

2012 NATIONAL URBAN LEAGUE CONFERENCE

SPECIAL ADVERTISING SECTION

{ EMP[⊖]OWER } THE { NATION }

JULY 25-28

NEW ORLEANS, LOUISIANA

ERNEST N. MORIAL CONVENTION CENTER

JOIN US IN NOLA

for the must-attend conference of the year with **national business, political and community leaders** and with entertainment hotter than the New Orleans summer!

Employment and education empower the nation!
Let's do it together!

REGISTER TODAY! NUL.ORG

I A M E M P O W E R E D . C O M



National Urban League



I AM THE NATIONAL URBAN LEAGUE

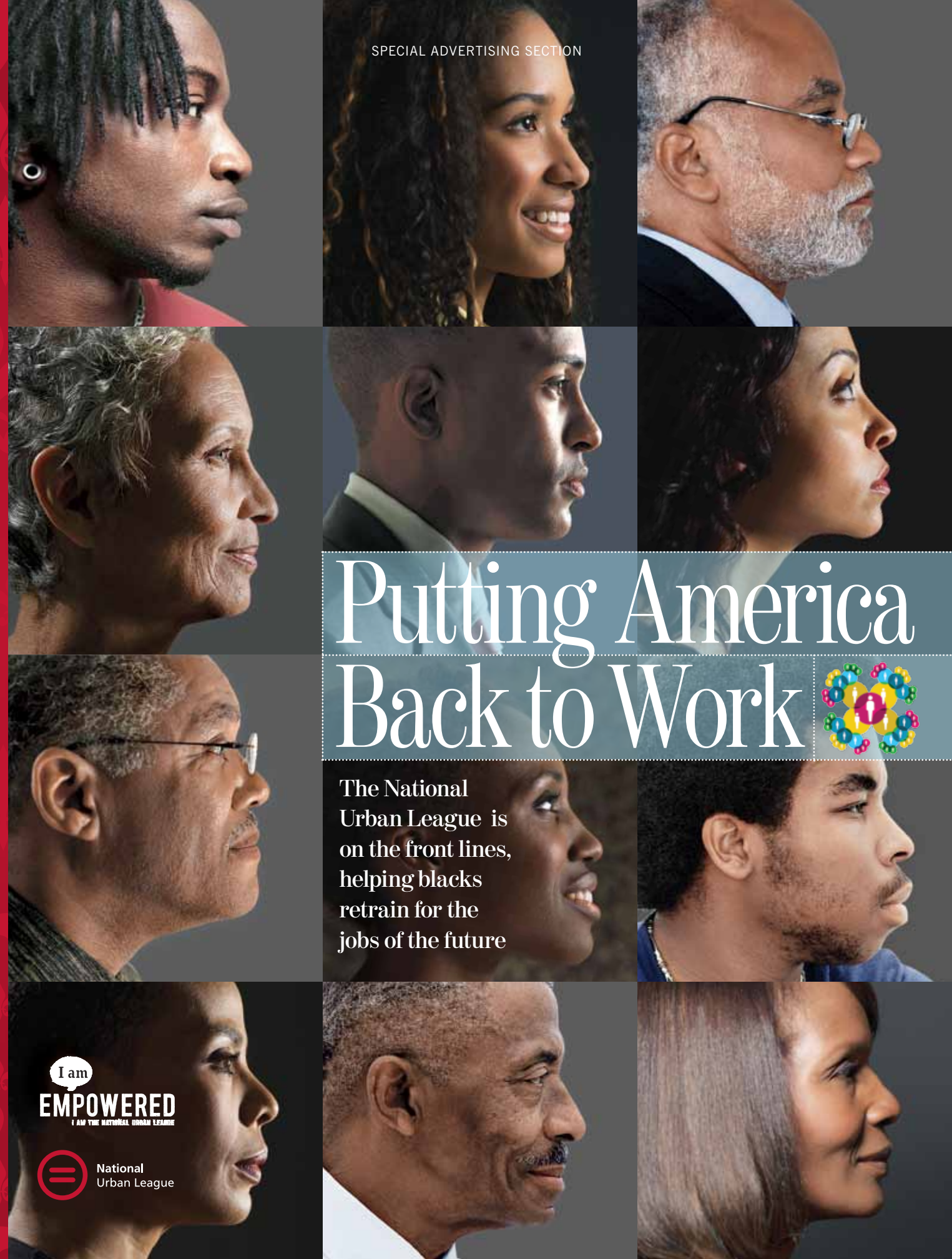


National Urban League

Putting America Back to Work



The National Urban League is on the front lines, helping blacks retrain for the jobs of the future





Second act:
The NUL helped
Pouncey get off food
stamps and land a
job at Wayne State
University

Tackling the The Great Recession has widened the unemployment chasm between blacks and whites. It's a problem only education can fix

Jobs Issue



with writing her resume and connected her to what was supposed to be a temporary job opportunity in customer service at Wayne State University. As soon as the hiring managers met her, they made a permanent job offer.

