

**MINUTES**  
**CITY OF ST. LOUIS**  
**WORKFORCE INVESTMENT BOARD MEETING**  
**April 27, 2011**  
**SLATE Missouri Career Center – Central West End**

Members Present: Donny Carroll, Kelley Bernardi, Patrick Bannister, John Beatty, Ray Creely, Dale Kreienkamp, Lynn Beauchaine, Russell Illy, Ed Hamilton, Katherine Joslin, Kevin Schaedler, Darryl Chatman, Michelle Darden, Eddie Davis, Cindy Hess, Frank Logan, David Walker, Jr., Michael Williams

Two new Board members were introduced to the Board and guests: David Walker, Jr., Brown Shoe Company and Michael Williams, Unisys. Frank Alaniz, Liaison Regional Initiative for the SLATE team was introduced to all.

Michael Holmes, WIB Director and LEO Designee.

Members Apologies sent: Jeff Serocke, Kevin Riggs, Len Toenjes, Jane Kerlagon, Lydia Padilla, Jeather Smith, Ohala Ward, Betsy Finnegan, Michael Walter, David Wright, Pat Coleman, Cheryl Lovell, Herman Noah, Lew Chartock, Willard Reeves, and Gregory Hill

SLATE Staff: Sherry Vogel, Bonnie Mireles, Charles Bohannon, Frank Alaniz, Keith Muellen, Jim Sahaida

Guests: Jeff Cartnal, Jeffrey Taylor, David Kessel, Erik Nielsen, Collin Rossi

Donny Carroll called the meeting to order at 7:33 a.m. at the SLATE Missouri Career Center-Central West End at 4811 Delmar. A roll call of the Board members and a request that guests sign-in was done by Donny Carroll. Guests were introduced.

UPDATES

The Board has received many e-mails to keep abreast of what is going on regarding the H.R.1 legislative, 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. The Continuing Resolution was passed. The Federal budget for next year which starts in October 2011 is being worked on. We don't know what percentage the budget cuts are; a cut could be a 10 to 20% hit nationwide. Based on the census report twenty-four states are going to be cut financially because their population dropped. Missouri's population dropped so Missouri will have a cut.

The Board was thanked for writing letters to Congress and Senators on the H.R.1 legislative. WIA reauthorization is going to be business driven. Mr. Holmes would like the Board to be engaged in the WIA reauthorization conversations.

Minutes of December 8, 2010 and February 9, 2011 will be e-mailed for an electronic vote since a quorum was not present.

Reports:

- RCGA Talent Council met with all the community colleges and the regional WIBs with reference to what we were doing in terms of green jobs and the Graduate St. Louis Project. This was the first meeting between RCGA and workforce. Together how can we help increase the workforce in major and small companies? What are some of the training programs that can be put together that companies can also support? The Talent Council said it is important to get the community colleges engaged in internships; internships are usually done in four year colleges. April 28, 2011, Graduate Philadelphia will be in town to discuss how the Graduate Philadelphia project got started and how the business community supported them. Friday the 30<sup>th</sup> there will a discussion on what the Talent Council needs to do

to support the Graduate St. Louis project. A \$4 million grant was given to all community colleges in the region to support training programs in IT, Green Jobs, and Health Care. Our Goal is to put 2,000 new graduates in the job market in terms of completion of degrees or certificates. Secretary Dunkin is coming to the St. Louis Community College to talk to students on how they are completing and contributing to Obama's agenda: there is interest in St. Louis for pilot programs.

- The SLATE Next Generation Career Centers (NGCC) have seen 29,000 people between July 1, and April 22, 2011. Last year only customers searching for a job were put in a database; now everyone seen at NGCC is in the database. If a client doesn't return to the NGCC within the next 90 days they will automatically exit the system. Our system works off wages earned. Each quarter the government, Department of Labor (DOL), pulls wages off individuals that came into our NGCC. If they are unemployed today and in two months they have a wage we get a tick mark. Third quarter SLATE is going to be in the red because of the large amount of jobs needed to employ 29,000 people. If the clients jobs wage is not \$8.00 to \$9.00 or above they will not get counted. DOL will work with us. SLATE is 2<sup>nd</sup> to New York in serving clients.

