

ST LOUIS AGENCY ON TRAINING AND EMPLOYMENT

SLATE

MISSOURI CAREER CENTER

2007 ANNUAL REPORT



Mission

To develop a quality workforce that meets the economic and labor market needs of the region by providing leadership and promoting collaboration among public, private and elected official partners.

Vision

A vibrant regional economy in which every job seeker has the skills needed to match available jobs and that every job has a qualified employee. The workforce system enables this vision through a series of high quality services that:

- increase employment
- increase retention
- increase earnings
- increase the skills of individuals
- enhance the productivity and competitiveness of the region

BUILDING A STRONG AND RESPONSIVE WORKFORCE

On behalf of Mayor Francis G. Slay and the Workforce Investment Board of the City of St. Louis, I am proud to present this annual report to share a description of our services and highlight the many accomplishments over the past calendar year. As you review the following pages, you will find that our menu of workforce development programs is broad and varied. The St. Louis Agency on Training and Employment Career Center offers City of St. Louis residents access to career assessments, job readiness training, labor market information, and occupational training, as well as one-on-one personal career counseling. Our Business Services unit offers recruitment, screening, assessment, and incumbent worker services to companies large and small. Our youth activities introduce our emerging workforce to the careers of the 21st century while giving young people real-world work experiences in internships, summer jobs, and “try-out” employment.

You will also learn the impact SLATE has in the community by funding a wide variety of community-based initiatives geared toward changing the lives of our customers and improving the economic prosperity of our city.

Our numbers tell the story of thousands of individuals that receive services at the SLATE Missouri Career Center and by SLATE funded programs during the year. The value of our efforts

is best reflected in the people who have entered the labor force, earned a GED, or been certified in a vocational field, and in the businesses that remain competitive as they hire new qualified employees and upgrade the skills of their existing workers.

Our equation for success is simple – provide leadership and promote collaboration among the educational, economic, and workforce development partners of the region in order to prepare a workforce that meets the economic and labor market needs of the region.



We thank our many workforce partners, city government and state agencies and members of our Workforce Investment Board for their significant support and the contributions they make to promote our shared mission of building a strong and responsive workforce for the City of St. Louis.

Tom Jones
Executive Director
St. Louis Agency on Training and Employment

WORKFORCE SOLUTIONS FOR SUCCESSFUL FUTURES



OFFERING TWO ONE-STOP CENTERS FOR WORKFORCE SERVICES

Two comprehensive One-Stop Career Centers are the front line of service delivery for job seekers and businesses - The St. Louis Agency on Training and Employment Missouri Career Center and the St. Louis Central Missouri Career Center.

A wide variety of workforce partners located at these career centers conduct assessments and link customers to a variety of services: job readiness/resume writing workshops, computer learning labs, adult education and literacy, occupational skills training, job referrals, job placement, and post-placement services.

In addition to the City of St. Louis, several other organizations collaborate to provide on-site or referral services: Missouri Division of Workforce Development, St. Louis Community College, St. Louis Public Schools, American Indian Council, Vocational Rehabilitation, AARP, Title V and Missouri Department of Labor and Industrial Relations. Specialized services are also available to veterans, older adults, people with disabilities, and others with unique needs.

The numbers tell the story...

With an annual budget of more than \$12,000,000 SLATE connected more than 3,600 adults and youth to employment during 2007.

During the same period, the SLATE Business Services unit and Career Specialists supported the workforce needs of more than 1,550 employers.

Over 3,500 individuals visited the GED Lab, 2,492 persons visited the SLATE Computer Lab, and 750 participated in job readiness and resume workshops.



Francis G. Slay

The federal Workforce Investment Act (WIA) of 1998 overhauled the nation's employment and training system. For the first time, the supply and demand sides of the workforce equation were merged, creating a system that strategically prepares job seekers to meet the current and future labor market needs of area employers.

Under WIA, a "workforce board" appointed by the mayor drives our employment and training initiatives. Most of the members of the board are business people active in our city, ensuring that a business driven approach guides the design and content of local workforce development programs and initiatives.

Reconstituted in 2007, the city Workforce Investment Board's public and private sector stakeholders are a forum for developing cutting edge solutions to the city's workforce challenges. Its chief roles are to identify current and emerging labor market trends and corresponding career pipelines in the city's high growth industries, craft workforce development policy and provide strategic direction to the city's public workforce development system. SLATE works in tandem with the city WIB, translating its priorities into an extensive menu of training opportunities to enable city residents to compete for jobs in high-demand occupations.

