

Frank Stanton, President Emeritus of CBS, to speak at UCSD

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FRANK STANTON, PRESIDENT EMERITUS OF CBS AND CHAIRMAN, CORPORATE COUNCIL ON THE LIBERAL ARTS, SPEAKS AT UCSD

Frank Stanton, president emeritus of CBS, Inc. and chairman of the Corporate Council on the Liberal Arts, will be a featured speaker at the inaugural of the Graduate School of International Relations and Pacific Studies (IR/PS) at the University of California, San Diego.

Stanton will present the opening comments for the daylong event, which will be on Thursday, March 10, from 8 a.m. until 4:30 p.m. at the Mandeville Center Auditorium. The keynote address will be made by Governor George Deukmejian.

The theme of Stanton's remarks will be "Dynamic Alliances: Higher Education and Leadership for Corporate America." According to Stanton, there is an interrelationship and interdependency that corporations, governments and institutions of higher education must take advantage of to achieve a productive and well-informed work force and citizenry.

The Corporate Council's primary focus has been to evaluate the hiring and retention patterns of liberal arts students in the corporate sector. Established in 1984, with support from CBS, Inc., the Council's goal is to heighten understanding of the interrelationship between liberal arts education and effective corporate management and leadership. The Corporate Council is affiliated with the Center for Advanced Study in Education of the Graduate Center of the City University of New York.

"While the Council is not a policy-oriented entity, we can provide information for those who are in a position to dictate educational and industrial strategies with an eye towards the 21st century," Stanton said.

The Council has just completed a comprehensive profile of what a liberal arts degree means to corporate officials, academic professionals and students. Fortune 1,000 companies, medium-sized companies (determined by their growth revenue), and 500 mid-level managers in the manufacturing, service, light industry and high tech fields were surveyed by the Council. It is anticipated that the study will be ready for release by spring 1988.

The study shows that students are enrolling in vocational fields and professions such as marketing, and are missing the overall, long-term picture that a well-rounded liberal arts education can provide. The Council believes that a strategic plan must be developed early to raise educated children to become enlightened adults in society.

Stanton's remarks will open a panel discussion entitled "Competition and Cooperation in the Pacific: The Challenge for Education." "A liberal education, which encompasses both qualitative and quantitative coursework, is the most advantageous for achieving the cooperation-we are seeking with emerging trading partners," Stanton said. "It is the barometer for Preparing students for that interrelationship."

Stanton was chief operating officer of CBS from 1946 until his retirement in 1973. He was the founding chairman of the Center for Advanced Study in Behavioral Sciences and a former chairman of the Rand Corporation. He is a member of the President's Committee for the Arts and the Humanities; a director of the International Herald Tribune (Paris); and a trustee of the Educational Broadcasting Corporation, the National Humanities Center, the Lincoln Center Institute and the Carnegie Institution of Washington. Stanton is also chairman emeritus of the American Red Cross, having served as chairman under appointments from former Presidents Nixon and Ford.

He is a graduate of Ohio Wesleyan University and received his Ph.D. from Ohio State University.

University of California President David Gardner will address the audience following Stanton. Harold Meyerman, president and chief executive officer, First Interstate Bank; and Lawrence Krause, UCSD professor of International Relations and Pacific Studies, will participate in the morning panel discussion, moderated by Gerald Warren, editor of the San Diego Union.

The Governor's keynote address will be followed by a luncheon and afternoon panel discussion on "Liberal Arts Majors in Professional Careers: Current Trends." Michael Useem, associate dean of the College of Liberal Arts and professor of sociology, Boston University, has completed a recent study on that topic. He will be joined by Stanley Burns, president of Chase Bank Maryland, and Peter Gourevitch, dean of IR/PS, in the discussion, moderated by Mary Walshok, associate vice chancellor, UCSD Extended Studies and Public Service.

Additional remarks will be made during the opening ceremony by Assemblywoman Lucy Killea, UCSD Chancellor Richard Atkinson and Peter Gourevitch.

The program was made possible by support from the UCSD Chancellor's Associates and the Corporate Council on the Liberal Arts. Registration for the daylong event is by ticket. For more information call the Graduate School of International Relations and Pacific Studies, 534-1465.

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