

2014 Missouri Governor's Board Forum

Producing Graduates Aligned with Economic & Workforce Needs

June 5, 2014



Strategy Map

Our strategic destination: St. Louis is one of the Top 10 U.S. regions in prosperity by 2025 as measured by selected economic indicators.

Stakeholder Perspective
What are our intended results?

Theme: Together, we will make St. Louis a more attractive place for people to live, work and invest.

S1. We will win on today's regional strengths in focused economic clusters: financial services, health, multimodal logistics and biosciences.

S3. Unite public and private sectors to advance and secure policy that supports our plan.

S2. We will champion a better tomorrow through community leadership on three priorities: greater educational attainment, inclusion and talent attraction, innovation and entrepreneurship.

Customer Perspective
How do our customers experience value from our relationship?

Theme: The St. Louis Regional Chamber earns enthusiastic support through value-added relationships with all our customers.

C1. Broaden the base of enthusiastic customers who benefit from our differentiated valued-added customer solutions.

Management Perspective
What must we excel at to exceed expectations of our customers and stakeholders?

Theme: To delight our customers and surpass the expectations of our stakeholders we must excel in three primary service values.

M1. Be the best at managing creative and strategic projects, bringing people together and mastering the ability to turn intention into results.

Mastery

M2. Create effective chemistry through strategic relationships with customers, partners, vendors, colleagues and others.

Chemistry

M3. Design and deliver inspiring, value-added solutions to our customers and for our investors.

Delivery

Leadership Perspective
How do we continue to improve and create value?

Theme: Develop the organizational capacity for inspiring leadership.

L1. Inspire people to do what they love in pursuit of our One Purpose and support their growth and development to be the best.

People

L2. Develop and encourage our One Team Culture of collaborative leadership.

Culture

L3. Stay curious, keep listening and seek deeper, well formed and well-informed insights for deeper relationships and greater effectiveness.

Knowledge

Financial Perspective
What financial performance do we need to implement our plan?

Theme: Invest wisely in the people, plans and collaborations necessary for performance and be wise stewards to protect our future capacity to serve.

F1. Raise purpose-driven revenue for this plan through broadening the base of regional investors and sustaining the current commitment of economic development contributors and "leadership circle" members.

F2. Manage resources productively and prudently.

Our One Purpose is to Inspire a Greater St. Louis

S1: Win on today's regional strengths ...

S1-1: Advance St. Louis' competitive environment for each cluster by working with the Leadership Forums and others to address factors such as workforce alignment, marketing and public relations, public policy and infrastructure development

S1-2: Accelerate business attraction, expansion and creation in each sector through meaningful relationships and deep insights gained from our cluster focus and the strategic fit our clients will experience in St. Louis

S1-3: Research and develop "what's next" in emerging areas of strength in the regional economy

Target Sectors

Health Economy Forum

Steve Lipstein & Tony Tersigni

- Virtual demo-day for startups
- Policy forum with St. Louis Missouri Hospital Council

Biosciences

John McDonnell & Donn Rubin

- Messaging / branding / toolkit
- FDI initiative re: Israel

Global Client Solutions Team

Jim Alexander – Vice President

Lori Becklenberg – Advisory Services

Louis Copilevitz – Logistics / Mfg.

Kim Plank – Health Economy / Biosciences

Len Reynolds – Financial Services

Logistics Forum

Dennis Wilmsmeyer & Pablo Gonzalez

- Freight District
- Marketing campaign launch

Financial Forum

Jim Weddle & Steve Maritz

- SixThirty partnership
- Finovate

SURVEY RESULTS

Key Takeaways / Warnings

1. Top three trends with greatest impact – Customer Demand, Regulatory Environment, Cybersecurity
2. Security Management Specialist (Cybersecurity) one of most difficult positions to recruit
3. Compliance Officer (Regulatory Environment) critical occupation that hits the “trifecta”
 - Critical need
 - Moderately difficult to recruit
 - Likely to recruit from outside the region

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Our One Purpose is to Inspire a Greater St. Louis

Our aspiration is for St. Louis to be one of the Top 10 U.S. regions in prosperity

Regional Indicator	Current Rank	Recent Trend	To reach Top 10 by 2025	
Educational Attainment % Adult Population with College Degree	14	■ ■		Additional 75,000 adults total or an additional 6,000 BA degrees per year
Average Annual Population Growth	19	●		Add 27,800 new residents per year to achieve a 1.3% annual growth rate
Net Migration as share of Population	19	●		Positive net migration of about 13,000 to 14,000 persons per year

Increasing Rank ■ Falling Rank ● No Change in Rank ■ ■

COLLEGE DEGREES
ST. LOUIS
is headed to the
TOP TEN

CURRENT STUDENTS
COLLEGE GRADUATES
WORKING ADULTS
UNEMPLOYED ADULTS
VETERANS

The infographic features a central circular graphic with the text 'ST. LOUIS is headed to the TOP TEN'. Surrounding this central circle are several colored arrows pointing outwards to labels for different demographic groups: 'COLLEGE DEGREES' (yellow), 'CURRENT STUDENTS' (orange), 'COLLEGE GRADUATES' (red), 'WORKING ADULTS' (light green), 'UNEMPLOYED ADULTS' (dark green), and 'VETERANS' (olive green). The background of the top half of the image shows a blue sky with several hands reaching up, some holding graduation caps, suggesting a celebratory or aspirational theme.

THE REGIONAL CASE FOR COLLEGE ATTAINMENT

May 2, 2013

Simply put,
No accomplishment will
be more important to our
future economic vitality.

Firms making location decisions use the percent of population with college degrees to gauge **workforce quality**



