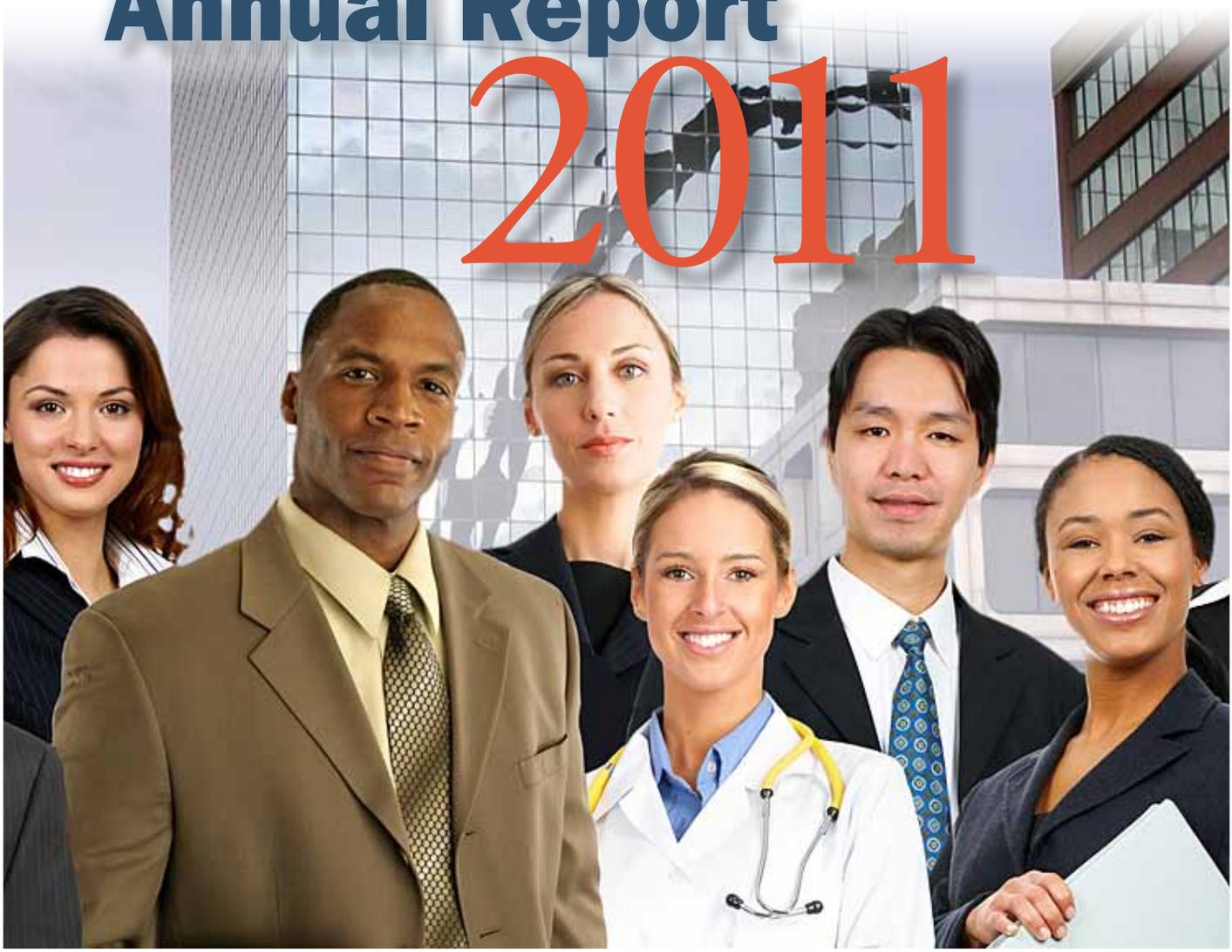


THE ST. LOUIS AGENCY ON TRAINING AND EMPLOYMENT

Annual Report 2011



Francis G. Slay, Mayor



ST. LOUIS AGENCY ON TRAINING AND EMPLOYMENT

SLATE

MISSOURI CAREER CENTER
DOWNTOWN • CENTRAL WEST END

From Our Leadership

On behalf of everyone on the St. Louis Workforce Investment Board (WIB) and at the St. Louis Agency on Training and Employment (SLATE), welcome to our **2010-2011 Annual Report**. Within, you will find a complete account of the many services, programs and partnerships we deliver to everyone who is looking for work or looking to improve their prospects.