THE ST. LOUIS CITY WORKFORCE INVESTMENT BOARD BALANCES THE DUAL SIDES OF THE EQUATION

Chair Janice Rhodes, Vice-President of Personnel for Schnucks Markets, Inc., Vice-Chair Jeff Serocke, Human Resources Director for The Renaissance Grand Hotel, and Secretary Donny Carroll, Manager, Missouri Division of Workforce Development, will be steering the WIB in a productive direction for 2008. In 2007, SLATE expanded its role in partnering with area businesses to meet their labor market needs by contributing heavily to the staffing of the new Lumiere Place Casino, partnering with RCGA and the Missouri Division of Workforce Development to host the Greater St. Louis Works IT Forum, and sponsoring incumbent worker training with area healthcare providers.

Janice Rhodes
Chair



Jeff Serocke
Vice-chair



Donny Carroll
Secretary



City of St. Louis
Workforce Investment Board
Executive Committee

BUILDING THE CITY OF ST. LOUIS' FUTURE WORKFORCE



Youth Council members are volunteer men and women who have a special interest and expertise in youth policy. The Youth Council provides a unique opportunity for the local community to create, through a common vision, a system of activities and services enabling youth to be successful in education and in the workplace, and to become leaders in their community. The Youth Council provides assistance to the local Workforce Investment Board in the area of youth initiatives.

SLATE provides funding to community-based agencies to provide year-round employment and training services for youth ages 16-21. These services include:

Year Round Work Experience –

SLATE funded community-based agencies place youth in private, public or government organizations during the school year and during the summer. Both of these opportunities allow youth to gain valuable experience.

Mentoring – A variety of mentoring programs prepare youth for work, life and leadership.

Guidance and Counseling – Career Counselors help youth decide on education and career paths leading toward post-secondary education, and/or employment.

Skills Training – Opportunities are available for occupational skills training for youth who have completed high school, secured a GED, or dropped out of school.

Support Services – Assistance with clothing, transportation, housing, and substance abuse counseling offer additional support to youth while they pursue educational and employment goals.

USING A BUSINESS-DRIVEN APPROACH TO BUILD SKILLS

The SLATE and St. Louis Central Business Services units employ several innovative strategies tailored to meet the human resource and staff development needs of the St. Louis metropolitan region's employer community. Business Service Representatives deliver a full range of assistance for businesses including: outreach and recruitment, applicant assessment, pre-screening, coordinated employment events and job fairs to help identify a suitable match for every job vacancy. In addition, businesses can access the Missouri Division of Workforce Development website www.greathires.com, which contains extensive information about viable candidates. The SLATE website, www.stlworks.com also contains links to labor market information, training information and workforce support.

As a result of Workforce Investment Act funding through the Missouri Division of Workforce Development, SLATE was able to engage in several training strategies geared toward developing skills in the high demand healthcare industry: the regional Registered Nursing Retention Coaches program and the Healthcare Incumbent Worker Training programs. The Registered Nursing Retention Coaches program promotes increased retention in area community college registered nursing programs. The Healthcare Incumbent Worker Training program promotes career progression, increased wages, and job retention for existing workers in several organizations in St. Louis' highest growth sector. The Healthcare Incumbent Worker Training program requires an in-kind match from the healthcare provider for the grant funds awarded. SLATE, along with St. Louis Community College, brokered the arrangement between the employer and the training provider to help design the curricula.



During 2007, SLATE received funding through the Missouri Division of Workforce Development to help local healthcare providers address documented workforce shortages in St. Louis' healthcare industry. BJC Healthcare, Bethesda Health Group, St. Anthony's Medical Center, St. John's Mercy Medical Center, SSM - Cardinal Glennon and SSM – DePaul received funds to train entry and mid-level workers for skilled, mid-level, and para-professional healthcare occupations.

