

# AGENCY PUSHES "EQUAL OPPORTUNITY" CAMPAIGN

THE U. S. EMPLOYMENT SERVICE has been directed to act as a clearing house for information to foster local acceptability of equal employment opportunity, and "to collect and make available information about government agencies and private organizations which can help employers to gain community support for equality of opportunity."

"Success in this area will be measured not by eloquent statements or even by well organized plans, but by job placements and promotions," Secretary of Labor W. Willard Wirtz said at a dinner given by Plans for Progress, a cooperative program of the President's Committee on Equal Employment Opportunity, under which individual companies pledge to take steps beyond those required of them by executive orders on nondiscrimination.

The Secretary also said he has asked G. William Miller, chairman of the Advisory Council of Plans for Progress, to designate a representative of the council to serve on a committee with representatives of the PCEE and the Department of Labor to recommend specific arrangements whereby the U. S. Employment Service can work more effectively with Plans for Progress members and with other government contractors in providing equal employment opportunity.

"ONE POSSIBILITY," Secretary Wirtz suggested, "is for employers to notify the service in advance of openings of new plants or divisions and of substantial new hiring so that representative referrals could be made for consideration."

He noted that as part of the overall effort, contact had been established with 80 Negro colleges over the past year to determine the employment outlook for their

graduates and their curricula. The names and major field of study of approximately 10,000 of the 1962 graduates have been obtained, and letters have recently been sent to them inquiring of their present occupation and future plans.

"When the responses are received," he added, "we will have a fairly complete profile of a significant group of individuals meriting consideration by equal opportunity employers." Similar information on 1963 graduates and members of the class of 1964 is in the process of being compiled. The lists have been made available to Plans for Progress companies through the State Employment Services and the regional minority specialists of the Bureau of Employment Security.

With regard to manpower training projects, Secretary Wirtz told the gathering that a demonstration program was being conducted in New Haven, Conn., for the residents of six slum areas. Local business concerns there have opened up jobs never before available to non-high school graduates and minority members and local public agencies have developed

new testing, counseling techniques, and training. Similar programs are being operated in Hartford, Conn., New York, and Chicago. In Alabama, a manpower center has been established at Tuskegee Institute to focus on the retraining of adults from low-income farm families and those with less than a fifth grade education.

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