25-year span. So far, the following schools are participating in such Endowment Programs with The Equitable:

Benedict College	St. Augustine's College
Bishop College	Talladega College
Dillard University	Tougaloo College
Fisk University	Tuskegee Institute
Livingstone College	Virginia Union University
Oakwood College	Voorhees College
Paine College	Wilberforce University
Rust College	Xavier University



TOP: Vice President Dick Stone at an Alabama State University seminar. **CENTER:** Vice President and Actuary Robert Randall is on loan to Howard University. **BOTTOM:** Miles Prescott, Vice President, Investment Affairs (center) at a meeting with the president of St. Augustine's College, Prezell Robinson (partially visible, to Prescott's left) and a group of the school's trustees.

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