SLATE has continued to play a vital role in the forefront of our community's ongoing economic recovery. With limited but carefully stewarded resources, our Downtown and Central West End locations served many thousands of job seekers through the streamlined **Next Generation Career Center** process.

Our organizations made a special effort on behalf of dislocated workers and the long-term employed. The term "99er" has, unfortunately,



entered our national vocabulary to describe jobseekers who, despite many long months of active searching, have exhausted their unemployment benefits. We recognize that these individuals have, in many cases, decades of experience, skills

and judgment to draw upon and constitute a truly invaluable part of our workforce. We will continue to do our utmost to ensure they are prepared for their next skill, their next job, and their next career.

Just as importantly, SLATE reached out to hundreds of area businesses in our last fiscal year. Only by engaging them in a meaningful dialogue can we ensure that their job openings are filled with qualified candidates, and thus help position them for further growth.

John Dewey once observed that *"To find out what one is fitted to do, and to secure an opportunity to do it, is the key to happiness."* This concise turn of phrase embodies the essential purpose that underlies every endeavor undertaken by the St. Louis City WIB and the St. Louis Agency on Training and Employment.

Sincerely,



Jeff Serocke, WIB Chair



Michael K. Holmes,
SLATE Executive Director



◀ On the Cover, bottom photos depict (from left to right): Youth participant of SLATE year-round program; Courtesy Interview provided by BJC, Green Energy training recruitment at SLATE, Honoring AARP and MERS staff

Year End Highlights

Next Generation Career Center Model Delivers Effective Customer Service

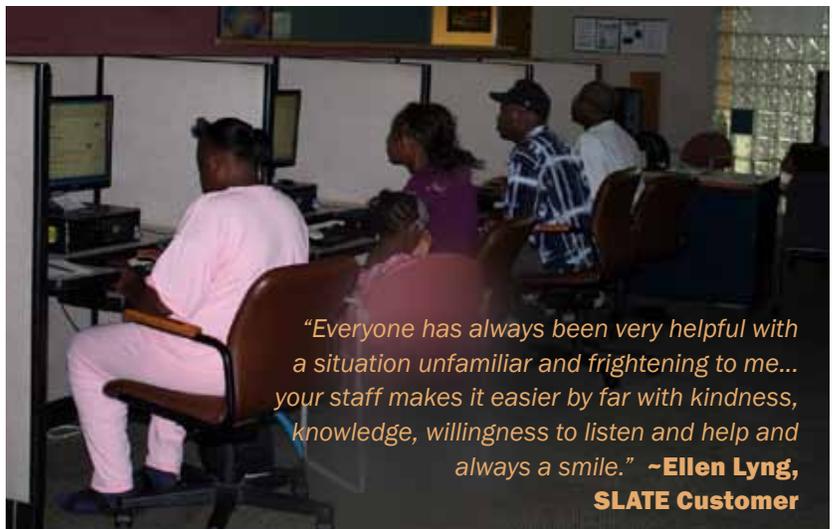
In July 2010, SLATE implemented the first major change to its Career Centers since the Workforce Investment Act (WIA) was signed into law in 1998. The *Next Generation Career Center (NGCC)* model took effect statewide in a comprehensive effort to serve our customers more efficiently. For several months beforehand, SLATE served as a pilot site for this streamlined process, helping to identify and overcome potential obstacles to rapid service. Some of the benefits offered by NGCC include:

First Day Service – eliminates the waiting periods that occurred previously. The Welcome Teams at SLATE's Missouri Career Centers are now able to rapidly enroll, update and direct all customers as soon as they walk in the door.

Paperless Procedures – the majority of forms can now be filled out in an electronic/virtual format, saving space and time.

