

Panel recommends changes for student participation

Major changes proposed in the report of the Academic Council's special Panel on Student Participation in Academic Governance are in two areas: Minority student representation and faculty prerogative in rights and responsibilities.

The special panel was established at last month's Council meeting to review the report on student participation (McKee Report) that was rejected by the Academic Senate last spring.

The panel reaffirms the recommendation that any student representative (on a standing committee or on the Council) should have voting privileges.

"We are persuaded that the faculty shares this view," the report states, "and that it finds very few connections in which the larger interests of the University would not be advanced by involving students in actual decisions of policy."

But, the report continues, "there are

Council to get three reports

Three reports fill the agenda for the Academic Council meeting today at 3:15 p.m. in the Con Con Room of the International Center.

The first is the report of the Special Panel on Student Participation in Academic Governance.

The second is a report by Provost John Cantlon on the recent Board of Trustees vote rejecting bylaw amendments to create a University Committee on Faculty Compensation and Academic Budget and to broaden the charge of the University Committee on Faculty Tenure. Those bylaw amendments were approved by the Council and by the Academic Senate last spring.

The third report concerns student regulations — a report tabled by the council a year ago. Vice President for Student Affairs Milton B. Dickerson will propose a resolution to the Council that would recommend to the trustees that these regulations be adopted "as an interim set of regulations to be in force until a permanent code of University regulations is promulgated for students, faculty and staff."

The regulations concern grading, records and identification, University facilities, materials and services and "individual integrity."

some connections which the faculty conceives to lie within its prerogative domain. These connections are the matters intended whenever a member of the faculty speaks of his rights and duties as a professional, or of the

university scholar's role . . . as the enactment of a public trust."

These matters are not negotiable, the report states.

"That was in effect what the Senate's

(Continued on page 2)

Housing survey: What it reveals

Recently released findings of the survey of student and parent attitudes toward residence hall alternatives show general agreement among students and among parents. But they reveal some wide differences between the two groups.

The survey was taken this summer by the Office of the Vice President for Student Affairs. A total of 22,247 questionnaires went to each group. The student return was 8,013 (36 per cent), and parent respondents numbered 9,492 (42 per cent).

The report emphasizes that the findings are preliminary. It adds: "It is not to be assumed that the student and the parent sample came from the same family population."

EACH RESPONDENT was asked to indicate preferences from among four housing options:

* Option 1 — Closing hours at about midnight on weekdays and 1 a.m. Fridays and Saturdays, with no guests of opposite sex permitted at any time.

* Option 2 — Same closing hours, with no guests of opposite sex permitted after closing hours.

* Option 3 — Same closing hours; after-hours visits permitted for guests with escort.

* Option 4 — No closing hours, no limitation on guests.

In considering these options for women students, the total parent sample favored the options as follows: Option 1 — 34 per cent; option 2 — 52 per cent; option 3 — 7 per cent; option 4 — 3 per cent.

The student sample responded as

Handbook available

The 1970 Policy Handbook for MSU Faculty — including a number of new and rewritten items — is now available from the Office of the Provost, in Room 310, Administration Building.

follows in applying the same options to women: Option 1 — 3 per cent; option 2 — 20 per cent; option 3 — 39 per cent; option 4 — 31 per cent.

Weighing the same four options for men students, the total parent sample responded as follows: Option 1 — 32 per cent; option 2 — 48 per cent; option 3 — 8 per cent; option 4 — 7 per cent.

Student respondents reported as follows in rating the options for men: Option 1 — 3 per cent; option 2 — 10 per cent; option 3 — 15 per cent; option 4 — 63 per cent.

ASKED TO indicate whether they favor a residence hall arrangement in which men and women could be in alternating rooms or suites on the same floor, the parent sample returned a 7 per cent "yes" vote and 93 per cent "no."

The total student sample split on the same question, 50 per cent to 50 per cent. Male respondents favored the arrangement, 64 per cent to 36 per cent; females rejected it, 60 per cent to 40 per cent.

The results also showed that 87 per cent of the parents and 60 per cent of the students favored a quiet hours provision for all halls. Forty-three per cent of the parents favored requiring students to spend two years in residence halls, and 23 per cent favored a one-year requirement.

ALL WOMEN currently have selective hours — no curfews — but women's residence halls are closed at midnight Monday through Thursday, and at 1 a.m. Friday and Saturday.