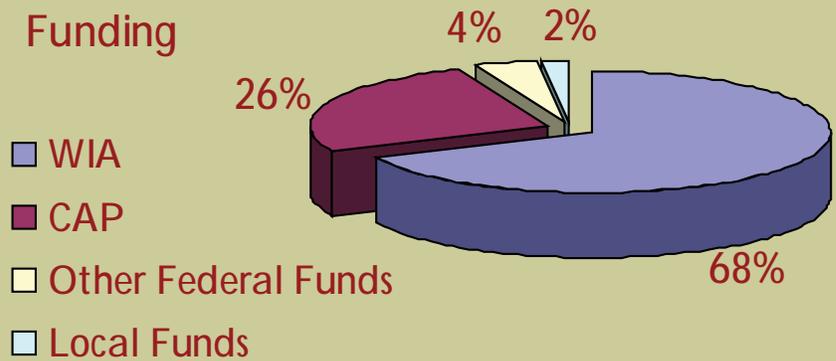
EXCEEDING MEASURABLE STANDARDS

St. Louis Agency on Training and Employment began in the fall of 1974 under the Comprehensive Employment Training Act (CETA). It was initially called the Mayor's Office of Manpower Planning. In 1976, the agency's name was changed to the St. Louis Agency on Training and Employment. This office administered the Job Training Partnership Act (JTPA) enacted by Congress in 1982 as the successor to CETA. In 1998, the Workforce Investment Act (WIA) was established as the successor to JTPA. SLATE is one of fourteen workforce investment regions in the State of Missouri. For fiscal year 2007, SLATE met or exceeded all mandated Workforce Investment Act performance standards, except one. These standards measure the percentage of job seekers who obtain and retain employment, meet established average earnings, and attain credentials and/or acquire academic and skills certification through training, GED or post-secondary education.

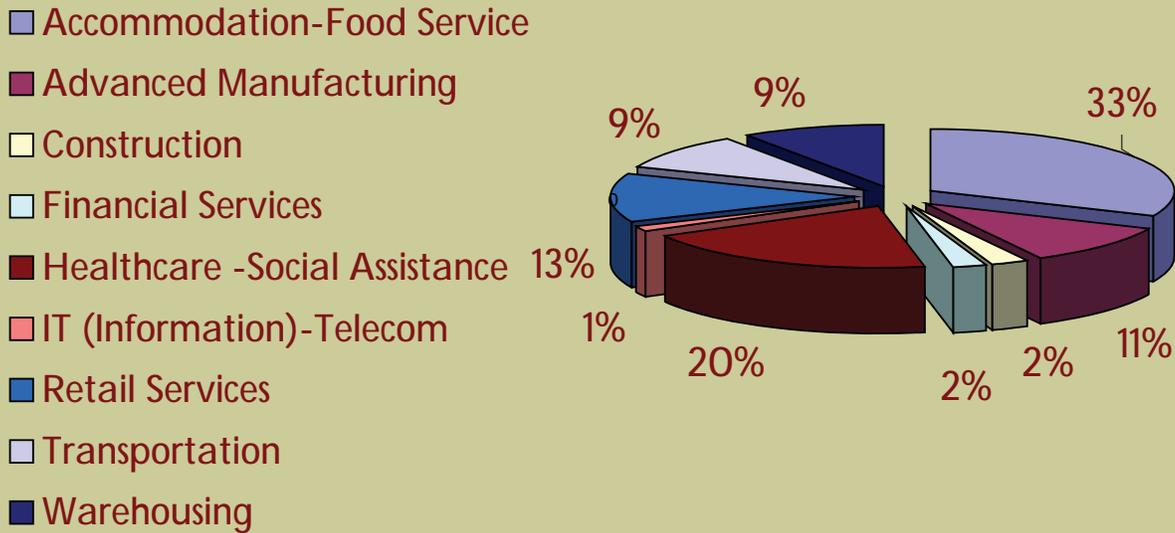
	NEGOTIATED LEVEL-PY06 Rate	ACTUAL LEVEL Rate	% of PROJECTION	
ADULT			Indiv Meas	Prog Area
AD Entered Employment	89%	94%	106%	106%
AD Six-Month Retention	84%	88%	105%	
AD Average Earnings	\$8,298	\$9,231	111%	
AD Employment and Credential	82%	85%	104%	
DISLOCATED WORKER	Rate	Rate	Indiv Meas	Prog Area
DW Entered Employment	95%	98%	103%	103%
DW Six-Month Retention	86%	100%	116%	
DW Average Earnings	\$12,534	\$12,870	101%	
DW Employment and Credential	100%	91%	91%	
OLDER YOUTH	Rate	Rate	Indiv Meas	Prog Area
OY Entered Employment	90%	72%	80%	105%
OY Six-Month Retention	81%	75%	92%	
OY Earnings Increase	\$998	\$2,079	209%	
OY Credential	63%	37%	58%	
YOUNGER YOUTH	Rate	Rate	Indiv Meas	
YY Skill Attainment	86%	92%	107%	105%
YY Diploma or Equivalent	88%	91%	103%	
YY Six-Month Retention	63%	56%	89%	

SLATE BY THE NUMBERS . . .

