

Tasks for Subcommittee #_3_ Employer Involvement and Jobs

Meeting Date: 9/10/02

a) List subcommittee members in attendance

Larry Kreyling (chair), Jane Kerlagon, Jennifer Irvin, Kelley Bernardi, Beverly McCabe, Mark Floretta, Jim McHugh, Keith McNames, Nico Leone, Wayne Flesch

b) Identify any additional individuals needed for subcommittee

- Jim T. (?)
- AG Edwards
- UPS
- Missouri Sec. Of State (Office)
- People from biotech-life sciences
- Mastercard
- Laboratories/Health Care
- Edward Jones [Jane]

c) Identify what currently is being done (and what is left undone) in the St. Louis region related to addressing the specific problems and needs on which the subcommittee is focused AND develop action plans to address needs.

- How do we integrate school/business to work together
- Reinforce lessons (externship)
- Can we use trend data to target companies. Got to HR dept.'s. (healthcare)
- Can use chambers of commerce to get in with employers – lunch meeting presentations by members of the committee?
- Associated Industries of MO, MMA – groups with St. Louis meetings [same idea]
- How do we market what we develop to employers and get them involved? – need one-on-one contacts
- Company visits are key – very targeted, short (45-60 min), individual
- Need Standard (adaptable) format to take – coherent message, data to gather
- What is our product ? What is our message?
- Are we trying to get info OR sell/give them something? (both – need to give and take)
- Need to show purpose – what we want to do, then gather data
- Ask questions to get them talking – spark ideas
- More effective to have industry talking to industry, rather than govt. to industry – maybe educator and industry person to go out.
- Target school/business partnerships, Rotary Clubs, etc.
- Can we anticipate issues and be more prepared to address? (transportation, etc...)
- Have success stories for presentation – something companies can identify with

d) Identify information and data needs

- UMSL / LEMA industry trends data, healthcare, banking, manufacturing are strongest (Jim McHugh to provide)
- Define differences – short term vs long term trends
- East-West Gateway/RCGA data on economic development and bringing companies into St. Louis
- Companies that will be seeking new employees because of retirement factor

e) Identify primary agenda items and assignments for next meeting

- Bring employers in as stakeholders on a short term basis to determine “what are your needs”
- Define process for recruiting partners (employers)
 1. Identify trends – {what employers/fields should we target?}
 2. How do we get our message to employers? What is our product or what are we doing?
 3. Engage employers (info to give / info to gather / requested commitment)
 4. Get relevant info from employers to other Groups. Work through the RCEW.