

PARTIAL TRANSCRIPTION: "AN OVERVIEW OF
CORPORATE/FOUNDATION GIVING AT AT&T"

Guido Schlesinger
Education Program Manager
AT&T Foundation

GOOD MORNING:

I AM DELIGHTED TO BE HERE. THANK YOU SUZAN BRAINARD FOR YOUR KIND INVITATION AND THANK YOU TRISH BAILY FOR PUTING UP WITH MY ERRATIC CALL BACKS IN YOUR EFFORTS TO GET ME HERE. YOUR PATIENCE IS TRULY ADMIRABLE.

I WOULD HAVE LIKED TO ATTEND LAST NIGHT'S RECEPTION AND TO HAVE MET MANY OF YOU IN PERSON. BUT I HAVE TWO DAUGHTERS, 5 AND 3. WHEN THEY BECKON ME, THE WORLD MUST WAIT. YOU SEE, I HAVE A PERSONAL STAKE IN THE OBJECTIVES OF THIS CONFERENCE.

IT IS INDEED AN HONOR TO BE HERE AND TO PARTICIPATE IN A CONFERENCE THAT FOCUSES ON A NATIONAL AND INDUSTRY IMPERATIVE: PRYING OPEN THE DOORS OF OPPORTUNITY FOR WOMEN IN ENGINEERING AND THE PHYSICAL SCIENCES.

THAT THIS IS AN IMPERATIVE IS EVIDENT IN THE NUMBERS:

OF THE 1 MILLION ENGINEERS IN THE US TODAY, ONLY 4 PERCENT ARE WOMEN.

MALES HOLD 94 PERCENT OF ARCHITECTURAL JOBS.

MALES COMPRISE 98.7 PERCENT OF ELECTRICIANS.

MALES EARN 80 PERCENT OF ALL DOCTORATES GRANTED IN CHEMISTRY... ETC.

AT AT&T WE VIEW IT AS AN IMPERATIVE TO INCREASE THE NUMBER OF WOMEN IN ENGINEERING. WE DO SO FOR VERY OBVIOUS SELFISH REASONS. WOMEN AND MINORITIES ARE A CRITICAL POOL OF TALENT WE WANT TO TAP -- WE HAVE TO TAP -- IN ORDER TO MAINTAIN OUR COMPETITIVENESS.

WHEN SUZAN BRAINARD FIRST ASKED ME TO PARTICIPATE ON THIS PANEL SHE ASKED ME TO SHARE WITH YOU WHAT AT&T IS DOING IN THIS AREA. HAVING GIVEN THIS SOME THOUGHT, I DECIDED AGAINST IT BECAUSE YOU CAN READE OUR BIENNIAL REPORT TO GET THAT INFORMATION. YOU CAN GET OUR BIENNIAL REPORT BY CALLING 908-938-1414. ALL THE ORGANIZATIONS AND INSTITUTIONS THAT WE'VE SUPPORTED ARE LISTED THERE: FROM WEPAN TO MILLS COLLEGE; FROM WELLESLEY'S CENTER FOR WOMEN'S STUDIES TO THE WOMEN'S PROGRAM AT STEVENS; FROM THE MOTHER DAUGHTER PROGRAM AT ARIZONA STATE TO THE OUTREACH PROGRAM THAT THE COLLEGE OF ST. ELIZABETH IN NEW JERSEY HAS FOR YOUNG HISPANIC WOMEN; ETC...

WHAT THIS LIST DOES NOT REVEAL IS THE DEPTH OF OUR CONCERN ABOUT THE PAUCITY OF WOMEN AND MINORITY PARTICIPATION IN THE FIELD OF ENGINEERING. IT PERMEATES EVERYTHING WE DO. THE VERY FIRST QUESTIONS WE ASK A SCHOOL WHEN WE ARE APPROACHED FOR SUPPORT IS: "WHAT ARE YOU DOING TO INCREASE THE ENROLLMENT OF MINORITIES AND WOMEN IN ENGINEERING; HOW MANY BLACKS, LATINOS, AND WOMEN ARE ENROLLED IN YOUR ENGINEERING PROGRAMS; AND WHAT PERCENTAGE DO THEY REPRESENT IN YOUR GRADUATING CLASSES."

