

# 2-Yr. Colleges Improve Liaison Between Industry, Schools

ST. LOUIS, Mo.—By educating the next generation and expanding educational opportunities for present day generations, community colleges can provide all Americans with the educational flexibility needed to meet the challenging, changing times in which we live, a Ford Motor Company executive said.

Educators attending the annual convention of the American Association of Junior Colleges were told by Paul F. Lorenz, Ford Motor Company vice president and Lincoln-Mercury Division general manager, that the challenge America faces is whether two-year colleges can provide in adequate numbers the technicians and semi-professional workers needed by our expanding economy.

Providing America with people who are not afraid to work with their hands and are not apologetic for technical competence, who will serve the needs of others with dignity, and who are not afraid of "plain, old-fashioned hard work," is a major job of the nation's junior colleges, Mr. Lorenz said.

A further responsibility of community colleges, he said, is to improve the liaison between local educational institutions and local industry.

Lorenz noted that the automobile industry already has moved in this direction. He cited as one illustration an announcement by the Ford Motor Company Fund, a scholarship fund to encourage students to enter the field of automotive technology.

The Ford Motor Company Fund, an educational, scientific and charitable organization financed by contributions from Ford Motor Company, will provide 100 two-year scholarships this year to children of company dealership employees for study of automotive technology at qualified community colleges.

A second example is the new Charles H. Patterson Technical Building at Henry Ford Community College in Dearborn, where a highly specialized technical training laboratory, similar to those in any industrial engineering center, has been equipped through the cooperation of automobile manufacturers.

Lorenz made it clear that he was not "recommending that junior colleges be turned into vocational training centers." He is pointing to the danger of "the real tendency that community colleges and other educational institutions may fail to steer students into the terminal or occupational training programs in which they have an interest and in which they can become most productive citizens."

"Your schools should be proud of their vocational orientation and should not succumb to mere academic status-seeking in the purely academic field at the expense of technical education," Lorenz declared. He urged the educators to direct the attention of their students to job opportunities in local industry.

The automobile executive said a nationwide spot survey of Lincoln-Mercury dealers emphasized "the big and challenging jobs awaiting the young and well-educated man." Key survey results were the following:

More than half the dealers surveyed had supported a community college in some tangible way, primarily through donation of automotive equipment for school technical training, and all expressed strong interest in junior colleges.

Ninety-seven per cent said they expect to find and to hire junior college graduates.

Nine out of 10 had never received a job application from a junior college graduate, although they were in need of qualified employees.

Lorenz outlined the abundant opportunity for young two-year college graduates in automotive fields. The jobs, as automotive technicians, parts specialists and salesmen, require great skill and intelligence, he said, listing representative examples:

It takes not only skilled men to design today's complex products, but equal and sometimes greater skill to service and repair them. An automobile mechanic needs a working knowledge of thermodynamics, hydraulics, and electrical engineering.

A car leasing specialist needs to be a financial expert with a working knowledge of economics, accounting, and tax laws.

An automobile salesman needs all the qualifications of both the mechanic and the leasing specialist.

"The industry, as well as other industries, we need our share of Ph.D.'s to conduct basic research and to handle the increasingly complex problems of predesign and manu-

facture. But we also have a who have skill in, and knowledge of, production machinery, continuing and growing need for alert, well-educated men and get great personal satisfaction out of making, assembling, and selling fine products," said Lorenz.

Providing young Americans our nation's schools, he noted, preach is not inconsistent with and direct the forces at work with these abilities is one of the saying, "I believe that a good the liberal arts tradition. The around him is the real test of basic challenges of education in down-to-earth, practical ability to think, to understand, and, an educated man."

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