All first-year undergraduate students (freshmen and transfer) must reside in residence halls during their first year. Exceptions include married students, those over 21 and those living with parents.

Campus social regulations permit guests in women's residence halls after closing hours, provided the guests have specific escorts.

The new faculty (No. 3):

They're at attention when he walks in

His students stand at attention when he enters and when he leaves his classroom. His appointment procedures differed somewhat from other new faculty, and he knows that he will remain here just three years with a possible one-year extension.

But while the circumstances of his appointment and of his classroom setting may differ somewhat from many other faculty, the reactions of Air Force Maj. Douglas Aho, new assistant professor in aerospace studies, differ little from those of other new faculty members.

He says he is impressed by the beauty of the campus, the people whom he has



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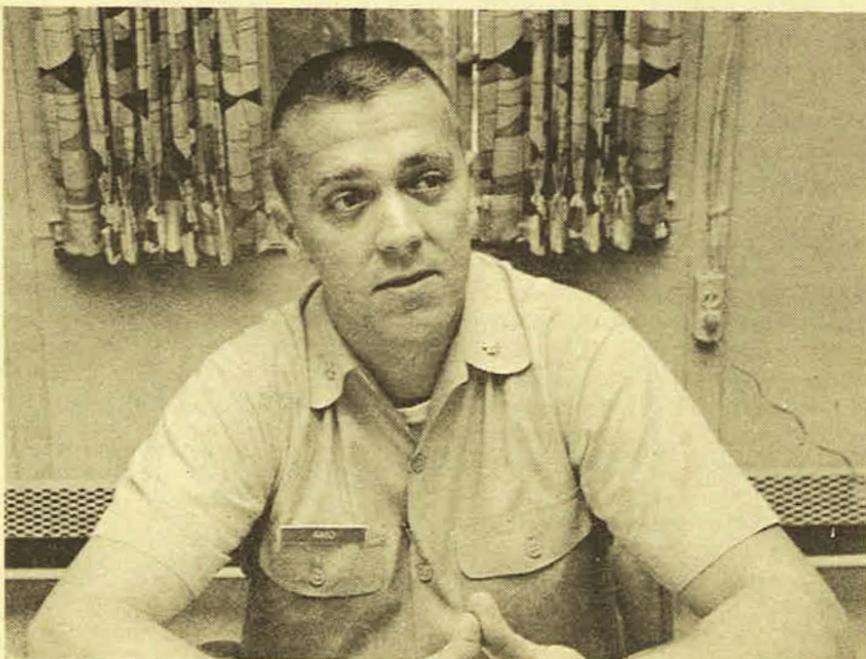
Nov. 3, 1970

Meeting to explore status of women

The Committee Against Discrimination has planned a meeting to review the status of women at Michigan State. All women's organizations and women's right organizations are invited to send representatives to the meeting, according to Albert Martin, administrative assistant in Equal Opportunity Programs.

He has asked that groups and individuals interested in the meeting call him at 353-3922, before 5 p.m. Thursday (Nov. 5).

Purpose of the meeting, Martin said, is to establish a task force of representatives from various women's groups that will study the status of women here.



Douglas Aho: A different setting

(Continued on page 4)

Panel recommendations. . .

(Concluded from page 1)

rejection of the Council's revisions signified — not a rejection of student participation or a failure of respect, but a simple reminder to all parties that disciplined capacity implies precedence in the community of scholars."

The panel thus recommends bylaw amendments which would grant students the right to vote on all councils or committees on which they sit, "except for matters which the faculty specifically reserves to itself." The exceptions include:

*Matters of exclusive concern to the faculty, such as salary, leaves, insurance and other fringe benefits, health service and housing and retirement;

*Matters affecting the distinctively professional duties of the faculty, "namely, the duties that flow from the faculty's obligation to maintain the intellectual authority of the university as a center of detached inquiry and disinterested pursuit of truth;"

*Matters in which the distinctively professional rights of the faculty are at issue, particularly in substantive issues of tenure.

The panel recommends further a bylaw amendment that reads: "Any act which diminishes, suspends or compromises the distinctively professional rights or duties of the faculty is destructive of the interests of the University and is forbidden by these rules."

