

MINUTES
CITY OF ST. LOUIS
WORKFORCE INVESTMENT BOARD MEETING
April 18, 2012
SLATE Missouri Career Center – Central West End

Members Present: Kelley Bernardi, Donny Carroll, Cheryl Lovell, Ed Hamilton, Kevin Schaedler, Darryl Chatman, Lydia Padilla, Russell Ily, Ray Creely, Michelle Darden, John Reed, Frank Logan, John Beatty, Lynn Beauchaine, Cindy Hess, Katherine Joslin, Jane Kerlagon, Herman Noah, Jeather Smith, and David Wright.

Michael Holmes, WIB Director and LEO Designee.

Members Apologies Sent: Jeff Serocke, Pat Coleman, Gregory Hill, Jeff Cartnal, Len Toenjes, Michael Walter, Mick Williams.

Not Present: Kevin Riggs, Patrick Bannister, Ohala Ward, David Walker Jr., Betsy Miller, Eddie Davis.

SLATE Staff: Sherry Vogel, Bonnie Mireles, Frank Alaniz, Gretchen VanderMeulen and Alice Prince.

Guests: Lisa Elrod, Manager, Business & Industry Services, DWD; Jeff Taylor, BCL, Job Corps Center; Jon Walz, Job Development Associate, Employment Connection; Edwilla Massey, Congressman Clay's Office; and RaFi Moreen, Kiosite, Talify; Doris Lyons, Kiosite, Talify.

Lydia Padilla called the meeting to order at 7:32 a.m. 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.

- II. Consent Agenda: Vice-Chair Lydia Padilla called for questions and/or discussions, additions, changes to the February 15, 2012 (Full Board) meeting minutes as written, March 28, 2012, Executive Committee highlights included. **With no opposition voiced, a motion was made by Russ Ily to approve the consent agenda. Seconded by Ed Hamilton. Motion carried.**
- III. Changes in Youth Measure Reporting for Literacy/Numeracy and Attainment of Degree or Certification inclusion
The Board received information on the new way of looking at Youth Measuring for Literacy/Numeracy and Attainment of Degree or Certification. SLATE/WIB must make sure students are actually obtaining these measures and be accountable. Alice Prince's department is already working/following-up on this new measure; making sure it is defined in terms/definition of what does that measurement truly mean and how do we accomplish.
Based on the report to review regarding these measurements:
- Youth performance measures under Literacy and Numeracy gains are in yellow and at 85%. Youth Department is working with our vendors to make sure that our students are really targeting that numeracy and Literacy gain.
 - Youth performance has moved up in attainment of degrees and certificates; we are in the green.
- Alice Prince reported that the Feds reverted back to 2010. We are working with those youth that are now in our measures and originally were not. The incentive program offers tutors working with students to increase their literacy and numeracy gains. The importance of the need to increase their gains is that some of the youth will not be able to go into short or long term training programs. SLATE has an Action Plan in place and will keep the Board updated.
- IV. Update on what is going on in Workforce: Michael Holmes reported that Congress entertained a hearing on WIA Reauthorization yesterday.
- Our position on WIA reauthorization was passed by the Board on where we stood with the reauthorization and sent to Congress.

- Last week the WIB directors were in Kansas City, with the United States Conference of Mayors. The WIB Directors took the position they were not going to support either bill as written.
- We have been in dialogue with Claire McCaskill; she has written letters regarding her meaning of consolidation.
- Still a lot of work ahead and we will be counting on you as Board members when there are petitions or letters to write regarding workforce.
- WIA reauthorization has not been done in the last ten years. Using the old system with the new recession is causing major problems. This program was developed for use in the 90's it is now 2012 with no changes. The measurements are all about jobs and if we have 30,000 clients than we need 15,000 jobs. We are expecting a Continuing Resolution regarding WIA.

Unemployment Insurance (UI)...there is a pilot program Emergency Unemployment Compensation (EUC) beginning May 1, 2012 and ending December 31, 2012. Currently there are 20 weeks of UI.