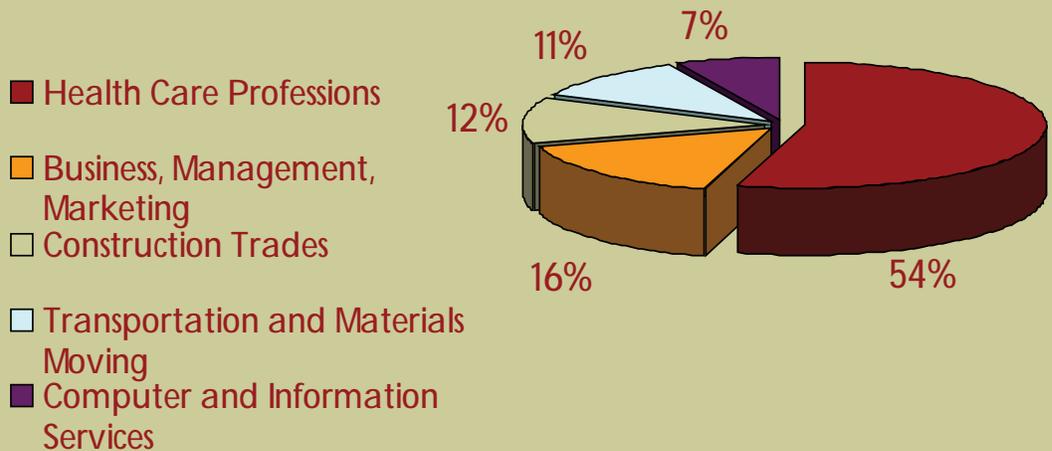
Funding



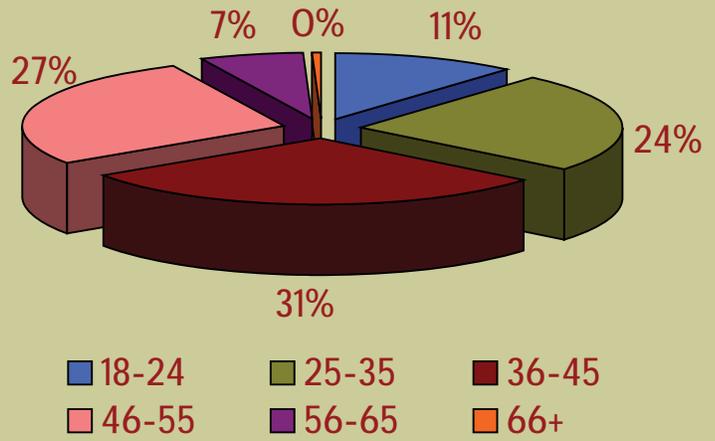
Placements by Industry



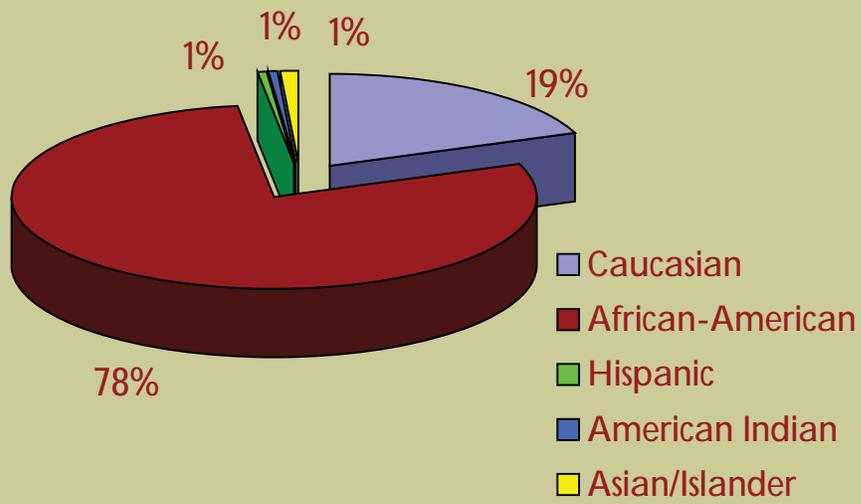
Skills Training Areas



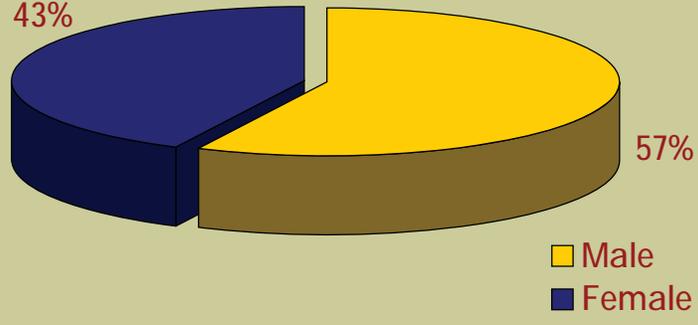
Age



Race



Gender



A TRUE WORKFORCE PARTNERSHIP

Services at the St. Louis Agency on Training and Employment are provided in the form of a true partnership. Staff at SLATE include not only employees of the City of St. Louis, but also St. Louis Community College, St. Louis Public Schools, Vocational Rehabilitation, St. Louis Job Corps, Missouri Division of Workforce Development, AARP, the American Indian Council, and Child Support Enforcement employees. On-line services with the Missouri Department of Labor and Industrial Relations-Division of Employment Security are also available.



Our workforce partnership is not limited to our downtown location. The Workforce Investment Board/SLATE provides significant funding to support community-based employment and training services for adults, youth and dislocated workers at other locations throughout our city.

- Better Family Life, Inc. – In-School Youth/Adult
- Employment Connection – Out-of-School Youth/Adult
- Father's Support Center – Adult
- Jobs and Employment Support Services (JESS) – In-School Youth
- MERS/Goodwill – In-School Youth/Adult
- Nova Source, Inc. – Adult
- Preferred Family Healthcare – Substance Abuse Counseling – Out-of-School
- Productive Futures – Out-of-School Youth/Adult
- Provident Counseling – Out-of-School Youth
- St. Louis Artworks – In-School Youth
- St. Louis Community College – Youth/Adult/Dislocated Workers
- University of Missouri – St. Louis – Public Policy Research Center – Labor Market Studies

CAREER ASSISTANCE PROGRAM - HELPING PEOPLE MOVE TO INDEPENDENCE