Pouncey credits the team running the program with giving her a lifeline by enabling her to get back into the workforce. "They are there to help you," she says. "They really do their job." And she's not the only one who has benefited. Some 500 seniors were served last year, and 45% of those who have exited the program have been placed in employment. The program continues to work with the remaining participants to get them prepared for employment.

On a national scale, it helped nearly 2,000 people, according to Saroya Friedman-Gonzalez, vice president of workforce development at the NUL. Many such workers have to answer a question they are ill-prepared to answer

HEN MILDRED PONCEY, 64, got laid off from her job in customer service at a credit union in Taylor, Mich., a suburb of Detroit, she spent more than a year and a half searching for work. Close to retirement age but not yet able to afford to retire, the mother of three grown children found herself living on food stamps after decades in the workforce.

Thankfully, her luck changed once a Detroit organization for seniors referred her to the Urban League of Detroit and Southeastern Michigan. The National Urban League, a civil rights organization focused on economic empowerment that is more than 100 years old, manages a program to help displaced workers over age 55 through the Mature Worker Program for the U.S. Department of Labor. The program, which is run through local affiliates like the Urban League of Detroit and Southeastern Michigan, quickly provided her with assistance

PHOTOGRAPH BY BRIAN KELLY

BUILDING STRONGER COMMUNITIES. THAT'S A CHALLENGE WE CAN MEET.



Prudential has long supported building stronger communities. Since the economic downturn, that's one of the most important challenges we face.

The financial impact of the recession has been especially severe for the underprivileged in our cities and the institutions that serve them. Now, more than ever, Prudential and our employees are committed to strengthening the places where we live and work. From our headquarters city of Newark, New Jersey, to communities in need across the country and around the world.

We're committed to supporting better housing, better schools, and a better environment for business growth. That commitment takes diverse forms: from the many service projects led by Prudential volunteers, to the 1.4 billion dollars we've invested over 35 years to promote education, economic development, civic improvements and the arts.

As a company that has helped families and organizations tackle their toughest financial challenges for more than 136 years, we see the opportunity to create healthy, sustainable communities. To make a difference in the lives of our neighbors everywhere.

Together, **THAT'S A CHALLENGE WE CAN MEET.**



Prudential
Bring Your Challenge

in today's fast-changing job market, says Steve Langerud, director of professional opportunities at DePauw University: "How do you reframe your life, your career, your professional skills in a way that's credible?"

With the U.S. unemployment rate at 8.5% in December and African-Americans disproportionately affected by the tight job market and the closely linked mortgage crisis, the NUL says, more work needs to be done to help unemployed Americans of all ages. "There is nothing more critical than jobs," says NUL CEO Marc H. Morial. "We need more public investments in job creation. The other important part of our jobs plan is investing in job training."

For 2012 the organization has renewed its commitment to its 12-Point Jobs Plan, introduced in 2010. The plan promotes a battery of solutions to America's jobs crisis, among them, the creation of "green empowerment zones" fostering the U.S.-based manufacture of solar panels and wind turbines, continued funding of the federal Summer Youth Jobs Program and creation of an "infrastructure bank" to fund public works projects through private investment. The NUL has also intensified its focus on education as a pathway to employment opportunities, heightening efforts to help both mature workers like Pouncey and middle school and high school students with key career decisions on the horizon.

On top of this, the 8-Point Plan to Educate, Employ and Empower, released by the NUL last month, calls for greater attempts to address inequality in the educational system through more equitable school funding; greater efforts to improve high school graduation rates; more robust math, science and technology offerings in public schools; better access to highly qualified, diverse teach-

ers; new job training models coupled with job training that targets citizens in low-income communities; and better data collection systems to determine which education and employment strategies are most successful.