Immediate Access to most core services, including eligibility, initial assessment, job search, labor market information and unemployment insurance (UI) claims at any Career Center statewide.

True Impact Determination – with every customer's record being updated instantly, SLATE is now able to determine with increased accuracy both the types of services provided and the number of individuals served annually.



"Everyone has always been very helpful with a situation unfamiliar and frightening to me... your staff makes it easier by far with kindness, knowledge, willingness to listen and help and always a smile." ~Ellen Lyng, SLATE Customer

▲ Skills/Jobs Team area at SLATE Career Center Central West End location

Employment and Training Advisors provide rapid access to services, such as in-depth assessments, development of individual employment plans, and training assistance, to those customers that require and are eligible for additional support.

The NGCC process, an important milestone, has required not only modifications to the physical flow of SLATE's Career Centers, but extensive adjustments by staff, and most importantly, the patience of our customers. Through it all, SLATE is now better positioned to serve in a time of economic uncertainty, reacting promptly to the needs of thousands of area jobseekers while ensuring that wait times are kept to a minimum.

SLATE'S PROGRAMS: **Securing Opportunities**

REOS SKILLS UP EX-OFFENDERS; HELPS DISTRESSED COMMUNITIES • The Re-Entry One-Stop Career Center (REOS), SLATE's pilot program and the only such facility in the state to reach out to and serve the needs of ex-offender job seekers, first opened its doors in April 2009. REOS was initiated as a collaborative endeavor across all levels of government – federal, state, and local – in order to address the high recidivism rate of recently released adult job seekers and provide a basis for positive and sustainable transformation within a distressed community. REOS offered a holistic, wrap-around approach to addressing recidivism, realizing that a network of emotional and social support, in addition to WIA and other program services, offered the key to behavior change, healthy alternatives and goal fulfillment for our customers.

In addition to a GED Program and a resource room, REOS created a personalized learning environment that offered computer learning assistance and Microsoft Office tutorials. *Adult literacy, Job Readiness training, and Resume Writing workshops* were also regularly held. REOS customers were provided with free access to health screenings, legal services, photo IDs and transportation assistance. REOS was one of only a handful of organizations in the nation that specifically counseled women ex-offenders.

When the program's funding ended and REOS closed its doors on June 30, 2011, it had served an average of **35** individuals weekly

for over two years, about **3,000** individuals total. Placement and retention rates for REOS clients were both over 60 percent - a substantial achievement for this population. REOS achieved its principal goal: to give all ex-offenders the job search assistance as they rebuild their lives.

TECH CRUNCH IDENTIFIES REASONS FOR SHORTAGE OF TALENT • SLATE has identified over **2,900** Information Services (IS) Programmers with various skill sets throughout the St. Louis region; over a 60-day period this fiscal year we recorded **6,800** openings for individuals possessing these same skills. This IS talent crunch must be bridged if the St. Louis workforce is going to keep pace with the ever-changing technological needs in today's business climate. With this goal in mind, SLATE, in cooperation with Webster University, organized the area's first Missouri **Talent Tech Crunch Forum**, a special session that gathered input directly from IS employers to inform and develop a regional workforce development strategy.

NETWORKING OPPORTUNITY CONNECT JOB SEEKERS TO EMPLOYERS • The SLATE **Employment Transition Series (SETS)**, a social networking group developed by SLATE's Business Development Department, brought local em-

► *Left to Right:* Mayor Francis G. Slay, Former RCGA Director Richard Fleming, SLATE Executive Director Michael K. Holmes



ployers and job seekers together in a friendly, informal setting. Generally, officers and hiring managers from multiple employers attend in a panel format; a Q&A session allows interested individuals to interact with them directly and find out more about the skills, qualifications and procedures necessary to secure employment. Each session, attended by **30-40** job seekers, served as a valuable networking opportunity. The following discussions took place - *Careers in Finance, Careers in Healthcare, Skilled Trades in Manufacturing, Information Technology/Unisys Projects, and Temp and Temp-to-Perm Employment*. SLATE partnered with United Way of Greater St. Louis, St. Louis Community College—Forest Park and St. Patrick Center to bring these no-cost events to the public.

