

GOALS

- Work effectively with elected and other civic leaders for the betterment of the St. Louis region
- Support initiatives which enhance the region and grow the economy
- Secure the long-term future of our region through support for educational opportunities for all children
- Support the economic advancement of all minorities in order to build an inclusive community
- Attract and retain a diversified workforce
- Support the role of higher education in economic development
- Increase involvement and investment of RBC members in philanthropic initiatives
- Support high-impact initiatives that improve the quality of life in the region

RBC CULTURE

- REGIONAL
- COLLABORATIVE
- MEMBER-DRIVEN
- ENERGETIC
- HANDS-ON
- ENGAGED
- RESULTS-ORIENTED
- CONSENSUS-DRIVEN
- DIVERSE

“RBC members generously donate their time and resources to improve not only the business climate but the quality of life in the region”

—Doug Albrecht, Chairman, Bodley Group

INTRODUCTION

THE MEMBERS OF THE REGIONAL BUSINESS COUNCIL have been hard at work over the last six months to define the RBC's priorities and commitments for 2009–2010. In order to establish where we are going, it was first important to determine where we have been. Therefore, what follows is a report on the outcomes of RBC engagements as well as an outline of future priorities and commitments. RBC members have spent a great deal of time to ensure that this agenda addresses the RBC mission to act on high-impact business, civic and philanthropic affairs for the betterment of the St. Louis region. Little can be done in isolation; big projects take collaboration. With that in mind, we thank our partners in the community. Together, we will build a world-class region.

BUSINESS DIVERSITY

GOAL: Support the economic advancement of all minorities and diversify the supplier base within St. Louis businesses.

- Supported outreach to minority professionals through partnerships with Black MBAs, Black Accountants, Black Engineers, Urban League Young Professionals, Hispanic Chamber, Asian-American Bar Association and other groups
- Increased minority workforce in a select group of RBC companies and increased spending with minority companies through a two-year targeted initiative
- Instituted and funded the Career Coaching Program at the Construction Careers Center to encourage minority students to enter the construction trades, 100% of whom have entered the workforce or are continuing education after graduation
- Connected young minority professionals with their peers and the community through the establishment of the Young Leaders Network
- Introduced minority college students from Historically Black Colleges and Universities to the St. Louis region through InSight St. Louis, which promotes the region's assets and connects employer needs and employee interests. In year one, 15 of the students were hired by St. Louis businesses
- Provided African-American students the financial opportunity to stay in school and in the region through scholarships with the St. Louis American, Association of Black Accountants and other targeted scholarships
- Provided seed funding for the Regional Union Construction Center, an incubator program that works to strengthen minority-owned construction companies
- Sponsored educational training programs for minority businesses through partnership with the Minority Business Council
- Hosted the CEO Summit to encourage spending with minority companies

HIGHER EDUCATION

GOAL: *Work closely with the region's higher education institutions to attract and retain a diversified workforce and to support their important role in economic development.*

- Doubled the size of the Mentor Network, growing from 55 to over 100 mentors
- In 2008, 20 Mentor Network students accepted internships or full-time positions with RBC companies
- Addressed need for talented engineering students by incorporating Engineering Schools into the Mentor Network
- Doubled the size of the African-American Corporate Network from 21 to 40 students
- Hosted 10 professional development sessions to prepare minority students for the workforce through the African-American Corporate Network
- Acknowledged talented students in the Mentor Network with scholarships through the St. Louis American Foundation, the National Association of Black Accountants, the Urban League and the Hispanic Chamber
- Provided newspaper subscriptions to every Mentor Network student to increase knowledge of the business community among students in the region through a creative partnership with the St. Louis Business Journal
- Supported community outreach programs at colleges and universities in the region such as the Supply Chain Management Program at SLU and the BEST Program at Webster
- Established the Washington University Retention Collaboration to address the retention of talent in the region
- Instituted annual Chancellors and Deans Meeting with RBC members to enhance communication with schools and universities

K-12 EDUCATION

GOAL: Help secure the long-term future of our region by initiating, supporting and/or coordinating efforts to provide every child, especially disadvantaged youth, with the opportunity to learn and excel.

