



The HarBus News

Serving The Harvard Business School Community

Editor - in - Chief
Benjamin M. Compaine

Editor
John W. Russell

Business Manager
James B. Eversmann

Executive Editor
Fred B. Wood

Advertising Manager
Mark L. Ludwig

A Needed Step

Much of the essence of Harvard Business School involves the bringing together of people of various backgrounds, thus providing numerous perspectives on problems and issues. The School recognizes that all issues cannot be discussed unless HBS is truly a national school.

Yet, up until very recently, HBS lacked most conspicuously the perspective of the black community having had a total of only 24 Negro graduates since 1945. The reasons, of course, are numerous, some the fault of insufficient enthusiasm for recruitment on the part of the Business School, some outside the control of the School.

The point is that today, society is not going to be placing only white leaders into important administrative positions. Both government and industry are looking for trained black managers. However, black students in college, even more than many of their white contemporaries, are skeptical of the opportunities which an MBA could provide them. Moreover, often saddled with greater debt accumulated in obtaining a college education, they see little incentive to assume greater debt to achieve graduate education in business administration.

It is thus of particular significance that the Business School has embarked on an aggressive recruiting drive to actually sell the concept of graduate business school to those who are the most cynical. Utilizing the suggestions and service of the still small but growing number of black (and Mexican American) students here, the administration has gone beyond mere rhetoric and has reserved over \$200,000 in scholarship aid for about 54 minority group (mostly black) students for next year alone.

Some may argue that that is still not enough. Maybe so, but it is certainly a far cry from just last year and is a relatively large chunk of total fellowship funds. Other students and faculty may feel strongly that committing such funds is in effect reverse discrimination, since there are many white students who may be just as deserving financially. There are many reasons why we support such so called reverse discrimination. Part of it involves what we believe to be the educational job of the school in consciously working for as complete a variety of background and perspectives as possible. Another aspect involves cultural values: a white student knows that with a Harvard MBA he can get a good enough job to pay off his loans with little hardship. The black student, on the other hand, has no such expectation. His experience just doesn't convey this idea. He must be convinced that it is worth his while to come here. Once in contact with the School, it will quickly become obvious that the opportunities for him are there.

No school exists merely to satisfy the needs of a particular interest group. Harvard could never be a great institution if its sole basis for existence was so pragmatic. It must consider the needs and wants of the society. For this reason, if for no other, the present admissions policies must be persued.

Political Editor
JACK FRIEDMAN

Assistant Editor
CHRISTOPHER H. LOVELOCK

Photographic Editor
HARRY NEWTON

Sports Editor
RONALD M. COHEN

Wives' Club Reporter
LYDIA OPPMANN

Cartoonist
WILLIAM S. DONNELL

Business Associates
JOHN TORKELSEN Vikram Rajaram

Travel Editor
JOHN WURSTER

Reporters:
RALPH AIKMAN, JEFF CHOKEL, WINSTON DUKE, DICK LOFTEN, JOHN MERRILL, WIL STEVENS, SEAN WITHROW

Published each Thursday throughout the school year at the Harvard Business School, Boston, Mass., 02163. All business communication should be sent to THE HARBUS NEWS, Kresge Hall, Telephone 617-547-9800, ex.466 or 503.