Bits, Bytes, Books, and “Doing Good”

Presenter: Amanda Wick
Archivist, Charles Babbage Institute
University of Minnesota
Charles Babbage Institute Archives (CBIA)

Documenting the technical and socio-cultural history of computing and information technology

<https://www.lib.umn.edu/cbia>
Grey Literature, Zines, Broadsides, and Pulps
Oral Histories
Digital Assets

Born-Digital Collections:

● Scott Grabow collection of Cray Research records and personal papers
● Gordon Cook personal papers
● Prodigy, Inc. corporate records

Digitized Collections:

● Control Data Corporation - Photographs, Film
● Burroughs Corporation - Photographs, Film, Audio files
● Association of Computing Machinery - Photographs
Hidden Collections, Marginalized Voices

Items featured in “Digging Up the Past” Exhibit at Elmer L. Andersen Library

All materials depicted are from the Edmund C. Berkeley papers (CBI 50)
Do Unto Others?

Corporate Social Responsibility at the Control Data Corporation
The Control Data Corporation
In the Beginning, There Was a Memo...

Social Problems and Control Data

The recent death of Martin Luther King and the aftermath of rioting in the streets forcefully points up the need for reevaluation and, undoubtedly, acceleration of actions by business to help in a major way to solve some of the more urgent social problems - particularly poverty and rioting in the streets.

The situation can be thought about in two ways. One approach is to think through what is the obligation of business and, once having decided, to take the initiative. The other is essentially do no more than is presently being done and wait for the government to act... and government will act - it will have no other choice. The latter, if allowed to happen, would turn out eventually to be a very unpleasant solution - i.e. essentially to be told by the government what will be done, how many Negroes Control Data will hire, etc.
GENERAL CONCLUSIONS

1. At this time we see no reason to change our thinking on optimum plant size of 200,000 sq ft at each CDC location which has been discussed several times in the past. It was recognized that, depending upon our growth, this 200,000 sq ft bogey may at some point become untenable — but for now we’ll stick with it.

CONCLUSIONS RE NORTH SIDE

1. Our planning on the North Side should be such that we could reach the 200,000 sq ft figure at that location also (exclusive of CDI) on some reasonable time scale. This means that NRB and his people will have to sit down immediately and rethink our land acquisition plans and our financing arrangements for that site since plans to date for the manufacturing plant size have centered around a maximum plant size of 140,000 sq ft. This could mean also that the Institute is across the street or down the street or eventually on some separate site from the manufacturing plant if no other means of achieving this can be worked out — although having both on one side would have numerous image and operating advantages.

2. The North Side facility should be a complete one; that is, an integrated one involving not just assembly, but also engineering.

3. It would be highly desirable, if not mandatory, that we start infusing some negro supervisory and professional people into the North Side plant to help establish an atmosphere of hope and expectation for the lower level people that we are hiring into that plant.

4. The North Side plant will be a racially integrated plant.
Often overlooked is one of the major responsibilities of a corporation - the one to society.

No corporation has a God-given charter. Our existence is at the sufferance of society, and our charter will be revoked if society decides we are not adequately responsive to its needs. Corporations are under attack worldwide because it is alleged they are not socially responsible.

The needs are many, but include jobs, education, health care and a decent standard of living.
Control Data and Internal CSR Efforts

Social Responsibility Report 1978

Equal Employment Opportunity

During the late sixties and early seventies, the major equal employment opportunity threat throughout Control Data was to recruit a greater number of minorities and women. Under this program, Control Data hired many valuable employees and continues to do so.

Today's challenge is to provide more development and career advancement opportunities — that is, quality employment opportunities — as a quantity of jobs. Control Data has a resource of experienced minority and female employees who have high positions. We have a number of programs to help develop and advance our goal to increase employment of minorities at all levels and in all jobs throughout the corporation.

Data continues its equal employment policies and practices by recruiting minority and women at predominantly minority and women at disproportionately minority and colleges, establishing numerical targets for each operating being complaint through internal resources rather than agencies, cooperating with minority and women firms and increasing management skill through training seminars. Development programs for women and men have been emphasized on development opportunities for minority and women employees at all levels of the company. The company offers an experience and background for further advancement.

Control Credit's first employee van

Employee Van Pool

Commercial Credit operates a van pool program for employees who work at its headquarters in downtown Baltimore. The company started the project in May 1976 with two vans. By mid-1978, 12 vans were in operation with all available seats occupied. The project conserves fuel and energy.

Robert Pilts, senior administrative specialist

Employment of the Handicapped

Control Data has made significant efforts to increase the number of handicapped persons. These encompass provisions for current employees who are handicapped, help for employees who have become disabled and recruiting and hiring of handicapped persons.

Larry Yahi pours out liquid into a container.

Social Service Leaves

In 1977, Control Data approved a new policy that permits employees to take leaves of absence to work for community or nonprofit organizations on social projects that would conflict with the employee's normal work hours. Control Data grants a limited number of long-term (one month to one year) leaves.

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Control Data and External CSR Efforts

The American Disease
George C. Lodge

Why the American economic system is faltering... and how the trend can be changed with a minimum of crisis

Neighborhood Revitalization by Control Data through City Venture
Northside Minneapolis Plant
Northside Press Coverage

Control Data re-examines business ideas

By MARIA CRAWFORD SCOTT

MINNEAPOLIS—"The issue basically is does business keep do-

has provided numerous jobs for those living in that area.
Since that time, Control Data has set up other plants in Denver.