- Contributed \$400,000 over 4 years to improve student performance at Dunbar Elementary, leading to a 15% improvement in science scores and a 5% improvement in math scores, improved student behavior and increased parental involvement
- Supported innovative programs and reforms in the St. Louis Public Schools with financial assistance of \$500,000
- Sponsored schools and organizations independent from the District that have a track record of success, including the Black Leadership Roundtable, Today & Tomorrow Foundation and Vision for Children at Risk
- Assisted in bringing a KIPP Charter School to St. Louis, in partnership with Civic Progress, with the first school set to open in July 2009
- Instituted a unique partnership with Teach for America that includes sponsorship of teachers, classroom funds, a mentor program, and the first annual Career Fair for TFA alumni
- Trained 9 new SLPS administrators to work in the District through the New Leaders Program
- Analyzed private sector resources and investments, in partnership with the Greater St. Louis Community Foundation, available to the SLPS and presented findings to the District and community
- Supported an Education Resource to the Special Administrative Board in partnership with Civic Progress in order to ensure continuity in governance
- RBC members served on the Superintendent Search Committee to ensure the successful hiring of a new Superintendent

QUALITY OF LIFE

GOAL: *Increase involvement and investment of RBC members in philanthropic initiatives and support high-impact initiatives that improve the quality of life in the region.*

- RBC companies raised more than \$50 million for the United Way of Greater St. Louis since 2001 and exceeded all expectations in raising \$10.2 million in 2008
- Established the RBC Matching Gift Program to increase the number of women and minorities giving to the United Way and generated 162 new leadership donors and \$132,000 new dollars
- Increased leadership giving among women in RBC companies by 15% and raised \$3.4 million collectively
- Sponsored an annual Kick-Off Lunch to enhance the success of the Women's United Way Giving
- Established the RBC Charmaine Chapman Committee to increase leadership giving and outreach among minority professionals in RBC companies and raised \$1.3 million collectively
- Allocated more than \$1 million and more than 15,000 hours in grants and in-kind services to increase capacity in individual non-profits through Social Venture Partners
- Organized Forest Park funders, in partnership with Civic Progress, to develop and sustain the park. In addition, RBC provided \$90,000 in maintenance funding
- Established the It's Our Region Endowment Fund to support short-term region-wide, tangible projects to unite the community and improve the quality of life
- Worked with all Zoo Museum District organizations individually to increase their regional outreach

REGIONAL GOVERNANCE

GOAL: *Educate, align and enable RBC members to work effectively with elected and other civic leaders for the betterment of the St. Louis region.*

- Successful on 71% of ballot initiatives, amendments and legislation supported*
- Protected Affirmative Action by preventing Anti-Affirmative Action Measure from appearing on the ballot*
- Successful passage of Amendment 3, increasing funds for roads and highways*
- Worked closely with IDOT, MODOT and business leaders to reach an agreement to build a new bridge between Missouri and Illinois*
- Protected Eminent Domain by preventing challenges from appearing on the ballot*
- Successful passage of Proposition Y in February 2004 to raise funds for sewer facility maintenance
- Successful passage of Proposition H in April 2001 to raise funds for affordable housing and public health care
- Successful passage of legislation to provide tax incentives for business development*
- Developed a communication plan to ease transportation transitions during the I-64 Project
- Enhanced statewide coalitions and alliances in order to respond to important statewide issues as they arise

** In partnership with a variety of business and civic groups.*



INTRODUCTION

LOOKING AHEAD: RBC AGENDA 2009–2010

PRIORITIES AND COMMITMENTS WITH MEASURABLE OUTCOMES are essential to achieving the RBC's mission of improving the business environment and quality of life in the region. With that in mind, the 2009–2010 agenda is detailed and focused so as to provide a clear direction within each initiative. Through dedication to the priorities and commitments listed below, the RBC will best work towards its goal of building a world-class region. *We are also aware* that in changing times with great economic uncertainty we will remain flexible to respond to needs as they arise.