* * *

THE PANEL also proposes that student representation in the Academic Council include 15 undergraduates (one from each of the colleges whose primary task is the education of undergraduates, plus one each from the Colleges of Human Medicine and Veterinary Medicine) and six graduate students selected by the Council of Graduate Students (COGS). This does not differ from the recommendations in the McKee Report.

The panel suggests a modified system for minority student representation, however, including 10 student representatives to the Academic

Council, to be elected at large by the student body, with at least two seats reserved for women and at least six for nonwhites.

The McKee Report had recommended that not more than 10 seats be provided in the Council for minority students, with selection by a means decided upon by the Office of Black Affairs (part of ASMSU) in consultation with the several colleges.

The special panel recommendations for minority student representation on standing committees would provide two at - large student seats on each committee, at least one for a woman and at least one for a nonwhite. These would be appointed by the student members of the Council (acting as a student committee on committees). The proposed committee on faculty compensation and academic budget would be excepted from this provision.

The McKee Report had recommended that "if so determined" (by the Office of Black Affairs) one to three minority student representatives would be included on the business affairs, curriculum, educational policies, faculty tenure, honors programs, international projects, library and public safety committees; and one to four minority student representatives, if so determined, on the faculty - student affairs committee and the committee on academic governance.

Tables on this page show current composition of the Academic Council and standing committees and the composition as proposed by the McKee Report and the current report of the special panel.

* * *

OTHER PROVISIONS in the special panel report include a bylaw amendment to open the Academic Senate meetings to observers. This proposal was defeated by the Senate June 3 by a vote of 289 - 255.

Also, the panel recommends that a provision be stricken which would allow the Elected Faculty Council to make recommendations directly to the Senate

without going through the Academic Council.

"If this section means what it says, it is unnecessary, since it accomplishes nothing which cannot be equally accomplished in ordinary channels," the report states. "If it means anything else, it is inconsistent with the spirit of the present proposals, since its effect will be to transform the Academic Council into a ceremonial body."

The panel also reaffirms the McKee

Report recommendation for a student seat on the faculty steering committee, either graduate or an undergraduate, to be appointed by the student representatives to the Council from among themselves.

The panel included: John F. A. Taylor, professor of philosophy (chairman); Beatrice Paolucci, professor of family ecology; Willard Warrington, professor of evaluation services.

COMPOSITION OF THE ACADEMIC COUNCIL

	Current	McKee Report Proposal	Special Panel Proposal
Presiding Officers:			
President	1**	1*	1*
Provost	1	1	1
Elected Faculty Council:			
Elected Faculty Representatives	56	56	56
Steering Committee:			
Faculty Members	5	5	5
Student Member	-	1	1***
Appointed Council:			
Deans (of colleges; of students; of graduate school; of international programs)	20	20	20
Ex Officio Members:			
Officers and Directors	6*	6	6
Chairmen of standing Committees	9*	11	12
Student representatives:			
Undergraduates	2*	15	15
Graduates	1*	6	6
Minority	-	10	-
Representatives at-large (women; non-white)	-	-	10
TOTAL	101	132	132

* Non-voting members

** May vote to break ties

*** The student member of the steering committee would be selected from among student academic council members, thus is not included in the total membership figure. Faculty members of the steering committee are elected from among the University's voting faculty.

MEMBERSHIP OF THE STANDING COMMITTEES OF THE ACADEMIC COUNCIL¹

	Current				McKee Report Proposals					Special Panel Proposals								
	Elected Faculty	Students Undergrad	Students Graduate	Total	Elected Faculty	Non-College Faculty	Students Undergrad	Students Graduate	Minority	Total	Total	Faculty ²	Students Undergrad	Students Graduate	At Large	Total	Total	
Business Affairs	13	1	1	15	13	1	3	1	1-3	5-7	19-21	14	3	1	2	6	20	
Curriculum	15	1	1	17	15	1	6	1	1-3	8-10	24-26	16	6	1	2	9	25	
Educational Policies	16	1	1	18	15	1	6	3	1-3	10-12	26-28	16	6	3	2	11	27	
**Faculty Compensation and Academic Budget	13	(Currently Faculty Affairs)			13	1	0	0	0	0	14	14	0	0	0	0	14	
Faculty Tenure	13	0	0	13	13	1	3	1	1-3	5-7	19-21	14	3	1	2	6	20	
*Faculty-Student Affairs	13	(Currently Student Affairs)			6	-	5	4	1-4	10-13	16-19	6	5	4	2	11	17	
Honors Programs	13	0	0	13	13	1	6	1	1-3	8-10	22-24	14	6	1	2	9	23	
International Projects	13	1	1	15	13	1	3	2	1-3	6-8	20-22	14	3	2	2	7	21	
Library	13	1	1	15	13	1	3	2	1-3	6-8	20-22	14	3	2	2	7	21	
*Academic Governance	-	-	-	-	15	1	-----15-----		1-4	16-19	32-35	17	-----15-----			2	17	34
*Building, Lands, and Planning	-	-	-	-	-	-	-	-	-	-	---	14	3	1	2	6	20	
*Public Safety	-	-	-	-	5	-	4	1	1-3	6-8	11-13	7	4	1	2	7	14	

