

Developing Talent Within

Missouri State University
Collaborative Diversity Conference Presentation
April 18, 2013



- Introduction
 - History
 - “New Beginning”
- St. Louis Regional Chamber/St. Louis Business Diversity Initiative
 - Fellows Program
 - Gateway Connections
 - Key Messages
 - Strategies and Performance
- Market Expectation and Expansion
- Summary

Agenda

- Leadership Development
- Creating a more welcoming St. Louis to live, work, play and invest
- Cultural Competency
- M/WBE Business Growth Accelerator

Organizational Structure

- **Mission**
 - To provide strategies for the business community that creates inclusion in the workforce for multicultural talent
- **Vision**
 - To create a more inclusive, welcoming and successful environment for multicultural talent at all levels of St. Louis business
- **Value Proposition**
 - To build a world-class multicultural workforce for the region's ability to compete for diverse talent through training, competing and consulting

Mission, Vision and Value Proposition

- Target audience – multicultural (African American, Hispanic/Latino American, Native American; Asian American, Multi Race Americans) professionals of color
- Things to continue...dynamic , interactive , well organized program; significant engagement; civic engagement; high touch/high feel program
- Fellows program is successful and fulfills a unique need for corporations to build their pipeline of professionals of colors for upper management. Need to continue to explore how to leverage managers' and human resources professionals participation to assist with championing change back in their organizations.
- An opportunity for SLBDI to champion regional diversity and inclusion messaging to corporations to help them better make decisions and determinations on leveraging the various programs available, which will also provide clarity on the value proposition of SLBDI.
- Recruiting and retaining professionals of colors in upper management positions continues to be a major challenge for corporations. Redesigning and rebranding Gateway Connections to provider broader, fee-based services to help corporations minimize this challenge is a potential opportunity that isn't being met by any other organization in the region.
- Increase brand awareness and management
- Define and refine return on investment – qualitative, quantitative, metrics, impact
- To raise awareness to alumni civic engagement initiatives through targeted partnerships with organizations that have public visibility and the potential for volunteer resources and/or financial support.
- SLBDI needs to better define its value proposition and improve overall communication to key stakeholders and customers (corporation leaders, key civic partners, and regional leaders)

Key Messages

- SLBDI was launched in 2001 to address the “brain drain” professionals of color leaving the region
- Through research, partnership and collaboration, developed and implemented the Initiative Fellows program and Gateway Connections to attract, retain and prepare professionals of color
- Results...
 - In September 2006...**21 Fellows representing 15 companies...today 66 Fellows representing 39 companies**
 - **209.52% increase in Fellows over six-year period**
 - **153.33% increase in participating companies over six-year period**
 - **16.92% increase from program year five to year six**
 - **63.9% of Fellows promoted and/or their responsibilities increased since completing the program**
 - **26.2% of Fellows appointed to boards and/or commissions since completing the program**
 - **251 alumni**
 - **86.03% or 160 Fellows Alumni reside in the St. Louis Region**
 - **13.97% or 26 Fellows Alumni reside outside of St. Louis region**
 - **Over 400 participants in Gateway Connections**

Strategies and Performance

- Expand programming
- Build strategic partnerships
- Become champion of regional collaboration
- Articulation of value proposition

Market Expectation and Expansion

- There is good work in the region to recruit, retain and advance talent
- There is still much work to be done
 - Must be in a continuous loop of building, maintaining and cultivate the pipeline
- We need to continue to look for non traditional solutions...think outside the box...dare to be difference
- We need YOU!!!!

Summary

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