

<u>S U M M E R -- 68</u>

The Report of the

SUMMER YOUTH EMPLOYMENT DEMONSTRATION PROJECTS

Operated by

THE OTTUMWA, IOWA, EXPERIMENTAL AND DEVELOPMENT PROJECT

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ACKNOWLEDGMENTS

The 1968 Summer Youth Employment Demonstration Projects undertaken by the Iowa State Employment Service, through the Ottumwa Experimental and Development Project, were prompted by the experience of the Department of Employment Security, Vermont State Employment Service, as this experience is recorded in "S.O.S in St. Johnsburg -- Youth Serving Youth -- Summer 1967;" the source of the inspiration is hereby acknowledged. An expression of gratitude is also due to Dr. Louis Levine of Pennsylvania State University's Institute for Research on Human Resources and to Mr. Norman Medvin of the U.S. Department of Labor who brought the final report of "S.O.S. in St. Johnsburg" to the attention of Ottumwa Experimental and Development Project personnel and assisted with the development of the Iowa projects.

The assistance provided in the development, implementation, and administration of the two projects by Mr. Max Noe, Iowa State Employment Service Youth Services Supervisor and Vice Chairman of the Governor's Commission on Children and Youth, by Miss Janet Christiansen of the Iowa Bureau of Labor, and by the community leaders and the young people of Washington and Wapello Counties is likewise acknowledged.

SUMMER -- '68

Introduction

During the summer of 1968, the Iowa State Employment Service, through the Ottumwa Experimental and Development Project (South Iowa Manpower Center), engaged in two summer youth employment demonstration projects. These projects, while mounted in two widely divergent counties in terms of population, industrial composition, and labor market conditions, required commitment of comparable resources and shared a twofold objective. The first part of this objective was to deliver effective summer job placement and job development service to the young people of the respective counties. The second part of the objective was to ascertain the degree to which the summer youth employment needs of the young people in the respective counties remained unmet despite maximum utilization of the employment opportunities offered by private industry and by the various federal and state programs.

Part I of this report briefly describes the counties within which the projects were mounted, the similarities and differences between the two individual projects, and the conclusions suggested by project experience. Part II summarizes the Washington County experience in detail. Part II was prepared by the Employment Service outstation interviewer most intimately concerned with the Washington County Project as a final report to the people of Washington County. Part III was prepared by the Director of the Wapello County Summer Youth Employment Project as a final report of activities for Ottumwa Community Services, Incorporated. Part III, again, recounts in detail the Wapello County Experience. PART I

Techniques:

The Summer Youth Employment Demonstration Projects employed two basic techniques. In the first place, two young people were hired to serve as Summer Youth Employment Interviewers in each county. The concept in this case was that young people could bring much in the way of imagination and innovation to the Summer Youth Employment Programs. In the second place, each community was substantially and deliberately involved in planning, developing, and administering the projects. The theory in this case was that substantial community involvement would result in more effective project activity.

Organization and Structure:

In Washington County, community involvement was realized through an ad hoc committee (described in Part II) organized specifically for the purpose. Community leaders participated extensively in planning the program and in managing the activities. Program operation and administration, however, reverted to the Employment Service. The Summer Youth interviewers worked under the technical direction and line supervision of the Employment Service outstation interviewer. One of the two youth interviewers shared office quarters with the regular Employment Service outstation interviewer at the Washington County Community Action Program headquarters. The other Washington County youth interviewer established a Summer Office in his home. In Wapello County community involvement was achieved through Ottumwa Community Services, Incorporated. This nonprofit corporation was established expressly for the purpose of promoting community improvement programs on the order of the Summer Youth Employment Project. In the Wapello County Project, community leaders were involved not only in planning and setting up the program, but in the actual administration of the program as well. In practice, it turned out that community participation in program planning and implementation was more theory than fact; on the other hand, Ottumwa Community Services, Incorporated participated in the actual administration of program activities to a considerable degree (see Part III).

In Wapello County, the two summer youth interviewers were assigned to a Summer Youth Placement Center physically located in the midst of downtown Ottumwa and jointly staffed by the Iowa State Employment Service and the Southern Iowa Economic Development Association (S.I.E.D.A.), the Community Action Program Agency serving the area. The Center operated under the line supervision of the president of Ottumwa Community Services, Incorporated. However, technical direction was furnished, not only to the summer youth interviewers hired by the Iowa State Employment Service, but to the Center Director and to the staff supplied by S.I.E.D.A. as well, by South Iowa Manpower Center personnel. The Wapello County Project became, consequently, a multi-agency venture operated by a local civic organization but functioning under the technical supervision of the Iowa State Employment Service.

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While the essential ingredients going into both projects were the same -- young people as youth interviewers and wide-spread community participation -- the project structures in the two counties differed substantially. These organizational and structural differences grew directly from the differing characteristics of the counties in which the projects were operating.

Influence of Local Conditions:

The projects were mounted in two noncontiguous counties in Southeast Iowa. Washington County is essentially rural and is located in the midst of one of America's richest agricultural areas. Of the 22,000 county residents, fewer than one third live in villages and towns. In terms of per capita wealth and per capita sales, Washington County ranks among the top counties in Iowa. While agriculture remains the prime industry, the economy is somewhat diversified by the presence of thirteen light industries and one modern grey iron foundry. During the period the Summer Youth Employment Project was operational, the estimated unemployment rate in Washington County remained below 1.5 per cent. During the corresponding period, the estimated unemployment rate for the State of Iowa ranged between 2.3 and 2.8 per cent. In summary, Washington County is essentially rural, relatively wealthy, primarily agricultural, and relatively untroubled by unemployment problems. As a consequence, a relatively simple organizational structure was able to deliver the service.

Wapello County, the other county in which a Summer Youth Employment Project was undertaken, is more urbanly oriented.

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33,750 of Wapello County's 46,125 residents live in the city of Ottumwa. Wapello County's economy is dominated by a meat packing plant and a farm machinery factory. In the last three years, Wapello County has lost five industries, one of which had had peak employment of over 1,000. This substantial industrial loss has had predictable consequences; retail sales are down and job opportunities in the sales and service fields have diminished. In the period during which the Summer Youth Employment Project was operational, Wapello County's estimated unemployment rate ranged between 5.7 per cent and 6.5 per cent, considerably above the estimated state rates of from 2.3 per cent to 2.8 per cent for the period. In summary, Wapello County is essentially an industrially oriented county experiencing an unemployment rate better than twice that of the state at large. Secondary effects of substantial industrial losses over the past two years are being experienced in the county. As a consequence, young people seeking summer employment find it necessary to compete with sizeable numbers of unemployed adults in a job market characterized by a continuing shrinkage of job opportunities. Moreover, more urban Wapello County is highly structured -- substantial organization of the county by the different agencies has already occurred. As a result, only a more complex organizational structure, capable of unifying the objectives and the operational idiosyncrasies of the participating agencies, was capable of having an impact in the economically troubled community. (See Part III)

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Experience Gained:

In terms of the effectiveness of the tools or techniques employed -- the use of young people as summer youth employment interviewers and substantial community involvement in program planning, implementation, and operation -- the experience of the two projects was remarkably similar. As Parts II and III of this report attest, the young people were found to be enthusiastic, ambitious, and tremendously creative. In addition to providing effective job development and placement services in their communities, these young people contributed innovative promotional ideas to the projects and served as extremely effective ambassadors, not only to the young people of the community, but to the community at large. In this latter respect, the summer youth employment interviewers proved capable of interpreting the summer youth employment problem to the community much more effectively than the established agencies had previously been able to.

Similarly, involvement of the communities made significant contributions to the effectiveness of the projects. In Washington County, community involvement translated into unlimited promotional radio time and newspaper space. It also resulted in community leaders participating, along with school and Employment Service personnel, in the job clinics. In addition, community leaders made a point of promoting the program in the course of regular contacts in the community. Coupled with the efforts of the two summer youth interviewers, the result was summer employment for nearly all the available and interested young people (see Part II).

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In Wapello County, though community leaders were involved in planning the program from its inception, little community concern was evidenced early in the project as the existence of a real problem was doubted (see Part III). However, when over seven hundred unemployed young people had been identified and fewer than fifty had been placed even in temporary jobs by the end of the first month of project operation, community concern became real. Prior involvement of community leaders then made it possible to translate this concern into promotional radio and television time, promotional activities in behalf of the project by industrial and business leaders, and into newspaper feature articles and complimentary display-type advertising. Though sufficient potential employment possibilities to absorb all the available young people simply did not exist in the community, the involvement of community leadership in project planning and administration did contribute to the effort to make the community aware of the existence of a real problem. Equally important, the translated concern of community leaders resulted in more young people having at least short-term summer jobs.

In summary, the use of young people as summer youth employment interviewers was found to be effective and desireable in both projects. Likewise, the involvement of community leaders in project development and implementation was found to be of enormous value. Translated into the terms of the first part of the twofold objective shared by these demonstration projects -- the delivery of

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effective job development and placement service to the young people of the community -- the effectiveness of the tools resulted in attainment of the objective; effective service was delivered.

The experiences of the two demonstration projects in relation to the second part of the common twofold objective -- the determination of the extent to which the summer employment needs of young people remain unmet despite optimal utilization of the opportunities available through private employment and the various state and local programs -- differ substantially. In rural Washington County, at least some summer employment, even though it may not have been the ideal full-time summer job, was available for virtually every interested young person. An aggressive, effective summer job development and placement program was entirely adequate to meet the needs of the community. (See Part II)

In Wapello County, the experience was altogether different. Despite a more intense promotional campaign and despite maximum utilization of the opportunities available through private industry and through the various state and federal programs, over four hundred young people who registered with the project for summer employment failed to find even one very short-term job. Youth employment needs were effectively communicated to the community; the summer youth interviewers were resourceful and persistent in their job development efforts; the resources available through the Neighborhood Youth Corps were fully exploited. Yet over half of the young people who asked for work failed to get a job. The conclusion is inescapable; some type of job creation activities is vitally important to a successful

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effort to meet the summer youth employment needs of a community of the size of, and exhibiting the economic characteristics of, Wapello County. The often proposed expedient of adding staff and expertise -- of simply "putting more into it" -- proved unequal to the task. (See Part III)

Experience Sidelights:

Discussion of the experience gained in these two demonstration projects would not be complete without comment on the differences in attitude displayed by the young people in the respective counties. In Wapello County, the summer youth interviewers had a great deal of difficulty with young people who turned down jobs or who failed to report to the employer when referred. In Washington County on the other hand, there were few, if any, experiences of this sort. The differences appear to lie in the influence the job clinics had in Washington County. As Part II indicates, the schools were fullfledged participants in the Washington County Project; the job clinics were conducted during school hours and were required parts of the day's curriculum. The content of the clinic presentations was concrete and practical. The young people were told what kind of jobs would be available, what rate of pay they could expect, and what the employer -whether industrial, commercial, domestic, or agricultural -- would expect of them. The truth about the world of summer work was conveyed to the young people during these give and take sessions in terms that could be understood. As a result, the job clinics turned out to be effective means for disseminating practical, relevant labor market information.

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Though the young people did not necessarily like what they heard, they heard it in time to adjust to it realistically. The need for this type of hard, practical labor market information prompted the Center Director of the Wapello County project to recommend inclusion of summer job clinics in future programs. (See Part III)

The reaction of the respective communities to the demonstration projects is also well worth noting. In the case of Washington County, the demonstrated effectiveness of the 1968 Project has resulted in widespread community interest in mounting a similar program utilizing only local resources next year. (See Part II and Attachments) In Wapello County a locally financed Summer Youth Employment Program, featuring both job creation activity and the use of summer youth employment interviewers to promote maximum utilization of the potential offered by private employment, is under development. (See Part III) Taken together, this experience suggests the possibility of using Employment Service resources to initiate pilot Summer Youth Projects which could be "spun off" and financed locally when the program's potential had once been demonstrated in the community.

Conclusion:

In retrospect, the techniques employed in these demonstration projects were effective; were the projects to be repeated, few changes would be made. That young people can do a creditable and competent job of providing placement and job development service for other young people was amply demonstrated. In addition to proving capable of mastering the techniques, the youth interviewers demonstrated their ability to approach their assignments with an inventiveness and an enthusiasm adults would find difficult to muster. Finally, the young interviewers proved their ability to interpret the realities of the labor market to other young people extremely effectively.

