

FEDERAL COLLEGE WORK STUDY PROGRAM

The Federal College Work Study Program (CWSP) was established under the Economic Opportunity Act of 1964 to "stimulate and promote the part-time employment of students, particularly students from low income families, in eligible institutions who are in need of the earnings from such employment to pursue courses of study at such institutions."

Section 444 (a) (1) of the Higher Education Act of 1965 (as amended) provides, in part, that students employed under CWSP may work : ". . . in the public interest for a public or private non-profit organization." An examination of the legislative history clearly establishes the intention of Congress to encourage Urban Corps-type programs.

College financial aid officers determine eligibility of students using guidelines furnished by H.E.W. The bulk of funds is used for on campus employment such as library assistants, bookstore and cafeteria student employees. Colleges may contract with agencies for their work study funds to be used by their students. CWSP funds may pay up to 80% of the students salary with the agency paying the remainder.

The Atlanta Urban Corps has contacted all Atlanta area colleges and most within this region. Tentative agreements with financial aid officers total approximately 200 work-study student slots at 80% funding.

1968 national appropriation for CWSP was approximately \$22 million. Atlanta area colleges received approximately \$580,000.

ATLANTA URBAN CORPS PUBLIC RELATIONS

As a newly formed program the Urban Corps is dependent for its image development on a good public relations department. The impact that the Urban Corps will have on the city of Atlanta will be made through its program of "self-sell." Therefore, a public relations director has been appointed, and the job of presenting the Urban Corps to Atlanta and keeping the program in the public eye is underway.

At present a newsletter is being drawn up which will come from the general office and be sent to those students and non-students who are working closely with the program, e.g. Board of Trustees, College Relations Board. The newsletter will attempt to serve as an inter-department information source for the Urban Corps.

In connection with the on-campus student recruitment development, public relations is working on a student brochure which explains the Urban Corps in short paragraph form. These brochures will be printed and distributed among the nine participating Atlanta campuses.

It is hoped that as the public relations area develops we will have the Atlanta Urban Corps on the tongues of television and radio announcers, in the columns of the Atlanta papers and perhaps on several billboards throughout the city. Contact work in this area is being made.