

From the Office of Public Relations
Massachusetts Institute of Technology
Cambridge 39, Massachusetts
Telephone: UN 4-6900, Ext. 2705

FOR A.M. NEWSPAPERS OF
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CAUTION -- ADVANCE MATTER -- NOTE RELEASE TIME

NOTE TO EDITORS: Another announcement of importance will be made at a luncheon of the M.I.T. Corporation at 1 p.m. Friday, March 6, at the M.I.T. Faculty Club, 50 Memorial Drive. Mr. Sloan will **speak** at the luncheon **and**, along with others, will be available for questions and pictures following the luncheon, at about 2:30 p.m. You are invited to the luncheon. Please call Robert Byers, Ext. 2705, if you plan to attend.

Alfred P. Sloan, Jr., Honorary Chairman of the Board of the General Motors Corporation, will be honored by the Corporation of the Massachusetts Institute of Technology Friday (March 6) when the M.I.T. School of Industrial Management is renamed the Alfred P. Sloan School of Management.

Professor Howard W. Johnson, Dean of the School, in announcing that the School will bear the name of Mr. Sloan, stressed the Institute's desire to give permanent recognition to the far-reaching contributions Mr. Sloan has made to the field of management and to professional management education.

M.I.T. President Julius A. Stratton said, "The naming of a major school of management for Mr. Sloan is particularly fitting. The Sloan School of Management is a vital part of M.I.T., adding greatly to the strength of the whole institution. Its faculty and graduates have achieved international distinction by their contribution to management theory and practice."

Formal renaming of the School for Mr. Sloan -- it is the first of M.I.T.'s five schools to bear the name of an individual -- will take place during a luncheon given by the M.I.T. Corporation, the Institute's governing body.

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SLOAN
SCHOOL

Sloan School -- 2

Mr. Sloan, an 1895 graduate of the Institute in electrical engineering who achieved international recognition for his leadership of General Motors over more than a quarter of a century, will be a guest of honor at the luncheon at the M.I.T. Faculty Club. Mr. Sloan has been a member of the M.I.T. Corporation since 1926 and is the senior member of that body.

Dean Johnson noted that Mr. Sloan's career has been closely coupled with the emergence and organizational evolution of the large industrial corporation as a major force in modern economic life. Mr. Sloan's recent autobiography, My Years With General Motors (New York, Doubleday & Co., 1964), has been termed an important "account of the theory and strategy of business enterprise by one of its most skillful practitioners."

At the same time, Dean Johnson said, Mr. Sloan, himself an engineer turned manager, has pursued an active interest in stimulating professional management education among individuals with scientific and engineering backgrounds who are destined for executive careers. This interest, Dean Johnson said, stems from Mr. Sloan's long-standing conviction that the training of engineers as managers is an important factor in maintaining the strength and growth of large-scale technologically-based enterprises.

Mr. Sloan began his career with the Hyatt Roller Bearing Co., Newark, N.J., shortly after graduating from M.I.T. and was chief executive of that firm when it was merged with several others into the United Motors Corporation in 1916.

Mr. Sloan became United Motors president and when United Motors was made a part of General Motors in 1918, Mr. Sloan was made a GM vice president. He was named GM operations vice president in 1920 and GM president in 1923. He was elected GM board chairman in 1937, but continued as the chief executive of the corporation until 1946. He resigned as board chairman in 1956 and was named honorary chairman.

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Sloan School -- 3

In guiding General Motors to a position of industrial pre-eminence, Mr. Sloan pioneered in combining centralized policy control with decentralized organization, utilizing new administrative and managerial techniques to direct vast industrial undertakings. He was among the first to employ analytical methods in formulation of business policy.

M.I.T. was the first technological institution to recognize the importance of economics instruction in the training of engineers. Management teaching at M.I.T. dates back to the early 1900's and the subject was organized into a formal undergraduate curriculum in 1914 with the establishment of a Department of Business and Engineering Administration.

In 1931, Mr. Sloan and five other business leaders joined together to inaugurate within the Department the first executive development program in an American management school. Under this program, a small group of technically-proficient men who had been identified as future top executives were given the opportunity of a year of graduate study in management.

In 1938, the Alfred P. Sloan Foundation, Inc., which Mr. Sloan had established four years earlier, undertook the support of this executive development program, which then became known as the Sloan Fellowship Program. This support has continued over the years. Sloan Fellows are typically in their mid-30s and are admitted to the program on nomination by their companies. The number of Sloan Fellows has grown to 45 annually. Total number of Sloan Fellowship Program alumni exceeds 600, including the chief executives of several major companies.

In 1952, the School of Industrial Management was established to meet the growing demand for advanced managerial training for individuals with strong scientific and engineering competence. Establishment of the School at that time was made possible by grants in excess of \$6,000,000 from the Sloan Foundation, which enabled M.I.T. to acquire the former corporate headquarters building of the Lever Bros. Co. (at 50 Memorial Dr.) as a permanent

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Sloan School -- 4

home for the School and to expand and enrich M.I.T.'s commitment to management education. Included in these grants was a \$1,000,000 fund to support and encourage a broad program of fundamental research in management. The building, now known as the Alfred P. Sloan Bldg., houses the Department of Economics and Social Science and the Center for International Studies as well as the Sloan School of Management.

The Sloan School faculty and instructional staff now numbers nearly 70. Enrollment has grown to more than 400 students majoring in management studies at the graduate and undergraduate level, plus students from other M.I.T. schools taking management courses as elective subjects. The School awarded its first doctoral degree in June 1962, under a new Ph.D. program supported by the Sloan Foundation. There are presently 45 doctoral candidates in the School.

As a further extension of its role as a leader in executive development, the School established in 1958 its highly-successful Program for Senior Executives. Under this program, seasoned executives, typically in the 40 to 50 year age range, spend ten weeks at the School in advanced management studies. Two sessions are held annually and there are now nearly 200 alumni of this program.

In addition, the School, with the support of the Sloan Foundation, is seeking to help strengthen management teaching and research at other institutions of higher learning. A small number of individuals who have signified an intention of following careers in management education spend a year or more at M.I.T. as Sloan Faculty Fellows.

The School also has been active in India, Africa and South American in a variety of international programs. In recognition of the growing international complexion of management, the Sloan Fellows have made annual visits to European business centers in recent years.

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Sloan School -- 5

Two professorial chairs in the School now honor Mr. Sloan. One is the Alfred P. Sloan Professorship of Industrial Management occupied by Professor Douglass Vincent Brown. The other was established by the Society of Sloan Fellows, alumni of the Sloan Fellowship Program, and the present Sloan Fellows Professor is Dr. Douglas Murray McGregor.

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