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SAN DIEGO URBAN LEAGUE NEWS BULLETIN

United Way Member Agency

John E. Jacob, Exec. Director

Beatrice L. Kemp, Editor

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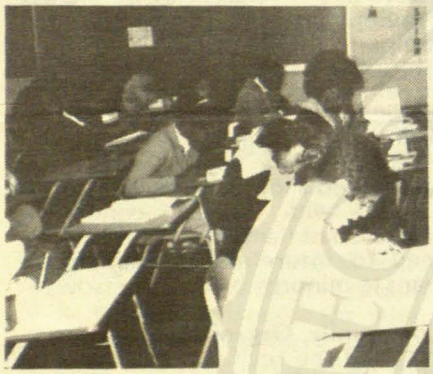
IMPROVING EDUCATION



The San Diego Urban League, U.S. Air Force Academy and San Diego Unified School District have jointly developed a program that will assist students in the Southeast schools in preparing for higher education. The **Academy Awareness Program** is designed to provide minority, and other interested students, with additional training in the english, math and science skills necessary for academy and college admission. The unique teaching methods are also designed to increase the students' leadership abilities, confidence, discipline, self-expression and motivation.

The program has been instituted in O'Farrell Jr. High, and 90 seventh-grade students are currently enrolled. These students will also benefit from a special tutorial program conducted by volunteers of the Naval Electronics Laboratory Center and Urban League staff. Additional motivation factors in the program include field trips, lectures, career counselling and business and industry site visits. Participants will continue in the program throughout high school, and a new group of 7th graders will enter each year.

The Urban League's Education program has been an active force in urging the school district to utilize indepth needs assessment in program planning. Urban League Education Specialist, **Ambrose Brodus**, expressed the need for the school district "to increase implementation of diagnostic/prescriptive forms of teaching, based on the precise individual needs of students, rather than blanket type programs based on general and unassessed needs." He feels that "if successful, the Academy Awareness Program will serve as a model for the development of such programs, and is a step toward improving the equal educational opportunities for minority students in the San Diego schools."

Seniors Receive Services

Project Seniority is one of three Urban League programs funded by General Revenue Sharing. The project will provide supportive services to minority Senior Citizens, including counselling, information and referral to programs that provide certain types of assistance. Recreation and social activities will be developed, as well as employment opportunities.

Groups of seniors will be trained to provide temporary care for handicapped and mentally retarded children. They will also utilize their existing skills in other projects that

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Urban League and Navy Join to Fight High Unemployment

Project CREATE is the newest addition to the Manpower component of the San Diego Urban League. CREATE (Community Relations Employment Assistance Through Education) is part of the Defense Department Domestic Action thrust, and has been operational since July 1973. The program is designed to assist unemployed youth and adults in developing marketable skills and find suitable employment.

The unique feature of the program is the training, which is provided by the various Naval installations in the area. Students are recruited, screened and selected by the League through its Vocational Adjustment Center. Those selected are enrolled in courses conducted by Navy instructors and attend classes with enlisted personnel. Training is provided on a space available basis, in the areas of laboratory and x-ray technology, dental technology, welding, data processing, electronics and air condition/refrigeration maintenance. Program staff provides ongoing counselling and develops post training placement slots.

Recently, the program was expanded to include students recruited from a Women's Honor Camp, and two have been enrolled in the program. Graduates will be placed in On-the-Job Training upon completion of course work, thereby preparing them for full employment upon release from the Honor Camp. The Navy has shown great enthusiasm over the expansion of the program.

Trainee Advisor, Carol Hoskins, states that "to merely incarcerate an individual without providing some

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FROM THE EXECUTIVE DIRECTOR

1973 was a very difficult year for our nation in general, and the San Diego community in particular. We were confronted nationally, with Watergate, cutbacks in federal funding of programs, abolishment of categorical grants, a tremendous drop in the stock market, and the birth of the energy crisis. Watergate put the nation in shock, the drop in the stock market put us on the ropes, and the energy crisis knocked us to the floor. But, in spite of all of this, the San Diego Urban League has continued to try to provide services to the members of the San Diego community in general, and the Black, minority, poor and disadvantaged communities in particular. 1973 saw an increase in our services in spite of the difficulties faced nationally and locally. We were able to improve our delivery of services in our Model Cities funded Business Outreach and Development Program. We changed our focus from one of merely the establishment of businesses to the creation of jobs. I am happy to report that this act alone has led to the creation of more than our established goal of 300 new jobs, in less than a seven month period of time. Additionally, we were able to add to our program activities, a loan guarantee fund in the amount of $126,000, that is available to persons living in the Model Cities area for business development and expansion. Although we are contractually obligated to require 20 percent collateral from the Model Cities participants, it is still yet a first to have monies available in quantity to assist members of the model cities community.

