

January 3, 1968

MEMORANDUM

TO: The Steering Committee

FROM: The Task Force on Private Employment

In order for the Task Force on Private Employment to implement the "Private Employment, Assistance and Investment Section" of The Urban Coalition's Statement of Principles, Goals, and Commitments, the program developed by the Task Force must be practical and action-oriented. The complexity of the problem and the urgency for action have been clearly stated many times. Therefore, it is not necessary to include this information in this paper.

It is generally agreed that much will depend on the commitment and action taken on the local level. Therefore, the Task Force has assigned top priority to working with local leadership throughout the country. In many cases, local employment committees will be part of the total local coalition effort. The Task Force plans to undertake the following activities:

1. Encourage and assist the business sector to develop specific manpower programs that will make an impact on the employment problem. These activities include recruitment, training, and placement programs.
2. Develop policies and procedures whereby a local employment committee may apply for direct financial assistance from the Task Force. This would be on a matching basis and be limited to a very small number of highly effective programs.
3. Assist the business sector to develop the practical techniques and mechanisms to implement programs on the local level. This would include the development of a manual of instruction and information.
4. Establish a clearinghouse for information on programs and activities being undertaken by the private sector. Case studies on specific programs would be developed and made available to interested companies throughout the country.

The Task Force has already initiated action in some of the program activities. During the months of November and December meetings were held in Baltimore, Maryland, Detroit, Michigan, and Atlanta, Georgia. The conferences focused on specific topics such as organizing local employment campaigns; recruiting, training, and placement of the hard-core unemployed; reassessing under-employment; job development and upward mobility; and promotion of economic growth in the ghetto. Future conferences are planned in Phoenix, Arizona for the western states and in Kansas City, Missouri for the midwestern states.

In addition to the area conferences, meetings with representatives for individual communities and companies have been held. It can be expected that this activity will increase as more communities and companies become involved in local coalitions and begin to develop employment programs. It has been suggested by many participants in the conferences that the Task Force serve as a clearinghouse for information and develop specific case studies on programs being undertaken by companies. The Task Force is working very closely with the National Industrial Conference Board and the National Association of Manufacturers on this activity. Information on programs is being gathered at the present time and it should be available to companies in the very near future.

The Task Force plans to invite business and labor leaders to assist the Task Force on the national level. The Task Force is presently considering a list of individuals who have expressed an interest in working with the Task Force.

Although the Task Force does not plan to become directly involved in the conduct and administration of programs, it will develop policies and procedures by which the Task Force can provide limited financial assistance in the development and implementation of specific programs. This activity will not only provide much needed financial assistance to local employment committees, but also provide the Task Force an opportunity to implement some of the goals in the "Private Employment, Assistance and Investment" Section of the Statement of Principles, Goals, and Commitments, such as "Earn and Learn Centers," recruitment, and training programs.

In summary, the major activities of the Task Force will focus on broadening the commitment and involvement of the private sector on both the national and local level. It will also develop and implement in cooperation with local employment committees a small number of specific programs to expand employment opportunities for the hard-core unemployed.