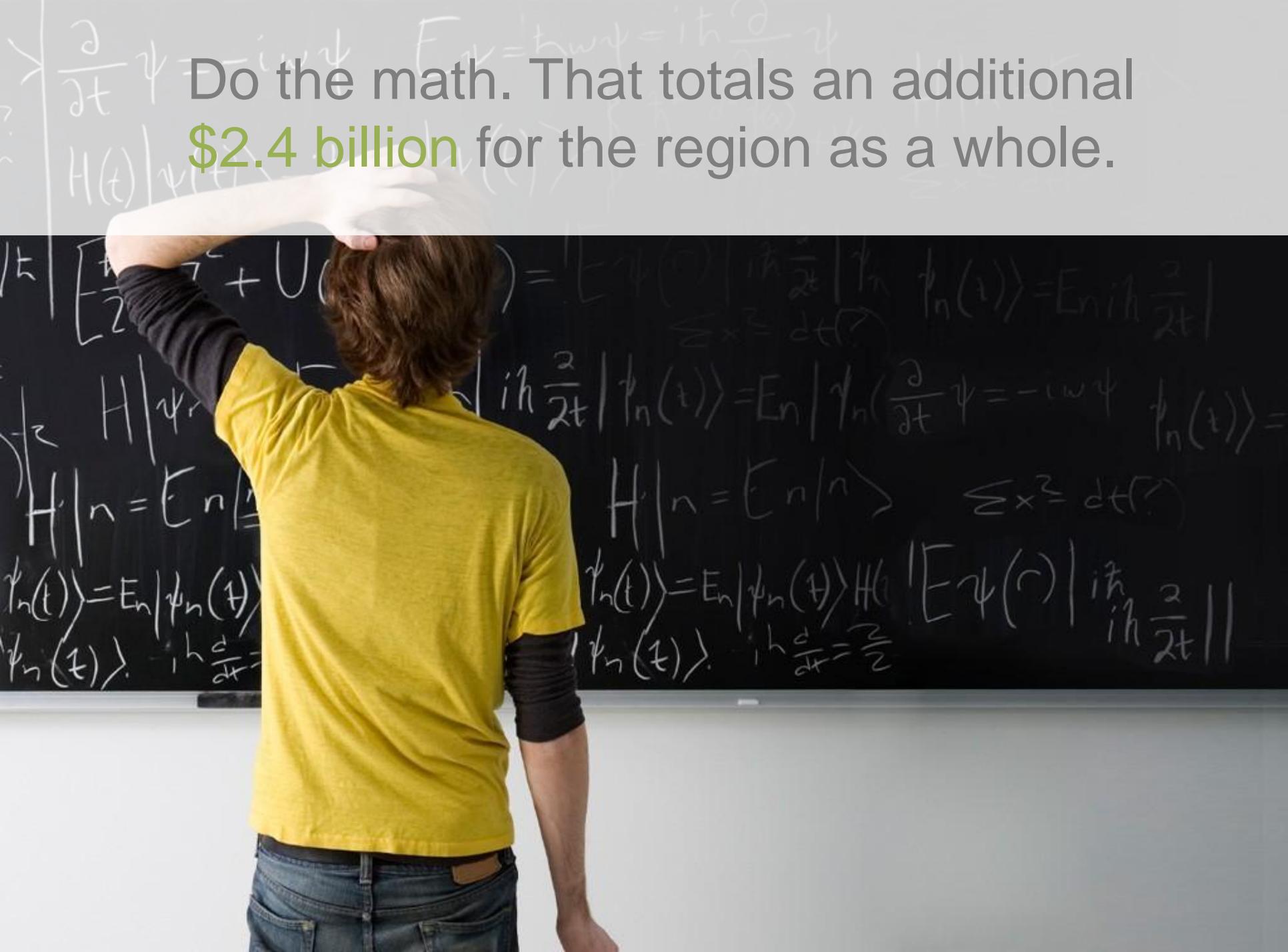
Higher levels of college attainment equals greater earnings.



One percentage point increase in BA+ degrees equals an additional \$856 in income for every man, woman and child in the region.

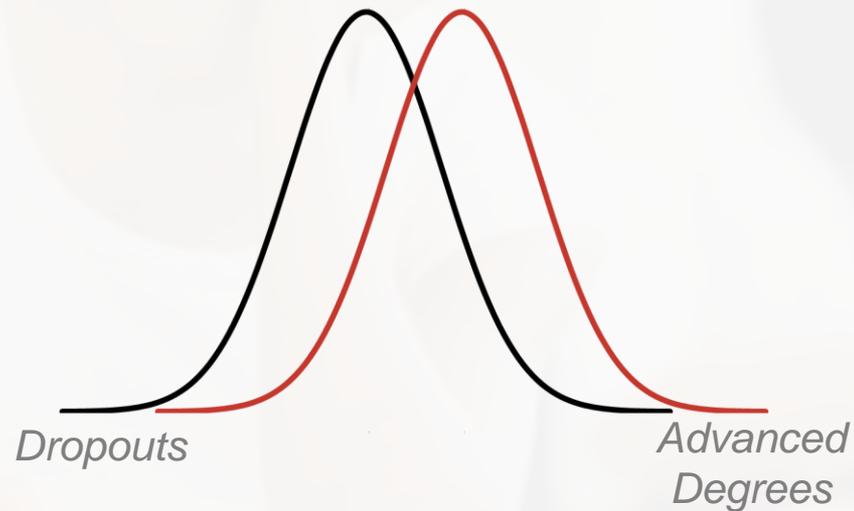


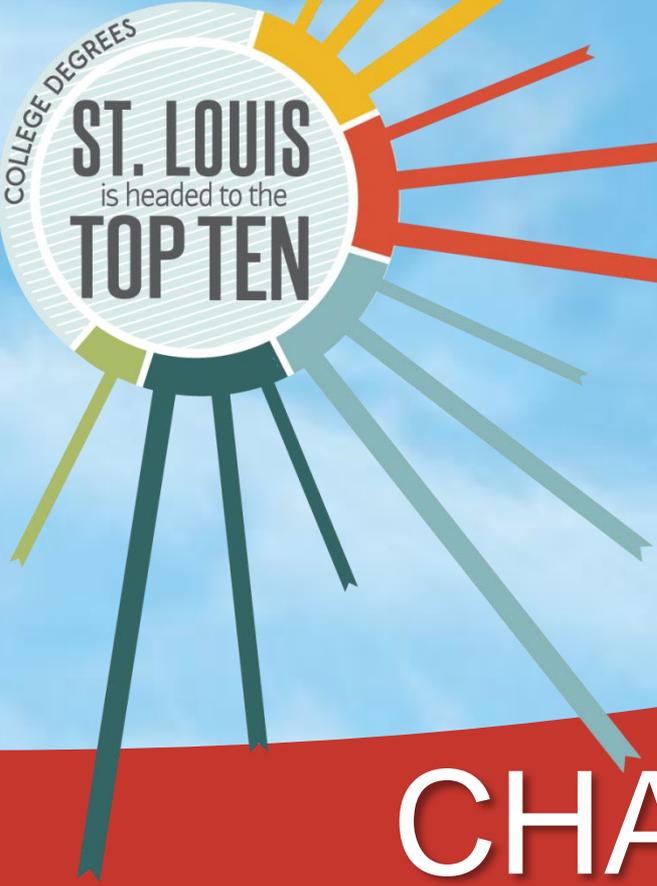
Do the math. That totals an additional **\$2.4 billion** for the region as a whole.



When the percentage of BA+ degrees goes up, all educational attainment levels increase.