JOB MARKET BOOT CAMP REENGAGES DISCOURAGED PROFESSIONALS

• The term “99er” was not in use as few as five years ago. Unfortunately, the economic conditions since that time have contributed to a subset of job-seekers, many with decades of experience and accomplishments, who have exhausted their unemployment insurance benefits. 99ers, after nearly two years of turning over every stone to reenter the workforce, are understandably discouraged. In response, SLATE developed the [St. Louis Job Market Boot Camp](#) specifically to re-engage them and provide practical, real-world employment search advice through skilled facilitators. Unlike typical workshops, each Boot Camp lasted a full day, with both pre- and post-session activities. Some of the subjects covered were the *30 Second Resume Test*, an analysis of the *St. Louis Job Market Skills Gap* and overcoming the *I'm Over-Qualified Syndrome*. Participants that completed all activities were referred to the Human Resource Management Association (HRMA) of Greater St. Louis for a courtesy job interview in their particular industry. SLATE partnered with the Go! St. Louis Network, BounceBack St. Louis and the Missouri Career Center system to bring this innovative “boot camp” to more than **40** professionals; the feedback proved so positive that additional,

Hear Our Stories: **Employer**

- ▼ Unisys CEO Michael Davies (left), SLATE Executive Director Michael K. Holmes at AMCOE Open House



SLATE HELPS UNISYS DEVELOP REGIONAL IT TALENT

• In October 2010, **Unisys Federal Systems**, a division of the worldwide IT company Unisys, specializing in software development and secure data storage and retrieval, opened a new Application Modernization Center of Excellence (AMCOE) in St. Louis City. Missouri Governor Jay Nixon and City of St. Louis Mayor Francis Slay attended a ribbon-cutting ceremony and noted Unisys' importance in bringing quality, high-paying jobs and economic activity to downtown St. Louis.

SLATE was instrumental in welcoming Unisys to the community. While waiting for their new facility, selected Unisys staff were temporarily housed at SLATE's Downtown offices. SLATE's staff is engaged in an on-going effort to help Unisys acquire IT talent to staff nearly 300 positions needed by 2012 to support the center's programs.

Read the story of a satisfied job seeker hired by Unisys on the next page.

Hear Our Stories: **Dislocated Worker**



Tia Harris: **LONG-TERM JOB SEEKER GETS A HIGH PAYING JOB** • A graduate of St. Louis University in Computer Science, **Tia Harris** worked in IT for 14 years before becoming unemployed. She remained unemployed for three years until she came to SLATE and was placed into a training program in programming for which SLATE paid half of her tuition. Upon graduating, Harris secured a job at *Unisys Federal Systems* as a Junior Java Developer. At Unisys, she uses and grows her expertise in Java script.

"I came to this job through SLATE. My friend went through SLATE's Truck Driver training program and now he is running his own business. I thought maybe I can get some more programming classes because the job market failed me. They [SLATE staff] put my resume online and walked me through all the classes of the program with many other colleges around. It was a great program! I was happy that I went to SLATE. It was such a blessing that my resume was able to be found through the SLATE program"

similar activities have been designed for veterans and professionals interested in entering bioscience careers.

SLATE'S PARTNERSHIPS: **Building Connections**

GRADUATE! ST. LOUIS WORKFORCE CONSORTIUM NARROWS EDUCATION GAP

• In the summer of 2010, SLATE was awarded a community-Based Job Training (CBJT) grant totaling **\$4,404,781** from the U.S. Department of Labor (DOL) to launch the **Graduate! St. Louis Workforce Consortium**. The Consortium, consisting of Workforce Investment Boards and Community Colleges across the bi-state St. Louis Metropolitan Statistical Area (MSA), was formed to meet employer demands for qualified staff in the *healthcare, information technology and emerging energy efficiency* industries. Graduate! St. Louis aims to help **2,250** adult learners successfully complete programs that confer two-year degrees and/or certificates of value. By the end of the grant period in 2013, it is anticipated that **1,500** program participants will be placed in permanent positions across the region.

