

**MINUTES
CITY OF ST. LOUIS
WORKFORCE INVESTMENT BOARD MEETING
February 9, 2011
SLATE Missouri Career Center – Central West End**

Members Present: Donny Carroll, Kelley Bernardi, Ray Creely, Dale Kreienkamp, Gregory Hill, Herman Noah, Willard Reeves, Lynn Beauchaine, Russell Illy, Ed Hamilton, Katherine Joslin, Cheryl Lovell, Kevin Schaedler, Pat Coleman, Len Toenjes, Michael Walter, David Wright, Betsy Finnegan, Darryl Chatman

Michael Holmes, WIB Director and LEO Designee.

Members Absent: John Beatty, Lew Chartock, Michelle Darden, Kevin Riggs, Cindy Hess, Eddie Davis, Jane Kerlagon, Lydia Padilla, Jeff Serocke, Jeather Smith, Ohala Ward, Patrick Bannister, Frank Logan

SLATE Staff: Sherry Vogel, Rebecca Ritter, Alice Prince, Bonnie Mireles, Charles Bohannon

Guests: Jeff Cartnal, David Walker, Jeffrey Taylor, Jim Duane, Steve Long, David Kessel, Edwilla Massey
Donny Carroll called the meeting to order at 7:36 a.m. at the SLATE Missouri Career Center-Central West End at 4811 Delmar. Donny Carroll did a roll call of the Board members and requested that guests sign-in. Guests were introduced.

UPDATES

The Board has been receiving many e-mails to keep abreast of what is going on in the area, what we are working on, and some of the major issues that are confronting workforce not just in St. Louis but also in the region and the United States.

1. Our relationship with RCGA has improved tremendously in terms of workforce being a part of the strategy for the new job creations in the region. Also in determining the direction the new jobs in the St. Louis region should look like. On February 16, 2011, the St. Louis Regional Talent Council is convening all the presidents of the colleges plus the WIBs in the area to talk about what strategies the region is going through in order to determine what our economy is going to look like in the next five years. The report from RCGA on the St. Louis Regional Talent Initiative was sent to the Board for information and evaluation and is available on the WEB site.

The Board received for review the "Five Core Strategies" to "Achieve Quality Jobs & Investment" in the St. Louis region. We have to redefine our regional economy. These strategies will define the trend for jobs in the next five years and what training will be needed. The WIB will play a part and work with the Talent Council and use the "Five Core Strategies" that RCGA has determined.

- Support and Grow Key Industry Sectors
- Target Marketing and Business Recruitment in Competitive Fields
- Increase rate of Start-Up Ventures
- Address Regional Talent as a Strategic Imperative
- Leverage all Regional Transportation Assets

When a client comes to SLATE for training it must be in one of these five core areas in order for us to pay for training. We can help them get into other areas of training but we can't pay. We have to define what the training programs will look like. All have to be DESE certified.

- The Training Committee will have to give some direction on the these five core areas
- We will be negotiating with the training institutions for a flat fee for the course
- We do need to look at retraining for the blue collar worker in this region
- Business Development gives companies information on the WOTC tax credit.

Two* new committees have been developed and added that are going to support not only our strategic planning but also the direction that this city and workforce needs to go. The committees are:

- 501 (c) 3 Committee
- Strategic Planning Committee
- *Job Training Committee
- *Business Development Committee

2. Reports:

- The St. Louis Green Economy Symposium happened; it was superb. The WEB site stlworks.com has the actual report.
 - 300 attended first day; another 250 came through the job career fair the second day.
 - Ray Creely wanted to recognize the great job that Michael Holmes did as the host.
 - The videos that Channel 9 produced will be available on the WEB site and links sent to Board.
 - StLouisgreenjobs.com all green jobs will be put on this web site. This site will be manned and updated. Len commented that the WEB site was one tangible outcome of our last strategic plan; project Graduate St. Louis was another.
- Local Plan. The "Local Plan" is on the WEB site to be reviewed at the Board's convenience. The plan has been approved by the State. Mr. Holmes thanked Kelley Bernardi for all the work she did on that plan. The State will now move the plan to the Federal level for approval.
- 501 (c) 3 has been approved by the State. The next step is to apply for the Federal 501 (c) 3 before we can get a grant. The 501 (c) 3 committee will take on that project.