Shifting the Distribution





CHANGING THE TRAJECTORY

St. Louis Is Headed to the Top Ten

December 17, 2013



Here's what
we know
about
**five key
groups**

1 Traditional Students

2 Working Adults

3 Unemployed Adults

4 Veterans

5 Mobile Graduates

Working Adults Juggling School, Career, and Family

- Economic churn and longer paths to graduation fueled a 54% increase in college-going by adults between 2006 and 2011
- Growth in adults enrolling fulltime was higher in two-year (70%) than in four-year (14%) schools
- The percentage of adults in two-year programs who had either graduated, transferred, or were still in school after three years (33%) was roughly half that of students who enrolled right out of high school (63%)



- Only 10% of adults finished two-year degrees in three years – compared to 16% for all students
- Of adults transferring from two- into four-year schools, 34% finished Bachelor's degrees in four years and 42% graduated in six years – lower than for other age groups
- Total Bachelor's degrees to full-time adult students increased 5% between 2006 and 2011, while enrollments went up at ten times that rate



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June 5, 2014



Aligning Programs to Labor Market Need



St. Louis
Community
College



Program Development

- Labor market data
 - EMSI
 - Burning Glass
 - MERIC data
- State of the St. Louis Workforce
- Advisory boards
- Tech Scans/DACUMS
- Faculty expertise
- Grant opportunities
- Regional Studies

Top 30 Certificates in Greatest Demand in St. Louis Metro

Description	Certificates
Registered Nurse	4,037
Certified Public Accountant	2,107
First Aid CPR AED	1,265
Project Management Certification (E.G. PMP)	1,103
CDL Class A	710
Commercial Driver's License Series 7	681
Certified Nursing Assistant	642
Basic Cardiac Life Support Certification	636
Certified Information Systems	506
Nurse Practitioner	494
Security+	488
Advanced Cardiac Life Support (ACLS) Certification	484
CISCO Certified Network Associate	443
ServSafe	440
Certified Information Systems Auditor (CISA)	414
Microsoft Certified Systems Engineer (MCSE)	380
IT Infrastructure Library	356
COSCP Certified Network Professional (CCNP)	328
Automotive Service Excellence (ASE) Certification	326
Insurance Agent Certification	325
Six Sigma Certification	316
Casino Gaming License	298
Personal Care Assistant	294
Chartered Financial Analyst (CFA)	292
Emergency Medical Technician	275
Professional Engineer	270
Registered Health Information Technician	241
Forklift Operator Certification	239
	233

Source: Online Job Ads from June 2012 - June 2013. Burning Glass Technologies.



St. Louis Metro Area

Economic Modeling Specialists International | www.economicmodeling.com

Occupation Overview: Heavy and Tractor-Trailer Truck Drivers

SOC 53-3032: Drive a tractor-trailer combination or a truck with a capacity of at least 26,000 pounds Gross Vehicle Weight (GVW). May be required to unload truck. Requires commercial driver's license.

Annual Openings Estimate (2013)	591
Related Completions (2011)	0
Current Job Postings	786

Gender

Male	95%	
Female	5%	

Age

14-18	0%	
19-24	3%	
25-44	39%	
45-64	52%	
65+	6%	

Jobs, Growth and Earnings

19,987 Jobs (2013) National Location Quotient: 0.97	13.6% % Change (2012-2022) Nation: 15.4%	\$18.41/hr Median Earnings Nation: \$17.51/hr
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Program Delivery

5-Year Program Review Cycle

- Student learning outcomes
- Changes in the field in the past 5 years
- Challenges students/ program have faced
- Program activity/ capacity
- Graduation/completion
- Issues to address in next 12-18 months and action steps

Employer Partnership Programs Development and Delivery

- Identification of need
- Employer validation and sponsorship
- Co-development and
- Guaranteed connection to employer
- Ongoing review and enhancement





Program Evaluation

- Labor market-relevant graduates
 - State of St. Louis Workforce survey
 - Graduate follow-up survey
 - Employer satisfaction survey
 - Employer feedback and input
 - Licensure pass rates
 - Annual partner meetings
 - UI Wage data



Program Evaluation

- The accountability environment for labor market value
 - Title IV Gainful Employment
 - Accreditation – Regional and programmatic
 - MDHE Expectations
 - Grant/Funder expectations

STATE OF ST. LOUIS WORKFORCE 2013

STLCC.edu/STLworkforce

WORKFORCE
SOLUTIONS
GROUP



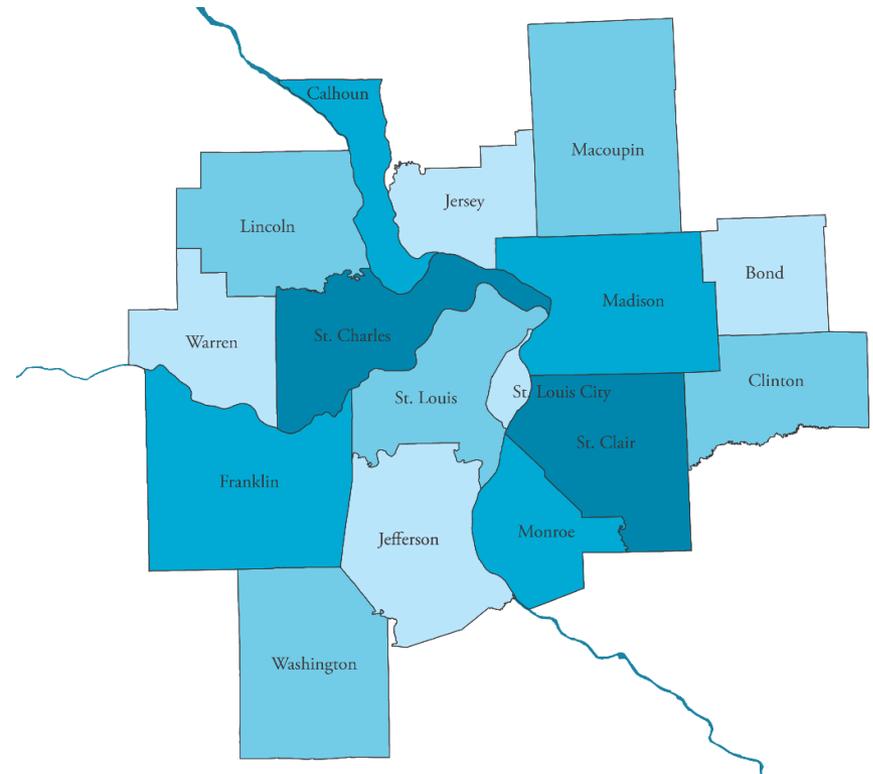
ST. LOUIS COMMUNITY
COLLEGE

Research Summary

State of St. Louis Workforce 2013

Outline

- St. Louis Economy
- Workforce Characteristics
- Job Demand
- Employer Survey
- Completer Survey