Likewise, even though it was often difficult and sometimes painful, the advantages of working with, and through, community leaders were also clearly demonstrated. As the Wapello County experience illustrated, the problem of summer youth employment is a large one. The participation of community leadership enabled the Wapello County Project to communicate the dimensions of the problem to the community; it also brought sufficient pressure to bear to force competitive public agencies to work together to solve a community problem. (See Part III) In Washington County, the participation of community needs. The dollar investment in the two projects was small -- less than \$1,300 per project -- but the service delivered and the impact on the community was great. The approach embodied in the projects proved both effective and economical.

On the other hand, the structural and operational changes suggested in Part III would most certainly be made in the Wapello County Project. Here the absence of significant school participation, the importance of which was demonstrated by the experience of Washington County, handicapped the Wapello County Project. Similar school involvement in Wapello County could contribute not only to the strength of the Summer Youth Employment Program, but to the effectiveness of the cooperative school program as well. In our work-oriented society, knowledge of the world of work is as much a part of a well-rounded education as general academic knowledge; solid, realistic labor market information is always revelant. PART II

SUMMER YOUTH EMPLOYMENT PROJECT WASHINGTON COUNTY WASHINGTON, IOWA

"SUMMER 1968"

YOUTH INTERVIEWERS:

John (Rusty) Green City of Washington

Lonnie Yoder Wellman, Kalona, and Riverside

Submitted by: Marilyn Calhoun, Outstation Interviewer South Iowa Manpower Center 116 South .Market .Street Ottumwa, Iowa

WASHINGTON COUNTY SUMMER YOUTH

EMPLOYMENT PROGRAM 1968

The Area:

Washington County in southeast Iowa is in the richest of America's agricultural regions. With a city population of 6,249 in an area of 2.5 square miles and county population of 22,000 within a 570 square mile area, it has long been among the top counties in the state in per capita wealth. Although it is a prime agricultural area, the county experiences a decline of more than fifty farmsteads annually through redistribution of land ownership and/or control.

The activity in three hundred and five retail sales outlets, plus many service establishments, places Washington among the top counties in Iowa in per capita sales. The economy is further diversified by thirteen light industries and an ultra modern grey iron foundry (a new industry acquisition) which will be operational within a very short time.

The community retains its rural characteristics -- moderate in beginning new courses of action, but with a considerable unity of purpose in handling and seeking solutions to Washington societal problems.

The Problem:

The question of a possible summer youth employment program was first introduced in February of 1968 through a meeting of the Governor's Commission on Children and Youth held at the Washington High School. Comments and questions from the student body during a free discussion period convinced local adult participants of the need in this area. (See Attachment #1)

Previous Experience:

A summer youth employment program had been tried locally a few years ago and met with a notable lack of success. The concept of this attempt had been to place town youths in summer farm jobs in the community. The Washington County TAP Committee devised a survey form, counsel was solicited from representatives of a number of agriculturally oriented agencies, and a mail survey was made to ninety-three farmers representing each township in the county. The findings of this survey revealed that a combined student enrollment of more than one thousand in the three community high schools could not possibly be absorbed into agricultural employment. The magnitude of this problem, coupled with the lack of widespread local concern, discouraged the initiators of the idea. The notion of a program was dropped, and the local Chamber of Commerce Executive Director did what he could to promote summer jobs for young people. In 1967, he came up with 34 summer placements.

Development of the Program:

A casual conversation between an Iowa State Employment Service outstation Interviewer and the President of the Washington County CAP Advisory Committee, who is also a local community member of the Children and Youth Commission, concerning the failure of the previously attempted youth employment program was the impetus to renew action in this direction. The subject was brought to the

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attention of the Area Manager of the South Iowa Manpower Center. After consultation with the State Youth Services Supervisor, who is presently Vice Chairman of the Governor's Commission on Children and Youth, it was decided to try an entirely different approach to the problem.

A series of meetings involving Employment Service personnel, the Chamber of Commerce Executive Director, the Chamber of Commerce President, the County Community Action Program President, the publisher of the Washington Journal, the local radio station News Director, the county ASCS Director, and a representative of the County Superintendent of Schools were held in Washington. Out of these discussions, a program emerged which featured: (1) a massive public information campaign utilizing both mass media activity and personal contacts by participating community leaders; (2) a countywide survey by volunteers to identify possible job leads; (3) job clinics in each of the county high schools to acquaint young people with what they might expect, and with what might be expected of them, in the world of summer work; (4) the employment of two young people to serve as summer Youth Interviewers and to do the actual job development and placement work; (5) dependence, to the maximum degree possible, upon local resources to mount and execute the program.

Implementation:

Public Information

The public information campaign began immediately. The Chamber of Commerce included information on the program in mailings to its

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membership. The ASCA office circulated survey forms requesting job openings. Participating local leaders promoted the idea in the course of regular contacts in the community.

The local daily newspaper, the <u>Washington Journal</u>, provided front page coverage of the program from its inception through to a final summary. The <u>Journal</u> also regularly ran a coupon which could be clipped and sent in as a job order. Employment Service personnel, community leaders, a representative of the State Bureau of Labor, and the two Youth Interviewers appeared on the local radio station on programs which were devoted entirely to the project. The E.S. outstation Interviewer also included spot announcements on the regular twice weekly employment broadcast.

Job Lead Survey

Youth from church, social, and school groups volunteered to survey the town of Washington, and as much of the county as possible, to solicit casual and/or part-time jobs, leave promotional literature, and, in general, to inform and encourage residents to support and utilize the program. The surveyors left a packet at each contact which contained Chamber of Commerce information, a city map, letter of introduction to the youth project, job opportunity card, inquiry as to kind of help needed, and address and phone number card of the Washington County Community Action Center, as well as an invitation to drop the cards off at the Chamber of Commerce office if more convenient. (Attachment #2)

Job Clinics

One of the most important facets of the implementation of this program was the "Job Clinic" sessions held in the Washington High

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School, the Highland Community School, and the Mid-Prairie Community School. A total of twenty-two one-hour clinics were held, each moderated by an Employment Service representative, and participated in by a local business representative, a representative from agriculture, and a housewife.

The Employment Service's color film "Applying For A Job" was shown, and special youth job application blanks were distributed along with the E.S. publication "Get A Line On That Summer Job." (Attachment #3) For part of the clinics, the film strip was shown during the lunch period; students were free to attend or not according to personal choice. For other sessions, the film strip was made an integral part of the presentation. General format for the clinics was as follows: the moderator discussed employment requirements, attitudes, and specific job opportunities available in general to the age group; panel members presented the employer's expectations of attitudes, skills, conduct, dress, etc., from these future employees; a free discussion period ended each clinic session.

Youth Interviewers

As part of the demonstration aspect of its operation, the Iowa State Employment Service, through the South Iowa Manpower Center, provided funds to employ two youth interviewers. One served the city of Washington, and the other covered the northern section of the county in the Wellman, Kalona, Riverside area. Each was paid \$1.60 per hour. The youth serving the county area worked a total of 420 hours for gross earnings of \$662, and the town representative worked 360 hours for gross earnings of \$576.

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The two youth interviewers were selected from a number of applicants recommended by school administrators and counselors. The Youth Interviewer in the city of Washington, John (Rusty) Green, operated from the local CAP headquarters; the county Youth Interviewer, Lonnie Yoder, based his operation from his own home with a drop station for messages at the Highland Community School. Throughout the operational period, this was strictly a youth program -operated by and for youth, with only minimal supervision provided by Employment Service personnel.

Both Youth Interviewers were energetic and enthusiastic program workers. This is evident in the number of employer contacts made -an activity which contributed greatly to the degree of success the program achieved. Both were equally unstinting in giving their time beyond the regular work day in order to speak to various adult and youth organizations to publicize and promote the program. The narrative reports of each of these young men (Attachments #4 and #5) reflect the sincerity of their individual participation and appraise the program from a youthful point of view.

Program Accomplishments:

Two ways of looking at the program's accomplishment suggest themselves. First and most obvious, is the statistical perspective -what the measurable activity was.

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STATISTICAL SUMMARY

		Washington County (L. Yoder)	City of Washington (J. Green)	Totals
1.	Job Clinics			22
2.	Students Par- ticipating			1,024
3.	Applicants	91	187	278
4.	Employer Contacts	820	433	1,253
5.	Job Openings Immed. Developed Thru Employer			
	Contacts	53	55	108
6.	Referrals	343	195	538
7.	Placements	248	178	426
8.	Follow-up Contacts to determine employer satisfaction with worker referred	43	153	196

The second, and perhaps less obvious but most certainly no less significant, perspective is the influence the program had upon the community at large. Attachment #6 to this report gives some indication of the reaction of the community's business and industrial leaders. Attachment #7 not only summarizes the reaction of the agricultural community, but indicates the galvanizing effect this demonstration had upon the community as well.

A demonstration project is, by definition, a trail-blazer -its objective to show the way. The 1968 Washington Summer Youth Employment Project demonstrated to the community the impact this type of program can have upon the summer youth employment problem. (Attachment #8) A measure of the project's achievement is the enthusiasm generated in the community for mounting a locally financed 1969 program.

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Washington, Iowa, FridayEvening, February 2, 1968

APPOINTED BY GOVERNOR

Commission on youth to hold Washington meeting

The Governor's Commission on Children and Youth will pay a visit to W a s h i n g ton Tuesday, February 27. A meet i n g from 10 a.m. until 3 p.m. will be held at the Captain's Table.

Mayor Cloid Willits and representatives of other community agencies issued an invitation to the Commission which was accepted formally at a Commission meeting in Des Moines Wednesday. The Commission visit to Washington will be the first visit the Commission has ever paid to an in-dividual community. The visit's purpose is three - fold: to acquaint the community with the work of the Commission; to acquaint the Commission with a rural Iowa community; to help the Commission through discussion of problems as it makes preparation for Iowa participation in the White House Conference on Children and Youth in 1970.

The Commission is a cross section of professional and laycitizen effort in behalf of the total welfare of children, a clearing house for information for those having official or voluntary responsibilities for the health, welfare, education and training of youth. President Theodore R o o s e v elt conven e d the first White House Conference in 1909 and this led to the establishment of the United States Children's Bureau. National Conferences have b e en called every ten years since that time.

The Iowa Commission began in 1948. It was called together in response to a letter from the Children's Bureau asking a state - wide study for the Mid -Century White House Conference. More than 50 organizations established the Commission and adopted by - laws stating the purpose to be a medium of exchange and pooling efforts to avoid duplication and to provide better coverage of needed services.

Today's Commission, headed by Dr. Robert Gauchat, pediatrician on the staff of Univer-sity Hospitals, Iowa City, has become a more mobile Commission. Earlier this week the Commission sponsored a symposium on "Services for the Mentally Retarded." The symposium took place in the House Chambers of the Capitol in Des Moines. Attending the symposium were Mrs. Alan Bergstrom, Mrs. E.J. Vosika and Mrs. Robert Day of Washington and Earl Zehr of Wellman. Mrs. Day, a member of the Commission, is in charge of arrangements for the Commission meeting in Washington February 27.

An annual function of the Commission has been a fall youth c o n f e r e n c e, recently held in Ames. The future of the conference is now under study by the Commission and may result in four regional conferences in Iowa, rather than one central conference, so that more Iowans may attend.

In recent years an Iowa Youth C o u n c i l has been sponsored by the Commission. The Youth Council advisor, Mrs. Lynn Culter of Waterloo, will meet during the noon hour of the meeting here in Washington with the youth attending from our county. Purpose of the youth council will be explained. Very soon adults of public and civic groups serving youth will be asked to list for the planners problems relating to chil d r e n and youth they are facing. This will provide information for the keynote speaker represent in g Washington County. Invitations will be issued to youth and adults to share the Commission visit to Washington.

ALLACIMENT 1

Youth conference at YMCA Tuesday

County residents who have received invitations to participate in the youth conference involving the Iowa Commission on Children and Youth at the Y M C A Tuesday at 9:30 a.m. are reminded to call their luncheon reservations in today and no l at er than Saturday to the YMCA desk.

Dr. Robert Gauchat of Iowa City, chairman of the governor's Commission, will speak breifly outlining the purposes of the Commission in response to a welcome from Cloid Willits, mayor of Washington. Don Oxen ford, work - study coordinator, will give the keynote address.

During the afternoon session, a discussion of youth employment in Washington County will be led by Max Noe of D e s Moines, state supervisor of the Youth Employment Services, Iowa Employment Security Commission, and R o b e r t Tolsma' of Ottumwa, chief employment counselor, South Iowa Manpower Center, Iowa State Employment Service.