PRIORITIES

- Support development of an inclusive business climate
- Increase hiring, promotion and retention of minorities
- Strengthen minority-owned companies
- Expand leadership opportunities for minority professionals in the workplace

COMMITMENTS

- Increase the focus on diversity within RBC companies through a second round of a 2-year, hands-on project measuring progress against benchmarks
- Focus on improving the retention rate of young professionals in the region through the Young Leaders Network
- Attract young minority professionals to St. Louis careers through Insight St. Louis and other such programs
- Encourage minority students to enter the construction trades through the Career Coaching Program and Access
- Place a focus on hiring diverse candidates in multiple industries, similar to the successful focus that has been placed on the construction trades
- Raise awareness of the importance of increasing spending with minority companies through the Minority Business Council
- Support the St. Louis Business Diversity Initiative in its efforts to help companies retain a talented, diverse workforce
- Provide business assistance and guidance to emerging minority and women-owned construction firms through support of the Regional Union Construction Center

PRIORITIES

- Attract and retain a highly skilled and diversified workforce
- Support higher education's role in economic development

COMMITMENTS

- Focus on increasing the retention rate of students after graduation through the Mentor Network
- Create a “give back” component to the Mentor Network that allows students to participate in the community and increases ties to the region
- Allow participants in the African-American Corporate Network access to a diverse cross-section of business leaders in the region to best prepare them for the workforce
- Encourage collaborations with schools and universities to support higher education's role in economic development
- Expand the RBC business leaders involvement and reach in colleges and universities to allow students and RBC members and companies to connect on campus
- Assist schools in the development of programs that emphasize the importance of math and science education and careers
- Support 2-year colleges in developing programs that focus on workforce development

“The RBC is committed to putting its substantial talent, resources and determination behind business, civic and philanthropic priorities where members can make a substantive contribution.”

—John Capps, President and CEO, Plaza Motor Company

PRIORITIES

- Ensure all students have access to a quality education
- Foster and maintain stability of governance within the St. Louis Public Schools
- Provide support to schools/organizations that have a track record of success

COMMITMENTS

- Collaborate with the New Teachers Project to increase the number of new teachers brought into the District, specifically in math and science
- Focus on math and science education through collaborations with the METS Coalition, Teach for America and the American Board for Certification of Teacher Excellence
- Identify 3-5 areas that directly influence student achievement and provide assistance
- Work with the District to develop a central office to effectively manage District volunteers and community resources
- Recognize positive outcomes for both teachers and students through establishment of a SLPS Recognition Program
- Help the KIPP School to open successfully in July 2009 with first class of 5th graders
- Increase Teach for America teachers in classrooms in the District and schools that serve disadvantaged youth
- Work with the state and the Missouri Charter Public School Association to review underperforming charter schools and to develop more rigorous laws governing charter schools
- Support New Leaders Program to ensure the leadership development of future principals

PRIORITIES

- Increase involvement and investment of RBC members in philanthropic initiatives
- High-impact initiatives that improve the quality of life in the region

COMMITMENTS

- Build upon the region's most successful United Way Campaign, which has raised more than \$50 million over the past seven years
- Expand programs designed to increase giving among women and minorities, such as Charmaine Chapman Giving, Women's Leadership Giving and the RBC Matching Gift Program
- Work with a new class of Social Venture Partners Investees to build the capacity and strengthen the management of non-profit organizations that focus on disadvantaged youth and the arts
- Secure a long-term maintenance funding plan for Forest Park
- Develop an effective long-term funding plan that incorporates all ZMD organizations
- Support high-impact tangible projects that improve the quality of life in the region
- Focus on the economic development opportunities that top-tier sports organizations offer to the region
- Enhance the RBC Wellness Initiative in partnership with BJC Healthcare

PRIORITIES

- Support public policy that will grow the economy
- Support the development of a 21st century infrastructure system
- Expand air service opportunities at the region's 5 airports
- Engage in specific issues and issue campaigns that improve the quality of life and business environment in the 16-county region and Missouri and Illinois

COMMITMENTS

- Strengthen collaborations with elected officials throughout Missouri and Illinois to work together on projects that will benefit the entire region
- Focus on legislation aimed at the stability of governance in St. Louis Public Schools
- Ensure the development of a world-class infrastructure system with adequate funding
- Collaborate with political and business leaders to support expansion of air service at the region's 5 airports
- Increase education of members on high impact issues such as healthcare which directly affect the cost of doing business and the quality of life
- Increase relationship building with federal leaders and educate members on national policy which directly affects the economy in Missouri and Illinois

“There are many ways of effective giving in addition to money. This is where diversified talents and abilities are so essential. The Regional Business Council possesses these ingredients and is putting them to work.”

—Des Lee, Chairman, Des Lee Foundation