MATH PROGRAM IMPROVES ASSESSMENT SCORES

• SLATE's new program, **Math, Math, and More Math!**, was developed in cooperation with St. Louis Public Schools Adult Education and Literacy (SLPS AEL). Beginning in January 2011, class sessions have been held regularly both at SLATE's downtown Career Center and at the SLPS Adult Learning Center. The course has already helped numerous customers refresh and develop the fundamental math skills important to successfully compete in the job market and to pursue enhanced educational opportunities.

MWA HELPS NEEDY FAMILIES ATTAIN SELF-SUFFICIENCY

• The **Missouri Work Assistance (MWA)** is a set of products at SLATE that provides employment assistance to recipients of Temporary Assistance for Needy Families (TANF). SLATE, in partnership with Better Family Life, served **641** TANF participants through its *Community Service*

Program. The program gives individuals on TANF the opportunity to learn skills through structured volunteer work activities, including computer lab assistant, receptionist, and customer service.

YOUTH EARNS VALUABLE WORK EXPERIENCE, ADVANCES EDUCATION • In cooperation with The State Park Youth Corps, MERS/Missouri Goodwill Industries and Better Family Life, SLATE's **Youth Services Department** placed over **1,200** young men and women into part-time, summer employment. This outcome exceeded WIA Youth performance goals set at the beginning of the fiscal year. Performance outcomes in terms of *degree completion* and *literacy/numeracy skill gains* were equally impressive. SPYC's success was recognized by Jay Nixon and a delegation from SLATE travelled to Jefferson City to attend the Governor's honorary dinner.

VETERANS RECEIVE PRIORITY SERVICE AT SLATE • SLATE's **Local Veterans' Employment Representatives (LVERs)** make sure to provide every possible resource to ease the transition of veterans who have served bravely and honorably overseas to civilian life. These activities included a *Welcome Home Celebration* event in cooperation with the St. Louis VA medical center on May 21, 2011; a *Show-Me Heroes Career Fair*; and recruitment of dozens of area employers to take part in Governor Nixon's *Show-Me Heroes* initiative that asks businesses statewide to pledge their intent to expand their

payrolls with veterans. Companies that fulfill this pledge are recognized with a listing on the initiative's web site, awards, and potentially, a proclamation from the Governor.

SLATE HELPS TO END HOMELESSNESS • This year, SLATE offered its support and assistance to the St. Louis Housing Authority (SLHA) and Urban Strategies Inc. in their efforts to serve residents of the Housing Opportunities for People Everywhere (HOPE VI) community at Murphy Park, with over **200** residents. SLATE's **Business Development Department** serves as the workforce development partner in the effort to transition individuals away from poverty and public housing, presenting HOPE VI residents with sustainable employment opportunities.

MOVING IN, MOVING UP • With funding from the Homelessness Prevention and Rapid Rehousing Program (HPRP), the City of St. Louis Continuum of Care launched the *Hope Is Moving In* initiative in late 2009. Since that time, SLATE staff members have coordinated closely with this concerted effort to provide temporary financial assistance, housing relocation and stabilization services to at-risk St. Louis City residents. Presentations and publications that describe SLATE's many no-cost services have reached **several hundred** *Hope Is Moving In* participants, helping them focus on the steps

► *Left to Right:* First Lady Georganne Nixon, Manager, Youth Services Department at SLATE, Alice Prince, Scott Joplin Historic House's representative Almetta Jordan, SPYC participant Keith Simms, Governor Jay Nixon



they can take to provide for themselves and their families.

AARP HELPS TO STAFF KEY POSITIONS AT SLATE • *The American Association of Retired Persons (AARP)*, a nonprofit organization for people age 50 and over, is dedicated to enhancing quality of life for everyone as we age. As part of its Title V grant, AARP provided SLATE several part-time staff to the Downtown and Central West End Career Centers. SLATE served as a permanent recruiting site for engaging older workers with an AARP representative dedicated to helping mature workers upgrade their skills, apply their experience, and transition to new careers.