- 200 individuals a week will get a letter from the Unemployment Office telling them they must come to the Career Centers and do specific services
- If they don't come or if they don't do the three services we request of them most likely they will be automatically cut off of UI. UI is making it a requirement to become engaged in the process.
- The data from the State MERIC –Missouri Real Time Labor Market summary will be given to everyone that walks into our career centers when they set down with staff. This report will come out every two months. A trend of where job seekers should be improving their skills. This is an information tool.
- Job seekers will have to go through jobs.mo.gov to use our data system.

Julie Gibson is not coming due to the State having a big issue with the budget in Jefferson City. We will have to make sure the Missouri senate or house is not in session, for Ms. Gibson to come. NGCC (Next Generation Career Center) system will continue to move ahead. Too much invested in NGCC to go back to the old way.

RFP Update. Kelley Bernardi and Frank Alaniz. Kelley reported there are two RFP (Request for Proposals)

- The Youth RFP closed last Friday. The Youth Council members will be reviewing. The results will be available for the June WIB meeting for approval. Seven organizations put in bids for the youth contracts. Currently we have two vendors; (BFL) Better Family Life and MERS/Goodwill.
- A RFP is on the street for the Bounce Back Program. This afternoon we will have a pre-bid conference. Frank added it was one of the premier networking groups in St. Louis. Currently we have 2,800 members and want to get them re-engaged in the system.

Kelley said they will need some reviewers for the Bounce Back RFP from our WIB RFP sub-committee.

VI. Board Recertification...Every two years we do a update local operating plan and send to the State and Federal Government; every 5 years we do *The Local Plan*. The operating plan is due September 30, 2012. Part of that plan is to have the Board Recertified:

- The Board has been sent interest surveys to indicate they want to stay on the Board. Business nominations will be sent to the Mayor by the new director at RCGA, Joe Reagan.
- Michael Holmes is meeting with the new CEO of RCGA next week, Joe Reagan.
- Other nominates go directly to the Mayor.
- Parrie May, City of St. Louis Register, will come to the August WIB meeting and swear in all WIB members.
- The disclosure form will be mail out. The form has to be filled out completely. If you have people you want to nominate send those names to Sherry.

501 (c) 3 we are going to be requesting nominations for individuals to be on the Employment Development Council of St. Louis (EDC) Board and still sit on the WIB Board as well. There are a few slots for community members not on this WIB Board. This will be a seven person Board. Darryl Chapman and Michael Holmes will be meeting with

- SLDC (St. Louis Development Corporation) organization.
- The comptroller's office to get some foundation started.

VII. Current data information is not released yet this month, except for the expenditures. We are in a good position we have money we are not spending as fast we should be spending. Will be meeting with fiscal to understand how we are budgeting

- What we want to do this year is to put more of that money out on the street to our vendors.
- For youth the RFP will give us opportunities to do more youth vending. Have more vendors. Adult Dislocated Worker still going to have an issue.
- We can put more money in training. The only issue we are having is we require individuals to read at certain levels before they go into training; 80% of our clients are in remediation.
- We have to make sure that when a person goes into a training program they can be successful.
- In the WorkKeys assessment clients must test at 5th level to go into training; most are at 3rd level
- Recently the community college has a course for remediation. Now remediation is done on the computer.

Cindy Hess shared a WEB site www.ACT.org where information can be obtained on the different levels.

SLATE started a program at Bethesda; it took a long time to get 14 people in the program. They had to take the entrance exam and score a minimum level of five in; reading information, locating information, and applied mathematics.