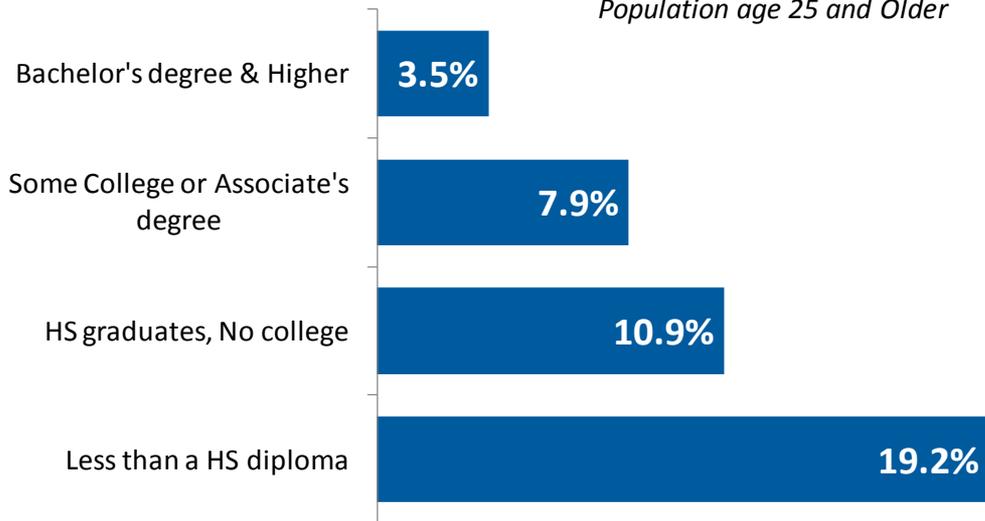
St. Louis Economy

Metro Economy

- Unemployed by Education

Unemployment Rates by Educational Attainment

Population age 25 and Older



2011 U.S. Department of Labor

Workforce Characteristics

Metro Workers

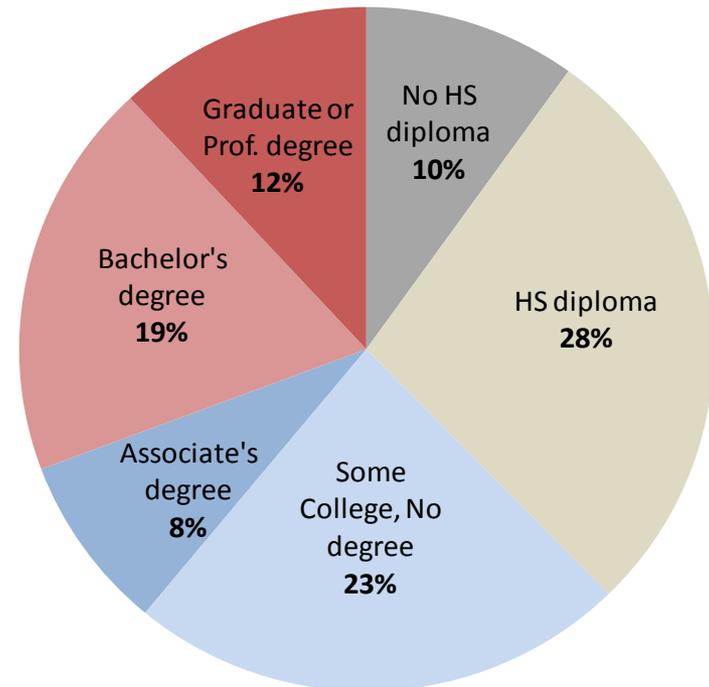
- Education:

- 31% BS+ U.S. 29%
- 8% AS U.S. 8%
- 10% No HS U.S. 14%

2011 American Community Survey, U.S. Census Bureau.

St. Louis MSA Educational Attainment

Population age 25 and over



Job Demand

Current Demand

- Sales
- Information Tech
- Healthcare
- Managers

June 2012-2013 Job Ads. Burning Glass Technologies.

Top Five Job Advertisements in the Past Year	
Short to Moderate-Term Training	Job Ads
Wholesale/Mfg Sales Representatives	3,896
Retail Salespersons	3,190
Customer Service Representatives	2,397
Secretaries And Admin. Assistants	1,479
Computer User Support Specialists	1,381
Long-Term Training to Associates Degree	Job Ads
Registered Nurses	3,640
Retail Sales Supervisors	2,402
Heavy And Tractor-Trailer Truck Drivers	2,087
Managers, All Other	1,567
General And Operations Managers	1,401
Bachelor's Degree or Higher	Job Ads
Applications Software Developers	4,961
Computer Systems Analysts	2,819
Sales Managers	2,003
Medical And Health Services Managers	1,971
Human Resources Specialists	1,539

Job Demand

Certificate Demand

- Healthcare
- Financial
- IT Security

Top 10 Certificates in Greatest Demand

Description	Certificates
Registered Nurse	4,037
Certified Public Accountant	2,107
Commercial Driver's License	1,391
First Aid CPR	1,265
Project Management Cert. (E.G. PMP)	1,103
Series 7 Financial	642
Certified Nursing Assistant	636
Basic Cardiac Life Support Certification	506
Certified Information Systems	494
Nurse Practitioner	488

June 2012-2013 Online Job Ads. Burning Glass Technologies.

Job Demand

Basic Skills	Rank
Communication Skills	1
Organizational Skills	2
Writing	3
Leadership	4
Customer Service	5
Problem Solving	6
Microsoft Excel	7
Planning	8
Microsoft Office	9
Management	10

Specialized Skills	Rank
Sales	1
Accounting	2
Scheduling	3
SQL	4
Repair	5
Oracle	6
Mathematics	7
Patient Care	8
Product Sale & Delivery	9
Business Process	10

Current Skills Demand

- Communication
- Sales
- Analytical
- Excel

June 2012-2013 Online Job Ads. Burning Glass Technologies.