Another development during 1973 which we are particularly proud of is the progress of our Family Planning for Health Program. In spite of a 40 percent cut in the amount of monies made available by HEW, our program has made a significant contribution to this community in the area of Family Planning and Health. With only four full-time staff persons, the program is presently operating clinics two days per week and seeing approximately 50 patients each clinic session. This is particularly significant, not only because of the Family Planning services and information disseminated by this program, but also because of general health screening which is provided for patients through this program in our community.

We were able to improve our Manpower Program through increased funding and staffing of the project and added a program with the Navy which is serving to provide much needed training for Southeast residents particularly, and minority and disadvantaged residents of the community in general. We continue to provide for employers with employees that have been well-screened through our Vocational Evaluation and Vocational Adjustment Program, as well as persons who have received training through our Key Punch and Clerical Training Program.

We are particularly pleased about our experience with the Public Employment Program. One of the expectations of the program was that agencies utilizing PEP employees would find permanent employment for them within their operations. I am happy to report that the San Diego Urban League was successful in placing all of the persons placed with us through PEP in a permanent job, either within the Agency or with another employer. We believe, in all fairness to the employees of the PEP program, that a careful analysis ought to be done by the administrators of the City and County PEP operations to determine what happened to the persons who were placed with other employers. This, in our opinion, is very critical in view of the new Manpower legislation which creates a second phase of PEP.

In total, we served directly during the 1973 calendar year 5,645 persons. Additionally, we had indirect contact through meetings and group presentations with an additional 18,000 persons. We therefore believe that our contribution to this community during the past twelve months has been significant and of substance. But, we are not satisfied. We are not satisfied because we realize that there were many things left undone in this community because of the lack of resources on the part of this agency and other agencies. We are not satisfied because there are people in this community still living in poverty; there are children in this community who

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1973 PROGRAM HIGHLIGHTS

Advocacy: Minority Aged provides referral and supportive services to minority seniors. Social and recreational activities were sponsored by the project, including "Senior Rap Sessions" and a Christmas Dinner Party attended by over 150 seniors.

Business Outreach and Development instituted a new component that primarily benefits minority contractors. Contract development, estimating and bidding services are available, in addition to technical and financial assistance. The project has also established a loan guarantee fund of $126,565 with minority controlled Pacific Coast Bank. The fund is being used to insure the availability of loans to minority business persons.

Community Organization activities included the revitalization of Block Clubs. The clubs serve as a means of identifying community concerns and generating change through community participation. Community organizers provide supportive services to all Urban League projects.

The **Education Operations Center** initiated several new programs designed to increase the level of education provided to minority youth in the Southeast area. A community tutorial program has been developed, and volunteer employees of Naval Electronics Laboratory Center serve as tutors. The Community Education Committee has served as a vital organization seeking to institute beneficial changes for educating minority youth in San Diego.

Family Planning for Health expanded its operation by establishing regular clinic sessions. The sessions are conducted by practicing physicians and provide complete health screening, as well as, family planning. Clinics are held at the program site on Wednesday mornings and Thursday evenings.

Keypunch and Clerical Training revised its basic curriculum to provide students with a more flexible clerical-keypunch background. The course now includes refresher courses in basic math, english, and typing.

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NATIONAL SOCIAL WORKERS MONTH

The San Diego Chapter of the National Association of Social Workers will join 172 other national chapters in observing March as National Social Workers' Month.

NASW has adopted the theme **"Professional Social Work — Accepting the Challenges of Life."** Members of the group plan to "increase public awareness of the trained professional Social Worker's role in solving a wide variety of problems, shared by people from all walks of life."

According to **Ms. Donalda Campbell, Chairperson** of the local observance committee, the San Diego Chapter will prepare fact sheets on local human services programs that are serving all socio-economic levels in the community. These will be available to the public and are intended to clarify the roles of Social Workers and the jobs they do.

Further information is available by contacting **NASW at 234-2369.**

For Your Information.....

A STAR WAS BORN in the person of John E. Jacob, who hosted half-hour television specials on the San Diego Urban League. The specials were aired six consecutive weeks, over KGTV-10, in November and December. However, for those of you who missed out, reruns will be shown on the second Saturday of each month, so please check your local listings for date and time. Each segment will highlight the League's programs and will feature guest participants from the staff and community. Please tune in!

Urban League and the Community Education Committee will sponsor the **Third Annual Countywide Education Conference**, April 19 & 20, 1974 at Gomper's Jr. High School. This year's theme is "Effective Education through Cooperation" and the conference goal is to "create greater awareness of methods to develop and achieve education goals as they relate to the career objectives of minority students."

The opening session will convene at 7:00 p.m. on Friday featuring keynote speaker, **Dr. Abel Sykes**. Dr. Sykes is Superintendent and President of Compton Community College, Compton, Ca. The format will also include other Black leaders in the education field.

The group will reconvene on Saturday at 8:00 a.m. to develop goal related strategies in workshop sessions. Lunch will be available at a minimal cost. For further information, please contact the Education Office at **263-1423.**

IN MEMORY OF WHITNEY M. YOUNG, JR.

1921-1971

In the 3 years since his death, many have paid tribute to this great leader. But perhaps the greatest tribute of all has been the continuation of the Urban League Movement as he visualized it.

