

MINUTES
CITY OF ST. LOUIS
WORKFORCE INVESTMENT BOARD MEETING
December 14, 2011
SLATE Missouri Career Center – Central West End

Members Present: Kelley Bernardi, Donny Carroll, Jane Kerlagon, Ed Hamilton, Kevin Schaedler, Herman Noah, Lydia Padilla, Pat Coleman, Michelle Darden, Lynn Beauchaine, Ray Creely, Len Toenjes, Katherine Joslin, Jeather Smith, David Walker Jr., and new member John Reed.

Michael Holmes, WIB Director and LEO Designee.

Members Apologies Sent: Patrick Bannister, John Beatty, Russ Illy, Kevin Riggs, Gregory Hill, Frank Logan, Michael Walter, Cindy Hess, Ohala Ward, Cheryl Lovell, Betsy Miller, Michael Williams, Jeff Carnal, Darryl Chatman, and Eddie Davis.

SLATE Staff: Sherry Vogel, Bonnie Mireles, Keith Mullen, Frank Alaniz, Pete Peterson, Tiffany Manning, and Martin Payne.

Guests: Steve Long, Steve Coffman, Melissa Gaugh, and Edwilla Massey.

Lydia Padilla, Vice-Chair, called the meeting to order at 4:12 pm at the SLATE Missouri Career Center-Central West End at 4811 Delmar. Donny Carroll conducted a roll call of the Board members and requested that guests sign-in. Guests were introduced. **There was not a quorum.**

Lydia introduced and welcomed new Board member, John Reed, Charles L. Crane Agency Company. Mr. Reed is an independent broker. Mr. Reed has been in the insurance business for many years and involved in the community.

- II. Consent Agenda: *The Consent Agenda will be sent out for e-mail vote by the Board on Thursday, December 15, 2011.*
- III. Strategic Plan... Since there was not a quorum the **Strategic Plan will be sent out for e-mail vote to move forward.** They have had four meetings.
 1. Identify and conduct a SWOT analysis—Strengthen, Weakness, Opportunities, and Threats.
 2. Had an opportunity to tour one of the centers to experience the Next Generation Career Center process at work at the CWE-Delmar.
 3. A meeting was held with the business services department at SLATE. Had an opportunity to meet with the staff and get a better understanding of what the Business Services Department does.
 4. One of the things that the strategic committee looked at is the 501 (c) 3 process. They would like at some point to schedule a meeting with that committee
- IV. Veteran's Success Story...Melissa Gaugh. Introduction was made by Martin Payne, Slate Vet Rep; and Kevin Schaedler, WIB member and employer. Martin Payne introduced Melissa Gaugh who has obtained a job with Habitata –Halcyon Shades. Martin met Melissa on August 22, 2011. Melissa had served time with the United States Navy and had been stationed on an aircraft carrier as an electronic technician. Melissa separated from the service on March 10, 2011. Martin felt when he met her she followed directions very well, had a nice personality. Martin had Melissa update her resume and brush up on some interviewing skills. Melissa interviewed with Habitata Shades. By the 6th of September she had been hired by them. Within ten working days after honing her skills and resume she had a job. Martin felt that was exceptional turn around.

Kevin Schaedler, WIB member and Executive Vice-President of Sales for Habitata Building Products; gave some history on Habitata. About 33% of Habitata's workforce comes from SLATE. SLATE has been one of the best placements services that they have dealt with. Melissa is prompt and has a high level of integrity. Melissa works with two others in the customer service department. The customer service department deals with 2,400 Home Depot locations, 750 Lowe's locations, plus 450 independent dealers across the United States. This does not include people that just call. Habitata had a high turnover in that department until now. Melissa is great with the customers and has a very high level of understanding of what our product does. Melissa has actually gone out in the manufacturing plant and made shades; she has a high aptitude for learning. Kevin wishes he had fourteen more just like her. Kevin recommends SLATE's services to any employer who is even remotely thinking about using their service.

Melissa told the Board she had put in at least 20 resumes' and applications on-line per week for any job site. She had not received any call backs; not even from fast food. Melissa was getting desperate. Melissa went to SLATE and received help right away. Her resume was updated and she was introduced to Martin Payne, Vet Rep. Within a few days after never having any interviews or any response she had two calls for interviews. Melissa went to the Habitata's interview. She was just amazed at the quick results after coming to SLATE for help. Melissa is really happy with her job; it is her favorite job. She loves working there and is happy she came to SLATE for help.

Lydia thanked everyone and Kevin for using SLATE's services.

V. UPDATES:

Mr. Holmes reviewed information send in the e-mail packet including information regarding WIA reauthorization. Mr. Holmes has been updating the Board on what is going on in Washington. Three bills were introduced for WIA reauthorization. Some information has been coming from Senator Murray's office, champion of the workforce system. We have also sent the Republicans and the Democrat response to the WIB including a bill that Senator McCaskill proposed. The Executive Directors for workforce development have penned a letter for workforce development in the State of Missouri. The language of the McCaskill bill needs to be in conjunction to what we believe public workforce systems are around this county. There is no timeline for WIA reauthorization. We have been on a continuance for over ten years. Letters have been sent to the senators and congressmen voicing our concerns and recommendations. SLATE is serving 40,000 plus people and fourteen staff from SLATE were laid off in July 2011. WIA reauthorization is top on our agenda. We will be in dialogue.