Latest Commission members to make reservations for the meeting include Mrs. Max Lyon, second vice - president of the Iowa Congress of Parents and Teachers Association, and Helene K. Mosier, executive director of the Iowa Town and Country YWCA. Washington, Iowa, Tuesday Evening, February 20, 1968

Meet here February 27

Youth leaders to hear Noe

Max K. Noe, state supervisor of Youth Employment Services, will speak at the afternoon session of the one - day conference here February 27 at which time members of the lowa Commission on C h i l dren and Youth will visit with city and county officials, adults in youth - serving groups and youth of the county.

The conference will be held at the Y M C A with registration at 9:30 a.m. and the start of the meeting at 10. Robert Tolsma, chief employment counselor of the South Iowa Manpower Center of the Iowa State Employment Service at Ottumwa, will work with Mr. Noe as resource person. Mr. Tols m a has completed a follow - up study of 1967 high school graduates of Washington County as it pertains to employment.

Reservations for the meeting and luncheon which will be served by the Captains' Table should be made at the YMCA by Friday. Student participants will make their reservations with the school office. The Washington Kiwanis, Rotary and Y's Men Clubs are underwriting the expense of the student lunches.

Assisting Mrs. Robert Day, a member of the Commission, with plans for the conference are Burge Hammond, Ken Cuhel, Robert Gillesby, Mrs. Joe Evanovich, Mrs. Ira Morrison, Rev. David Groeneman, and Mayor Cloid Willits.

Don Oxford, local work - study coordinator, will keynote the conference. Participants will be divided into discussion groups as they identify problems of children and youth in Washington County and suggest possible solutions.

This is the first visit the Commission has paid to an Iowa c o m m u n i t y as it prepares for Iowa's participation in the White House Conferences on Children and Youth in 1970.

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Attachment 1 (Cont

GOVERNOR'S GROUP IN MEETING HERE TUESDAY

Commission listens as area youth speak

Members of the Iowa Commission on Children and Youth, county adults and students from Washington, Mid - Prairie and Highland high schools, plus one each from Waco and Keota, met at the YMCA in Washington yesterday and discussed frankly problems of the community, county and schools as the students saw them.

The governor's Commission was here to listen and members of the Commission served as recorder's for the discussion groups.

Don Oxenford, work - study coordinator for the Washington County Special Education program, was the keynote speaker. He set the tone for the day as he presented problems and concerns, as they relate to children and youth, he had gathered from county adults serving in professional capacities. He asked that the groups not be limited to the problems he mentioned, and they were not.

Mayor Cloid Willits welcomed the Commission to Washington. Dr. Robert D. Gauchat of Iowa City, chairman of the Commission, responded to Mayor Willits and expressed for the Commission thanks for being invited to Washington for the day.

Youth Meet

The discussion groups followed this brief opening session and reports from the groups were given to the conference as a whole by the recorders just before lunch. During the noon hour, the students are together with Mrs. Lynn Cutler of Waterloo, Commission member and advisor to the Iowa Youth Council, and Craig Miller of Ames, student at Iowa State University and chairman of the Iowa Youth Council. Mrs. Cutler explored with the youth whether of not they would like to have more responsibility in planning programs for themselves. The group answered affirmatively and Mrs. Cutler and Mr. Miller explained the functionings of a youth council not related to any existing school or volunteer agency. The question of whether of not county youth would try to organize such a group was left to the youth.

The afternoon session was begun with a report from the youth session by Mrs. Cutler and Mr. Miller. The report included the following comments: lack of communication between groups planning for students and the schools; students don't like to be put in the position of informing on others; students

feel the underprivileged are discriminated against.

At this point, Genevieve Clayton, Camp Fire Girls representative from Des Moines and a member of the Commission, stated that she felt it was not fair to just list problems of the community as the youth see it when it was obvious there were . many fine things about the community and county the students could list. Mrs. Robert Day, who presided at the day's meeting, pointed out that the students were asked to list problems as they see them rather than the positive things, because it was the intent of the conference to visit with the students frankly so that adults might learn from the students.

Max K. Noe, state supervisor of the Youth Employment Services of the Iowa Employment

Commission of Des Moines, assisted by Robert Tolsma, chief employment counselor of the South Iowa Manpower Center of the Iowa State Employment Services in Ottumwa, made a youth employment presentation in the afternoon. Mr. Noe spoke briefly about the problems and called on Mr. Tolsma to give a report on a recent survey of high school graduates in this county. Mr. Noe then called on three students to tell the group what they saw as the employment problems of youth in the county. Speaking were Freda Beeler, a member of the Neighborhood Youth Corps, who told about that, Neil Britain and John Watters. Problems which the youth spoke about were their inability to know how to go about making an application,

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(Continued from page 1)

how to present themselves the best in an interview, where to look for a job, the discrepancy in wages offered youth for smililar type jobs, the desire for some students to be released from sixth hour study hall for work.

Mr. Noe pointed out the brochures available to both employers and students which would help them in this employment field. He suggested, also, that adults should concern themselves with the contents of child labor laws in the state.

Discussion Topics

A general discussion concluded the day's general meeting.

Some of the topics discussed during the discussion group period were as follows: the need for a coffee house for students; the seeming inequities of law enforcement; the need for authority and the recognizance of it even though youth might rebel against it at times; that officials must be worthy of respect and set good examples; youth do not feel as pressured as adults think they are; too much emphasis on preparation for college; parents push children too rapidly into social situations and some activities; dating steadily might result from too little group activity; on the other hand many students will not participate in group activity; students do not object to the draft but object to the war in Viet Nam - some feel everything possible should be done to end it quickly; many favorable comments about good teachers; church may not be important to youth because their parents feel lax about it; who do churches feel the need to program socially for students?; students feel parents too concerned about how they dress; penalties not stiff enough for first offenders; child needs to accept some responsibility for his criminal behavior; parents try too hard to get their children out of being punished; youth need cooperation and backing of their parents; too much friction between communities in the county - are sports activities the cause?; are the adults the cause of this fric-tion?; need for tennis courts; need for winter sports locations; problems of raising money for student projects; young people have poor attitude about laws; how do you teach responsibility?; the need for sports activities for girls.

One group felt sex education was needed in the schools. Another group felt there were things to do on Friday and Saturday nights but nothing to do on the other nights in the week. Most of the groups felt that a

Mrs. Day, in summarizing the day's meeting, pointed out that the adults had mostly listened and that the students had certainly given the adults much to think about.

Serving as discussion leaders from the county were Richard Goodwin of Ainsworth, Mrs. Mildred See, Gary Murphy, Robert Gillesby, Ken Cuhel, Ralph Kleese, the Reverend David Groeneman and Jim Jorgenson. The planning committee for the day included, Mrs. Day, Mr. Gillesby, Mr. Cuhel, Mrs. Ira Morrison, Mrs. Joe Evanovich, Mayor Willits, Mr. Groeneman, and Burge Hammond.

McCleery - Cumming Co. furnished notepaper for the conference and the Curran Co. furnished favors to the adults. The Washington Rotary, Kiwanis and Y's Men Clubs provided

Assisting with registration for 1 (Cont the day were Mrs. Tom English, Mrs. Ira Morrison, Mrs. John Owen and Mrs. Pat Shaver. The YMCA allowed the use of the building for the day free of charge.

panto

ENFORCEMENT AND PENALTIES

A. The state labor commissioner and his staff are charged with enforcing the Child Labor Laws. (Code 91.5(2) and 92.16.)

- (Cont'd.) 1. The labor commissioner is charged with collecting statistics. (Code 91.4(2).)
- -----2. The woman inspector in the labor bureau is charged with inspecting children's employment and collect-ing statistics on child labor. (Code 91.7.)
- mayors are required to cooperate in enforcing child labor laws. (Code 92.16.)
- C. The county attorney is required to prosecute violators. (Code 92.16.)
- D. PENALTIES include fines up to \$100 and up to 30 days in jail for any parent, custodian or employer who violates the law. (Code 92.15.)

TIMELY SUGGESTIONS

Definite responsibilities rest upon you boys and girls who seek to secure jobs.

- 1. Consider your interests, abilities and aptitudes before seeking or accepting a job.
- 2. Check with the proper authority so as to know that the type of work you are seeking is legal at your age.
- 3. Ascertain if you are old enough to work at night legally.
- 4. Be sure to have your employer fill in all blanks on the "Intention to Employ" card he must sign, showing the type of work you will be doing and the hours you will work.
- 5. Learn what you can do legally and how many hours you are permitted to work under Iowa laws.
- 6. Be the kind of citizen who will report to the labor department when you are frequently required to work overtime or when the type of work is changed, both of which violate the law.
- 7. Be mature enough to accept a job and give value for the wages you receive and do not consider your job just another form of play.
- 8. Realize that you can learn and grow in every job you do well.

When you have done this you have earned "Your Chance to Work."

IOWA COMMISSION **ON CHILDREN &** YOUTH

YOUTH EMPLOYMENT COMMITTEE

in cooperation with IOWA BUREAU OF LABOR

WHAT JOBS FOR YOUTH

This leaflet is dedicated to you boys and girls who desire a chance to work during the summer vacation. It will acquaint you, your parents, and employers with the child labor laws of lowa which have been enacted over the years for the protection of her future citizens.

The chance to work is both a privilege and an opportunity; the privilege of learning through doing; the opportunity to demonstrate that youth can carry responsibility.

You will get the most satisfaction and benefit from your work by doing the best job possible.

That in turn will help others to get future jobs.

YOUTH OPPORTUNITY PROGRAM

You have volunteered to help with an overall employment project -one designed to locate summer jobs for high school youth. Because there are more youth than jobs in businesses and industries, a canvass of every home in the community must be made to locate full-time, parttime and occasional jobs for youth.

In other words, you, a youth, are helping youth in a search for jobs.

Cooperating with the project are the Iowa Employment Service, the Chamber of Commerce, the Washington County Community Action Program, and the schools.

The week of April 29 -- May 4 has been selected for the survey. The hours of 5 to 7 p.m. are suggested as the best times to find householders at home. Saturday, all day, is also a good time. If you are employed until 8 p.m. and still want to help, you are free to visit the assigned homes after 8.

Be a salesman. Explain to the householder that you are seeking jobs for youth for the summer and ask if they don't have something that can be done on a regular or part-time basis -- or on an on-call basis. You will leave a form with the householder. If he chooses to fill it out while you are there, wait for it and turn it in to your advisor. If you get a flat "no" -- encourage the householder to keep the form, think about it, and later send it to the address listed on the form or drop it off at the Chamber of Commerce Office. It is our job to sell adults on the need for them to assume some responsibility for seeing that youth has constructive work to do.

If no one is at home, leave the form in the mailbox.

Your help is greatly appreciated. Please be conscientious in doing your assignment.

Remember, it is youth who will profit from this effort -- so HELP YOURSELVES!

Washington County Youth Program

JOB OPPORTUNITY CARD

I am interested in hiring summer help.

NAME

ADDRESS

TELEPHONE

Kinds of work available_____

Person to contact (if other than above)

Mail to:

Washington County Multipurpose Center 921 East Washington Washington, Iowa 52353 (Telephone: 653-2853)

Or drop off at the Washington Chamber of Commerce.



IOWA EMPLOYMENT SECURITY COMMISSION IOWA STATE EMPLOYMENT SERVICE affiliated with U. S. EMPLOYMENT SERVICE

Official Business

Postage & Fees Paid Employment Security M

LOCAL COLLEGE AND HIGH SCHOOL STUDENTS ARE LOOKING FOR SUMMER JOBS.

Past experience proves that these young people turn in a fine performance in many kinds of work—on the production line, in the office, behind the counter, on construction projects or as summer replacements. Outdoors or indoors, part-time, full-time or temporary, students are a valuable supplement to the summer staff of all types of companies.

Already this year many students have asked the Iowa State Employment Service to help them in their search for work. We're relaying their appeal to you. Do you have a job for one or more of them?

If you do, return the postage-free card today or get in touch with our office. You will be contacted immediately for further details. Then we will pre-screen the students to find the one that best fits your needs.

SUMMER JOB OPPORTUNITY CARD

I am interested in hiring summer help.