3. Youth Council Update. We were flagged on degree attainment by the State. What is the definition of degree and certificate attainment? The Federal government came out with a new direction for what that means to us; Training and Employment Guidance Letter (TEGL) 15 -10. The link <http://wdr.doleta.gov/directives/attach/TEGL15-10.pdf> will be sent to the Board. Youth programs had also been discussed at previous meetings; what high schools, classification, recruitment method, vendors; this information was sent to the Board via e-mail.

- This summer there will be no summer youth jobs program. It is not even coming to the floor in Washington D.C.
- There is one program on the State level that we are looking at doing. "Think Outside State Parks Youth Corps" there are 15 jobs located at the Joplin House. Applications are made through the State WEB site only.

4. Strategic Planning update. Betsy Finnegan gave an update from the February 1, 2011, SLATE Strategic Planning Task Force Report. The committee has had a total of four meetings.

- They did a SWOT analysis (Strengths, Weakness, Opportunities, and Threats).
- Visit to Missouri Career Center Central West End to see SLATE from the perspective of a client. Pat Coleman encourages other Board members to take the tour.
- The committee had a meeting with SLATE business development staff to gain information of how businesses engage SLATE and how SLATE contacts businesses.
- Committee co-chairs met with SLATE executive team members and board chair to gain insight into SLATE's 2011 objectives and goals.
 - Implement a Board management/structure that meaningfully engages both business leaders from high potential growth industries and community service leaders.
 - Develop and implement a business plan to significantly increase effectiveness of SLATE's business outreach functions.
 - Capitalize on the newly formed 501 (c) 3 structure to enhance SLATE's delivery of services to a broader population.

If accepted by the Board, the strategic planning task force would develop specific strategic objectives and actions to support each goal; 'the red/yellow/green model' will be used to track progress.

Len Toenjes made motion to adopt these three goals, Kathy Joslin second, all agreed.

Business Development is the only group from SLATE that is out-housed and can help work with these goals. SLATE knows that our focus this year is business development; creating jobs or working with companies to make sure they understand our services and are logging their job openings with us.

5. Other Business:

- Performance. Mr. Holmes went over performance reports from the first two quarters on the Smartboard.
 - This year we are enrolling every single person. People self exit in 90 days if they do not return.
 - There isn't any follow-up and staff does not have case loads with the new system.
 - No show rate is very high for workshop. One reason is it can be three weeks before client can attend. Staff intensive not enough staff. Staff is doing an outstanding job.
 - The 3rd quarter will tell the picture. Self exiting. It is going to look bad because if you enroll 22,000 people and you don't find 22,000 jobs; the result will not be good.
 - Len thinks the key will be benchmarking against other WIBs.
 - We have been assured through the State Director they are working with the Feds for performance. We are second to NY in serving clients. Who are we going to be second to in creating jobs?
- Right to Work-- if this happens what affect will that have on all the plans we have. The Board held extensive discussions. Our job is to attract business to come here. We might need to look at a new plan and overcome whatever happens in Jeff City. College graduates are way down; 50% drop out rate in public schools.
- Committees have been formed and members have been assigned or reassigned to committees to use their talent. Two new committees Job training and Business Development need chairs for their committees. There is staff assigned to each committee and they are members of the committee. Mr. Holmes will come to each new committee to give direction on how to set up.
- REMEMBER chairs if you are having a meeting it must come through our office; it must posted. This is a public service so under federal law and the Sunshine Act we have to post where the meetings are being held and at each of our locations. Send to Sherry.

The motion was made to adjourn the WIB meeting and continue in committee meetings. Len Toenjes made motion to adjourn, Ed Hamilton 2nd and all agreed to adjourn to committee meetings.

Signed,



Donny J. Carroll, WIB Secretary

May 2, 2011

Date