Job Demand

Future Demand

- Home Healthcare
- Construction
- Information Tech

2020 Occupational Projections, St. Louis WIA, MERIC.

Jobs by 2020 with the Most Projected Growth Openings

Blue Indicates also in Top 5 Current Demand Jobs

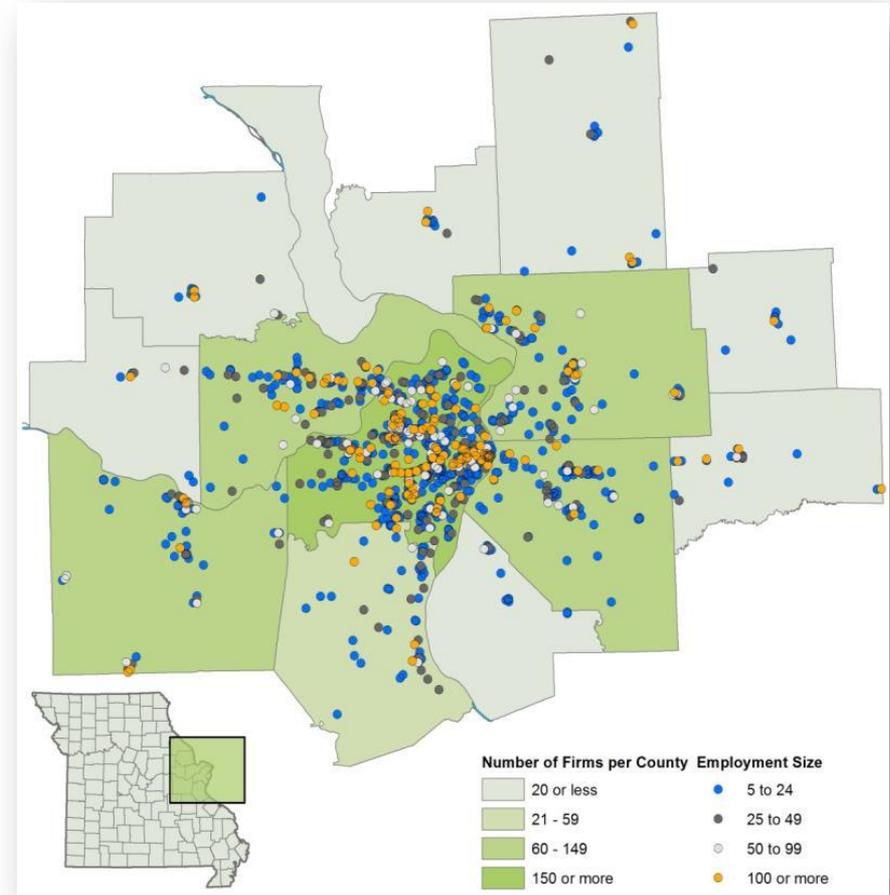
Occupations	Growth Openings
Short to Moderate-Term Training	
Retail Salespersons	2,199
Home Health Aides	2,134
Combined Food Preparation/Serving Workers	2,133
Personal Care Aides	1,806
General Office Clerks	1,692
Long-Term Training to Associates Degree	
Registered Nurses	4,289
Carpenters	2,047
Nursing Aides, Orderlies, and Attendants	1,166
Electricians	1,037
Hairstylists and Cosmetologists	958
Bachelor's Degree or Higher	
Accountants and Auditors	1,018
Insurance Sales Agents	866
Applications Software Developers	767
Computer Systems Analysts	715
Human Resources & Training Specialists	643

Source: Occupational Projections 2010-2020, St. Louis WIA, MERIC

Employer Survey

Survey Background

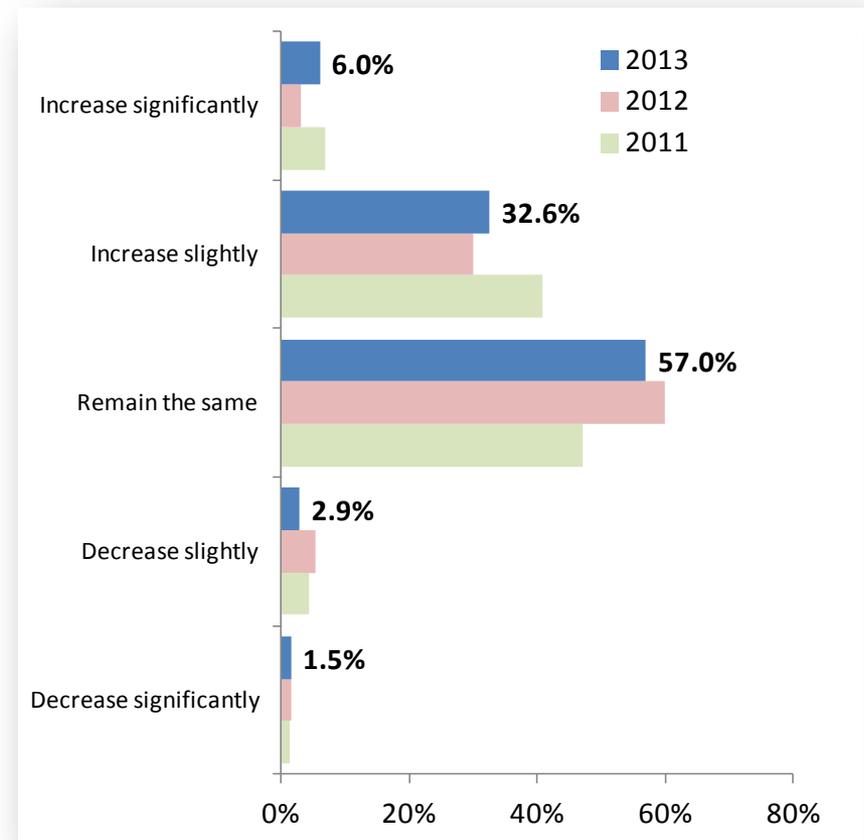
- Over 1,200 Employers Surveyed
- Telephone Survey
- In-Depth Interviews
- Fifth Annual Series