- WorkKeys has a self-remediation system. SLATE just hired the Community College to do remediation in a workshop fashion.
- The Community College cannot continue to develop curriculum when 90% of the students in St. Louis City high schools need remediation. The Community College is engaged in two big grants.
- Katherine Joslin spoke about the program Bethesda has. Bethesda always has a need for the lowest level of the caregivers CNA's (Certified Nurses Assistants).
- The 14 students are doing their classroom and their clinicals on Bethesda Dilworth property; but the colleges grant money will pay for their course work.
- The students are not on Bethesda's payroll. Bethesda is providing the setting and clinical environment for these students and in roughly 10 weeks they will be done. After the students pass the CNA exam Bethesda will have first dibs on hiring them to fill their CNA open positions.
- The students do not receive any college credits through this course. They will receive a certificate for CNA and they can work any place in Missouri but they receive no college credit.
- Hopefully some of these CNA's will go through Bethesda's tuition reimbursement and continue at the college level. These programs have been very successful in retaining students.
- It is a great program and after we get results they should be publishing results. Kathleen Joslin will be providing updates at future meetings.
- SLATE did projects with an organization not a Board member, SLATE is doing a project with BJC; a medical billing and coding program.

MERS/Goodwill hoping to provide some of their dollars from grant money for their 18 to 21 year old youth to be able to get into these programs.

- Alice Prince (Youth Manager) is having some training programs with youth; but different type.
- Exit strategies for high school students need to be engaged in getting this information out. St. Louis Public School (SLPS) need to include in the exit strategies for students to come over to the career centers at age 18.

Graduate St. Louis (GSL) Grant candidates move up through degree or certificate. Colleges are developing courses/programs. There are about 1,500 people participating in GSL so far. GSL grant has one more year and their

goal is to have 2,100. A report will be sent out to the Board on the GSL project. Some colleges are doing degrees a lot are doing certificates programs. Individuals are completing programs.

A job fair for Veterans on Thursday, April, 29, 2012, 800+ jobs posted, 135 employers, 50 people on waiting list, 500 people have registered. SLATE will be sponsoring three workshops for the Veterans; held at the Machinist Hall in Bridgeton.

SLATE is rebuilding and redesigning all of our social media and are looking at our twitter feeds. We are up to 4000+ followers on all of our social media programs; moving forward. We are still number one in the State

VIII. Lisa Elrod, Manager, Business & Industry Services, DWD; RaFi Moreen, Kiosite, Talify; Doris Lyons, Kiosite, Talify. Previewing a pilot project the State is rolling out in 5 workforce regions including St. Louis City. It is a behavioral personality type assessment system. This is an add-on to what we already do for job seekers and employers.

- Talify will enable matches that are more efficient; otherwise might not have happened
- Improving the way that employers and job seekers meet one another.
- Enlarging the scope of opportunities available to those between jobs.
- Diversity of candidates to hiring employers.

The whole point is to take it one step further. The State has tools to assess interest and tools to assess skills but what they don't have is something that assesses personality and a fit for a job. Those soft skills employers want all the time. Talify the name comes from Talent Identification is tool to help employers identify talent that is the best fit for them. KIOSITE has been in St. Louis for close to 10 years; and have been the behavioral science space software and applicant tracking.

The process of recruiting talent statewide is inefficient for many, and inaccessible to others.

- Talify will enable matches that are more efficient, and might not otherwise happen at all—improving the way that employers and job seekers meet one another, enlarging the scope of opportunities available to those between jobs and the diversity of candidates to hiring employers.
- Talify begins by asking candidates to provide brief demographic information—interests, job-specific skill, previous work experience, areas of study, and geographic preference coaching around their strengths, and customized tools to interview most effectively.

As a result, we uniquely bring together statewide job-seekers; allowing employers to identify their next top performers by interest, experience, geographic preference, and behavioral strength. In doing so:

- 1) Job-seekers are provided access to innovative, self-service tools as opportunities come to them;
- 2) Employers are provided precise access to an impressive pool of talented job-seekers; and
- 3) The State works to proactively improve outcomes for its residents and businesses.
- 4) Employers find talent, and job seekers find employers that neither knew about.

The tool is very easy to work with through jobs.mo.gov. After completing the job seeker page click on the Talify button. Helps with career guidance regarding jobs and industry. Talify can do templates from companies to model their jobs. Business team introducing one on one with employers so they can walk them through the process.

Motion to adjourn made by Russ Illy, 2nd by John Reed. Motion carried. Meeting adjourned at 9:07 a.m.

Signed,



Donny J. Carroll, WIB Secretary

Date: June 20, 2012