We partner with community based organizations and community colleges to help with training. A lot of people are not working and are upgrading skills. The 99ers have been out of work for a year or two we need to get these people engaged back into the workforce. Frank Alaniz will have a workshop for the 99er's. Companies want people with current skills.

- St. Louis County and St. Louis City Business Services department signed a Memorandum of Understanding (MOU) agreement On April 26, 2011. Both business services teams and Rapid Response will start working together to give the same message to business clients of the services available. This task force will eliminate duplication and misunderstanding and come up with ideas on how we can join together and service the whole area. What services, how to use them, and what is the cost. The task force will report back within the next 30 days what steps are needed to coordinate the work product for the two offices. Ed Hamilton commended the effort.
- Workforce Performance was sent to the Board for review. Updates relating to servicing our clients contained information on; enter employment, employment retentions, and average earnings. These are the key areas of performance. We used to have five applications to every job opening now we have maybe for one job opening a 150 people applying. We have to get people into workshops to make sure they have the skills of interviewing and what the company wants. We are trying to do mini workshops daily. Data will be provided at every meeting to show how we are doing. Note the St. Louis contributions compared to the State. The State will come for technical assistance and visit WIBS to see what data the Boards want reported. DOL gets these reports.

SLATE is doing OJT(on the Job Training) this year after not doing for 15-20 years. Graduate St. Louis is a regional project. It is included in toolbox's systems drop down box so data can be retrieved, Bounce Back is under workshops. Green Jobs are not in drop down box. The Board thinks the public would want to know how many have been referred and where they went for training. An inquiry will be made on how to get these numbers.

- National Career Readiness Certificate (NCRC). This is new nationally. If your company has been working with ACT or WorkKeys this might be familiar. We are being demanded to do more with less as part of our performance. A new program starting July 1, 2011, states that every client will have to go through the NCRC to use our service and will be part of our performance. The purpose is the NCRC will be able to tell the employer what skills the client has when they go to interview.

A lot of businesses are not using this product. How do we get the message out to our businesses that this is available to them free of charge for employees that are coming from the NGCC? SLATE is developing a class around this certificate for our users (clients) they need to be our ambassadors to get the message to the employers. There are four levels of attainment; Platinum, Gold, Silver, and Bronze. A question was asked will the level of attainment impact the type of training an individual can take. A decision has not been made. SLCC has a credit side and the non-credit

side and has curriculum for both areas. The colleges are defining what readiness means and are all adopting the same tool. Accuplacer testing is going away and the colleges are building crosswalks to ACT. Cindy Hess stated ACT is commonly used throughout the State. We know employers want employees that have fundamental and basic skills. An employer can be guaranteed that an employee has a particular skill set with NCRC.

Other Business.

- David Walker is meeting with the Talent Council and asks is there a message the Board wants to send. The sub-committee task force is the best way to decide on the message.
- Michael Williams from Unisys has six interns and would like for them to take the NCRC test. Mr. Holmes said we can do this with any of the companies. Bonnie clarified the procedure. SLATE can only pay for the NCRC test if the people come through the career center and register since they must be in our system. There is no cost if the company just wants this service. However if the company wants it to be a *required certificate* for any position then there is a fee because the position has to be profiled. Jim Duane from SLCC is a profiler that can do this.
- Kevin Schaedler invited the Board to a reception from 5:30 to 8:00pm on April 28, 2011, hosted by Habitata. Kevin will send an Evite to Board members with the details. Come and learn about SLATE's customers and friends. This is also a networking event for the business services team. Vendors could hire clients if they know the services available through SLATE.
- Mr. Holmes will schedule a meeting with the sub-committee chairs to get the committees started in May and having meetings with their committees; 501 (c)3, Strategic Planning, Job Training, Business Service.
- Information regarding the budget for next fiscal year is not available yet.
- Note the flyer regarding a seminar for the Family and Medical Leave Act (FMLA) put on by Missouri Employer Committee (MEC), on May 19, 2011. Contact Lynn Beauchaine if interested; it is for employers.

Kevin Schaedler made the motion to adjourn. Ed Hamilton seconded. Motion passed. Meeting adjourned at 8:57am.

The next WIB meeting is June 15, 2011..

**Signed,**



---

**Donny J. Carroll, WIB Secretary**

---

**June 15, 2011**

**Date**