NAME OF COMPANY		
ADDRESS		
TELEPHONE	NO. OF OPENINGS	
KINDS OF WORK AVAILABLE		
DEBSON TO CONTACT		

(No Postage Necessary)

IOWA EMPLOYMENT SECURITY COMMISSION IOWA STATE EMPLOYMENT SERVICE affiliated with U. S. EMPLOYMENT SERVICE

11012 SOUTH MARKET STREET A. 10WA 52501

Official Business

lant

Washington County Head Start Center 921 East Washington WASHINGTON, 10WA 52353 Postage & Fees Paid

Employment Security Mail

IOWA STATE EMPLOYMENT SERVICE

Service Monday through Friday Employment Specialist on Duty Mondays & Thursdays

WASHINGTON COUNTY HEADSTART CENTER 921 East Washington Washington, Iowa

TELEPHONE: 653-2853

SERVICE FOR EVERYONE

Washington County Summer Youth Employment Service

Wellman - Kalona - Riverside

LONNIE YODER, Youth Representative Phones: Riverside - 648- 2891 Wellman-Kalona - 646-6701 Washington, Iowa, Friday Evening, April 26, 1968

YOUTHS COOPERATE

Job survey to start Monday

Young people from Washington High School will be making house - to - house calls in the city limits next week, seeking data to be used in the summer youth employment effort to be conducted in the city this year.

The youthful surveyors will carry cards which householders are asked to fill out or to keep for future reference.

Purpose of the program is to provide part time and full time jobs for youth in the county. The survey will be made only in the city of Washington, but

Washington, Iowa, Saturday Evening, April 27, 1968

TUESDAY — APRIL 23 Program for job opportunities

A well - organized program designed to provide youth of Washington County with more job opportunities, and to educate the residents of the area on their responsibility of helping meet the problem of youth unemployment has been launched in this area.

The program will include "job clinics" at Washington, Mid -Prairie and Highland H i g h Schools; a door - to - door survey in the city of Washington to find prospective employers for the young people; and the establishment of youth employment centers where files will be kept of the names of young people wanting jobs and the names of prospective employers. the youth employment program will be county - wide.

The program is to be operated almost entirely by the young people themselves. Youth coordinators will be hired in Washington, and in the northern section of the county. They will serve as "employment officers", keeping data on file so that prospective employers and job - seekers can be put in touch with one another.

Several high school groups have agreed to conduct the survey in Washington next week. The calls will be made in the evenings, when possible, in the hope of finding as many people at home as is possible. "We have had very fine cooperation from the young people" Mr. Hicks said today. "We hope this survey will help us determine just what the demand will be for workers, and that it also will help serve as a reminder to adults of their responsibility to help keep the youth busy".

- 1. Complete front of card only.
- 2. Please print or write legibly.
- 3. Circle or check appropriate sex in upper right or left hand corner, but DO NOT write or check the other boxes at the top of the card.
- 4. List complete address and telephone number.
- 5. Check appropriate answers concerning drivers license, transportation, etc.
- 6. When making job choice, please limit to three, except for agricultural occupations which are listed in numbers 10 through 15, any or all of these will count as ONE CHOICE towards the total.
- 7. It is very important to list any experience that you might have in any occupation or line of work, especially any occupation that you may have checked. List any or all work experience on the lines following Comments immediately following the occupation list.

EXAMPLE: Plant laborer, Adams Brick and Tile, Summer 1966; weeding, Mrs. Brown's crew, summer 1965-1966; waitress and cashier, Club 21, summer 1964-1966; babysitting for various neighbors for 3 years.

8. College Student - List major field in Comments section.

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The Iowa State Employment Service offers young people a variety of services—career planning and occupational information, aptitude testing, job finding help, aids in getting and keeping a job. Ask the staff at one of these ISES offices to help you when you have an employment problem.

(cont'd.

AHachment 3

AMES	FORT MADISON
ATLANTIC	IOWA CITY
BOONE	MARSHALLTOWN
BURLINGTON	KEOKUK
CARROLL	MASON CITY
CEDAR RAPIDS	MUSCATINE
CENTERVILLE	NEWTON
CHARLES CITY	OELWEIN
CLINTON	OSKALOOSA

COUNCIL BLUFFSOTTCRESTONPERIDAVENPORTSHEIDECORAHSIOUDES MOINESSPENDUBUQUESTOUFAIRFIELDWATFORT DODGEWEB

OTTUMWA PERRY SHENANDOAH SIOUX CITY SPENCER STORM LAKE WATERLOO WEBSTER CITY



5, mpin 25, 1968

START PROGRAM IN COUNTY

Seek jobs for young people

A well - organized program designed to provide youth of Washington County with more job opportunities, and to educate the residents of the area on their responsibility of helping meet the problem of youth unemployment has been launched in this area.

The program will include "job clinics" at Washington, Mid -Prairie and Highland H i g h Schools; a door - to - door survey in the city of Washington to find prospective employers for the young people; and the establishment of youth employment centers where files will be kept of the names of young people wanting jobs and the names of prospective employers.

One feature of the unique, experimental program will be the fact that it will be operated in a very large measure, 'by the young people themselves. The only paid personnel will be two student "monitors" whose task will be to help bring together the prospective employees and employers and to conduct a follow - up on the workers to see that the jobs are being done properly.

The job clinics at the three schools will feature a panel discussion. The panel will consist of someone to represent the agricultural community; a businessman; a Chamber of Commerce representative; and a housewife.

Discussions at these will center around what a potential employer expects of his young employee; problems of youth in farm jobs; how to apply for a job; and what can be expected in the matter of wages.

An attempt will be made to explain factors which may lead to a lower pay scale for youth than for an adult in the same type of work. Some of these factors may be the degree of supervision needed; or the matter of productivity; as well as the fact that wages are tied in with ambition and willingness to work.

An effort also is planned to educate employers about the worth of the tasks they want done.

Particular emphasis will be given to the fact that the problem of unemployment among youth is a community problem and that adults must provide jobs if the problem is to be solved. Much of the problem has been created by changes in the way of living which has led to a disappearance of large gardens in which youth can work; power lawn mowers which have decreased the amount of time needed for this task; and the fact that other "chores" formerly performed by youth are no longer needed.

An important phase of the program will be the follow - up work done by the student monitors. Employers will be asked to report on the attitude and productivity of the young person they employed. This information will be kept on file and will be used to help counsel the young employees.

Attachment 3 (Cont'd.)

Although the program is designed primarily to provide summer employment, it has permanent possibilities. Job offerings are expected to range all the way from full - time summer jobs in business and on farms, to parttime work with such work as lawn mowing, window washing, minor painting and carpentry jobs around the home.

Details of where and when the youth job centers will be set up is expected to be announced very soon.
NARRATIVE REPORT

"SUMMER 68"

I suppose the best place to start reporting on my summer activities would be from the beginning, but that would be almost backwards from the way I've done things all summer.

When I learned through the P. A. system at school that applications for a summer youth employment coordinator were being taken, I was puzzled as to what my summer employment was to be so I decided to look further into the opportunity. Having worked with boys, both older and younger than myself, as an instructor at the YMCA, I knew the problems a lot of kids had getting jobs and the need for summer employment both to help earn some spending money and also as an educational advantage for their futures. Through getting the job I could help both my fellow schoolmates and also solve my own problem of summer employment.

When I first walked into our guidance office the counselor knew nothing of such a job application through his office so he sent me to the principal's office. It seemed as though everyone was as lost as I was. Finally, I was able to catch up to our principal and he told me he had had some application forms but he had already given them all out. Later in the week I finally received an application form from the office and I filled it out.

I didn't hear from anyone until about four weeks later when all the applicants were called to the auditorium to set up personal interviews. All of us were screened by Don Oxenford, work study director at Washington High School, Cub Lohrer, the head of the Chamber of Commerce, and Mrs. Cornie Day, a local housewife and community organizer. The next contact was when we had our employment clinic at school when I talked with Mr. Bill Hood from the South Iowa Manpower Center in Ottumwa, who gave me my final interview and told me I was hired and would be contacted later.

On May 2, I talked with Mr. Gordon Bennett from the Manpower Center along with my colleague, Lonnie Yoder. From this "briefing meeting_x" I could tell we were all in the same boat. No one was actually sure of their position or how things were to work out, so we were all sort of backing into the project.

At first, Mr. Bennett seemed to be a man of many morals -- an old "go by the book" sort of brass tacks fellow. But it goes to show you how wrong first impressions can be. I've spent about as much time this summer with Mr. Bennett as I have with my own father. Gordon has done everything possible to help get Lonnie and I set up and has even pitched in and cheered us up when we would become discouraged.

My first two weeks were pretty wild. I started by setting up my "makeshift" office in the back room of the CAP Center. I thought I would run uptown to see if I could set up an appointment at the radio station. In five minutes I was on the air telling the community of our youths' problems and how these were Washington kids, born and raised by Washington residents and now what are the people going to do with them. I think this hit pretty hard because it came at a time when the community was trying to cope with the youth problem. Meetings

- 2 -

were being held on the issue of an evening curfew and the city was getting a shelling from the residents on the various acts of vandalism throughout the community.

The same day I had my first long conference with Cub Lohrer, the head of the Chamber of commerce. Cub was my insight to the business man. He would brief me in on the needs and wants of the business men and their feelings toward the city's youth and our youth program.

Later through the week I sent out employment opportunity cards to over one hundred business establishments of the community. I contacted as many churches and ministers as I could asking them to print something in the church bulletins about our program and also give us a "plug" during the church service. I tried to have a report of my progress in the paper at least once every two weeks.

Other outlets to the public that I found were personal talks with mens' clubs such as Y's Men and Kiwanis and also women's church groups.

Another person who helped me greatly in my tasks was Mrs. Marilyn Calhoun. Although I met Marilyn during my first day at the office I never had time to really get to know her until later on when we shared the same office three and four days a week. Marilyn is an interviewer for the South Iowa Manpower Center of Ottumwa and she would help me in handling my tougher assignments. If the omen "experience is the best teacher" was ever true, you can sure believe it in this business because one never stops learning or confronting new situations and problems and it's so reassuring to know you have someone as experienced as Marilyn to fall back on.

- 3 -

From the first three weeks on, everything was downhill. We were starting to show progress and the community started to respond. I can recall a few shaky experiences in getting the ball rolling. On one of my first orders, I had to deliver a boy to his mowing site. Upon returning an hour later, I found the boy sitting in six inches of grass holding the wheel of his lawn mower and worrying if he would be in trouble if I was to return and find the job undone. As I remember it, it was about 85 degrees and I had on a dress shirt and tie and there I was bent over a greasy lawn mower using some of my high school ingenuity fixing the mower. After about forty-five minutes of work on the wheel, we tried to start the mower only to find that we were out of gas. Cordially, I asked a neighbor for some gas and then I finished mowing that "hay field" for the boy. The people at the office got a good laugh to see me return covered with grass and sweat, my hands covered with grease, and exhausted after finishing the job and having nothing to show for it.

In all, it has been a very educational summer. It's a good feeling to know you have been of service to your community, expecially in an area such as working with the youth. I have enjoyed having the opportunity to show the public just what kind of a younger generation they have developed and how through the proper guidance a youth program such as this can be a profit to both adults and the youth. Anyone who has been served by our program knows that when given the proper opportunity the youth of Washington County can turn into a respectable and reliable labor force. Anyone who has tried to start a program such as this knows it doesn't just happen, but has to be backed and pushed by someone or something. In our case, I think we have both. Our "something" would have to be the South Iowa Manpower Center for their funds and experience and the Washington County Community Action Program for their facilities.

Then, there has to be that "someone" to push and back the charge. I think we have two "someones" and they are very special someones. Marilyn Calhoun and Gordon Bennett have never let me down whenever I needed that little boost of confidence or a little advice on how to get to the heart of an employer. Marilyn and Gordon have been like parents to me through the summer, probably for the fact that I've spent about as much time with them as I have with my own parents. (Even though I won't give Gordon the keys to my car -- the "Green Machine") I think Washington County owes so much to these two people for their assistance in not only this program but also the employment services rendered through the CAP Center.

This is my summer story in a nutshell. I could write a book on my personal experiences, both on my job and with Marilyn and Gordon, but probably the people who will read this don't have the time or it would be disinteresting to them. I can't thank enough the people who have made this such a wonderful experience.for me.

- 5 -

Gratefully,

RUSTY GREEN /s/

DAILY ACTIVITY REPORT * OUTREACH STATION

1. Date Summer '68 "Rusty" Green 2. Interviewer 3. Follow-up Contacts a. Counseling 153 KCII Job Programs (2) b. Other "Journal" stories (4) 4. Applications 187 a. Total Y's Men Meeting b. HRD c. 512's Kiawanis Meeting 5. Reactivations 108 Personal Letter Contacts a. Total X b. HRD CAP Director's Meeting **Openings** Received 135 6. Church Bulletins 7. Employer Contacts Total 433 Northrup King & Tindal Crew a. Telephone ? Developments ? b. Personal 8. Job Developments a. Telephone 55 b. Personal 9. Counseling Interviews Scheduled Х Referrals 10. 195 a. Local job b. Area Placement c. Other Agencies _____ 11. Placements 178 12.