GREEN ENERGY TRAINS WORKFORCE IN EMERGING TECHNOLOGY • SLATE continued and expanded its participation in the [Green Energy Partnership Training Program](#) with the UAW-Labor Employment and Training Corporation. Dislocated workers, veterans, persons with disabilities and other individuals interested in entering a career in automotive manufacturing were recruited as suitable candidates to enter training programs such as *Green Manufacturing Process Technician, Environmental Hazardous Materials Technician, Energy Technical Fundamentals, and Hybrid/Electric Vehicle Technician*. Funding for the project (\$3.2 million over three years) is being provided by the DOL Employment and Training Administration and will place an estimated **430** trained workers into automotive/alternative energy careers.

ON-THE-JOB TRAINING ENCOURAGES BUSINESSES TO HIRE • Both SLATE and the St. Louis County Department of Human Services help area businesses grow and succeed in today's challenging economy. Both organizations offer similar services, such as [On-the-Job Training \(OJT\)](#) funding, and often work together to ensure that employers take full advantage of them. This partnership was formalized in writing on April 26, 2011 in order to help eliminate redundancies and enhance services.

Hear Our Stories: **Youth**



Bridgett Wings: **ST. LOUIS PUBLIC SCHOOL SENIOR GETS A HEAD START ON CAREER AT RANKEN TECHNICAL COLLEGE** • SLATE introduced **Bridgett Wings** to a work environment while she attended classes at the *SLPS Construction Career Center*. There, she qualified for the Dual Enrollment program and, following in her father's footsteps, began taking courses in the Electrical Systems Design Technology (ESDT) program at *Ranken* during her senior year. She graduated from the *Construction Career Center* in June 2011 with a 4.0 GPA and was named Valedictorian of her class! "It was such a great feeling to be finishing high school and already have a head start on my college classes," said **Wings**, who is on schedule to attain her Associate of Technology degree in ESDT from *Ranken* in 2012.

"I love when I hear my little sisters say that they 'want to go to college like Bridgett.' I wanted to show them that it can be done and they can succeed at whatever they want to do."

The St. Louis WIB



▲ WIB members at the swearing ceremony, Aug. 18, 2010

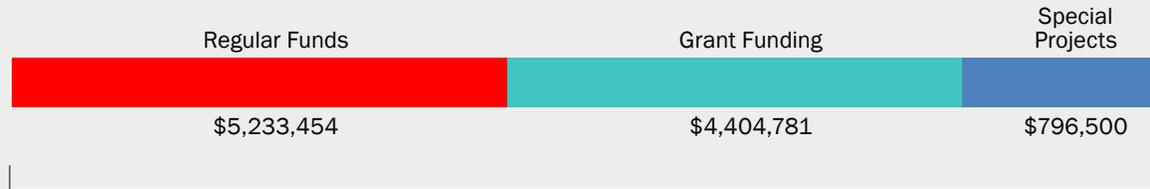
WIB OFFICERS AND MEMBERS '10-'11

Jeff Serocke, Chair	Renaissance Grand/Renaissance Suites St. Louis
Lydia Padilla, Vice Chair	TRC Staffing Services, Inc.
Donny Carroll, Secretary	SLATE Missouri Career Center, Division of Workforce Development
Patrick Bannister	St. Louis Development Corporation
John Beatty	Barnes-Jewish Hospital
Lynn Beauchaine	Lynn Beauchaine & Associates, Inc.
Kelley Bernardi	St. Louis Agency on Training & Employment
Jeff Cartnal	MERS/Missouri Goodwill Industries
Darryl Chatman	Armstrong Teasdale LLP
Pat Coleman	Behavioral Health Response
Ray Creely	Creely Consulting

