



We've found a way to keep the best students and teachers from dropping out.

Some of America's best and brightest people don't stay in school as long as they should. And, that includes those who could be teaching.

For 1982 and beyond, Kodak will be taking bold new steps to support studies at the bachelor's, doctoral, and postdoctoral teaching levels.

Three new programs will identify and assist key individuals, judged on their academic excellence alone, who are pursuing careers in engineering or science.

Take our Teaching Incentive Grants Program, for instance. It helps divert the most promising doctoral graduates from the lure of business and industry and encourages them to teach. Or stay with on-campus research. The program provides substantial financial assistance to individual teachers, as well as a smaller grant to their department, for five years. At its peak, we'll be helping 25 faculty members at as many selected schools.

The new Kodak Minority Academic Awards Program will identify many of the most gifted

minority high school students and help them reach their fullest potential through university scholarships in science or engineering. The program will pay about half the tuition costs for nearly 240 scholars.

Our third new venture, the Kodak Fellows Program, will provide full tuition and monthly stipends to 30 doctoral students, plus smaller unrestricted grants to their university departments.

In 1981, nearly half of Kodak's educational aid contributions of about \$5 million went to assist eight Rochester-area colleges and universities.

At the time of the annual announcement, our chairman, Walter A. Fallon, noted: "The financial contributions we make are investments in the future of society, designed to produce dividends for us all. Investing in education—and in research—may take longer to pay off, but the dividends are that much greater."

Keeping the best students and teachers from dropping out is one of those dividends.



Doing more than meets the eye.