Employer Survey

Hiring Trends

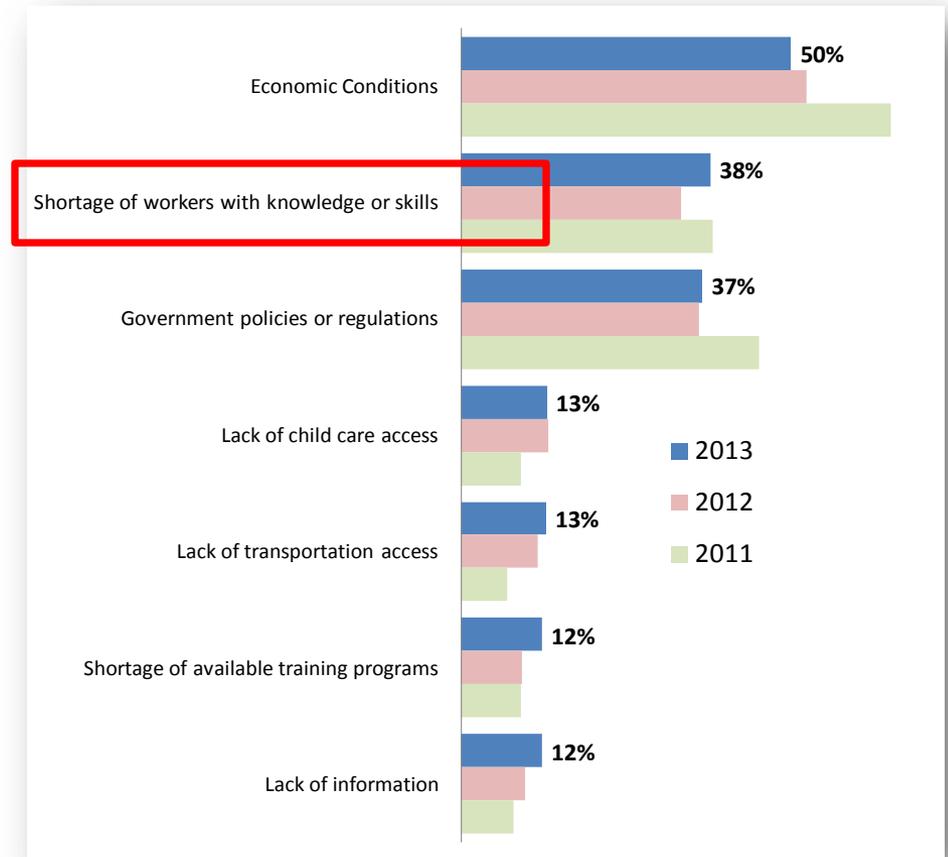
- Next 12 Months, Employment Plans:
 - Most Stay the Same
 - But More Plan to Increase than Decrease from Last Year's Survey



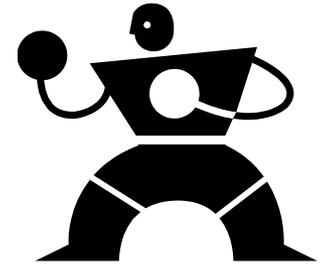
Employer Survey

Expansion Barriers

- Barriers to Expanding Employment:
 - Economic Conditions Top but Trending Down
 - Shortage of Skilled Workers Trending Up, First time at Number Two.



Employer Survey

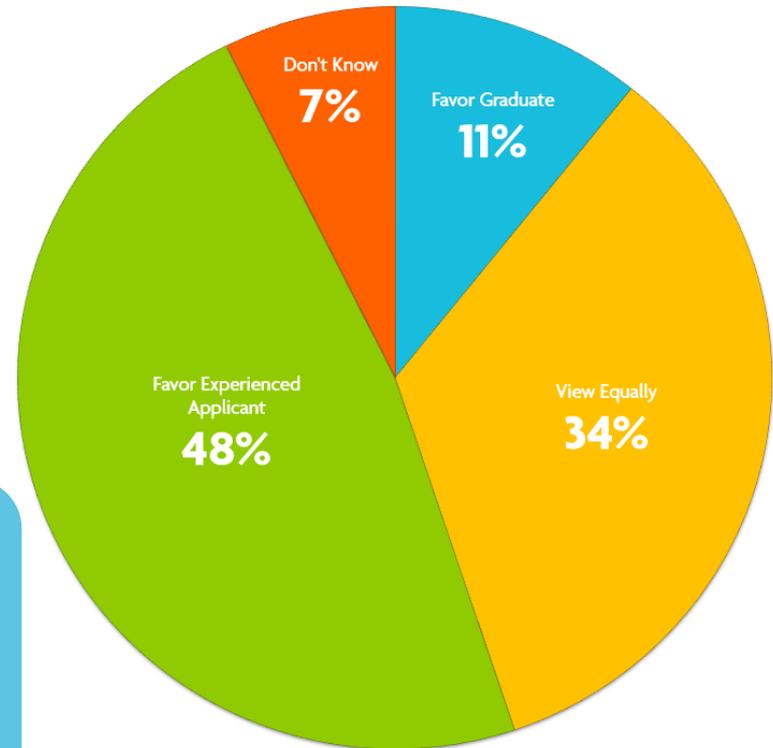


Hiring Decisions

- New Grad./Latest Training VS. 5-10 Yrs. Experience
- Experience Rules
- However, Degrees Do Matter...

“The completion of a degree is important... tends to reveal person is well-rounded, more mature, and can complete what they start.”

Edward Jones



■ Favor Graduate ■ View Equally ■ Favor Experienced Applicant ■ Don't Know

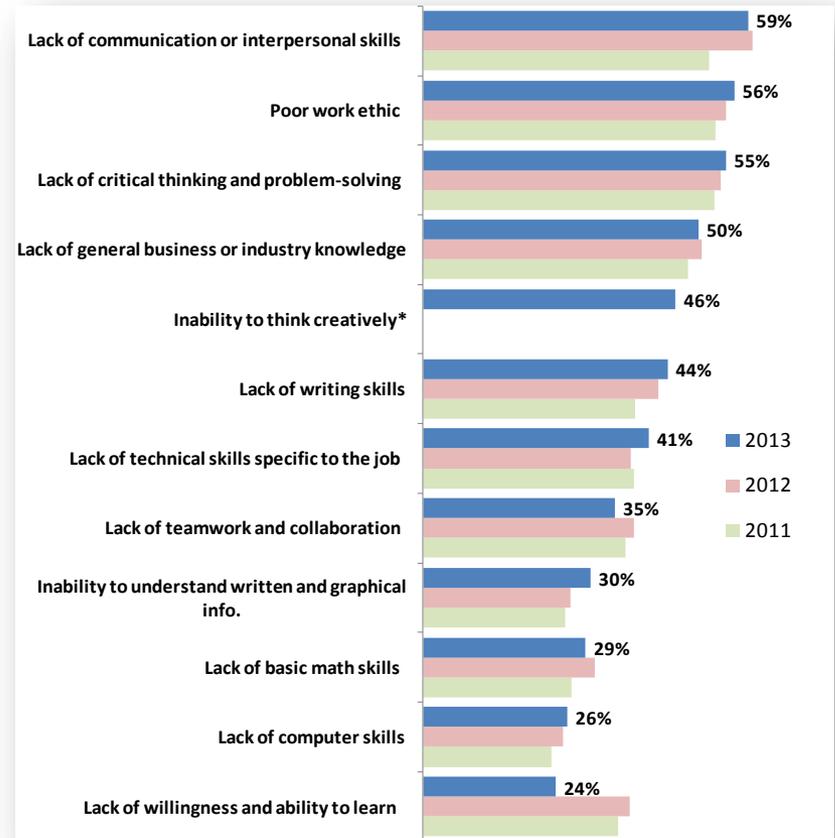
Employer Survey

Applicant Shortcomings

- Soft Skills Top List
 - Communication
 - Work Ethic
 - Critical Thinking

“Attitude, willingness to learn and follow directions, and work ethic are most important traits...”