SLATE receives additional funding to manage the Career Assistance Program (CAP) for Temporary Assistance to Needy Families (TANF) participants. CAP was designed to assist TANF participants with reaching their career goals and, if needed, provide other services such as: job readiness training, skills training, on-the-job training, job placement, job retention, childcare assistance, transportation assistance and other related services necessary to move TANF participants to independence.



The numbers tell the story...

Over 1,171 TANF participants received skills training.

Over 778 TANF participants completed job readiness training.

SUCCESSFUL JOB FAIRS



Throughout the year, SLATE Missouri Career Center hosts many job fairs both on-site and in other venues throughout St. Louis.

SLATE's Business Services works with employers who come to the career center for one-day recruiting fairs. This past year some of our business customers included:

- Pitney-Bowes
- ABB Power
- Companion Bakery
- Horizon Staffing
- Covidien
- Magellan
- Automation Service
- Schneider Trucking

Dozens of job seekers were hired either on-the-spot or within a few days of these on-site events.

This year, SLATE worked with Lumiere Place Casino and the Four Seasons Hotel to recruit and hire hundreds of job seekers using targeted job fairs throughout the community. SLATE hosted two job fairs per company and assisted thousands of people during the events. Venues included St. Louis Community College at Forest Park, America's Center and the campus of Washington University School of Medicine in the Central West End. Lumiere Place Casino and Four Seasons Hotel employ more than 1,800 staff combined, many of them hired through these joint recruiting efforts.

SLATE has built a solid reputation in hosting quality job fairs for single employers, as well as multiple-employer job fairs with up to 100 businesses attending. SLATE also participates in other community job fairs to recruit individuals for its employment and training services throughout the year.