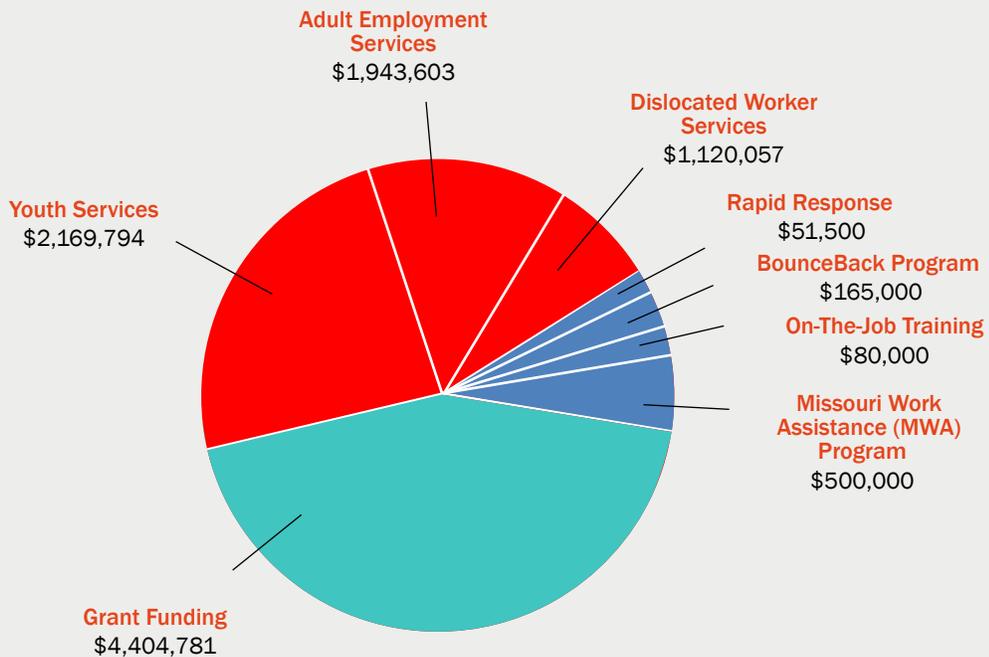
Michelle Darden	St. Louis Office for DD Resources
Eddie Davis	Center for the Acceleration of African American Business - St. Louis Black Leadership Roundtable
Ed Hamilton	Brown & Kortkamp Real Estate
Cindy Hess	St. Louis Community College
Gregory Hill	Westaff
Russell Illy	Triad Manufacturing
Katherine Joslin	Bethesda Health Group, Inc.
Jane Kerlagon	Business/Education Partnership Connections
Frank Logan, Sr.	St. Louis Public Schools
Cheryl Lovell	St. Louis Housing Authority
Betsy Miller	Ameren UE
Herman Noah	Consultant Services
John Reed	JRJ Services LLC at Chas. L.Crane Agency
Kevin Riggs	SNR Denton US LLP
Kevin Schaedler	Habitata Building Products LLC
Jeather Smith	Missouri Division of Vocational Rehabilitation
Leonard Toenjes	Associated General Contractors of St. Louis
David Walker, Jr.	Brown Shoe Company
Michael Walter	International Brotherhood of Electrical Workers Local Union 1439
Ohala Ward	Near Southside Employment Coalition
Mick Williams	Sawdey Solution Services
David Wright	MO Division of Employment Security
Reginald Young	St. Louis Job Corps Center