¹ The College of Osteopathic Medicine is not included in these proposals.

² These figures include one representative from the non-college faculty, as provided for in section 5.2.2.4. of the panel's report. The committees on public safety and faculty-student affairs are excepted from this provision; their faculty members will be elected on a rotating basis.

**The proposal for this committee was rejected by the Board of Trustees at its Oct. 16 meeting.

*New committee.

Environment in classroom

The range of classes dealing with environmental quality is especially wide at Michigan State, where the Offices of Students and Faculty for Environmental Action reports more than 400 such courses.

MSU's interdisciplinary course, Resource Ecology and Man, attracted 1,100 students this fall, 700 of whom had to be turned away.

AMONG MSU's courses focusing on the environment are several that cover a variety of issues and are free from prerequisites:

Technology and Society (EGR 200); Management of Fish and Wildlife Resources (FW305); Man: The Endangered Species (IDC 421); Fundamentals of Environmental Design (LA 101); Wilderness Survival (PRR 480); Conservation of Natural Resources (RD 301); Man and His Shelter (UP 433).

Additional details are available from the Office of Students and Faculty for Environmental Action, 305 N. Kedzie, 344-6667.

Russian film

The Russian and East European Studies Group will show the film "And Quiet Flows the Dawn" Thursday, Nov. 5, at 7:30 p.m. in 101 N. Kedzie Hall.

Letters

Faculty not a threat to Board

To the Editor:

On Friday, Oct. 16, the MSU Board of Trustees voted overwhelmingly to defeat two faculty proposed amendments to the Faculty Bylaws which would have broadened faculty participation in administrative decisions regarding tenure and faculty compensation.

The proposed amendments would have established a faculty committee on compensation and academic budget. This committee would have consulted with the administration on budget requests, fund allocations and other financial decisions and would have worked to improve the economic status of the MSU faculty. A second amendment would have made decisions of the University Faculty Tenure Committee binding on the administration and the faculty member concerned.

These two critical amendments to the Faculty Bylaws were voted down 6-2. During the discussion of the amendments, the Board of Trustees made it clear that they thought too much power had been lost already.

It is clear that even this modest attempt to expand faculty powers at MSU posed enough threat to the MSU

'Lexical frigidity?'

To the editor:

I was enchanted by the Oct. 27 Faculty News article about (Paul) Dressel's speech on flexible rigidity (or was it lexical frigidity?), refurbishing the fashion parade of criticisms of contemporary education. Assuming that he was not merely (w)rapping, I await the unveiling of his renovated university organization design, dreaming of the time I can lecture in a brand new Maidenform bra.

Coup fourre,
Jeanne E. Gullahorn
Associate professor of psychology

Administrators plan new group

A group of administrators at the State University of New York at Buffalo is spearheading an effort to form a national organization for college and university administrators.

Organizers of the group, to be called the American Association of University Administrators, hope to have a convention later this fall at which association bylaws, aims and membership criteria will be formalized.

One of its organizers, Tom Schillo, assistant vice president for business affairs at Buffalo, said the group will be patterned after the American Association of University Professors (AAUP).

He said the planned organization would be for "people engaged in making

decisions that affect the university" — a group whose activities have not been clearly characterized up to now.

The field of college and university administration still lacks some criteria in order to be a true profession, Schillo said, and the proposed organization would be designed to meet those criteria.

* * *

THE IMPETUS for forming a national association for administrators began at Buffalo, and it now includes 60 charter members from around the country.

Once these members draft a constitution, Schillo said, the association will open for general membership. He added that membership probably will be comprised mainly of "middle

management" campus administrators, not only top-level administrators.