TAGG Logistics



* New question in 2013 so no trend information.

Employer Survey

- Reasons for Skills Shortages

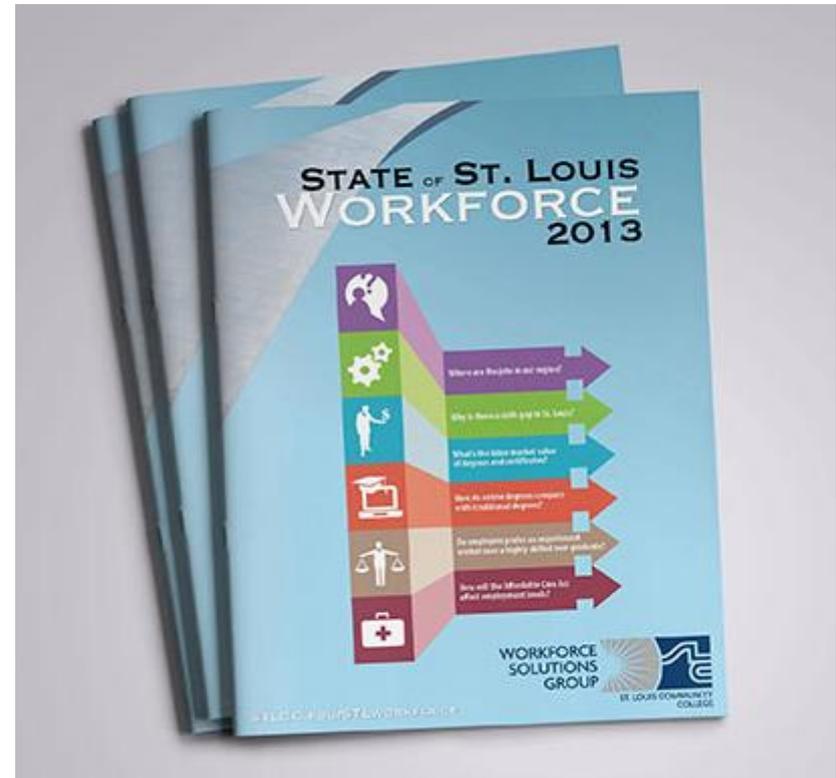
	Engineering	Information Technology	Patient Care	Finance Accounting	Business Management	Skilled Trades	Customer Service
Lack of qualified new graduates in the discipline	45.0%	30.6%	40.2%	41.4%	35.8%	47.9%	41.4%
Increased competition for qualified graduates	27.5%	24.9%	31.7%	17.1%	21.0%	23.5%	17.1%
Rapidly changing technology and business environment	21.3%	40.6%	12.2%	19.8%	18.2%	17.1%	19.8%
Prohibitive cost of training existing workforce	21.3%	24.5%	23.2%	24.3%	21.0%	16.2%	24.3%
Other	25.0%	34.5%	47.6%	29.7%	42.0%	35.9%	29.7%

Summary: Employer Survey

- Employers Still Cautious but More Plan Increases
- Skilled Worker Shortage More Important as Economic Conditions Improve.
- Jobs Available but Employers Expect and Need More
- Soft Skills Top Shortcomings: Communication, Work Ethic, Critical Thinking.
- Functional Skill Needs: Customer Service, Skill Trades, Information Technology

STLCC.edu/STLworkforce

- Download the complete report



Industry Partnerships

- College has over 200 industry partnerships
 - The Boeing Company
 - BJC HealthCare
 - SSM Healthcare



SIGMA-ALDRICH



BIOMÉRIEUX



Transportation Security Administration





- Pre-Employment Training Model
 - Prepares applicants for positions as entry-level Assembly Mechanics
 - Applicants assessed using WorkKeys for selection to the program
 - 10 week training program
 - Curriculum includes Metal Structures and Mechanical-Electrical Systems
 - Students must successfully build a project to Boeing specifications



OUTCOMES

- Applicants Assessed (WorkKeys).....1100
- Students Entering Training.....292
- Students Completing Training.....219
- Completion Rate.....75%
- Students Placed.....190
- % of Completing Students Placed.....87%



- Pre-Employment Training Model
 - Medical Billing and Coding Certificate of Proficiency
 - 49 Credit Hour Certificate of Proficiency prepares students for entry-level positions as medical coders
 - Patient Care Technician
 - 8 week fulltime intensive classroom, lab and clinical instruction
- Cohort Model for Incumbent Workers
 - Medical Billing and Coding Certificate of Proficiency
 - Nursing Associate of Applied Science
 - 52 Credit Hours of Nursing Coursework

Outcomes

- Students Entering (Pre-Employment).....113
- Student Entering (Incumbent Workers).....96
- Total Students Served.....209
- Students Completing (PCT Program).....70
of 89
- % of Students Completing.....79%
- Number of Students Placed.....48
- % of Students Placed (PCT Program).....69%
- Students Still in Programs.....80





- Pre-Employment Training Model
 - Clinical Partner/Unlicensed Assistive Personnel
 - 8 week fulltime intensive classroom, lab and clinical instruction
 - Applicants initially screened using WorkKeys
 - Medical Office Assistant
 - 18 week fulltime intensive classroom, lab and clinical instruction
 - Applicants initially screened using WorkKeys
- Cohort Model for Incumbent Workers
 - Medical Coders
 - 8 week online professional development for medical coders transitioning to ICD-10

OUTCOMES

• Students Entering (Pre-Employment).....	111
• Student Entering (Incumbent Workers).....	204
• Total Students Served.....	315
• Students Completing the CP and MA Programs (to-date).....	80 of 94
• % of Students Completing.....	85%
• Number of Students Placed.....	63
• % of Completing Students Placed.....	79%
• Students Still in Programs.....	17



Questions?

***Steve Long, Associate
Vice Chancellor
Workforce Solutions***

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ST. LOUIS GRADUATES

2014 Missouri Governor's Board Forum

June 5, 2014

“Large-scale social change requires broad cross-sector coordination”



Steering Committee: Multi Sector Involvement





St. Louis Graduates' Focus

Increase the proportion of **low-income and first-generation students** in the St. Louis region who have a postsecondary degree.





Untapped Potential

30,000 low income high school students in region (Missouri-side).
Approximately 6,100 graduating seniors each year.