The Numbers

FINANCIALS: FISCAL YEAR: JULY 1, 2009-JUNE 30, 2010



TOTAL BUDGET: \$10,434,735

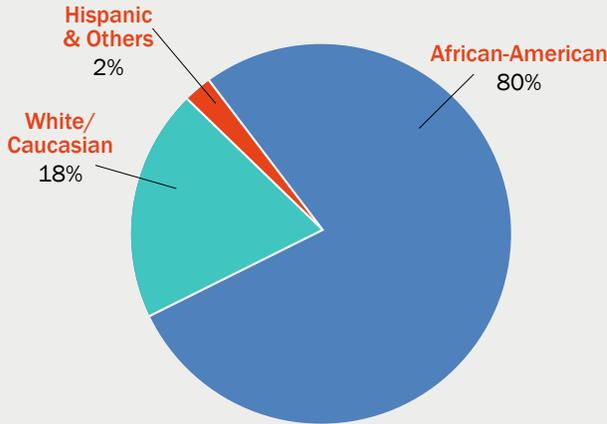


PERFORMANCE: FISCAL YEAR: JULY 1, 2010-JUNE 30, 2011

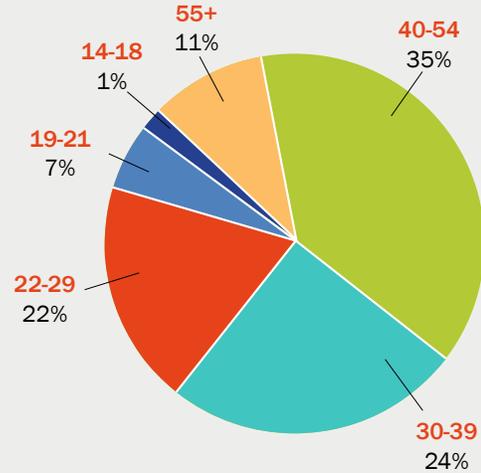
33,440	Job Seekers Served	84%	Youth with positive exit outcome, such as employment or training
45%	Adult Participants Placed Into Jobs		Youth Obtained Degree/Diploma
60%	Dislocated Worker Participants Placed Into Jobs	75%	Youth Literacy/Numeracy Gain
81%	Adult Participants Still Employed After Nine Months	720	MWA Participants; 36% participated in a countable work activity
90%	Dislocated Worker Participants Still Employed After Nine Months	1,311	Veterans Served
23,874	Attended SLATE workshops	56%	Veterans Placed Into Jobs
304	Participants Obtained GED or Credential	8	New Business clients, including Sigma Aldrich, Mogene, Lunar Tool, Foodcorp, Embassy Suites, Swiss American, Express Scripts, Cauttrell Enterprises, Inc.
314	Participants In Occupational Training, Including On-The-Job Training (OJT)		Placements through St. Louis Contruction Orientation Intake Center
491	Year-Round Youth Served	104	

Our Clients:

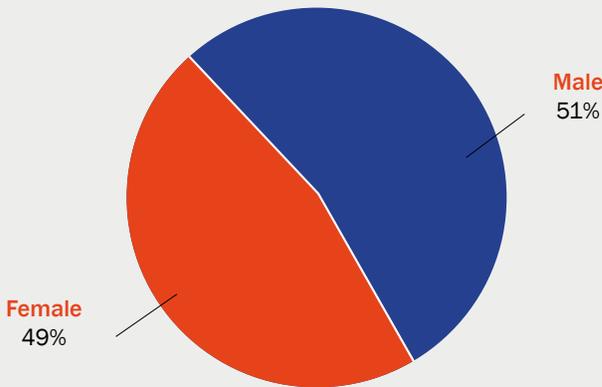
PERCENTAGE BY RACE



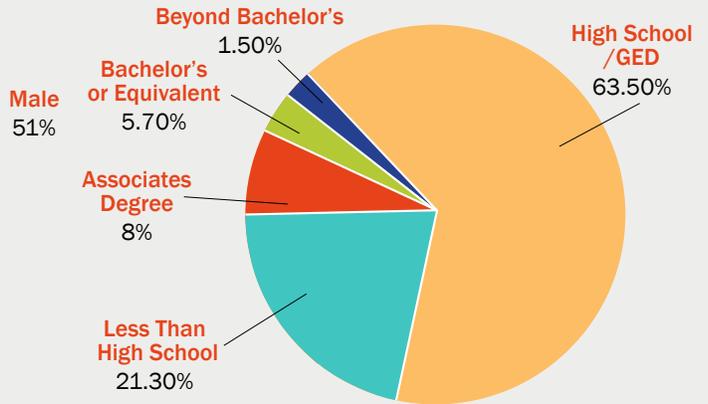
PERCENTAGE BY AGE



PERCENTAGE BY GENDER



PERCENTAGE BY EDUCATION



ST. LOUIS AGENCY ON TRAINING AND EMPLOYMENT



Annual Report prepared by:

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