WHAT'S AHEAD IN 2008?

While the services of the City of St. Louis Workforce Investment Board and SLATE are available to everyone, we plan on targeting several special projects and partnerships in order to enhance opportunities for a variety of unique populations:

- Enhance recruitment and placement efforts for Out-of-School Youth
- Create Information Technology and Science/Math partnerships with St. Louis Public Schools
- Partner with U.S. and Missouri Probation and Parole offices to establish a One-Stop Re-Entry Center for ex-offenders
- Implement the Mayor's HIRE St. Louis initiative geared toward greater employment opportunities for minorities and women
- Focus on key industry sectors: Healthcare and social assistance services, information technology and telecommunications, transportation and warehousing, biomedical and life sciences, hospitality, conventions and tourism, and construction
- Create more private sector summer jobs appropriate for youth



WORKFORCE INVESTMENT GOALS:

- 1) Establish the WIB as a leader in addressing community workforce issues. Strengthen partnerships with individual companies, economic development agencies, education agencies and workforce organizations in the St. Louis region.
- 2) Work with one or two key business sectors to identify and help solve workforce issues of common concern.
- 3) Identify regional issues impacting workforce and develop plans to address at least one of the issues.
- 4) Create a board that provides strategic leadership and effective oversight of the local workforce development system.

CUSTOMER SERVICE GOALS

To achieve and sustain quality customer service the challenge for each staff person is to consistently meet or exceed the ten (10) goals identified below:

1. Service with a "Smile". Always maintain a pleasant demeanor and positive "eye contact". Greet our customers courteously and use our customer service vocabulary; "How may I help you", "I would be happy to assist you", etc.
2. Demonstrate a courteous, helpful and professional "Attitude". Treat our customers and each other as you would like to be treated.
3. Strive to be the very best. Staff perform the best job possible whenever assisting our customers.
4. Act promptly to resolve customer's problem. Go the "extra mile" to satisfy our customers.
5. We are "Ambassadors" (Workforce Professionals) at work and at play. Always speak positively and never make negative comments.
6. Dress professionally. Take pride in your appearance.
7. Be Positive. Strive to consistently maintain a "Can-Do" attitude and seek ways to improve our service.
8. Use proper telephone etiquette. Our goal is to answer the telephone within two rings. Try to eliminate transferring calls whenever possible.
9. Maintain a working knowledge of ALL products and services. Always be prepared to provide a complete answer to the customer regarding all services and products available at the Career Center.
10. Never simply say "No". Research and seek alternatives if possible. If you must say "no" be courteous, be polite, and by all means be professional.

WORKFORCE INVESTMENT BOARD MEMBERS

Patrick Bannister, St. Louis Development Corporation

Kelley Bernardi, St. Louis Agency on Training and Employment

Donny Carroll, Division of Workforce Development

Lewis Chartock, MERS/Goodwill

Pat Coleman, Behavioral Health Response

Taylor Cunningham, Target, Inc.

Joel Ellis, Solutia, Inc.

Beverly Estes, St. Louis Regional Chamber & Growth Association

Bob Fant, Family Support Division

Morris Johnson, St. Louis Community College

Ed Hamilton, Brown & Kortkamp Real Estate

Gregory Hill, Westaff

Russell Ily, Triad Manufacturing

Dawn Jordan, American Indian Council

Dale Kreienkamp, Human Capital Partners

Robert Lee, Wells Fargo Home Mortgage

Cheryl Lovell, St. Louis Housing Authority

Herman Noah, The Youth and Family Center

Lydia Padilla, TRC Staffing Service, Inc.

Willard Reeves, The Human Development Corporation

Janice Rhodes, Schnucks Markets, Inc.

Betty Rottmann, IBM

Barbara Searight, St. Louis Office for DD Resources

Jeff Serocke, Renaissance Grand/Renaissance Suites

JoAnn Shaw, BJC Healthcare

Ericson Smith, ETS Counseling & Consulting

Jeather Smith, Missouri Division of Vocational Rehabilitation

Paulette Smith, St. Louis Regional Claims Center

Yvonne Tisdell, SSM Healthcare

Leonard Toenjes, Associated General Contractors of St. Louis

Robert Weng, St. Louis Public Schools

Delois White, Job Corps

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