

NACME NEWS RELEASE

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New National Surveys Attest to Parent Power

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The influence parents can have on their children's choices cannot be overstated according to findings of recent studies by both the National Action Council for Minorities in Engineering (NACME) and the National Association of Colleges and Employers (NACE). According to the research arms of both organizations, young people look to their parents when selecting courses in high school and even before selecting job offers.

In a recent NACME survey of 2,131 American middle and high school students, an overwhelming majority (93 percent) said that parental advice is important when deciding which math and science courses to take. The survey, conducted by Harris Interactive, was a follow-up to a 1994 study which led to the creation of NACME's "Math Is Power" public service ad campaign. The campaign encourages students to take advanced math and science courses in preparation for high-tech careers. It was developed with and is supported by the Ad Council.

"Given that children value their parents' advice so highly, it's distressing that only 40 percent of parents say that they speak to their children about what math and science courses they should choose," says B. Dundee Holt, NACME vice president, public information.

"We need to give parents the tools and confidence they need to direct their children's math and science course decisions," he continued, "and to help teachers appreciate that parents can be powerful allies. Our message is that 'math is power' and that parents are tremendously powerful."

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NACME publishes and disseminates the brochure "Math Is Power: What Every Parent Needs to Know" to those who call 1-800-97NACME. The brochures are produced under grants from the National Science Foundation and The Abbott Laboratories Fund. Additional parent resource materials are available on the www.mathispower.org web site.

In the NACE online poll of 2,412 college students, more than 45 percent of respondents said that their parents' opinion of potential employers is either "important" or "extremely important." An additional 25 percent said that the parental seal-of-approval is "somewhat important."

Marilyn Mackes, NACE executive director, says, "Parental involvement is a hallmark of the Millennial generation, and a phenomenon that college career services practitioners have been aware of and addressing for the past few years. As the Millennials —those born after 1980— begin to enter the work force, employers may need to look at ways to incorporate parents into their recruiting strategies."

For more information about NACME — a leading research, education and scholarship organization — visit www.nacme.org. NACE — the nation's leading source of information about the employment of college graduates — can be located at www.nacweb.org.