12. Special Problems: (list any special problems that you encounter, what you feel are the causes of the problems, and suggest a solution if you can.)

SUMMER YOUTH EMPLOYMENT PROGRAM -- WASHINGTON COUNTY By Lonnie Yoder

On May 27, 1968, I began my work as a Summer Youth Employment Coordinator for the northern part of Washington County. My area in the county included the towns of Wellman, Kalona, and Riverside. My office for the Wellman-Kalona area was in the basement of my home. In the Riverside area a drop station for messages was established at the Highland Community High School.

As the summer Youth Employment Program was new, it was part of my responsibility to inform the community of the services being provided. To do this, I mailed summer job opportunity cards which explained the program to all of the business houses in the Wellman-Kalona-Riverside area. The card also gave the employer a chance to ask for my aid in hiring summer help. Although I sent these cards to one hundred fifty-four business houses, I received only one job order.

I took these results as evidence that most businessmen had already hired their summer help or did not plan to hire summer help. This prompted me to concentrate more on casual and part-time employment rather than full time employment. During the first week, South Iowa Manpower Center also had articles written and placed in the local newspapers describing the program.

With most of the summer jobs already taken in the towns, I decided to work more with the rural areas; I had small slips printed with my name, telephone number, and a brief word about the program. I then proceeded to visit nearly every farm house in the northern part of Washington County. At each house I left the slip and described the program to the householder. I tried to emphasize the fact that I had many youth who were looking for full or parttime work, and that I was willing to avail my services whenever they desired. This farm visitation process took the entire month of June.

Meanwhile, I was placing articles in the local newspapers further describing the employment program. I also had a five minute spot on radio station KCII once with "Rusty." As the community became informed, I began to receive more calls asking for help. I think this showed that the information program was successful.

After working for a summer with a Youth Employment Program, I have come to the following conclusions. First, the community should be informed more. Suggestions might include earlier newspaper articles and job clinics for the employers as well as the youth. Also, the Youth Coordinator could speak to more clubs and organizations (Farm Bureau, NFO, etc.). I found that some employers thought they had to pay me for the services I rendered or were required to pay a set wage, and therefore, were not planning to use the service.

Second, although we started earlier than most Youth Employment Programs, I think it would be beneficial to start earlier -- probably in late April or early May. The coordinator should be chosen at this time so that he could begin work immediately. He could work after

- 2 -

school hours and/or on Saturdays until school was dismissed for the summer. This way the youth could be better informed. I found some youth who had attended the job clinics who still did not understand the program. Some thought the program was being run by the High School and that the school would get a portion of their paycheck if they worked. Either the job clinics were a partial failure or the kids just didn't listen.

An earlier start would have given more young people a better chance of getting a full time summer job. It was evident this year that most of the full time summer jobs were filled before school was even dismissed.

Although the summer youth employment program can be improved, I felt it had some good strong points, too. For myself, my office at my home was both good and bad. It was advantageous because I received many job orders during my off hours, especially from farmers who needed workers within a short period of time or immediately. However, with my office at home, I was not in contact with the community and the youth as much as I desired. A possible solution would be establishing an office where I found most unemployed young people spent most of their time -- in town. The coordinator could include his home phone number in all information releases for before and after hour calls.

I may be prejudiced, but I think the coordinator of a program such as this should be a young person. I felt the youth were more open and willing to discuss problems with me, as a young person, than they would have been with an older person. Also, I knew most of the kids real well and knew what to expect of them. In this way, I think many problems were avoided.

I found that it was good to tell an employer a little about the worker(s) I was sending him. Likewise, it was also good to inform the worker(s) as to what might be expected of him on the job.

In the rural area, transportation to the job was sometimes a problem. I usually tried to get one person who could drive and have him pick up the rest of the kids, either at their respective homes or at a central location, such as a restaurant, in town. When no one could drive, and it was inconvenient for the employer to pick up the workers, I usually had time to deliver the workers to the job site myself.

Personally, I found my summer job both interesting and educational. I liked it because I was usually in contact with other people. This gave me an opportunity to learn a great deal about them, especially the youth. The job was also a gratifying one because I knew I was providing jobs for youth who might otherwise not have had a chance to work. Likewise, it was a pleasure to provide the service to the employer. In conclusion, I would accept a similar job if the opportunity arose again.

Following is a statistical summary of my summer work:

Follow-up Contacts to Determine Satisfaction with Worker Referred. 43

- 4 -

Employer Contacts.

820

Applicants.*	91
Job Openings Immediately Developed Through Employer Contacts.	53
Referrals.	343
Placements	248

* 36 original applicants from Job Clinics.

Interesting statistics:

- 1. Sixty-one of the 91 applicants received some type of summer work.
- 2. All but 16 of the summer job placements were for farm work of one type or another.



Linking Agriculture, Industry and Business Together for Community Expansion

WASHINGTON CHAMBER OF COMMERCE, INC.

Phone 319-653-3272

215 WEST MAIN STREET WASHINGTON, IOWA 52353 September 30, 1968

William Hood Area Mgr., South Iowa Manpower Center Otumwa, Iowa

Dear Mr. Hood,

The Washington Chamber of Commerce has long recognized the need of a Youth Employment Program. This year through the able cooperation of Mr. Hood, Mr. Bennett and Mrs. Calhoun of the South Iowa Manpower Center, the City of Washington was able to have such a program.

In early May, with the guidance of the personel of the Manpower Center, panels were formed of retail, householders and agricultural persons who spoke at all levels at the various schools. By late May two youth coordinators (county & city) had been established.

Cards were mailed to business people, industry etc. The newspaper and radio was also used to inform the community of the Youth Employment Program. The whole community became involved and we believe this was one of the outstanding programs in the nation.

We the Chamber strive to build a balanced and growing local, county, and area economy. We need a large number of our youth to be given job opportunities that will enable them to become gainfully employed during the summer months.

We believe that only through the work of the South Iowa Manpower Center and their personel was this made possible.

Lohre

Hubert H. Lohrer, Secretary

Sincerely. Philling Kneen, President

Chamber of Commerce

H1/Kr

WASHINGTON COUNTY COMMUNITY ACTION CENTER 921 East Washington Washington, Iowa 52353

September 16, 1968

Mr. William Hood South Iowa Manpower Center Iowa Employment Security Commission 116¹/₂ South Market Ottumwa, Iowa 52501

Dear Bill,

This letter will confirm our telephone conversation of this morning.

I attended the regular T.A.P. meeting at the A.S.C.S. office. Chairman William Boettcher asked me for any report I might have from the C.A.P. office.

I gave Mr. Boettcher a copy of each of the boy's activity reports, then orally gave them the statistics. They were very much impressed by the placements, contacts and follow-up figures. Mr. Boettcher asked each in turn their opinion of the youth employment Service program (me also, you know my opinion).

Jim Frier, County Extension Director, said he had been in contact with numerous farmers carrying out his programs, that had used the service. He asked them what they thought of the Youth Employment Service project. They were all well pleased with the boys sent them and would use it again next summer. He referred farmers to the center. Alice Ryan, Farm Bureau Insurance Representative, made her contacts mostly with women of the County plus some farmers. They were very happy to have a number to call for youth help around the home and yard. She stated that three or four of her contacts wondered if we could start earlier next spring. William Day, A.S.C.S., stated that he had received many favorable comments from farmers and city people alike concerning the operation of the projects by the two boys and the results obtained. He expressed the opinion that the project should be started earlier.

After a discussion and a unanimous affirmation (vote) the committee went on record favoring the beginning now of plans for the comeing year. The having of the orientation or clinics earlier and the hiring of the two youth to carry out the Washington County Youth Employment Service earlier, to take in spring work not only on the farms but for sping house and yard work.

I know this is a poor way to explain this Bill, but I have written most of it the way they spoke it at the meeting.

Thanks for listening to me,

Sincerely,

Vernon

VFC:jlj

WORKERS ARE AVAILABLE

reports CAP hears youth

Washington County Community Action Program heard reports from Rusty Green and Lonnie Yoder, coordinators of the countywide summer job program for youth in Washington County, at the meeting Monday night in householders are urged by these lan hompson, Ira Morrison, the Robert Day home.

Both Green and Yoder reported making numerous calls, personal and telephone calls, on prospective employers and having some success at finding jobs for youth who have filed applications with them through their offices. Green has headquarters at the CAP Center, 921 E. Washington, phone 653 - 2853. Yoder works from his home in Wellman and at the Highland school. The Iowa State Employment Service is paying the boys' salaries.

In their reports, both young men reported the need of jobs

The board of directors of the for girls. Both young men stress- classes this summer. ed the need of householders to assume some responsibility in providing jobs for youth. All board members by the County kinds of housecleaning and yard Board of supervisors as their work can be done by these youth. Business people and young men to contact them at their offices. Green reported a total of 162 applications on file in the Washington area.

Also present at the meeting were Richard Duperly of Mt. Pleasant, Neighborhood Youth Corps director for SE Iowa CAP, Mrs. Marion Miller, homemaker home health aid director for Washington County, and Vernon Clark, director of the CAP center in Washington.

Mr. Clark reported that the summer Head Start classes were full. All Head Start personnel recently completed a week of training in Burlington with other Head Start personnel of the SE Iowa CAP. Local young men and women from the junior and senior high school, are serving as volunteers in the

Mrs. Day, president, announced the designation of six CAP representatives on the board. These are Mrs. Mildred See. Mi-Walter Schroeder, Don Oxenford and Clifford Conklin. Mrs. Day said that the board will complete reorganization at the August 26 meeting. In accordance with the new federal law, the board will be comprised of three groupings, public officials, participants and representatives of interest in the community.

Mrs. Ron Powley, Area 10 secretary in Washington county, reported that there are 68 enrollments in adult high school as of June 20. There are six or seven individuals taking the adult refresher course. Ten more adults will graduate from Area Ten with high school diplomas August 22.

The board approved plans to continue renting the property at 921 E. Washington from Ed Gray to house the Head Start classes and the employment services. No more word has been received from Congressman Fred Schwengel relative to the application for funds to ex. Friday Evening, August 2, 1968 tend the SE Iowa CAP planned parenthood program to Washington County.

Local youth ready to go to work

Washington, Iowa, Wednesday Evening, June 26, 1968

Rusty Green, youth coordina-tor for the South Iowa Manpower Center here, today urged farmers needing help in mowing and making hay to contact him at Community Action Center on East Washington Street.

Rusty now has a file of local youths who are unemployed and looking for work on farms.

Farm labor can include such jobs as weeding, haying, corn shelling and tractor operation. He also urges that local residents not forget he has in his files, the names of boys and girls available to do many types of work in the area.

Anyone looking for help with tasks around the home or farm is urged to, contact Rusty at 653 - 2853.

Rusty Green reports on summer job plan

Rusty Green, youth coordinator for the Washington Youth Employment Service, wishes to thank the Washington Evening Journal, KCII radio, and the residents of Washington for their cooperation in making the summer program a success.

"Projects such as this are always easier with the support and backing of the public", he said, "and I feel Washington residents have cooperated well".

"May 29 I was faced with 90 applications for summer employment. Since then I have received 89 more applications from youth ranging from 12 to 20 years", Green said.

"Since the May starting date I have contacted 93 of these applications and have filed 168 job orders for full and part - time work".

Attachment 8 (Cont'd.)

How 2 Teens Aided Youths To Find Jobs

(The Register's lowe News Service)

WASHINGTON, IA. — Rusty Green, 16, son of the John H. Greens of Washington, and Lonnie Yoder, 18, son of the Robert E. Yoders of rural Wellman have held unusual jobs this summer.

They have been "Youth Coordinators" in a summer employment program for county youths, conducted in co-operation with the Iowa State Employment Service's Ottumwa based South Iowa Manpower Center.

This local program sprouted from an idea of Mrs. Bob Day's (a Washington attorney's wife) because of her interest in youth.

After obtaining the interest of the Chamber of Commerce, the A.S.C.S. office, the County Extension Director, the F.H.A. and of other county organizations, the original idea was converted into an operating program with the technical assistance of South Iowa Manpower Center personnel.