The NUL is working closely with Corinthian Colleges, one of the largest postsecondary education companies in the U.S., on a pilot program expected to debut in the second half of 2012, to help more Americans who have dropped out of high school to earn equivalency General Education Diplomas, commonly known as GEDs. Corinthian is providing needed funding. "Lots of people talk about the power of education, but the Urban League makes the talk a reality," said Jack Massimino, chairman and CEO of Corinthian Colleges Inc. "That's why Corinthian Colleges is proud to sponsor Urban League educational programs that help adults earn a high school diploma."

Corporations credit the NUL with adding to the pool of qualified workers. "American Airlines' most valued resources are our employees, and they are what keep American flying," says David Campbell, vice president of safety, security and environmental at American Airlines. "The National Urban League, through initiatives such as the Mature Worker Program, plays a key role in helping corporations fill employment opportunities. One of the key takeaways from the program, besides securing employment, is the fostering of self-confidence that can lead to economic self-sufficiency."

LOSING ECONOMIC GROUND

The *State of Black America*, a research report published annually by the National Urban League, shows just how much the recession battered African-American economic stability. The NUL found that its equality index, a measure of the economic parity between blacks and whites in the U.S., declined from 72.1% in 2010 to 71.5% in 2011, with the dip driven primarily by changes in wealth and access to health care.

The Diversity Conundrum

The black middle class **lost virtually all the economic gains** made in the past 30 years during the Great Recession.



Source: *At Risk: The State of the Black Middle Class*, NUL



WE NEED YOUR SPARK.

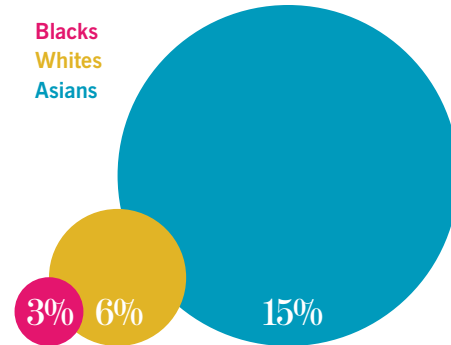
Explore your career options with a company that is developing leaders. See how your spark can make a difference. www.walmartstores.com/diversity





A Demographic in the Top Tier

The percentage of U.S. workers that hold careers in science, technology, engineering and math



Source: Department of Commerce, Economics & Statistics Administration

One area where the recession hurt African-Americans disproportionately was employment. The black unemployment rate in 2010 was 16%, compared with 8.7% for whites and 12.5% for Hispanics.

Widespread joblessness has continued to affect home ownership rates, as many jobless Americans have lost homes to foreclosure. Black homeowners were hit very hard. In 2009, 46.2% of black families owned their own homes, compared with three-quarters of white households, according to the report. Those numbers were down from 49.1% of black families and 76% of white families in 2004.

In addition to advocating for more funding for job creation at the federal level, the NUL is moving the employment needle in a positive direction through a variety of programs. For instance, its signature Urban Youth Empowerment Program, working through three NUL affiliates, in Sacramento, San Diego and Los Angeles, expects to help 300 young adults ages 18 to 24 who are not working or who have gotten involved in the judicial system with goals such as earning GEDs and getting on-the-job career training in the latest session of the program, which began in November 2011, notes Friedman-Gonzalez.

The NUL is also continuing to build programs fostering entrepreneurship in urban communities. It runs 10 Entrepreneurship Centers nationwide that last year offered advice and assistance to 7,200 individuals looking to start or grow a business. They are based in Atlanta, Chicago, Cincinnati, Cleveland, Houston, Jacksonville, Fla., Kansas City, Mo., Los Angeles, New Orleans and Philadelphia. All told the affiliates offered about 11,000 hours of individual business consulting and 15,000 hours of business training in areas such as business plan writing, financial proposal development and certification as a minority-

owned business. "They've been able to save 5,172 jobs," says Terry Clark, the NUL's vice president of entrepreneurship and business development.

The NUL also plans to begin making loans in the second half of 2012 through its Urban Empowerment Fund, a community development financial institution (CDFI) it has been building as a subsidiary to aid small businesses struggling to get loans in the wake of the global financial crisis. The loans will likely range from \$25,000 to \$250,000.

EDUCATION OPENS THE DOOR

One key reason so many Americans can't find jobs is a mismatch between their capabilities and the high-level skills that the marketplace needs, says the NUL's Morial. Highly educated workers are finding themselves in much greater demand than those who lack four-year college and graduate level degrees. *At Risk: The State of the Black Middle Class* points out that black workers with associate's and high school degrees suffered far greater unemployment than those with higher degrees. In June 2011, the unemployment rate for blacks with a high school degree was 15.6%, while it was 12.1% for African-Americans with an associate's degree. In contrast, black college graduates had an unemployment rate of 6.5%.