Ultimately, the founders hope, the association will have a national office, its own journal, and other services and programs.

Schillo emphasized that such items as conditions of employment would not be top priority for the association.

Another spokesman for the group, Andrew W. Holt, assistant dean of the graduate school at Buffalo, said that few administrators "are in key positions of policy-making. The average administrator has no job security and he has little voice in university affairs."

The group's present office is at 1 Library Circle, Crosby Hall, Buffalo, N.Y. 14214.

The University position on housing options

The University administration's position on living pattern alternatives for MSU was presented, discussed and approved at the Sept. 17 meeting of the Board of Trustees. That position is as follows:

During the summer of 1970, the Office of Student Affairs conducted a parent-student survey of all students planning to enter or returning to the residence halls at MSU.

The survey sought to determine opinions on living patterns for men's and women's halls. Results of the survey indicate preferences among students for a broad spectrum of living patterns from extremely restrictive to extremely liberal. The purpose of the survey is to assess opinions on a variety of housing

(See story, p. 1)

options, on the basis of which a comparable range in choices could be offered, meeting the satisfaction of students and parents.

The University therefore proposes during the coming year to develop a campus-wide plan making a wider range of residence living patterns available from which choices can be made and where resolution of differences in desired choice between parent and student will be their responsibility, not that of the University. This plan should be completed by March 1, 1971.

THE STUDENT affairs office in close cooperation with management has developed new alternatives and options for students living in the residence halls this year. For example, in Mayo Hall, men and women will live in the same building for the first time on alternative floors; a similar innovation has been adopted for Shaw Halls. In West Fee Hall, six precincts have been converted to apartments, one floor of which will house women, and in Williams Hall, all rooms have been carpeted and extra furniture has been added (and the board contract is optional).

These new facilities and options and a wide variety of additional ones need to be studied in the year ahead. In this way, a full range of living alternatives, subject to legal and financial constraints, can be developed for students living in residence halls beginning fall term of 1971.

In view of the survey and the apparent need to develop an even wider range of living patterns, including the more restrictive, the implementation of various proposals in differing living patterns will be delayed until the full analysis of the student-parent survey has been completed, on the basis of which the University will develop a revised campus-wide set of differing housing codes.

In the interim, to assist in the study and evaluation of alternatives, the residents and advisory staff of Snyder-Phillips should develop in coordination with the student affairs office a plan for living pattern alternatives for winter term, 1971.

THE PLAN would be subject to the following conditions:

1. Using the parent-student survey

as guidance and subject to any financial or legal restraints, the vice president for student affairs shall be encouraged to develop alternate living options at MSU.

2. The development of new living patterns to be determined by the vice president for student affairs shall be subject to the following guidelines:

a. Introduction of new living patterns shall be considered experiments subject to continuing review by the office of student affairs.

b. The number and kind of living options made available shall be subject to financial feasibility.

c. All assignments to any living pattern shall be voluntary.

d. In the event of the introduction of alternating apartments or rooms, the following guidelines shall apply: First-time freshmen under 21 years of age shall not be included during their first year of residence; students above the freshmen level but under 21 years of age shall be required to have parental consent.

* * *

THE PRECEDING guidelines shall be entered into as an experiment subject to continuing evaluation by the office of student affairs and subject to approval, modification or rejection by the Board of Trustees after two years. Abrogation of responsibility by student government as defined by the vice presidents for student affairs or business and finance shall be considered just cause for recommending to the president termination of the experiment by the Board of Trustees.

Enrollment is still open

Open enrollment for University insurance benefits will continue until 5 p.m. Friday (Nov. 6) for faculty and staff.

Programs open include the American Plan, TIAA Major Medical, Mutual of Omaha's accident insurance and Blue Cross - Blue Shield Coverage for any benefits or changes applied for this week will become effective Dec. 1.

Persons who do not wish to change their coverage don't need to participate in the open enrollment.

The Staff Benefits Division will enroll faculty and staff in Room 344, Administration Building this week. Representatives from staff benefits will also be available today in the small dining room of West Shaw Hall, 3 to 4:30 p.m., and Wednesday in the Captain's Room of the Union, 3 to 4:30 p.m.

