

State of Business Informational Brief

Mission: To promote a state of economic well being by helping to create a skilled, diverse, motivated and adaptable workforce.



Business Unit Making Impact

The success of the business unit can be seen in the fact that the WIB is now providing quality services to Chambers of Commerce in the region. The additional business liaison representatives are providing greater coverage to the small businesses in the 13 counties.

The business service team has made presentation at Chambers all over the region to include Bonne Terre, Cape Girardeau, Caruthersville, Deslodge, Dexter, East Prairie, Farmington, Fredericktown, Hayti, Jackson, Kennett, New Madrid, Park Hills, Perryville, Portageville, Ste. Genevieve and Sikeston. We have also assisted business with sponsoring Job Fairs around the region to include Cape Girardeau, Dexter, East Prairie and Sikeston. The team continues to plan additional job fairs in the coming months.

Missouri Job Vacancy Survey 2007

The Missouri Job Vacancy Survey (JVS), developed by the Missouri Department of Economic Development's Division of Workforce Development (DWD), Missouri Economic Research and Information Center (MERIC) in conjunction with the Metropolitan Information and Data Analysis Services (MIDAS) division of the Public Policy Research Center (PPRC) at the University of Missouri - St. Louis (UMSL), provides timely information about the quantity and quality of job vacancies in Missouri. The survey results supply a measure of **employer demand for workers** at a regional level along with an analysis of wage and

Job Vacancies by Difficulty Filling Position with Experience Needed		
Level of Difficulty	Vacancies	Percent
Some Difficulty	1,187	43.9 %
No Difficulty	1,046	38.7 %
Great Difficulty	473	17.5 %

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Job Vacancies by Level of Applicant Meeting Job Requirements		
Level of Applicants Meeting Job Requirements	Vacancies	Percent
Matched Somewhat	1,512	55.8 %
Matched Well	567	20.9 %
Matched Very Well	408	15.1 %
Matched Very Little	204	7.5 %
Matched Not At All	18	0.7 %

Source Missouri Economic Research and Information Center

benefits offered, education and experience requirements, and skill gaps of recent applicants.

The report can be found at:

<http://pprc.umsu.edu/JVS/index.aspx>

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Business Resource Network

Program Purpose: The Business Retention Program provides assistance to local regions to implement strategies for averting layoffs.

In order to identify at-risk companies, a Business Retention Team may use the following factors that influence closures:

- 1) Failure to pay bills, i.e., utilities
- 2) Small lay-offs (not tied to seasonal conditions)
- 3) Increase in Unemployment Insurances filings
- 4) Lack of hiring activity/new hires
- 5) Changes in leadership (plant manager, human resources or owner/ownership)
- 6) Rumors that originate with current employees
- 7) A large number of current employees beginning job search
- 8) Lack of capital investment in plant or equipment
- 9) Moving equipment out of business
- 10) Decreasing involvement in community activities
- 11) Expiring union contracts
- 12) Contacting lending institutions for operating capital
- 13) Natural disasters
- 14) Economic issues with larger companies who may have sub-contracted with businesses in the region
- 15) Economic changes in specific industries.

New tool for Business Retention

The WIB now has a new tool to help with business retention. It would not have been possible without the support of board member Glenn "Skip" Smallwood and Ameren UE. They purchased a master license for the E-Synchronist software package, which allowed the WIB to purchase a regional license.

IEDC Business Retention & Expansion Class

As a result of the IEDC Business Retention & Expansion training several communities have become interested in participating in our Retention/Expansion program. The Retention Coordinator is currently working with three communities who will be participating with E-Synchronist Survey.

Rapid Response Activity		
Company	Date	# of Employees
Dana	July 2007	210
Solar Communications	July 2007	38
UI Auditors	Aug 2007	3
Little Tykes	Oct 2007	8
Kerry Industries	Nov 2007	57
Total Job loss		316

Return on Investment

Goal	Actual	Projected
<i>Jobs Retained</i>	150	50
<i>Network Referrals</i>	6	1.25



Micro Enterprise Grants

Frago's Florist



Pictured from L to R: June O'Dell, Amy Frago, Bill Vickery.

The partnership with the Small Business Development Center of Southeast Missouri State University in collaboration with the Southeast Innovation Center provided entrepreneurial/business management training, "First Step FastTrac" especially developed by the Ewing Marion Kauffman Foundation.

