

**Milwaukee
Employers
Voluntary Plan
for
EQUAL
EMPLOYMENT
OPPORTUNITY**

Adopted December 16, 1963

The MILWAUKEE VOLUNTARY EMPLOYMENT OPPORTUNITY COUNCIL was formed on December 16, 1963, to implement a voluntary plan designed to cope with employment problems of Negroes and other minority groups in the Milwaukee area. Executives of the following business concerns participated in the initiation of this plan and organization of the Council:

Allis-Chalmers Manufacturing Company; Basic Products Corporation; Boston Store; Chain Belt Company; Cutler-Hammer, Inc.; X-Ray Department, General Electric Company; A-C Spark Plug Division, General Motors Corporation; Gimbels-Schusters; Globe-Union, Inc.; Godfrey Company.

Hansen Glove Corporation; Harley-Davidson Motor Company; The Heil Company; Kearney & Trecker Corporation; Ladish Company; Louis Allis Company; Manpower Inc.; Marshall & Ilsley Bank; Miller Brewing Company; Milwaukee Gas Light Company; The Milwaukee Journal Company.

Northwestern Mutual Life Insurance Company; Pabst Brewing Company; Patrick Cudahy, Inc.; Perfex Corporation; Joseph Schlitz Brewing Company; Selzer-Ornst Construction Company; A. O. Smith Corporation; Albert Trostel & Sons Company; Wehr Steel Company; Wisconsin Electric Power Company; Wisconsin Telephone Company.

The complete text of the MILWAUKEE EMPLOYERS VOLUNTARY PLAN FOR EQUAL EMPLOYMENT OPPORTUNITY providing for the establishment of the Council is set forth below.

I. Milwaukee Minority Group Employment Problems

The recognized problems of Milwaukee minority groups relate to the areas of (a) employment (b) housing and (c) education. The underlying problem is economic and hence solution of the employment problem is basic to the solution of the other problems.

For example, there is a much higher rate of unemployment among Negroes than other citizen groups in the Milwaukee community. Employed Negroes are concentrated in lower job classifications and relatively few are found in the skilled — clerical — technical — profes-

sional classifications. Thus larger numbers are found on public relief rolls and have lower income status than among other citizen groups.

Many Milwaukee Negroes and other minority group members indicate they have been discouraged from preparing for full employment qualification or aspiring to upgraded employment status because of assumed employment discrimination on account of race, color, religion or national origin. This is believed to be a contributing factor to the minority group unemployment and under-employment problem and is a matter of direct employer interest and concern. Over the years progress has been made in the elimination of employment discrimination, but it is evident that further affirmative action is required in the light of current community circumstances.

It is a *first essential* to solution of minority group employment problems that it become an established, known fact throughout the entire Milwaukee community that there is no employment discrimination on account of race, color, religion or national origin. This assurance and realization is needed motivation to prepare for full employment qualification.

And beyond that it is also essential that continuing employer interest and attention be directed to solution of other related minority group employment problems that may arise from time to time.

II. Basic Objectives of the Voluntary Plan

The basic objectives of this proposed voluntary plan are to

- a) make certain that there is no employment discrimination in the Milwaukee community on account of race, color, religion or national origin;
- b) persuade all Milwaukee area employers to affirm this purpose and to openly support the principle and practice of non-discriminatory hiring, promotion, training and compensation of employes on the basis of individual qualification and merit;
- c) convincingly communicate to the Milwaukee Negro community and other minority groups, the willingness of Milwau-

kee employers to hire qualified Negro and other minority group applicants and the availability of jobs, and thus establish a community knowledge that attaining of essential qualifications leads directly to equal employment opportunity;

- d) directly encourage Negroes and members of other minority groups to obtain necessary education and training to qualify for existing and future jobs and to aspire to upgraded employment status; and
- e) establish a systematic method of assembling and disseminating data and information among Milwaukee area employers relating to minority group employment and progress made in achieving plan objectives.

III. Implementation of Voluntary Plan

Participating Milwaukee employers who have not already done so will take the following confirming action to effectively implement this plan —

- a) adopt a written policy of nondiscrimination with respect to race, color, religion and national origin of job applicants and employes in hiring, promotion, training and compensation and other pertinent areas of employment;
- b) impress upon employment and supervisory personnel the responsibility of insuring compliance with the provisions of the non-discriminatory policy;
- c) in recruiting of employes
 - (1) include in all employment ads the phrase "an equal opportunity employer";
 - (2) advise all recruiting sources of the existence of the non-discriminatory employment policy and desire to interview all qualified applicants;
 - (3) establish contact with the Milwaukee Urban League and other organizations and agencies having special knowledge of the availability of qualified Negro and other minority group job applicants;
- d) participate in other programs and activities designed to promote minority group

knowledge of the Milwaukee business community and employment opportunities such as — plant tours — school career days — school co-op and summer employment programs.

IV. Milwaukee Voluntary Equal Employment Opportunity Council

To provide an operating structure to advise and assist participating employers, and other Milwaukee area employers indicating interest in participating in the plan, and to consider Negro and other minority group employment problems that arise from time to time —

- a) there is hereby established a MILWAUKEE VOLUNTARY EQUAL EMPLOYMENT OPPORTUNITY COUNCIL comprised of the chief executives of all interested Milwaukee area employers;
- b) the council shall elect a Board of Directors, comprised of fifteen (15) council members to act as a governing body, five (5) to serve a term of one (1) year, five (5) to serve a term of two (2) years, and five (5) to serve a term of three (3) years, and annually thereafter five (5) for full three (3) year terms replacing directors whose terms expire;
- c) the Board of Directors shall elect a chairman annually to serve a term of one (1) year and appoint an ADVISORY COMMITTEE of twelve (12) qualified employer representatives to serve at the pleasure of the Board;
- d) the advisory committee shall be authorized to
 - (1) establish appropriate subcommittees to consider and report to the Board of Directors and the council on various aspects of the Negro and other minority group employment problems such as education and training,
 - (2) propose solutions to problems and develop recommended programs,
 - (3) advise and counsel interested Milwaukee area employers considering participation in the plan,

- (4) perform such other functions as may be assigned by the Board of Directors from time to time,
 - (5) designate a member to act as chairman and, subject to approval of the Board of Directors, select a Secretary to serve the council, the committee and the Board of Directors.
- e) The Board of Directors shall take such other action as in their judgment may be deemed necessary or appropriate to facilitate administration, and effectuate the purposes, of the plan.

V. **Establishment of "Milwaukee Skills Bank"**

The Council will cooperate with the Milwaukee Urban League in its plan to establish a "Milwaukee Skills Bank" for the purpose of serving as a clearinghouse for exchange of information on availability of qualified job applicants and available jobs and required job skills.

Council Directors

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Allis-Chalmers Manufacturing Company

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