Farm Supply

As a start, a survey to determine amount of farm employment possible for youth, the interest of area farm equipment dealers and to feel the pulse of local and newspaper media was conducted.

The Washington County Technical Action Panel approved the survey form which the local group created and forms were mailed to 93 farmers representing every township in the county. Each of the recipients was, a leader in community or agricultural affairs.

Discussion with high school officials indicated a need of and a desire for information related to job finding. With the entire community's endorsement, the plan went into effect via publicity and youth participation on a trial basis.

Organizations volunteered to survey first the town's people to ferret out part-time jobs and to introduce literature and to enlist the assistance of interested parties. Job Clinics A panel of community leaders held job clinics in the three W as h in g to n County High Schools. Bankers, housewives, instructors, and other county personnel, along with Manpower C e n t e r Personnel, discussed employment attitudes, I a b o r prospects and answered student queries.

Youth interviewers who were nominated by county personnel were employed by the South Iowa Manpower Center to work in the program.

Rusty Green was selected from the Washington School District and Lonnie Yoder of Wellman from the Mid-Prairie School and the Riverside area to head the 3-month pilot program. Here was a program operated strictly for youth by youth, with only technical assistance being provided by employment service specialists.

, Their Pay

Rusty shares the Washington County CAP offices. Lonnie works out of Highland Community School in Riverside and his home in Wellman. Each works 5 days a week or a total of 40 hours. Salaries are paid from funds available to the State under Title I of the Manpower Development & Training Act.

One of Rusty's and Lonnie's major responsibilities has been to screen young people for county business men and farmers. Rusty finds Tindals Farm Supply and Northrup King offered the most placement outlets for both rural and city youth.

"Weeders", detasselers and yard mowing ran a close sec ond. Other outlets included "handy-man" projects, baby sitting jobs, and clean-up programs, all for either boys or girls.

Lonnie has found that general farm work, followed rather closely by "turkey-chasing", has provided the largest number of work outlets for young people in his area.

All applicants are screened as to age, weight, height and possible health limitations. Youth who are graduated are placed as well as teachers wishing summer employment.

About 180 young people applied for summer work through the program in May. Applications rose to 351 as summer progressed. By mid-August, 455 young people had found summer work through the program. Nearly 100 of these job openings had been uncovered by Rusty and Lonnie through extensive public information activities, including extensive use of free radio time and free space in the local newspaper, through frequent public speaking engagements and through contacting church organizations to explain the summer youth program.

With the opening of school, Rusty's job ends. He will be a senior.

The Credit Credit for the effectiveness of the Washington County program goes to the residents of

Washington County and to no one else, according to Bill Hood, area employment service manager.

The Washington program, along with a companion project in Wapello County, has attracted national attention. Both pilot projects are being observed for the purpose of initiating similar programs in other areas in the future.

Both programs represent a departure from the ordinary "hit or miss" approach to summer youth employment.

Each recognizes summer youth employment as a community problem, and each marshalls community and public agency resources in a comprehensive effort to develop suitable work outlets for young people.

Rusty, who plans schooling at Cedar Falls, and Lonnie Yoder, a Drake student this fall, have had successful summers in the business world.

★ ★ ★ ★ E Des Moines Sunday Register Aug. 25, 1968 Third News Section

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PART III

SUMMER YOUTH EMPLOYMENT PROJECT

207 Hofmann Building

Ottumwa, Iowa

Submitted by: Jack Pierce, Director

FINAL REPORT: SUMMER YOUTH EMPLOYMENT PROJECT

INTRODUCTION

The summer youth employment center was undertaken as a joint venture by the Iowa State Employment Service, and the Southern Iowa Economic Development Association under the auspices of the Ottumwa Community Services organization. The most unique facet of this project was the cooperation of existing government and private agencies, in solving the problems of the community. This facet alone is one that can be looked upon as a success for the summer youth project.

However, this is not the only accomplishment that has been made. As Director of the Summer Youth Employment Center I may have a somewhat slanted view of the success or lack of success of this project. However, in the report to follow I will try to give the most accurate view of the project that I can. Ideally it would have been better to have had someone outside the project view it and determine its fate. But, I believe the project was too short and too new to be accurately judged in this manner.

I would like to extend a thanks to Jim Glass and Joe Mondanaro of SIEDA whose guidance and resources were a constant help. Thanks also to Bill Hood of the Iowa State Employment Service's South Iowa Manpower, who I bothered constantly seeking new ideas to make the program a success. Other persons were a great help to me in making this not my program but that of the community. Mayor Hofmann, Earl Burum, Iowa State Employment Office, KBIZ-KTVO, Ottumwa Courier, KLEE, and the good citizens of the city of Ottumwa, Iowa.

FINAL REPORT SUMMER YOUTH PROJECT

I. THE PROBLEM OUR COMMUNITY FACED.

Ottumwa has a problem that is not unique to Ottumwa. It is a problem that almost all larger cities in the United States are trying to deal with. You might be thinking that employment for youth in the summer months is something which demands little concern. Or, you might be in the group that believes any young person who wants to work can find a job. These two attitudes and the lack of jobs of any sort for the younger citizens of our community was the problem faced by the summer youth employment center.

II. WHAT IS THE SOLUTION TO OUR PROBLEM?

The solution to a problem as large as the one above is not one that can be written down in a few short paragraphs in this report. In fact, I am not sure anyone really knows what the solution is. But because we do not know the solution is a poor, if not the deadliest, of all, excuse for lack of action. As we viewed the problem, the getting of jobs for the young citizens of Ottumwa from the ages of 14-18 was one solution to our problem. Hand in hand with the finding of jobs would be the education of the community to the needs of younger people, the wants of younger people and the role that everyone can take in not only employment, but an educational experience to everyone who seeks employment.

We thought that by combining the efforts of the State Employment Service, the Southern Iowa EDA, and the efforts of private individuals into one central location with one phone number for everyone to call, we could better serve the needs of young people and the citizens.

III. PROCEDURE AND METHODS UNDERTAKEN IN REACHING OUR SOLUTION.

Our first procedure was that of selecting a staff. We firmly believe that youth, given a chance, can accomplish many difficult tasks. The idea of youth helping youth would give a greater sense of identity to the project. In selecting our staff we wanted persons with a broad acquaintance in this age group and persons who understood the employment needs of young people in this age group. On this basis three young men, Ray Smith, Gary Wilkinson, and Gregory Lintz were selected. Their duties were as follows:

 a) Interview and secure applications from students coming into the Summer Youth Employment Office, Room 127, in the Hofmann Building, downtown Ottumwa.

- b) Review and update applications for summer employment completed by students in the high schools and junior high schools.
- c) Maintain accurate and up-to-date files on all applicants for summer employment.
- d) Secure job listings and openings from employers and citizens of the city.
- e) Maintain accurate files on all job listings.
- f) Fill job orders with young persons seeking employment as the listings come into the office.
- g) Keep accurate files on all placements.
- h) Follow-up of all placements to check on quality of work done by youth, evaluation of program by employer and to ask for future calls to office.
- i) Assist Southern Iowa EDA and South Iowa Manpower in maintaining and making reports and summaries.
- j) Undertake and follow through publicity efforts aimed at seeking employment.

Also in the office were two Neighborhood Youth Corps personnel functioning as secretaries. Their duties were as follows:

- a) Keep record of all persons entering and leaving the office.
- b) Answer the telephone and take job orders.
- c) Carry out all written correspondence.
- d) Take applications for summer employment.
- e) Help with the maintenance of the office.

Secondly, in order for you to better understand some of the activities of the Summer Youth Employment Center we will list them: (in no specific order)

a) Media Publicity: <u>Newspaper</u> articles were helpful in making the public aware of the facilities, the need for employment and activities of the Summer Youth Employment Center. A daily report of placements and the asking for jobs. Picture of youth working and of our job developers making house to house stops asking for jobs for the young people of Ottumwa. Editorials stressing the needs of young people for employment, and a letter to the editor by myself was published.

- b) <u>Radio</u>: Spot announcements by the radio stations of Mayor Hofmann and the newscasters asking for people to call the Summer Youth Center were items on the radio. Discussions on "Phone Forum" about the needs of youth and the lack of employment opportunities were heard. To top it off a remote broadcast from in front of the Hofmann Building asking for summer jobs was performed by the Youth Center personnel.
- c) <u>Television</u>: In total, four telecasts on the "Town and Country Forum" were presented to the citizens of Ottumwa dealing with the function of the Youth Employment Center and the need for the citizens of Ottumwa to deal with the problem themselves.
- d) <u>Letters</u>: Letters were sent to many different individuals and groups. The ministerial association was asked to deal with the topic of youth employment. The service organizations were written offering a speaker's program on the topic of youth employment. Leading individuals in the city of Ottumwa were written to and asked to help. The biggest mailing was to the farm population in Wapello County asking for them to call our office or their local farm representative for help with their employment needs.
- e) <u>Speaker's Group</u>: Speeches were made to many different organizations as Lions, Shriners, Ottumwa Hospital Alumni, Air Force Mothers' Club, and Ottumwa Business Womens' Organization.
- f) <u>Fliers</u>: Fliers were distributed in the downtown area and at the two main manufacturing plants in the city of Ottumwa. They were also displayed by downtown merchants and supermarkets.
- g) <u>Posters</u>: Handmade posters were placed in businesses and public places announcing the service of Summer Youth Employment Center and asking for jobs.
- h) Sound Truck: Lowenburg Bakery provided the use of their sound truck from which records were played and requests made for jobs while handing out fliers.
- i) <u>Personal Contact</u>: Personal house to house calls as well as business calls were made all over the city of Ottumwa asking for jobs for the young.

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j) "<u>Krazy Day</u>" Parade: We participated in the "Krazy Day" parade with a float and banners asking people to call the Summer Youth Employment Center with jobs. We also created some jobs with concession stands and put some people to work.

IV. CONCLUSION AND RECOMMENDATIONS.

In trying to summarize the success of such a program, a few questions must be answered.

 What was learned that will be useful for planning next year's program?

Answer: First, the program should be a year round program. If not, it should start in January or February. An earlier start would help in the following ways:

- a) Make citizens aware of program earlier.
- b) Get the youth involved to the degree where they look for jobs themselves.
- c) Educate the youth on how to get a job and what is expected by an employer.
- d) Get office facilities functioning before summer starts.
- e) Get more people involved to the point where they are working to solve their problem.
- 2. What changes were observed in local community attitudes? In responsiveness from agencies? In the Participants?

<u>Answer:</u> From what I observed, many people were made more aware of the problem of youth in finding summer employment. The people discovered that something was being done to deal with the problem and that their help was needed.

Agencies worked together in setting up the one central location for summer youth employment. The cooperation was a step in the right direction and helped eliminate duplication of services and confusion on the part of job seekers and potential employees.

3. How can this experience be incorporated into an on-going program?

<u>Answer</u>: This summer experience has been a test to see exactly what the problem is. Now that we have determined that youth employment is a problem and have set up a groundwork for dealing with the problem, we can make more progress in the future.

We found a way to efficiently register the applicants, an adequate filing system, and an efficient means of filling job orders. These ideas can be used in our next program.

4. What was the role of youth in the project?

<u>Answer</u>: Youth were involved in intake, job development, promotion, filling of job orders, and in running the youth employment center as well as keeping adequate records and reports.

5. What ideas put forth by youth were used?

<u>Answer</u>: Many promotional ideas such as sound truck, fliers, and posters were taken from youth. Parts of the record keeping system were developed by youth in the office. Also, the follow-up techniques and counseling ideas were presented by youth.

6. Describe functions of youth and did they adequately perform these functions?

<u>Answer</u>: Functions were as described in Question # 4. The youth did a very commendable job of performing these functions. This proved what we were telling merchants and householders -- "Given a chance, youth can do a good job."

7. Were youth involved in self-evaluation?

<u>Answer</u>: Since the project was new we were open to all help and criticism. The office staff constantly evaluated the success of activities to see if they should be continued. The youth that were placed on the job were questioned if possible and we heard comments such as, "I hope you have the youth employment center next summer" and "Thanks for calling me about the job." The only complaint was that we could not find enough jobs for everyone. The center must have been somewhat successful because the word spread and our job seekers went from 500 at the start to over 700 at the close, a period of only three months.

