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National Association for the Advancement of Colored People
SAN DIEGO BRANCH

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September 22, 1972

PRESS STATEMENT

N.A.A.C.P. STARTS NEW SKILLS BANK PROJECT

The San Diego branch of the N.A.A.C.P. has recently instituted a new concept in identifying skills for various industries in San Diego.

This concept involves the application of a model matching skills of employees on a computerized basis.

The first attempt will address itself to the problem of utilization of Black skills in the current labor market.

Coupled with skills information from the unemployed Black workers, the Skills Bank will be able to determine the extent of unemployment and underemployment among Black people in Southeast San Diego.

The computerized job and skill matching system will readily provide data to help insure that Black workers are aware of and are able to find appropriate jobs.

While this project uses the Black community as the pilot basis, it could easily be adapted to obtain the same kind of results for other ethnic areas.

We have submitted our proposal to the County and City of San Diego for funding of the project budget for one year.

Once the concept has been implemented, it is expected it will be employed by N.A.A.C.P. branches throughout the U.S.A.

Through communication, Black workers will enhance efforts to gain equal opportunity in employment. The N.A.A.C.P. is committed towards this end.

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