

NICB TO STUDY GHETTO BUSINESSES

A study of business operations in ghetto areas will be conducted by the National Industrial Conference Board, Inc., of New York, it was announced by the Office of Economic Opportunity.

The \$82,923 project made to the NICB will be used in investigating the experience of business corporations which have participated in programs for the economic development of urban ghettos.

For a number of reasons, interest has greatly increased in both the economic development of urban ghettos and the participation of business in the poverty program. This expansion of effort has resulted in several gaps in the information base needed to plan and operate such a program. One of the most important of these gaps concerns the

attitudes and problems of businessmen toward these programs. Since economic development programs cannot succeed without the active cooperation and involvement of the business community, it is essential that we understand how businessmen have reacted in the past to similar programs, what are the obstacles to success and what kind of policies and conditions are necessary for success in the future.

In addition, this study will provide analyzed case studies of previous experience about such operations. These case studies will cover all aspects of these experiences and should be particularly valuable in dealing with the relations between businessmen and the ghetto community. It is estimated that at least 20 complete cases will be available for the study.

BREAKTHROUGH IN TESTING JOB POTENTIAL OF DISADVANTAGED

A breakthrough in testing disadvantaged people unable to take paper and pencil tests has been announced by the Department of Labor.

The new method, called work-samples, will be put into effect in nine cities and one rural area. They will aid in placing the hard-core unemployed in permanent employment.

Work-samples are real job tasks, not formal tests. They substitute job production tools and materials for written testing. The technique works on the premise that disadvantaged people who have a history of failure in school and fear taking written examinations, will perform better and can be gauged better by this method.

The work-samples simulate activities encountered on a regular job. Standard tools and equipment such as screwdrivers, saws, adding machines, type-

writers, needle and thread, soldering guns, pipe couplers, blouse patterns, and many other work-a-day items are used. The work-sampling environment is a typical factory setting with work benches or a business office and its equipment.

The breakthrough came as a result of an experimental and demonstration project involving 268 jobless persons. It was funded by the Labor Department in a slum area north of Philadelphia. The Philadelphia Jewish Employment and Vocational Service conducted the experiment with a grant of \$141,782 including \$13,000 for allowances to the people who took part. A cooperating agency was the North Philadelphia Human Resources Development (HRD) Center of the Pennsylvania State Employment Service.