Five areas for potential gain



1 Current Students

2 College Graduates

3 Working Adults

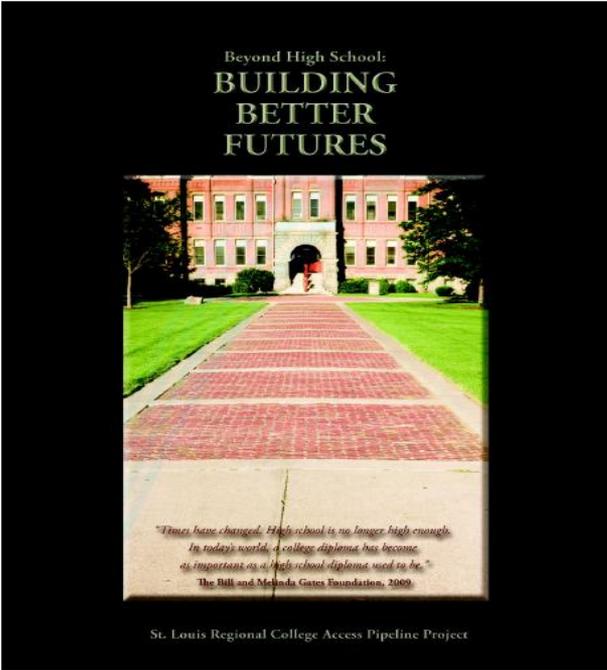
4 Unemployed Adults

5 Veterans

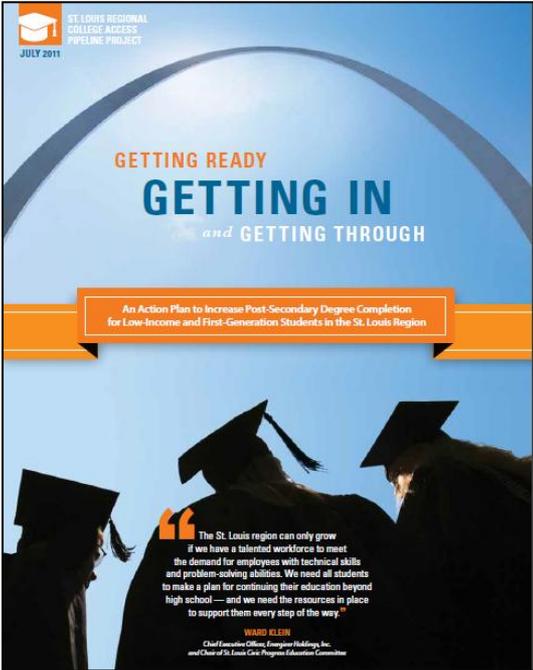


Research Driven

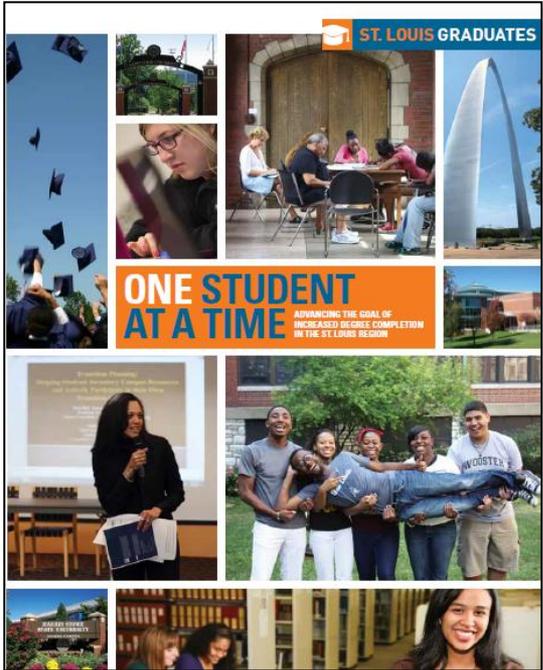
Building Awareness



First Report: October 2009



Community Plan: July 2011



Progress Report: November 2012



What We Do

Priority Outcomes What changes in behavior or condition are required?			Mission What are you ultimately trying to accomplish?			
A	+	B	+	C	=	D
Increasing public will to support low-income students in their pursuit of postsecondary success		Building capacity and scale of the community that works directly with low-income high school students		Cultivating an environment in which all players work in coordination to maximize access to services for growing # of low-income students		Increase proportion of low-income students with a postsecondary degree



Increasing Public Will

Advocacy

...st commentary: Why graduation rates
...ter

40 Tweet 0 +1 0 Share 7 Print Email ☆

...e 13, 2012 12:00 am • By Jane Donahue, Faith Sandler and Joe Reagan

In his recent story, "Why college grad
Tim Logan accurately reported that t
a metropolitan area in today's know
tied to the educational attainment o
According to CEOs for Cities data,
point increase in adult four-year
adds an additional \$763 to per-c
for Cities calls it the "talent divi
region are working to ensure th
that kind of payoff.

In fact, St. Louis is one of 57
...ing...

A photograph showing a group of graduates in black gowns and caps, some are hugging each other in a celebratory manner.

TAKE ACTION!

Thu, 02/20/2014 - 17:38

By: **Laura Winter**

St. Louis Graduates advocates for policies and programs that support ALL students in pursuit of a postsecondary degree.

One of the things most important to students is access to financial resources. Need-based financial aid is critical for students who have few family resources to put toward education.

St. Louis Graduates supports additional financial aid programs. In 19th - it is...

...ccess Missouri, the state's need-based
...n has been recommended as of February
...nt Access Missouri is to students.
...ssouri and other policies and what you



duates/8202335699/in/photostream/



Building the Field

- Professional Development Institute
- Coaching for School Districts
- Networking





Coordinating Services



High School to College Center BY THE NUMBERS

In the summer of 2013,
62 volunteer and paid counselors
served **214** students from
74 area high schools.
61% came to receive financial
aid counseling.

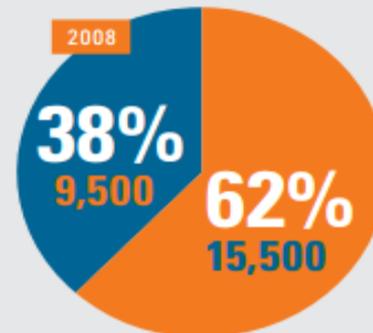
These students are headed to
69 different colleges, with
1/3 attending St. Louis
Community College.



Coordinating Services



- Service Mapping
- Improved Collaborations
- More Access for More Students



● With Access to College Access Service(s)
● Without Access to Services



Shared Vision



- Data collection and reporting
- Building public will and understanding
- Advocating for public policy
- Working with higher education institutions



ST. LOUIS GRADUATES

Thank you