OUR TRUSTEES INSIST THAT WE PROVIDE THEM WITH THIS KIND OF DATA WHENEVER WE MAKE A RECOMMENDATION FOR SUPPORT FOR ANYTHING -- WHETHER IT BE JUNIOR FACULTY SUPPORT, SUPPORT FOR LABORATORY INSTRUMENTATION, FOR CURRICULUM DEVELOPMENT, OR SUPPORT FOR BASIC RESEARCH.

IT HAPPENS QUIET OFTEN THAT A UNIVERSITY WILL APPROACHE US FOR SUPPORT IN ONE AREA OF NEED, AND BECAUSE OF THE ANSWERS WE GET TO OUR QUESTIONS, WE END UP FOCUSING ON WOMEN AND MINORITIES AS THE AREA OF NEED WE WILL SUPPORT.

IN MY VIEW, BEING AN ADVOCATE ON THIS ISSUE IS AS IMPORTANT AS ANYTHING ELSE WE DO.

BEFORE THE QUESTION AND ANSWER SESSION, TO WHICH I WOULD LIKE TO DEVOTE MOST OF MY TIME, I WOULD LIKE TO TALK BRIEFLY ABOUT THE KIND OF ORGANIZATION WE ARE, WHAT DRIVES OUR PROGRAMS OR THE MISSION STATEMENT I WOULD WRITE FOR US, AND SOME THINGS YOU MAY WANT TO THINK ABOUT BEFORE YOU ENGANGE IN ANY "PARETNSHIPS" OR JOIN FORCES WITH PRIVATE INDUSTRY.

THERE ARE TWO WORDS THAT DEFINE WHAT WE ARE ABOUT AT AT&T. THE FIRST ONE IS THAT WE ARE AN ENABLING ORGANIZATION. WE EMPOWER OTHERS TO ACHIEVE.

IN BUSINESS WE PROVIDE YOU WITH THE PRODUCTS AND SERVICES THAT ENABLE YOU TO COMPETE. IN THE AREA OF PHILANTHROPY WE ENABLE INDIVIDUALS AND GROUPS OF INDIVIDUALS TO OVERCOME OBSTACLES TO BE THE BEST THEY CAN BE.

THAT'S WHY WE RESPONDED QUICKLY AND FAVORABLY TO SPELMAN WHEN WE WERE ASKED TO HELP THEM ESTABLISH A PHYSICS DEPARTMENT. WE WANTED TO ENABLE THE SCHOOL TO INCREASE THE NUMBER OF WOMEN WHO TAKE PHYSICS, AND HOPEFULLY MAJOR IN THE FIELD, WITHOUR REQUIRING THAT THEY GO TO AN ALL MALE CAMPUS FOR THE REQUISITE COURSES.

THE SECOND WORD DEALS WITH WHAT ANIMATES OUR PROGRAMS. THAT WORD IS "RELATIONSHIPS."

I DON'T LIKE THE WORD "PARTNERSHIP," A WORD THAT HAS BEEN IN VOGUE LATELY, BECAUSE IT SUGGESTS A KIND OF CONTRACTUAL, BUSINESS AGREEMENT THAT SPELLS OUT EXPECTATIONS FROM EACH PARTNER.

"RELATIONSHIPS" IMPLIES PEOPLE. THEY ARE THE MOST PRECIOUS RESOURCE WE HAVE AND ARE THE MOST VALUABLE RESOURCE WE PROVIDE.

