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MEMORANDUM

TO: Urban League Membership Committee

The following information may be helpful to the Membership Committee in reviewing some of the activities of the Urban League:

The Urban League of Portland provides a professional, responsible interracial service essential for the well-being of the community, a service helping everybody towards the goal of equality for all, and enabling blacks and other minorities to cultivate and develop their abilities. The Urban League was organized in Portland in 1945 and it is one of the United Way agencies. It is an affiliate of the National Urban League which was founded in 1910 for the purpose of creating a better climate of interracial understanding by improving the living and working conditions of minority groups and by eliminating discrimination and segregation. The Urban League of Portland has a multi-racial membership. It is governed by a Board of local citizens from many segments of the community and who are from a variety of occupations. The Urban League has an excellent, dedicated professional Staff that administers and operates the many programs and services the Urban League provides the community.

The Urban League's main office is located in the Community Service Center, 718 West Burnside, Portland, Oregon 97209, telephone number 224-0151. The Urban League also maintains a field office in the Walnut Park Building, 5329 N.E. Union, Portland, Oregon 97211, telephone number 288-6517. The League is accessible to the people who use and need its services.

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Employment is one of the important responsibilities of the Urban League and they provide the following services:

The Urban League operates an Economic Development and Employment Department under the supervision of George Rankins. It carries on a day to day employment program to broaden employment opportunities for minority persons by working with employers and counseling with job applicants. The Urban League Employment Department provides a resource for companies that have affirmative action plans. There is much work yet to be done for there are many jobs and professions that have not attracted a representative number of people from minority communities.

The Urban League operates the Labor Education Advancement Program -- LEAP -- which is a key unit for the Portland metropolitan area in preparing members of the minority community for employment in the building and construction trades. The LEAP staff recruits, counsels and prepares people for entry into the apprenticeship and training programs. It assists qualified people to upgrade into the journeyman status.

The Portland Urban League LEAP operation has been one of the top programs in the country and it has been an outstanding service to the entire community. Portland has been spared the disruptive problems in the building and construction industry that has been endured by such cities as Philadelphia and Seattle. LEAP provides the organization where Labor, Contractors, concerned Government agencies and the minority community can work together toward the goal of providing employment for minority workers. LEAP is funded by the U.S. Department of Labor and sub-contracted through the National Urban League.

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Also within LEAP there is a Women's Component division that has the responsibility of placing women in non-traditional jobs.

The Urban League has a very active Education and Youth Incentives Department led by its Director, Vernon Chatman with the mission to help provide minority students with educational opportunities and to stimulate and encourage young people to prepare themselves for useful and productive jobs and professions. The Department develops cooperative relationships with educational institutions and other youth oriented organizations.

The Department administers scholarship programs. Companies that wish to develop minority personnel to become participants in their industry use the Urban League to operate appropriate scholarships. The Urban League will do all the work from selecting qualified students to providing counseling support during their training period.

The Education Department conducts "Career Awareness Seminars" for high school students in various sections of the city that is open to all students interested in attending. The Urban League enlists the help of business and the professions to present these seminars to enable students to become aware of careers and jobs that are available, and the study and knowledge required to be prepared for such jobs.

One of the highly valuable services provided by the Urban League's Education Department is the publication of a reference book "Minority Potential"*. This reference provides a comprehensive list of minority students attending college in the State of Oregon giving a complete outline of their interests, training,

*Original title was "Black Potential".

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studies and type of work they wish to pursue. A copy of "Minority Potential" is essential for all personnel departments, particularly, if their company has an affirmative action plan.

The Urban League of Portland operates the School - Community Program which works in support of Portland Public Schools Administrative Transfer Program for desegregation. This unit works with parents to increase their involvement to further educational opportunities and achievement. Seminars are held for the parents to help clarify and define school programs. Parents are informed of school functions and programs. When needed, transportation is provided to make it possible for parents to participate in school activities. Parents are counseled to help achieve solutions for students and schools when problems arise. The staff seeks host homes for transfer students in the resident community.

When certain students require special help, the Program provides tutoring in basic skills to enable the student to become successful in the classroom.

The School - Community Program is funded by the U.S. Department of Health, Education and Welfare Emergency School Aid Act.

The Urban League of Portland has an effective and efficient administrative organization, and for many years has provided reliable human services to the community. Because of this available resource, the Urban League was requested to become the parent organization of the Senior Adult Center which was previously under the direction of Model Cities. The Urban League has assumed this responsibility and has been the administrative head of the Senior Adult Center for more than a year.

This past summer the City of Portland requested the Urban

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League to assume the administrative responsibility for the Northeast Youth Service center, which it did.

The community can be grateful that there is a capable and independent organization like the Urban League that makes it possible for these important services to continue to be available.

The Urban League is the principal agency in Portland to represent the minority community. Its Executive Director, James Brooks, Staff and active members serve on numerous committees, boards and appear at a multitude of meetings, hearings, commissions and councils in both the private sector and government, as responsible, knowledgeable and understanding representatives of the minority community. During these times of our social development, this representation by Urban League of Portland is invaluable to the well-being of our community.

The current standing committees are listed below:

Economic Development and Employment: With staff assistance, this committee works to develop new opportunities for employment and training.

Housing: This committee works to expand housing opportunities (purchase or rentals) for members of minority groups by cooperating with other groups in community planning, as well as working independently.

Public Relations: All resources are used by this committee to interpret the Urban League program to every segment of the community.

Education and Youth: This Committee supports the Education and Youth Incentive Department in its many activities.

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Membership: This committee works continually to enlist concerned individuals, clubs, organizations and industries to become members and supporters of the Urban League and to encourage them to participate in the community service programs and projects of the Urban League.

Police-Community Relations: This committee works with the police department in improving community relations.

Finance: This committee explores ways and means to stay within the United Way guidelines and the tax exempt agency status and to secure finances for that portion of the budget not provided by the United Way of the Columbia-Willamette.