RECOMMENDATIONS:

- a) Start early -- January or February -- with a program to be set up at this time working closely with existing agencies to prevent duplication.
- b) Get the schools involved: hold job clincs in school, explain the employment situation, and perform intake at this time.
- c) Get the youth actively participating in seeking jobs -maybe a canvas of job opportunities in the community.
- d) Get the citizens involved in the problem: "These are our kids -- what are we going to do?" approach.
- e) Get campaign and publicity out so people know exactly where to call and the results they will get.
- f) Locate the office in a well known position such as City Hall. This will help people remember where to call -not just a number.
- g) Expand youth employment committee of Ottumwa Community Services, Inc. to include members of business, industry, labor, and the mass media. This committee should review the 1968 program, survey unmet needs, and prepare a 1969 program immediately.
- h) The area of job creation should be considered with either the add-a-kid approach or putting youth to work through donations.
- The Youth Employment Committee of the Governor's Commission on Children and Youth might well be asked to present a program in Wapello County in February or March to show youth employment problems.
- j) Timetable:
 - 1. Ottumwa Community Services Youth Employment Committee expended as soon as possible.
 - 2. Review of 1968 program and 1969 program drafted.
 - 3. Contact Governor's Committee on Children and Youth.

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- Raise funds to finance 1969 job creation activities by February 1, 1969.
- Job Orientation Sessions with students and beginning of promotional campaign May 1, 1969.

ATTACHMENT I

Statistical Report

ATTACHMENT I

Statistical Summary

Total	Applicants	707
Tota1	Number of Applicants Placed	283
Total	Number of Job Placements	384
Total	Number, Job Development Employer Contacts	215



ATTACHMENT II

K R A Z Y D A Y P R O J E C T

> summer youth opportunity center 207 hofmann building ottumwa, iowa phone: 684-6985

KRAZY DAY PROJECT CONDUCTED BY THE SUMMER YOUTH OPPORTUNITY CENTER

PURPOSE

- 1) The employment of youth who have not worked this summer.
- To conduct an experiment into the feasibility of job creation as a possible solution to the youth employment problem.

PROCEDURE

- We tried to create jobs in areas where the profit would be sufficient to pay the youth for their work.
- 2) Since it was Krazy Day, and a carnival atmosphere prevails, we tried to select products or services that would coincide with the event.
- 3) The activities chosen were as follows:
 - a) Coca-cola stands: An arrangement was made with the local distributor where they would provide the stands and furnish the pop. A profit of \$4.60 was to be realized with the sale of each 100 cups of pop.
 - b) Balloons: The balloons were purchased from the local Woolworth store. The total cost of balloons and string was \$25.42. The cost of the helium to fill the balloons was \$23.36. A profit of \$50.00 should have been realized from the sale of balloons.
 - c) Ice cream bars: Wapello Dairy agreed to furnish the bars and a truck to sell from. The profit was 5¢ per ice cream bar.
 - d) Centennial hats, ties and necklaces: The 125th committee agreed to have the youth sell the items at a profit of 20¢ per item. Each item sold for \$1.
 - A baby sitting service: Our office was made available for baby sitting. The cost was 50¢ per hour.
 - f) Car wash: A car wash was set up at the coliseum. The cost was 99¢ per car. The water was donated by the coliseum.

- 4) The young people who worked were briefed the previous day on the following items:
 - a) All profits were to be divided between the people who sold. Therefore, they were not to give away or eat up the profit themselves.
 - b) Only the youth assigned to the stands were to work at each particular stand. All of their friends were to stay out of the stands and away from the money.
 - c) They were to report to the office for work at 8:00 the following morning.
- All of the young people who were to work were there the next morning.
- 6) The stands were put into operation with the supervision of Ray Smith, Gary Wilkinson, and Greg Lintz as well as myself. They operated with full staff until 4:00 when a new crew took over.
- 7) The gross proceeds for the day was \$344.00. Expenses were as follows:

Profit was divided between the number of youths working in the following manner. This was based on sales and the time spent working.

CAR WASH

Donald Sheedy	1.00
Dave Sheedy	1.00
Larry Byers	1.00

BALLOONS AND POP STANDS

Jerry Fisher	3.00
Blain Keilkopf	3.00
Wayne Keilkopf	3.00
Mark Howard	3.00
POP STAND	
Mary O'Brien	2.00
Paula Raisbeck	2.00
Betty Long	2.00
Jeri Long	2.00
POP STAND	
Charles Jackson	2.00
Jerry Grade	2.00
Kathy McKenna	2.00
POP STAND	
Brad Meyers	1.00
Steve Mott	1.00
Dale Davis	1.00
Brian Smith	1.00
HAT STAND	
Connie Garr	1.00
Polly Bosker	1.00
Donna Day	1.00
Total Wages	\$36.00

The difference between profit and wages was paid by the staff.

CONCLUSION

As you can see, the profits from our Krazy Day operation was small in comparison to what was expected. We lost money on the sale of balloons, hats, and our car wash and babysitting did very little business. The main profit maker was the pop stands.

Recommendations for next year: First, I believe much closer control over the workers is needed. Secondly, the use of younger people would be better because they will work hard with less pay and be satisfied. Thirdly, a day of training on change making and controlling the merchandise would be helpful.

Overall, this could be a successful job creation venture if the above were adhered to. I think the enthusiasm created by the youth helped make the Krazy Day venture a success.

PARTICIPATION IN KRAZY DAY PARADE

PURPOSE

- To make the people of Ottumwa aware of the need for jobs for over 500 Ottumwa youth.
- 2) Active participation by youth in job development.
- 3) Make a better Krazy Day event.

PROCEDURE

- We decided to have youth participate in the parade by carrying bonners in the parade. The slogan was as follows: "Over 500 Lively Ottumwa Youth Need Summer Work. Call 684-6985."
- 2) Over 100 youth were called to participate in the parade.
- 3) The banners were prepared by the staff and the props borrowed from a local lumber yard.

RESULTS

I believe that the participation in the parade was very beneficial to the youth center. After the parade, calls for 10 workers came into the office.

I believe that we must continually inform the public of our operation, and the parade was an effective method. ATTACHMENT III

Promotion

IOWA

EMPLOYMENT SECURITY COMMISSION

• IOWA STATE EMPLOYMENT SERVICE UNEMPLOYMENT INSURANCE SERVICE COMMISSIONERS J. W. JANSSEN, CHAIRMAN HENRY E. CARTER CECIL A. REED



HAROLD E. HUGHES, GOVERNOR

South Iowa Manpower Center Twelve-County Area Employment Service Office P.O. Box 535 Ottumwa, Iowa 52501

July 8, 1968

Dear Mr. Farmer:

Wapello County is interested in the employment opportunities for its young people. In thinking of farm labor, the obvious jobs such as haying, detasseling, and field work come to mind. However, I am sure that there are other tasks; such as painting, cutting brush, and general cleanup work, which can be done quite economically by young people. Often, you lack the time necessary to get these jobs done. Why not put a young person to work. You can do this by:

- (a) Contact your local farm representative as listed in the enclosed list.
- (b) Contact the Summer Youth Employment Center, 207 Hofmann Building, phone 684-6985.

Very truly yours,

ierce

Jack Pierce, Director Summer Youth Employment Center

(cut & mail)

NAME :

ADDRESS:

TELEPHONE NUMBER: TYPE OF WORK TO BE PERFORMED:

Hours Required:

Salary:

Let's do it in OTTUMWA!

Summer Youth Opportunity Center

Telephone:





TO GIVE OUR YOUNG PEOPLE A CHANCE AT SUMMER WORK EXPERIENCE & GET THAT JOB DONE, CALL 684-6985 or go to 207 Hofmann Bldg
success of

youth training

Distributive education is part of the Ottumwa High School program to "do something for the 60 per cent who are not going on to college," instructor Jack Pierce told the retail division of the Chamber of Commerce Friday.

Twenty-two young people in the course during the last term spent part of their time working in stores and gaining actual experience in the distribution and marketing of goods and services. Other vocational education programs at the high school relate to employment in trades, industry and offices. Distributive education is a program of cooperation between the school and the business community, Pierce said. Businessmen in the group who have been involved in the program spoke of their statisfaction.

Jack Pierce coordinates youth jobs



Jack Pierce, above, Ottumwa teacher, has been named coordinator of youth employment for the Ottumwa Community youths between 14 and 18 years Service organization this summer.

G. Earl Burum, OCS presi- ployment Service, and Joe Mondent, said Pierce will assume danaro of the Office of Ecohis duties on June 3, with of nomic Opportunity, the two supfices planned for the Hofmann portive agencies in the upcom-Building. Further details will ing project.

For disadvantaged

\$1,200 now in camp fund

give camping experience to disadvantaged children of Ottumwa.

The report was given Tuesday afternoon at a meeting of directors of Ottumwa Community Services Inc. Some of the money was collected in church offerings Sunday. The rest was sent in response to letters from Mayor Dick Hofmann.

The organization has a list of 293 boys and girls who would like to go to camp but will not have the opportunity without outside financial help. It has made arrangements for them to attend regular sessions of youth camps in the area or to take part in day camping if residence camping is not available. It will cost \$10 per child per week for day camping and \$25 per week for residence camping.

Don Cox has accepted chairmanship of the fund drive and distributing 500 of the is mayor's letters to business firms, organizations and individuals.

The report of receipts from the churches was incomplete. One congregation gave \$216. In

be announced later.

the business world.

Pierce is a graduate of the University of Northern Iowa at Cedar Falls and is an instructor

of distributive education at OHS. He trains students to be-

come qualified for positions in

In the summer position

Pierce will be working with

of age, in cooperation with

Wyllard Stone, Ottumwa man-

ager for the Iowa State Em-

ceived thus far in the drive to be received next Sunday. In another phase of the

summer program, there is a serious lack of job opportunities for those in the 14-18 year age group. More than 500 have signed applications but the youth placement service headed by Jack Pierce was able to find work for only 32 last week

"Anyone having work of any youngsters tell us they are kind that can be done by these really pleased," he added.

About \$1,200 has been re-some churches the offering will boys and girls should contact our office in room 207 of the Hofmann building," Pierce said. "The telephone number is 4-6985. We want to hear from them whether the work they offer will last three hours or three months."

> A man asked for one boy to work one day, but he kept him all week and now has him working some more, Pierce said in citing a good example. "People who have hired these

Tong Econtrynoit Sonaity C. Tong East Grand Avenue Ges Mutres, Tana 55819

Hire someone Six new jobs for young people developed Friday for a total of 51 but the Ottumwa Youth Employment Center lists a work force of 519. Phone 4-6985 for

help. JUNE 22

Ottumwa Youths Want Wu

The summer youth employment center has over 500 youth registered who want summer work. The 500 youth is composed of both boys and girls from 14-18 years of age.

A summer job does not necessarily mean a full time job for the summer. However, it does mean any job from 3 hours to 3 months in length. Examples of jobs we are interested in are lawn work, babysitting, car washing, farm work, window washing, party planning and any job you need done.

Our office is staffed with 5 people just waiting for your job order. Once it is received it is filled as fast as possible. All you need to do is call 684-6958 with your job order or stop in at our office located at 207 Hofmann building downtown Ottumwa. If neither are convenient, fill out the following blank and mail to us.

ATTENTION: MR. EMPLOYER

Are you interested in giving young people a chance to develop their aptitudes and talents?

Are you willing to invest in the nation's future by investing in our youth today?

Young people are determined to do a good job. All they need is a chance plus your support and encouragement. Call in your job order today: 684-6985

SUMMER YOUTH EMPLOYMENT CENTER

207 Hofmann Building Ottumwa, Iowa 52501

Or Mail Your Order by Filling in the Form:

NAME		
TYPE OF WORK TO BE PREFORMED		
HOURS REQUIRED		
CATADY		
SALARY		
JUNE 24 Published As A Public Service by OTTUMWA COURIER		

5 more jobs Five more placements have been made by the Ottumwa Youth Employment Center, bringing the total to 56. But there are now 520 youngsters 14 to 18 years old wanting jobs. Phone 4-6985 if you can use the help of Ottumwa girls and boys wanting to make themselves useful. JUNE A CONTRACTOR OF Discouraging "We try to be optimistic, but it's discouraging, says Jack Pierce of the Ottumwa Youth Employ-. ment Center. Today they list 67 placements out of 537 applications from boys and girls 14 to 18. You can give a youngster a brighter outlook by phoning 4-6985 and offering a job. JUNE 29 More ask jobs Work applications are coming in faster than job opportunities. The Ottumwa Youth Employment Center today lists 537 registrants, a one-day increase of 17. Placements total 60, an increase of four. To hire a youngster for an hour for the summer, phone 4,6985. JUNE

7-18-68 The kids still need jobs

He's a high school senior. He's seventeen. And he's scared. Next year he goes to college. Or next year, he HOPES he goes to college.