YOU WILL RARELY FIND A PROJECT OR PROGRAM WE SUPPORT ON A CAMPUS IN WHICH OUR MANAGERS, TECHNICAL STAFF, OR EXECUTIVES ARE NOT ENGAGED. THAT'S TRUE OF ALL OUR PROGRAMS, REGARDLESS OF WHETHER THEY SUPPORT RESEARCH AND DEVELOPMENT, MANUFACTURING ENGINEERING, HISTORICALLY BLACK COLLEGES AND UNIVERSITIES, NATIONAL ORGANIZATIONS LIKE NACME, OR SCHOLARSHIP PROGRAMS.

AS MANY OF YOU KNOW, WE ARE A MAJOR FUNDER OF NACME. BUT OUR MOST VALUABLE CONTRIBUTION TO THIS ORGANIZATIONS IS NOT OUR ANNUAL GRANT. IT IS GEORGE CAMPBELL, ITS PRESIDENT, A PHYSICIST OF THE FIRST RANK, WHO IS ON LEAVE FROM BELL LABS FOR THE ASSIGNMENT.

WE SUPPORT IN A MAJOR WAY 10 HISTORICALLY BLACK COLLEGES AND UNIVERSITIES WITH ENGINEERING AND

COMPUTER SCIENCE PROGRAMS. OUR CASH GRANTS FROM THE FOUNDATION, HOWEVER, FOLLOW ON THE HEELS OF SCIENTISTS FROM BELL LABS WHO ARE ON LOAN TO THESE SCHOOLS TO TEACH FULL TIME.

THAT'S ALSO TRUE FOR OUR PROGRAMS FOR WOMEN, FROM THE MOTHER-DAUGHTER PROGRAM AT ARIZONA STATE UNIVERSITY THAT TARGETS MEXICAN AMERICAN JUNIOR HIGH SCHOOL GIRLS, TO AT&T'S GRADUATE RESEARCH PROGRAM FOR WOMEN.

THE MONETARY SUPPORT WE GAVE TO THE MOTHER DAUGHTER PROGRAM DURING ITS FORMATIVE STAGES WAS VERY IMPORTANT. NO LESS IMPORTANT IS THE INVOLVEMENT OF SOME OF THE ENGINEERS FROM OUR MANUFACTURING FACILITY IN PHOENIX, AN INVOLVEMENT WHICH CONTINUES AFTER THE FINAL PAYMENT OF THE GRANT.

THE GRADUATE RESEARCH PROGRAM FOR WOMEN, MANAGED BY BELL LABS, IS DESIGNED FOR STUDENTS PURSUING DOCTORAL PROGRAMS IN ENGINEERING AND THE PHYSICAL SCIENCES. IT PROVIDES FINANCIAL SUPPORT, TUITIONS AND STIPENDS. BUT MORE IMPORTANTLY, IT PROVIDES SUMMER EMPLOYMENT AT BELL LABS AND SCIENTISTS AS MENTORS. NO AMOUNT OF MONEY CAN EQUAL THAT MENTORING.

AS A MATTER OF FACT, ALL OUR SCHOLARSHIP PROGRAMS, GRADUATE AND UNDERGRADUATE, FOR WOMEN AND MINORITIES PROVIDE MENTORING. IT'S WHAT MAKES THOSE PROGRAMS SUCCESSFUL.

OUR EMPLOYEES -- MANAGERS, EXECUTIVES, TECHNICAL STAFF -- AND THEIR TALENT ARE THE MOST VALUABLE RESOURCE WE HAVE. IT IS THEIR RELATIONSHIPS TO THE INSTITUTIONS AND PROGRAMS WE SUPPORT THAT DRIVES OUR GIVING.

AND NOW TO MY LAST POINT, WHICH FOCUSES ON YOU AND YOUR INSTITUTIONS. LOOK CLOSELY AT THE BEAUCROACIES IN WHICH YOU OPERATE TO SEE WHETHER THEY IMPEDE YOU FROM YOUR OBJECTIVES. I SAY THAT BECAUSE ON MORE THAN ONE OCCASION WE'VE FOUND THE MODUS OPERANDI IN EDUCATIONAL INSTITUTIONS TO BE A MAJOR OBSTACLE TO SOME VERY CREATIVE VENTURES.