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| LOCAL COMMISSIONERS MEMORANDUM |  
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Transmittal No: 90 LCM-86

Date: June 11, 1990

Division: Administration

TO: Local District Commissioners

SUBJECT: "People Helping People" Videotape Package

ATTACHMENTS: I. "People Helping People" Videotape (Not Available  
On-line)  
II. "People Helping People" Presenter's Guide (Not  
Available on-line)  
III. "People Helping People" Poster (Not Available  
On-line)

The Department is pleased to send you a copy of "People Helping People", a videotape package produced as a recruitment tool for the social services system.

Many human service agencies, including several local districts, have reported increasing difficulty in recruiting and retaining qualified staff. While the problem areas are localized at this point, demographic projections indicate that it will become increasingly difficult to recruit qualified staff in the future. Declines in the number of younger workers, coupled with greater competition from the private sector is expected to create serious problems for government in general and the human services in particular.

The Department's workforce planning efforts include public education to interest young people in careers in human services. The "People Helping People" video, which is accompanied by posters, is well-suited to Job Fairs and College Recruitment Nights held at local high schools. We hope that the video will make young people aware of the possibilities of work in the human services system and the deep sense of satisfaction associated with helping others.

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We believe that personnel administrators and staff development coordinators, in particular will find many uses for the video (also available in Spanish) for recruitment, training and public relations activities. Included with this video is a presenter's guide which provides helpful hints on using the video as well as a sample poster. The Department encourages you to publicize the video among your staff and within the community.

If you have any questions about the tape or the materials, please call Diane Senkulics of the Office of Human Resource Development at (518) 474-3583.

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John M. Sweeney  
Acting Deputy Commissioner  
for Administration