The WIB awarded 7 businesses with access to start-up capital via the

Micro-Enterprise Start-up Grant Fund.

Access to start-up capital is the primary obstacle to launching a micro enterprise particularly for the Workforce Investment Act (WIA) target audiences.

Funds provided by the Micro Enterprise Grant is utilized for up to \$5,000 grants to individuals to assist with business start-up expenses and to supplement other sources of funds for micro enterprise creation.

The applicants are required to submit a complete business plan including narrative about their business model and financial statements and projections. Applicants will

Life-Style Design



Pictured from L to R: June O'Dell, Mike Harvell, Carole Moore, Bill Vickery.

also submit a use of funds document outlining how the grant funds will be spent. Next, a committee of at least five individuals from the financial and business communities will evaluate the business plans and grant proposals to determine feasibility and viability. When the finalists have been selected, the committee will determine the level of financial participation (up to \$5,000).

We recently had 40 applicants complete the training in Park Hills and Cape Girardeau. Of those 14 submitted application for the capitalization grant. The committee is scheduled to award the grants in February 2008.

We have had our first classes in the Bootheel area that began in December and is scheduled to finish in early March 2008. The two classes have a total participation of 30 students.

Voyager Travel



Pictured from L to R: June O'Dell, Ron Pilz, Nancy Norman, Bill Vickery.

SEMO Medical Billing



Pictured from L to R: June O'Dell, Elizabeth "Betsy" Stause, Bill Vickery.

Return on Investment

New Business Started 7

Number of Jobs Created 9

FastTrac Classes 4

Students Completing Classes 40

Grant Awardees

Frago's Florist Park Hills

Semo Medical Billing Review & Recovery Marble Hill

Life-Style Design Oak Ridge

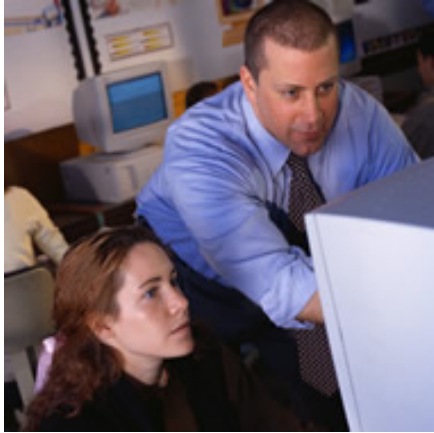
Wee Care Advance

Voyager Travel Wappapello

Younique Reflections Ironton

Garden Shop Cape Girardeau

Statistics



Local Area Unemployment Statistics December 2007			
Area	Dec 2007	Nov 2007	% Change
Bollinger	6.1	5.3	+ 0.8
Cape Girardeau	4.4	4.2	+ 0.2
Dunklin	8.9	7.8	+ 1.1
Iron	5.9	5.7	+ 0.2
Madison	6	5.6	+ 0.4
Mississippi	7.4	6.6	+ 0.8
New Madrid	7.9	6.9	+ 1.0
Pemiscot	7.6	6.8	+ 0.8
Perry	3.9	3.9	0.0
Ste. Genevieve	6.2	5.9	+ 0.3
St. Francois	6.3	6.0	+ 0.3
Scott	4.6	4.6	0.0
Stoddard	7	6.1	+ 0.9
Missouri	5.2	4.9	+ 0.3

Southeast Averages	
Dec Average	6.3
Highest Rate	8.9 (Dunklin)
Lowest Rate	3.9 (Perry)
Average Southern Counties	7.5
Average Northern	5.3

Source Missouri Economic Research and Information Center (MERIC)

Business Liaisons Outreach Statistics

East Missouri Action Agency

Description	QTR / YTD	
Active Contacts	245	478
New Business	11	59
Increase Career Center usage	34	85
Training Referral	0	0

MERS/Goodwill

Description	QTR / YTD	
Active Contacts	80	80
New Business	22	22
Increase Career Center usage	2	2
Training Referral	0	0

AO Workforce Partnership

Description	QTR / YTD	
Active Contacts	55	145
New Business	23	53
Increase Career Center usage	8	13
Training Referral	1	1

Market Penetration Southeast Region 45.5 % (Increase of 1.8 %)

Source Toolbox System Report

Workforce Investment Board of Southeast Missouri

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