Richard J. McLeod
Associate professor
Science and Mathematics Teaching Center

Wharton tells businessmen

Aim for 'social profitability' too

(Following are excerpts from a speech, "The Social Responsibility of Free Enterprise," delivered recently by President Clifton R. Wharton Jr. during the Detroit Management Conference. Sponsors of the event were MSU's Graduate School of Business Administration, the Business Alumni Club and the Advanced Management Program Club).

THERE CAN BE little doubt that our free enterprise system is largely responsible for the United States' massive productivity and wealth. Many thoughtful and sober people, however, believe that we have obtained this great material affluence at the expense of the quality of our environment and of human life. They seriously question the ability of our existing institutions to insure that economic growth and profit are not achieved at the expense of the qualitative dimension of life. Questions such as these must be dealt with in an institutional setting of reference and concern that is wider than just the private enterprise sector.

The major institutions of this society are in crisis. People, not just our youth, have lost confidence in the capacity of our institutions to be responsive and effective in the face of society's many problems. Not just business, but government and education are subjected to great criticism.

All these institutions have lost much of their legitimacy and support in society. Questions are even raised as to the commitment of these institutions to such basic values as justice, equity and order. If society is to survive, these institutions must re-establish their legitimacy . . .

* * *

IF WE ARE to revitalize society's confidence in market institutions, then it is absolutely essential that the private sector develop its own systems for weighing the factors of profit and loss. Each firm does, in fact, make entries into Society's ledgers of profits and losses which are over and above the usual ones for the firm itself. There is, thus, a "private profitability" and a "social profitability."

In the past, there have been occasions when the sole pursuit of private gains which are positive has at the same time led to social returns which are negative. The increasing complexity and interrelatedness of our society requires that greater attention be given to social profit and loss — the "social profitability" — of our various institutions, both public and private.

The business community is awakening to the importance of its social responsibility. The issues of urban decay, racism and environmental pollution form the crucible for this awakening.

Underlying these issues is a mounting apprehension that despite the evident success of the private sector in helping produce the most affluent nation in history,

New faculty . . .

(Concluded from page 1)

But the educational factor was probably the more important one — his wife is completing her bachelor's degree here; he hopes to obtain a second master's in education, and the teaching experience is good for a tentative goal of teaching after retirement from the Air Force in about eight years.

Although this is his first regular teaching assignment, Maj. Aho was trained by the Air Force for five weeks in an academic instruction course (eight hours a day) before coming to MSU. He has also taught weather school in the Air Force and has been in positions which might be compared to standing before a classroom. One of his first assignments in Korea, for example, was to brief seven generals.

Now he is teaching leadership and management principles to seniors (three classes a week, three times a day).

* * *

WHEN AN ROTC position is vacant, the military branch handles preliminary screening of candidates. Military and academic credentials are then reviewed by the department and by the University's military education committee.

REACTIONS to coming to a campus which experienced a movement to abolish ROTC last spring?

"I think it's sad. I don't think people

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realize just what ROTC has to offer."

He says the Air Force provides experience in management and working with people that other college graduates have to wait years for. And he said there should be support within the University community for officers trained within that community — "indoctrinated by the University," as he puts it.

"World tensions being what they are, we are not going to eliminate the Department of Defense," he says. "ROTC is offered at a reasonable price, bringing together students from different backgrounds and from different disciplines within the University."

The students, Maj. Aho says, "are sharp. They have a jump on when I was in school. For example, in their class presentations, some came across real great. That speaks well for the academic environment."

But, he says, "I believe we have a lot of strong support here. The problem is one of exposure to get to the kid."

The military influence is there, of course, in ROTC. But, Maj. Aho says, "I don't think Air Force life is as formal as everyone thinks it is. Rank has its privileges and all that, but work is more informal because it is conducive for getting the job done."

So class is informal, with students and instructor seated in seminar fashion at U-shaped tables.

"I have a lot of fun," Maj. Aho says, "and I'm sure the kids do, too. We're trying for group interaction, and there is a lot of individual contact."

Class size helps — the average is 10, he says, and he considers that fortunate — "I expect to learn a lot."

He says he was a little apprehensive about coming back to college ("It's been a few years . . .") and facing students, but, "I'm enjoying it tremendously."

And, "hopefully I'm getting something across to the kids."

something is missing in the social productivity of that effort. This awakening is customarily focused on the need for private enterprise to include within its profit-making calculus an additional social dimension . . .

* * *

THE DRAMATIC impact of explosive urban ills has caused enlightened businessmen to realize that they and their firms bear some of the responsibility for the sprawling urban decay and the important human problems generated by this phenomenon.

