

Various client comments pose a question of the outreach and effectiveness of these programs. We were told that Center activities failed to appeal to the really hard-core delinquent who scorns the Center's "sissy games" and cannot lower himself to perform the menial tasks of the NYC. One Center staff member commented that the door-to-door outreach programs and speeches to church groups were not spreading the message to this youth and that in order to reach the "hard-to-reach" it would be necessary for community representatives to visit the bars and pool halls where these youths congregate.

The only success the Center has had with this group resulted from a summer employment program where members of four different "gangs" were hired to work as Center employees. As only one major battle occurred between the gang members at the Center, the staff supervisors considered that some favorable results had been attained.

For the adults of the area, few programs are available that do not fall under the realm of direct individual services. They are offered, however, Negro history, literacy and consumer education classes and "town meetings" to apprise them of community issues.

#### *10. Outreach*

The main efforts to reach people in the community are carried out by community representatives who themselves are residents of the community and have strong ties to it. Each representative is assigned a locality with approximately 2,000 people and it is his job to contact these people and to tell them about the Center, services available and the way to obtain these services. It is evident that these people are in the community on a daily basis doing their jobs and that they have indeed reached thousands and thousands of people. Records maintained at the Center as well as observations indicate a constant stream of people coming to the Center for assistance. The Center Director has estimated that 10,000 people per month participate in some Center activity or avail themselves of its services.

The relative strength of the outreach program can best be manifested by pointing out the size of the army of 80 community representatives at the Center who comprise about one-half of the total staff. In addition to the work of these representatives, professional and supervisory staff members disperse information through speaking engagements to various established groups in the community such as church groups and schools. A special event or meeting at the Center is often advertised by newspaper or flier and sufficient interest is aroused by these methods to bring three or four hundred people from the citizenry of 200,000 to the Center for these events.

Our observers in the Center noted that even though the numbers of Center participants may seem relatively small in comparison to the total population of the area the Center exhibited an asset not recorded quantitatively—that of the pleasant atmosphere of the Center's physical structure and in the attitude of the personnel. These attractive features of the Center no doubt account for a great deal of the popularity it has experienced so far and may be expected to contribute further to the outreach program. Client reaction to the Center was favorable and all indicated that they had been made to feel welcome. A willingness to return to the Center and participate in more of its activities was expressed by all clients questioned.

#### *11. Services*

A staff of 175 dispenses services to the population of the area, both at the Center headquarters and at one outpost station located some distance away from the Center in another neighborhood.

Upon entering the Center proper, one is met by a cheerful group of receptionists who fill out initial forms and refer the client to an Intake Interviewer. Though there is a gaiety evident in the attitude of this welcoming committee and our observer noted some horseplay among the group, the efficiency does not seem to suffer. The client is led swiftly through a complex but streamlined maze of Center operations and long waits for services are not experienced. In the event that the client does wait for service, however, the duration is short, pleasant, and comfortable, and he is invited to have coffee.

At the Intake Desk the client will be interviewed by any one of the persons in the division. The Intake Interviewer's job is to determine the maximum number of services the Center can provide to the particular client and his family, and after this determination is made he is directed to the first of the respective agencies that can help him.