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SUBJECT: The City as Potential Employer for Minorities

The thrust of what your organization does has been meaningful enough to open many doors for changes. The Ad Hoc Committee for affirmative action would like to enlist your help in its efforts to increase minority employment by the City of San Diego. We feel the City shares our concern over the lack of sufficient minority employees at all levels. Personnel Director, A. A. Bigge, and his entire staff are making efforts to increase minority recruitment in hiring. You could help by encouraging your members to consider the City as an employer.

To help in its recruiting efforts, the City Personnel Department has employed two Minority Recruitment Specialists. They will spend most of their time in the community soliciting applications for all categories of City jobs, but with special emphasis on administration. If you should have any questions or need further information, please feel free to contact Chuck Adams or Frank Pizarro at 236-6400.

Thank you for your cooperation in this matter.

Sincerely,

Joe Flores, Chairman
Ad Hoc Committee for
Affirmative Action

JF:she

list of organizations

CITY of SAN DIEGO

MEMORANDUM

ILE NO.:

ATE : February 8, 1972

O : Joe Flores, Chairman, Ad Hoc Committee for Affirmative Action

ROM : A. A. Bigge, Personnel Director

JBJECT: Civil Service Affirmative Action on Minority Employment

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As you are aware, the Civil Service Department is making a concentrated effort to recruit minority community members. Although we are not satisfied with the total results to date and are intensifying our steps in this direction, we feel that much in the way of "Affirmative Action" has been accomplished in recent months. Listed below are some of the changes which have taken place in order to ensure that the City truly does have an "Affirmative Action" policy in its employment procedures. We would be pleased to hear any suggestions which you feel can benefit this program.

I. RECRUITMENT AND EMPLOYMENT

A. Recruiting Applicants

1. Advertisements

a. Advertisements are placed regularly in the Voice and View Point, Chula Vista Star News, and the Chicano Federation News Letter.

b. Spot announcements are used on radio through the KUUMBA Foundation.

2. Bulletins

a. Bulletins of job announcements are mailed regularly to 150 agencies and special distribution contacts in the minority community.

b. Public notices are posted in Spanish, telling candidates how to qualify for Bilingual Certification.

c. Many job announcements are printed and available in Spanish.

d. Sample directions for taking a written test are made available in Spanish.

3. Personal Contacts

a. SER, MAC, MAC OJT, Neighborhood House, Communication Complex, Chicano Federation, State Service Center, San Diego State

Supporter of Services, and Mexican-American Community Affairs Office are contacted regularly by the Personnel staff for Police, Fire, and other jobs.

b. The State Southeast Service Center is staffed daily by a personnel staff member to counsel, assist applicants, take applications, interview, and give tests.

c. Fire Stations, Police Department Store Front Officers, and Recreation Centers are involved actively in the recruiting process.

d. Bilingual receptionists are located on the first and sixth floor employment counters.

e. Minority employees are placed in public contact positions where they can assist applicants seeking City employment.

f. Two Minority Recruitment Officers are serving as liaison with the minority community.

B. Testing and Screening Applicants

1. Tests are given in the minority communities using bilingual proctors. Example - Utilityman I, Police Patrolman, and Photographer's Assistant.

2. Performance tests or qualifying tests are used in lieu of written tests where possible to eliminate cultural bias.

3. Less emphasis is placed on reading and verbal skills where written tests are necessary.

4. Analysis is being made of physical, education, and experience requirements for each job classification to avoid unwarranted barriers to employment.
Example - the reduction in the height requirement for the Police and Fire Departments.

5. Additional experience is being accepted to substitute for lack of formal education.
Example - Administrative Assistant.

6. Neighborhood Youth Corps, Youth Employment Program, and other training programs are being accepted as related experience.

C. Interviewing and Certifying Applicants

1. The Personnel staff is continually seeking members of minority communities to serve on Oral Boards.

2. Departments are being encouraged to increase the use of bilingual certification -- over 30 at present.

3. Interviews are held in the community to facilitate candidates for jobs where no written test is required.

II. PROPOSALS

A. Selective Certification was approved by the Civil Service Commission on January 19, 1972: "It is the policy of the City of San Diego to achieve racial and ethnic balance within all departments of the City government. Pursuant to that policy, should the Commission determine that any department has not achieved the objective, the Civil Service Commission may, at their discretion, exercise selective certification in order to implement this policy." This rule change must now be approved by the City Council.

B. Revision of job announcements has been initiated to make them more attractive and easily readable.

C. A consultant will be used to review examinations to establish a high degree of validity and reliability for all ethnic groups.

A. A. BIGGE

AAB:she