

"Co-operative Education . . . Has . . . Demonstrated It's Profound Value"



DR. BURNS, a 1930 Northeastern graduate, heads one of the nation's largest corporations.

Remarks by John L. Burns, President, Radio Corporation of America, at the 50th Anniversary Dinner of the Co-operative Plan of Education at Northeastern University, April 21, 1960.

In laying the foundation for a lifetime of learning, the Co-operative Education Program has already demonstrated its profound value. Northeastern's half century of experience proves beyond question that this partnership approach to education is not only practical but highly desirable.

By combining the theoretical tasks of the classroom with actual on-the-job performance, students gain a genuine appreciation of the challenge of workmanship.

They learn the overriding importance of working effectively with and through other people.

They achieve a penetrating insight into the aims and methods of business and industry.

Their motivation is enhanced because success on the job becomes a vital corollary of success in the classroom.

They are inspired to strive for the ideal of the French philosopher, Henri Bergson—an ideal appropriately suited to managers of industry in an era of change—to "think as men of action and act as men of thought."

One of my most vivid recollections of my days as a "co-op" student at Northeastern is that we earned \$16 a week. Now President Knowles tells me, the average engineering student . . . makes \$64 a week. . . .

And, as our alma mater has grown, so has Co-operative Education itself. In 1930, we had

1100 "co-ops" . . . with 285 companies. Today, there are nearly 6000 students including freshmen and 900 companies participating in the program, making Northeastern the nation's largest Co-operative Plan university.

. . . The work-and-study program has penetrated nationally. It was pioneered by both Northeastern and the University of Cincinnati, but it has spread during the past half century to approximately 100 colleges and universities across the country. . . . The participating firms form a blue ribbon panel of American business and industry.

The spirit of partnership between education and industry is perhaps the most durable and far-reaching result of Co-operative Education. And, in my judgment, it is one which offers high promise of solving problems common to both education and industry in this era of rapid change . . .

Within the broad framework of change, tomorrow's manager must be able, above all, to recognize how little he knows and how much he has to learn. I can think of no more appropriate reminder for his desk than Michelangelo's memorable phrase: "Ancora Imparo"—"I am still learning."

May Northeastern's next half century be as productive as its first in providing America with leaders who, like Michelangelo, never stop learning!



THREE BOSTON AREA COMPANIES ARE HONORED for 50 years participation in the Co-operative Plan of Education. Accepting the awards are, (left to right) Hyman B. Ullian, president, Wm. S. Crocker, Inc.; Charles F. Avila, vice president, Boston Edison Co.; and Earl H. Eacker, president, Boston Gas Co. Making the award is Asa S. Knowles, University president, right.



NORTHEASTERN AWARDS are made to Prof. Alfred J. Ferretti, (right), for 42 years distinguished teaching and to John R. Leighton, '14 (second from right) for his nearly half century as a teacher at Northeastern's Lincoln Institute. On left is Dr. Burns, president of R.C.A. Making the presentation is Asa S. Knowles, University president, (second from left). The occasion was part of the 50th anniversary observance of the establishment of the Co-operative Plan of Education and the founding of the College of Engineering.

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