THE MINNEAPOLIS STAR

Tuesday, April 10, 1979

When employees' personal problems begin to interfere with their work,

Enter the corporate welfare state

invented. For society to benefit from this much needed ability to fulfill human needs, it is the social responsibility of business to pursue profit. The task of government is to establish incentives and constraints in such a way that profit is made doing what society most needs done, in a manner society finds acceptable. Good corporate citizenship is not enough.
Control Data and City Ventures

In the News
From Public Relations Department

Blood, Sweat, Tears and the Bottom Line

City [Ad]Venture

By Wilfred Bokelman

As companies go, it's not all that big. It's capitalized at $3 million and 88.5 percent of its stock is subscribed. The product is still a bit elusive. Yet well-known business, church, and government leaders in the community are excited about it. No enclaves, in fact, that they have joined hands as partners in the one-year-old company, which is called City Venture.

Says Gov. Al Quie, "I'm intrigued by it. I'll follow it with interest." "It's one of those creative ideas that makes Minneapolis tick," says Minneapolis Mayor Hellstede. Alderman Jackie Stier is "enthusiastic" about the project, and C. George Scala, senior vice-president of Dayton Hudson Corp., says, "It's very innovative. We want to be part of it." Donald Grangard, chief executive officer of First Bank System, observes, "The activities we can get involved in are limited by law. This is one we can and want to support." Dr. David W. Preus, president of The American Lutheran Church, says City Venture "gives us an opportunity to be a catalytic agent!"

City Venture, a corporation formed in August 1978, is owned by 15 organizations including two national church groups. For its first "customer," the city of Minneapolis, City Venture has undertaken a project known as Urban East, which will create 200 new jobs by 1983 and, if all goes well, 3,000 new jobs within five years. According to City Venture president Herbert Trainer, Urban East will require an investment of at least $100 million over the next five years—$10 million from the city of Minneapolis, $20 million from the federal government, and $70 million from private business.

The location for the Minneapolis project is a 70-acre area, east and south of the main downtown business section of Minneapolis, adjacent to the proposed stadium. A late-November groundbreaking is planned for the first Urban East development. The $8-million facility will house the Control Data Business and Technology Center, a multi-service home for new small businesses, Fair Break, Control Data's computerized job-training program; and a manufacturing facility for Magnetic Peripherals, Inc., a computer equipment company owned jointly by Control Data and Honeywell. MPI will employ 200 people, 80 percent of whom will work at entry-level assembly jobs paying $5.50 an hour, with built-in opportunity for upward movement. (An old building two blocks away from the site is being renovated to house MPI and Fair Break until the center is completed.)

Contracts have already been signed with two more City Venture customers: the cities of Toledo, Ohio, and Philadelphia, Pa., and negotiations are underway for a project in the Appalachian region of West Virginia. If successful in these places, City Venture will contract with cities and communities throughout the country, making available to them the expertise of City Venture's partner companies.

Since 35 percent of City Venture's stock is held by Control Data, it is not surprising that William Norris, Control Data's chief executive officer, should be one of the major architects of the new company. Over the last few years, he has traveled across the country on behalf of City Venture, spreading the message that there's money to be made providing services that will solve some of society's major problems. The job is too big for the company to tackle, he says. Even private enterprise can't do it alone, and Norris sees no reason why business, government, organized religion and other value-forming institutions shouldn't work together.

Shareholders

The following 15 shareholders have subscribed to 88.5 percent of the City Venture stock:

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City Ventures and the Northside

PLATO
PROJECT II
A JOINT EFFORT
OF
THE UNITED WAY,
THE COUNCIL OF
AGENCY EXECUTIVES
AND
CONTROL DATA
CORPORATION

ADMINISTERED BY
NORTHSIDE
SETTLEMENT
SERVICES, INC.

For More Information Contact:
Connie Gotthill
Northside Settlement Services, Inc.
Unity Center
2507 Fremont Ave. N
Minneapolis, MN 55411
Phone: 529-9267

All items depicted are from the Social Welfare History Archives, University of Minnesota.
Northside Child Development Center

While Mothers Work

A Study of Day Care in the Greater Minneapolis Area
"You know, corporations, they can lose money all the time. It's the cost of doing business -- you don't succeed in everything that you undertake. Those were not the risks. Those were not the risks really being taken, you see... They were taking other risks that perhaps in the long haul could have done them far more harm -- because their credibility was at stake."

Theartrice Williams
Northside Community Leader
May 27, 1982
St. Paul Facility Overview

1. A unique manufacturing facility. Employing people who can only work part-time.

2. Types of jobs that will be available.
   a. Electronic assemblers.
   b. Inspectors.
   c. Production control.
   d. Clerical.
11. Upward mobility will be provided in the plant, and further promotion opportunities or opportunities for full time work will be available to other Control Data Plants.

12. Although no government funds are committed to this, they may be sought at some future date.
Outside the Twin Cities

City Venture Investment Properties in Toledo, OH (top) and Baltimore, MD (right)
“To what extent is the average Control Data employee adequately sensitive to the social problems of the day? I do not know the answer, but I suspect that there are a great many Control Data employees who have very little sensitivity, and probably many more who are actually antagonistic toward some of the programs which have already been put into effect.”

...Although [he] had ‘no interest in matters of this sort before,’ he describes his experience at Capitol Facilities as ‘the most enjoyable and satisfying of his career.’”

“Clearly, our endeavors have not been without serious difficulties, honest mistakes, and lack of knowledge. We have sought advice and counsel from, and fortunately found it willingly given by, individuals to numerous to mention.

We admit having our share of failures, but also our triumphs. And we remain convinced that our decision to take plants and their job opportunities to people who because of their race, color, or geographic location have not found them accessible is among the best decisions we ever made.”