

THE INTERNATIONAL INSTITUTE FOR CORPORATE SOCIAL POLICY

THEORY TO THE CASE...The domestic and world environment (markets) has changed to the extent that its had a profound impact on America's political, economic and social climate. The impact is such that its forces ushered in a cultural revolution in every segment of our national life style.

Its presence is being felt in each of the countries basic institutions, beginning at such primary levels as the family household, community religious facilities and neighborhood schools, and extending throughout government at all levels as well as business enterprises and independent organizations of every kind, nature, size and description mentionable.

Its impact is such that its almost an under statement to define it as a cultural revolution. By that I mean that change has occurred at such a rapid pace that it has almost overwhelmed the nation's cultural infrastructure and destroyed our capacity to function as a world class economic super power. In summary, the old America is terminally ill, and existing on a life support system, while the new one is on the drawing board, in the incubator going through the process of being born.

As it began to emerge we should keep in mind, that beyond continuing to be a political democracy and economically a

capitalist free enterprise system, any resemblance between the american that existed during the final quarter of the 20th century and the one that will emerge during the first quarter of the next century will be purely coincidental.

As was stated above a new and different America is in the making. Its future features are on the drawing board. Its in the incubator taking on its new characteristics and in the process of being born again. The Denver University College of Business Administration's International Institute for Corporate Social Policy, is being established to serve as 21st Century America's primary delivery room facility. The institute has targeted the nation's employers as the beneficiaries of its services. To be specific we mean america's sole proprietors and corporate entities, private, public and independent, small, middle size, big or gigantic.

The instructional mission of the Denver University College of Business Administration's International Institute for Corporate Social Policy is to educate, train and develop students at the under graduate, graduate and post graduate levels with the following:

Information, knowledge and skills beyond sophisticated management technology and practices that will enable them to design, implement and manage social policy issues and program demands that are impacting traditional organizational management practices with ever increasing frequency.

## RATIONAL

Revolutionary changes in America's work force demographics, plus the equally drastic changes in the domestic and global markets has placed new and often here to fore unimagined demands on the nation's institutions of higher learning as a whole and our business college in particular. Examples of the new demands include but are not limited to, employer facility based child development centers, employer sponsored care for the aged programs, public school educational enhancement support programs, environmental protection and conservation projects, employment affirmative action and minority and women business opportunity programs, etc. The latter stand out as immediate social policy issues and burdens that employers (business, public and independent) must increasingly shoulder if they are to sustain their presence and have a promising future in the current decade and the first quarter of the next century.

## NEW DEMANDS AND EXPECTATIONS

The social policy revolution started in the 50s when the United States Supreme court handed down its land mark Brown vs the School Board of Topeka, Kansas decision. The latter decision outlawed segregation by race in the nation's public schools. During that same year the late Rev. Martin Luther King, lead a successful bus boycott aimed at desegregating the public transportation systems throughout the old south. In 1964, ten years later, the United States Congress passed and the president signed

into law the land mark 1964 Civil Rights Bill.

The latter law contained ----section that did the following: designated or declared African , Hispanic, Asian, Native and Women Americans to be statutory minorities, and made it illegal to discriminate against such individuals as to the right to vote, to fair employment opportunities, equitable education opportunities, and public accommodation privileges. An example as to how public policy changed our culture, Title VII of the 1964 Civil Rights Act, did more to enhance employment opportunities for women than anyone thought possible. To be specific it produced millions of two bread winner households, and at the same time lead to an increase the deforce rate, which in turn created the need for employer facility based child development centers. Such was not anticipated by the nation's law makers when it became the law of the land.

In the 60s the Congress passed and the president signed bill creating the product safety commission. And in the early 70s congress passed and the presidents signed into law bills creating the Environmental Protection Agency and the Occupational Safety and Health Administration. We are only now beginning to appreciate the revolutionary impact that the above legislation has had, is having and will continue to have on America's organizational management practices, over all culture and national life style.

Several brief example will make the point. Title VII, of the 1964 civil right act can claim major responsibility for the huge number of women and the work force as well as the advancement African American and other non-white citizens throughout the

nation's work places. That same legislation can be sighted for the progress non-whites and women citizens have made and are making throughout the nation's education systems. Occupational Safety and Health legislation and administrative law decisions can be sighted for the radical change that is occurring both on and off the job in the employment arena.

The point is, the legislation is having the intended impact and its producing new demands, changing expectations and behavior and mandating updated performance standards on our employers be they private, public or independent sector organizations.

#### HELTER SKELTER SOLUTIONS

When the above new laws and others like them became the law of the land, there where no text books, no courses of study, no certified curriculum in existence anywhere to direct assist an employer develop his firms compliance policies practices and procedures. The only documents that provided any guidance at all are the surveys and research studies that were carried out to move the issue to the fore front of the national agenda, and the transcript that were produced as a results of public hearing that were held prior to the drafting a bill. The bills that are written and eventually become the law of the land as a consequence of such hearing are often referred to as the intent of the congress. By intent is meant the specific social problem congress was trying to solve by enacting the new public policy.

The only other pertinent documents of importance are those

that involve the rules and rule making process with respect to enforcing the new law, and the regulations and guidelines concerned with implementing the bill. Eventually text books and courses of study are developed using these document as a frame of reference a decade or more after the fact. However, in the meantime employers impacted by the new law (change in public policy) are left to the mercy of the elements and told to interpret the intent of congress for themselves as best they can hope for the best, and let the devil take the hind most.

A rather lucrative industry has developed as a result of this situation. Its called the regulation seminar/workshop industry. Its products are one, two, and three day seminars/workshops. They are designed to assist employers understand the intent of the congress in enacting the new law, its implementation process requirements, and the extent to which a given firm is in compliance with its provisions. The latter approach is acceptable for as far as it goes, but its the writers view that its a helter skelter approach at best, that falls far short of what employers need in today's fast moving, quick changing political, economic and social environment. A permanent facility, with a full time first rate professional staff on board is what's needed as well as what the immediate and long term future calls for, and that's what our International Institute for Corporate Social policy will be.