Possibly he's not eligible for a scholarship or student aid, and his college or university requires money. He's one of seven children. The money goes a million places before it goes to him.

Perhaps he's a college freshman, undecided about his career choice. He's looking for a job he likes, with a firm he likes, with the idea of returning there after he graduates.

Or, he's a high school junior, with no hope for college. Just staying through high school is hard enough. He wants to learn a skill. He wants the simple chance to "make something" of his life.

They're all looking for summer jobs. In Ottumwa there are about 500 of them on the list at the Summer Youth Employment Center set up by Mayor Hofmann and others. So are millions of other American youngsters between the ages of 16 and 21. The jobs are hard to find. The Ottumwa center has had only 124 orders, and some of these were for short duration.

Youngsters looking for summer jobs are youngsters who care. They're preparing their future. Let's show them that we care, too. Let's help them help themselves.

Call the center at 684-6985 today whether you have a job to offer that will last only half a day, or the rest of the summer.

474 still looking

Here is a telephone number we hope Ottumwa business people and housekeepers and home owners use a lot this summer ...

. . . 684-6985 . . .

It will get you Jack Pierce, or one of his helpers at the Summer Youth Employment Center in the Hofmann Building.

This is part of the volunteer Ottumwa Community Services program, set up by Mayor Richard Hofmann and other Ottumwans following an appeal several weeks ago by the governor of Iowa.

About the most important service that can be offered the kids of Ottumwa this summer is a job. The Iowa Employment Service and the OEO are cooperating, but the Summer Youth Employment Center is strictly a local idea and a local operation for both boys and girls 14 to 18 years of age.

Five hundred and nineteen of them have registered already, hopeful of getting jobs. Yesterday 45 had been engaged. That leaves 474 still looking.

What can Mr. Average Ottumwan do about it? Plenty, if he or she will look around now and see what needs to be done around the home, around the yard, or around the store—and which can be done by young people.

There must be many more than 474 such opportunities in Ottumwa.

Please look around, won't you —and call that number.

Can We Do It In Ottumwa?

The Summer Youth Employment Center is still actively seeking jobs for the youth of Ottumwa. The staff members are presently going door to door giving the citizens of Ottumwa a chance to put a youth to work.

124 job orders have been filled to date by the Summer Youth Employment Center. With over 500 youth still available for work, we are asking the citizens of Ottumwa to make an investment in the future of our youth and our city.

Can we in Ottumwa show the young people that we do have faith in their ability to do a good job. Many citizens have done just that and have been rewarded not only in a job well done; but with personal satisfaction.

Let's prove to the rest of the state and the nation that we can do it in Ottumwa.

ATTENTION: OTTUMWA CITIZEN

Are you interested in giving young people a chance to develop their aptitudes and talents?

Are you willing to invest in the nation's future by investing in our youth today?

Young people are determined to do a good job. All they need is a chance plus your support and encouragement. Call in your job order today.

SUMMER YOUTH EMPLOYMENT CENTER 207 Hofmann Building

Telephone 684-6985 Ottumwa, Iowa 52501

Or Mail Your Order by Filling in the Form:

NAME	
ADDRESS	
TEL. NO	
TYPE OF WORK TO BE PREFORMED	
HOURS REQUIRED	
SALARY	

Published As A Public Service by	i dan La katala
OTTUMWA COURIER	ζ.,

Many youths still jobless

The Summer Youth Employment Center has filled 124 job orders since it began operation early in June, Director Jack Pierce said today.

But the supply of work is far below the demand. Some of the jobs have been for a single day. More than 500 young people are looking for work. The telephone number is 4-6985.

Dožen jobs

Hiring of young people for summer jobs through the Ottumwa Youth Employment Center picked up a little Monday. Twelve new jobs brought total placements to 79, but there are 539 boys and girls between 14 and 18 registered for jobs. The phone number is 4-6985.

100 jobs for youths

The Summer Youth Employment Center passed a milestone Monday with its 100th job placement. It lists a work force of 541 boys and girls 14 to 18 years of age.

The office is in space donated by Mayor Dick Hofmann on the second floor of the Hofmann Building, Jack Pierce is director. The telephone number is 4-6985.



In trying to find work for more than 500 Ottumwa youngsters, the staff of the Summer Youth Employment Center is out ringing doorbells. Greg Lintz of 319 Lincoln stopped at 341 N. Sheridan where he asked Mrs. Donald Johnson if she had any work for a girl or boy 14 to 18 years of age.

Roy Agee, who lives at 410 Bruce St., wanted someone to help clean up his appliance repair shop. The Summer Youth Employment Center sent over Steve Davis of 718 Clinton.

7-18-68

Agee, who is confined to a wheel chair, was pleased. He reported that Davis "did a real fine job."

Asks public involvement⁸ in permanent youth help program

Editor, the Courier,

Being involved this summer in the youth opportunity program for the city of Ottumwa has been a very enlightning experience. I had some knowledge of the difficulties in finding jobs that the youth of our city experienced. However, I was not fully aware of this problem until I became directly involved with the Summer Youth Opportunity Program which evolved from Ottumwa Community Services, Inc., in cooperation with Southern Iowa Economic Development Association and Iowa State Security Commission. At this time, I would like to commend the mayor of Ottumwa, Richard Hofmann, and Joseph D. Mondanaro, executive director of Southern Iowa Economic Development Association, who attended the first Governor's Crisis Meeting in Des Moines. Through 'the leadership of Mayor Hofmann, the Ottumwa Community Services was born. Also thanks to all the members of Ottumwa Community Services who have volunteered their time to the city of Ottumwa. The project undertaken by O.C.S. is one which must continue to help Ottumwa youth and its citizens. The efforts put forth in the development of the Summer Youth Employment Center has resulted in a successful Youth Opportunity Program. However, this one effort has not proven to be the total answer to the youth employment problem. Through this involvement, I have come to believe that we as a community must attack this problem in a threefold manner.

1. We must incorporate a total involvement of all agencies and segments of our community. This in essence would involve an approach which we have not undertaken this year here in Ottumwa. We are talking about job creation. With the greater number of youth in Ottumwa than jobs available, this approach must be considered. There are two paths to be taken:

(a) The "add-a-kid" approach consists of persuading commercial and industrial employers to add one young person for each 20 or 30 employes. This could be one effective means of job creation.

(b) The "conservation corps" approach which has been used in other areas of Iowa consists of raising money with which to pay young people to work on public projects and for non-profit organizations. This approach can result in substantial improvement of the community while giving the young people jobs.

2. Continue with the competitive placements for young people in private employment. This is in essence what is being done this summer with the Summer Youth Opportunity Program.

3. Earlier planning with the Neighborhood Youth Corps in selection and placement of youth under their guidelines.

This threefold concept will in essence provide employment opportunities for all phases of Ottumwa Youth:

• N.Y.C. for the disadvantaged;

• Competitive placement for those with qualification;

• Job creation for the youth who are not able to be employed by the other two areas.

We, as individuals can establish extensive and elaborate programs to deal with this problem of youth employment. City organizations, citizen groups, state and federal agencies must work together to deal with this problem. However, all of these working together will not solve the problem of youth employment unless the citizens of this city realize we have a problem and become interested in a solution. As a citizen of this community, I am sure the people will rise to the occasion. This involvement is not for just one week or one job made available to a youth, but a year-round effort. We in Ottumwa can solve our problems. Let's show the young people and the rest of the state that we do care about their future as well as ours.

-JACK PIERCE, Director 207 Hofmann Building





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ATTACHMENT IV

Reports and Forms Used

WEEKLY REPORT OF INTAKES AND APPLICATIONS

This report is for the week of July 1st to July 7th, 1968. Number of applicants coming into office ______ Number of job orders called in _____

NAME CO	DE
NAME CO	DE
NAME	DE
NAME CO	DE
NAME CO	DE
NAME CC	DE
NAME CO	DE

NAME	CODE	
NAME	CODE	
Number of applicants wanted		
Number of job orders called in		
Number of job orders filled		

Number of applicants placed in Jobs _____ Number not placed yet _____ Number of cancellations _____

Number of applicants called about job openings ____

NEW INTAKE AND APPLICATION REPORT

DATE	
Number of Applicants coming into offic	e
Number of Job Orders	
Number of Job Orders Filled	
JOB OR	DERS
NAME	CODE NUMBER
NUMBER OF APPLICANTS WANTED	
NAME	CODE NUMBER
NUMBER OF APPLICANTS WANTED	
NAME	CODE NUMBER
NUMBER OF APPLICANTS WANTED	
NAME	CODE NUMBER
NUMBER OF APPLICANTS WANTED	
NAME	CODE NUMBER
NUMBER OF APPLICANTS WANTED	
NAME	CODE NUMBER
NUMBER OF APPLICANTS WANTED	Natural Contractions of the Contraction of the Cont
NAME	CODE NUMBER
NUMBER OF APPLICANTS WANTED	

JOB ORDER FORM

EMPLOYER'S MANE NO. OFEN CODE 22 JOE SMITH ADDRESS TOUN PAY OTIOMWA STREET 100 TELE PHONE HOORS OF WORK 688 2-5:00 3-642 WHEN TO APPLN PERSON TO SEE MRS. SM MONDAY SUMMARY OF- JOB LANN TO BE MOWED MOWER NEED OWN 24. in Tr. America 4 ----" In Last" A the in the Sec. £.3. .: 1 APPLICATION FORM 13 14 15 MALE 11 16 18 20 FEMALE NO ~ NAME DRIVERS LICENSE YES (LAST) (FIRST) YES NOK CHAUFFEURS LICENSE xree, OB Mo CAR AVAILABLE FOR WORK YES ADDRESS 18 NOV WILL PARENTS FURNISH YOUR TRANSPORTA TELE PHONE TION TO THE JOB? YES NO V SCHOOL NUMBER / 84.7280 PHYSICAL LIMITATIONS YES na NO V IF YES, WHAT LIMITATIONS? EXPLAIN: BIRTH DATE May 3 1955 HEIGHT WEIGHT 1984 (MONTH) (DAY) (YEAR) PLEASE CHECK THE VARIOUS TYPES OF WORK THAT YOU WANT AND IF EXPERIENCED, LIST THOSE EXPERIENCED OCCUPATIONS ON THE LINE LISTED "COMMENTS" THAT FOLLOWS: 1. AUTO SERVICE STATION ATTENDANT 12. APPLICATION DATE -HAYING 2. CARRY OUT (GROCERY STORE) 13. WEEDING Une 23,1968 CAR HOP OR WAITRESS 3. 14. CORN SHELLING 4. CHILD OR ADULT CARE 15. TURKEY CATCHING NW /7 WIL 5. CLERK TYPIST 16. HOUSEWORK 6. CONSTRUCTION WORK 17. KITCHEN HELPER 7. COUNTERMAN (RESTAURANT) 18. SALES CLERK 8. DELIVERY BOY 19. STOCK CLERK 9. FACTORY WORK 20. RECREATION ATTENDANT 10. 21. WAREHOUSE WORK DETASSELING 22. 11. FARM TRACTOR OPERATOR YARD WORK I will to COMMENTS



Othumwa Cour Sept. 27, 1968

A youth is concerned

(EDITOR'S NOTE-Gregory Lintz is an Ottumwa High School junior who was employed as a job developer for the Summer Youth Employment Center. He is the son of Mr. and Mrs. Norman Lintz of 319 Lincoln. Below is Greg's review of the experience.)

As I look over the past summer months of employment I view some interesting and important accomplishments achieved. I have experienced and learned some things I feel will be beneficial to my future. I have found through working experiences it takes much work to employ just one individual.

Gary Wilkinson and I did much to get kids employed. We made personal calls at local businesses. This alone enabled us to meet a greater portion of Ottumwa citizens. We did not stop there, however. Our next chore took us on a doorto-door encounter.

The program also gave us an opportunity to head a project of our own, during the Krazy Day parade. We placed kids out selling pop, hats and balloons.

All in all, my experiences this summer have taught me one thing. Our city of Ottumwa is slowly growing old. The age I am speaking of is not chronological but a more physical age. The young citizens of Ottumwa are disappearing. They are migrating to larger cities, not because there is where the action is but because they offer more opportunities. Unless the citizens of this region wake up and establish more programs like the Summer Youth Program, our city will grow old and die.

Gregory Lintz