- Received information concerning our performance for this quarter in PY11; by age, gender and race.
- SLATE had 1,000 referrals for GM plant in two weeks at the career centers. They will be in a lottery broken down by vets and non-veterans. There are 1,800 job openings in the Wentzville plant. We do not know how many jobs are coming out of our referrals.
- We are seeing in WIA adults, more people exiting. 4,000 people came in and did not come back for service within 90 days they are exited from our system and have to come back and reenroll.
- We are trying to do more OJT (on-the-job training). With OJT, SLATE reimburses the company for partial salaries of employees' hourly wages. This way a person gets a job, paycheck, and experience.
- Training dollars were cut over a million dollars. We have to find jobs for these adults we have to do a better job of matching skills to current openings. That is what companies want to see more of.
- With Youth we are now seeing a drop in the numeracy and literacy rate. The reason being Youth did not complete degree programs or get a high school diploma. BFL (Better Family Life) and MERS/Goodwill our youth vendors are doing follow up on clients they have served to make sure it is a good exit.

- SLATE had no summer employment for the youth last summer. Youth has three goals: Employment, degree attainment or certificate, and literacy and numeracy. The youth were not employed last summer because we did not have a summer employment program due to lack of funding.
- We are looking this summer to have a small summer program. The program will only include the youth already in the year round program. Hopefully between January and February we will know if there is even a possibility.
- Lydia asked does that negative number adversely affect our revenue, programs. If SLATE does not meet the number two years in a row SLATE has to do performance improvements plan.
- The recession started 3 years ago. SLATE went into a new system of enrolling everybody that walked through the door and the goal is to find everybody a job. The State said they would write that in the letter they send to the mayor and to the WIB chair regarding the negative numbers.
- You cannot track any trends or compare until you are in the 2nd or 3rd year of the new system.
- SLATE is conferencing with the State. Our State technical team is coming in February to work with us on how to get jobs for the clients. We want new ideas from the State.
- The key indicators are a snap shot of reports. We would like to have the Boards comments or suggestions by the middle of January 2012. We will be presenting this for final approval to the Executive Board at their January meeting.

In the packet was the Strategic Plan report that Len Toenjes and Betsy Miller had the opportunity to share with the Board. Our taskforce met and finalized the report which has been accepted by the Executive Committee. It is being sent out for e-mail ballot. The task force feels they have identified the strategic objectives through this process and upon acceptance by the Board will move forward with assignment of responsibilities, identifying resources needed, and developing a schedule to start to move some of these items forward.

VI. Social Media update...Frank Alaniz.

- SLATE has just a little over 4,000 members in our LinkedIn groups. We have 2 LinkedIn groups; St. Louis Job Angels and SLATE_MCC.
- We have signed up for BeKnown which is our Facebook program in conduction with Monster.com.
- Google plus will launch next week.

We should be hitting all of the major sites with our social updates. Frank is working with our media person so we can get a report out through the City of St. Louis. We are going to develop a program internally for St Louis Central and SLATE to start handing out cards or flyers letting everyone know about our social media programs. T

SLATE sent out an e-mail to the WIB that if you are on Facebook *like us*. If you have companies or anyone you want to share with, please do.

VII. Other Business...Lydia asked the Board if they receive a request to send a letter to congress please do so. It is an interesting time with all the WIA extensions. These letters do make a big difference. When staff is fighting the fight in the trenches everyday they could really use that help from businesses, employers, and community partners. It is as simple as contacting Sherry to set up for you.

Our next WIB meeting is February 15, 2012. We are trying to have Julie Gibson the State Director of Workforce come and speak along with Lisa Elrod about the new system called Talify. St. Louis City, Northeast, Jeff Frank, St. Charles are a part of the pilot. St. Louis County is on hold. (this meeting has been changed to April 18, 2012).

An IT forum will be held January 12, 2012, at Webster University, Graybar campus. We will bring IT businesses, recruiters, as well as education to the table to talk about disconnect between the job seeker and the employer; or the perceived disconnect. This will be three prong process; a forum with employers, recruiters and education first. The second forum will be job seekers and the third forum will bring the group back to the table and wrap it all up. A couple of Board members will participate. We will provide the Board the conclusions. There were 6,800 job orders and only 2,800 people that were found qualified for those job orders. Why?

Also the week of January 23, 2012 there will be a press conference to announce that we received a grant from the DOL (Department of Labor) OJT (On-the-Job Training) for Bio Science. This grant is going to EDA (Economic Development Authority, ETA (Employment Training Agency), and SBA (Small Business Administration) all will be in town we will be doing a press conference. The Board will be invited to the press conference where they will announce this grant. Information will follow.

- Friday December 16, 2011, they are having the first OJT Grant orientation for the Job Innovation Bio Science grant for some Bio Science companies to recruit them for OJT. Another orientation will be on January 12, 2012 in the county to explain OJT for the bio science industries to get more employers to sign up.

Len Toenjes wants to say he knows this year has been extremely difficult with change with the NGCC (Next Generation Career Center) and the high level of unemployment. Len wants to compliment Michael Holmes and all the SLATE staff for really doing an incredible job in the face of difficult odds. It is a team effort. Ed Hamilton also thanked everyone and suggested next year have the holiday celebration off site. Lydia thanked all and wished a safe holiday for all.

Signed,



Donny J. Carroll, WIB Secretary

February 15, 2012

Date