Workers with the college and graduate level credentials to pursue science, technology, engineering and math (STEM) careers, however, are in particular demand in today's workforce, note many employers. A study by the U.S. Department of Commerce's Economics & Statistics Administration released in fall of 2011 found that about 5.3% of the entire workforce has a STEM career. However, there are substantial disparities among different demographic groups. For instance, the percentage of black workers in such careers is 3%, compared with 6% of whites and 15% of Asians.

Research shows that many young people rule out such careers because



SOUL SURFER.

BlackAtlas.comSM brings you the stories that deserve to be heard. The life of Nick Gabaldon, celebrated as the first African-American surfer, is one of them. Join our online travel community today and discover gems of black culture you won't find anywhere else.



American Airlines

AA.com

they are not well informed about them. The NUL is working to change that through its signature Project Ready program and other programs. Project Ready provides enhanced

academic and social support to middle school and high school students in preparation for postsecondary success. Some affiliates offering this program also provide a pilot enrichment program designed to get students excited about STEM subjects and a Middle School Transitions Program to help fifth-through eighth-graders get off to a successful start in high school.

Each NUL affiliate can tailor the program to the needs of local students. At the Lorain County Urban League in Ohio, there were a number of middle school students among the 47 served locally in Project Ready who were struggling in math, according to Peter Ogbuji, director of programs and development. The NUL affiliate, under the leadership of its president and CEO George Lambert, Jr., created a partnership with the Cleveland-based NASA Glenn Research Center to introduce the students to the fun of science through hands-on activities in an after-school program hosted by the local Elyria City Schools district.

Markel Wilson, 14, a high school freshman at a local public school who entered the program last year to get help with math and science, was excited that he was one of the students asked to conduct experiments at the NASA facility to see how gravity affected falling objects. The experience inspired him. "They helped us to understand science more," he says.

The affiliate also advances another key NUL goal: introducing students to the world of college, long before it is time to fill out applications so they set their sights on attending and completing college early. Although his parents did not attend college, Markel says he is planning to do so. "I want to go for all four years," he says.

"We have to be serious about overcoming the job training gap minorities—specifically African-Americans—are facing every day." —Tom Mars, Walmart



Employers say such programs are increasingly important in developing the workers of tomorrow. Shané Harris, vice president of the Prudential Foundation, a not-for-profit supported by the Prudential Insurance Company of America, says it applauds the NUL's efforts to improve education and provide support to help students from disadvantaged communities complete college and win good jobs. Among the foundation's priorities is helping communities increase job opportunities, promote entrepreneurship, improve education and foster youth development.

"It's a national issue when you have companies not being able to recruit young people with a skill set that aligns with the needs of a corporation and the growing, emerging needs of the 21st century economy," says Harris. "Our public education system is not producing a product that aligns with the needs of employees today; and definitely doesn't align with the jobs of tomorrow. We want to start as early as possible to make sure that children are prepared with a rigorous set of skills that allow them to be competitive in a global marketplace."

Tom Mars, executive vice president and chief administrative officer of Walmart U.S. and a member of the NUL Board of Trustees, agrees. "If we're going to solve our nation's complex challenges and restore confidence in our economic future, we have to be serious about overcoming the job training gap that minorities—specifically African-Americans—are facing every day. Walmart shares the National Urban League's passion and sense of urgency when it comes to ensuring the workforce of tomorrow has the skills and training necessary to lead an American revival." The NUL is working on many fronts to tackle that urgent goal. ●

PHOTOGRAPH BY PETER E. OGBUJI



Inspiring great minds. An NUL-sponsored trip to a NASA facility sparked Markel Wilson's interest in science.



"Faith is taking the **first step,** even when you don't see the whole staircase."

Martin Luther King, Jr.

Corinthian Colleges is proud to sponsor the National Urban League's Urban Youth Empowerment College Bound Program

A high school diploma is a critical first step toward success. For the 29 million Americans who don't have one, their first step is getting a GED. While others talk about the power of education, the National Urban League actually puts people on the path to a career and a brighter future.

We're delighted to support the National Urban League's GED program. Together, we help hard-working students earn their GEDs and go on to college. It's the first step on their climb to a better life.

Proud Sponsor of First Steps



cci.edu/ged