Under these circumstances, a whole array of efforts have been made by the business community in an attempt to grapple with the problems which have been ignored all too long.

The Urban Coalition, the New Detroit, Inc., and the National Alliance of Businessmen are just a few of the examples which might be cited. Businessmen realized that they could not apply the simple profit-loss calculus to the human equation of the plight of the inner city.

. . . The experience to date suggests that many of the problems are much too large and complex to be solely responsive to one particular sector. This does not mean that the private sector should desist from such efforts or that it has no role. Rather, it has a major responsibility in a most difficult task in which other sectors of society must also play important and cooperative roles.

Business must continue to respond concretely and directly to the problems of its community both as a good citizen of considerable capacity and resources, as well as a producer of many of the goods and services needed in the solutions of public problems.

My main point is, however, that business must address itself to an additional responsibility that is uniquely its own. It must develop a greater sensitivity to the externalities — to the social costs — that its own processes and behavior impose on others in society. And it must find means of adapting its private market decisions to avoid or compensate for those social losses.

This is a tall order. No one yet really knows how to accomplish it. Thus, a social challenge of great creative potential lies ahead in developing the notion of the social productivity of the private firm.

* * *

MY OWN IDEAS on how to approach this lie in the direction of developing new but accepted rules for the market that introduce some of the social costs into the normal costs of doing business.

As this occurs, firms will shift from their traditional posture of providing assistance in many of these areas as a philanthropic or charitable matter. In the new situation, the rules of the market would allow firms to adopt business methods which would avoid the economic pitfalls that a single socially responsible firm now faces with stockholders or competitors.

Such an approach cannot be accomplished without the cooperation of some level of government enacting that new rule into a formal law or regulation.

The actions of government are equally responsible for many of the externalities that impose social costs (or benefits) on groups in society. In fact, this is the business of government. But often its actions tend to create unintended or unanticipated externalities — as businessmen are well aware . . .

However, we must take good care that in changing the rules of the market, and in responding to the issues of the urban crisis and environment pollution that we do not destroy or seriously erode the business and industrial tax base (which) is critical to the public sector's necessary response in these issues . . .

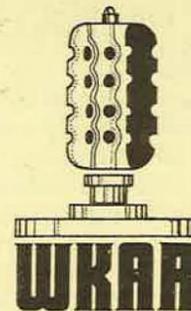
* * *

THE BASIC CHALLENGE which faces the private sector in our society is whether or not it is capable of responding meaningfully and effectively to the negative and even sometimes disastrous side effects which it often creates . . .

There is another challenge which complements the first: That is whether the private sector will become significantly involved in those problems which it did not create but which demand attention from the total community.

As John Kennedy said almost 10 years ago, "If a free society cannot help the many who are poor, it cannot save the few who are rich."

Put into our present context, if the private sector of our society will not contribute honestly and wholeheartedly to the solutions of contemporary social problems, then its inaction will be not only socially irresponsible but could be eventually self-destructive.



Wednesday, Nov. 4: 1 p.m. (AM) — "How to Kick the Habit: Drug Addiction and Avoidance" with two former addicts. 8 p.m. (FM) — "Venice Preserved" is the production on BBC World Theatre.

Friday, Nov. 6: 1 p.m. (AM) — "The Honest Politician's Guide to Crime Control. 8 p.m. (FM) — "The Maiden of Orleans" is tonight's opera.

Sunday, Nov. 8: 10 p.m. (FM) — New England Conservatory Concerts, with works of Sibelius, Debussy.

Wednesday, Nov. 4: 7 p.m. — "Beethoven: Sonatas for Violin and Piano," with violinist Paul Zukofsky and pianist Gilbert Kalish.

Sunday, Nov. 8: 12:30 p.m. — The Advocates debate "Should Police Gather and Maintain Intelligence Files on Political Militants?" 1:30 p.m. Civilization, with Kenneth Clark, is devoted to the 15th century in "Man — The Measure of All Things." 3 p.m. — Black Frontier features the stories of six black cowboys. 4 p.m. — "The Prairie Killers" is this week's feature on Our Vanishing Wilderness. 10 p.m. — "NET Presents Miss Peggy Lee" is a on-and-off-the-stage look at the famed vocalist. 11:30 — "Open Theatre: The Serpent."