CREATE - from pg. 1

motivation for rehabilitation is futile. What better motivation is there," she asks, "than to be gainfully employed, at a decent salary that enables you to be self-supporting and independent?"

Since Project CREATE's inception in June 1973, 30 persons have been trained and over half of the graduates have been placed in employment. The program goal is to train and place 100 persons by June 1974.

Staff Highlight

For those of you who don't know her, Lois Webb is our top-notch Executive Secretary. This attractive Libran is a native of San Diego and has been with the League for 4 years. Prior to her promotion to the Exec's office in November 1972, she worked in several other League programs.

A very capable person, Lois enjoys her work and has contributed much to the organization. In addition to her varied and demanding tasks, in keeping things in order for "the Boss", she publishes the monthly Staff Newsletter and provides assistance to other administrative staff.

Although pleased with her job, Lois has plans to continue her education and pursue a career in Business Administration.

Membership News

Several changes in Urban League by-laws were approved at the 1973 Annual Meeting. Under the new by-laws, memberships are renewable annually and expire on the member's original joining date.

Prior to the expiration of your membership, a renewal "reminder" will be sent to you. Please renew your membership.

You are also invited to become a life member. The cost is $500, however arrangements may be made to apply smaller annual membership amounts toward a life membership. Please contact Ms. Juanita Nash at 4261 Market Street, or call 263-3115 for more information.

JOIN THE URBAN LEAGUE
Call 263-3115

Seniors - Cont. from pg. 1

will produce additional income.
Emphasis will be placed on serving those seniors who are in need of particular types of health care and/or income assistance.
The project began in February 1974 and is being coordinated by **Mrs. Lena Whitmore**. The office is located at **4182 National Avenue**, and is open Monday through Friday, from 8:30 a.m. to 5:00 p.m.

Executive Report - Cont. from pg. 2

are still receiving less than a quality education, and there are yet unemployed and under-employed persons in our midst. We have therefore committed ourselves for this year, to address forthrightly the unemployment and under-employment condition of our community. We have chosen this as our number one priority because we feel it is the foundation on which we can build a stronger people and a stronger community. As we begin the 1974 calendar year, we ask for your help, each of you in your own way, to work with us in establishing the quality of life that each of us knows is possible and desirable.

John E. Jacob

NEED ASSISTANCE? CONTACT US!

Advocacy:	
Minority Aged	263-1521
Business Outreach	263-6123
Road Builders Services	263-3115
Keypunch Training	262-8691
Family Planning	262-0759
Manpower/O.J.T.	262-0726
Special Services	263-6644
Education Center	263-1423
Vocational Evaluation	262-8607

SAN DIEGO URBAN LEAGUE, INC.
4261 Market Street
San Diego, California 92102

The 1974 National Urban League Conference will be held in San Francisco, July 28-31. Headquarters will be located in the San Francisco Hilton and St. Francis hotels. On Sunday, the 28th, the conference will open with a Keynote address by Executive Director, Vernon E. Jordan.

The 4-day Agenda includes workshops, assemblies and a special session featuring several of the recently elected Black mayors of major cities.

Registration material and information will be available through the administrative office in early May. Contact Lois Webb, 263-3115. Plan to attend the nation's most outstanding forum on race relations.

McPhatter to Head Naval EEO Program

O.J.T. director, Rev. Thomas McPhatter recently resigned to accept a position with the Naval Electronics Systems Command. In his new capacity, McPhatter will be the chief advisor to the Commanding Office, in the area of equal employment opportunity. He will also have full responsibility for implementing the Command's EEO program.
A San Diego resident for 15 years, Rev. McPhatter has been a long-time activist in community affairs and equal rights. Prior to joining the staff, he served on the Urban League Board for almost 5 years and has directed the O.J.T. project since its inception in 1971. Under his direction the project has made a significant impact on the employment picture for Blacks and other minorities.
Mac will assume his new duties on March 4 and we congratulate and wish him well.

Program Highlights - from pg. 2

On-the-Job Training became one component in the newly created Manpower Center. Funded by DOL, Manpower provides OJT placement as well as direct employment referrals and other types of job training and counselling. Training programs have been developed in cooperation with the U.S. Navy and local banking institutions.

Special Services increased the supportive services available to clients by developing Exam Preparation Courses for skilled job-ready individuals seeking Civil Service positions. Over 200 persons enrolled in the course for Postal employment and a significant number successfully moved into full-time positions.

Road Builders Services has made a significant impact on the number of minorities entering the highway construction field. The San Diego "Hometown Plan" for affirmative action in the industry has been approved and the RBSP representative is serving on the Administrative Committee.

Vocational Evaluation and Adjustment has developed an ongoing extensive study on the use of certain methods to determine occupational potential. The methods, developed to determine vocational potentials of the handicapped, are utilized in assessing the capabilities of disadvantaged persons. As one of two demonstration models sponsored by National Urban League, the project has experienced a high degree of success and has benefitted the manpower component of the agency.

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