



CAB Agenda and Notes – 4/18/2023

- A. Welcome
- B. Strategic Plan
- C. Pathways to Work
- D. Children's Mental Health Initiative

CAB In Attendance: Chris Nicastro, Chris Randall, Dan Henrich, Francella Jackson, Jay Scherder, Jim Bilhorn, Judith Arnold, Julie Russell, Milt Wilkins, Rick Dorsey,

Nine Staff In Attendance: Angie Carr, CeCe Wolfner, Jana Donovan, Stephanie Lafleur

- A. Welcome and Intro.
- B. New Strategic Plan: click [here](#) to view
 - a. Ensuring we understand ourselves within our role in the community
 - b. Core purpose: Magnify and deepen understanding so our region can thrive
 - c. Core values: community, trust, equity, learning
- C. Pathways to Work
 - a. Midcareer individuals – about 10 years in the job sector
 - b. Helping individuals find a career path/constellation in high demand, skilled careers that require less than a college degree (especially in manufacturing, IT, healthcare)
 - c. Nine PBS is in a listening phase with:
 - i. Individuals that made a career change after 27 years old: how did you decide, what motivated you, how did you know it was an opportunity, how did you manage/succeed?
 - ii. Training partners: what is your training like, how is it relevant, how is it meaningful and forward-moving?
 - iii. Employers: how do you partner with training programs, are you seeing plenty of qualified folks, what do you need as an employer to fill this role?
 - d. Types of listening opportunities:
 - i. 1:1 conversations, small focus groups, opportunities to get out into the community and listen in unique ways
 - e. Continuing to learn what the community needs, how to present our findings to the community
 - f. CAB Questions:
 - i. Community college partnership?
 - 1. Response:
 - a. Their unique focus on workforce makes them an essential and valuable community partner
 - b. Listening sessions/focus groups with students and grads
 - c. Recorded and built stories around SLCC State of the Workforce Report annually
 - ii. Manufacturers conversations around living wage/pay scales?
 - 1. Response:
 - a. We ask them what ways they're getting creative about recruitment? What does their retainment look like?
 - b. Employers are shifting because they are sensitive to the fact that they need to keep the people they train.



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- iii. High school partnerships? Emphasizing that 4-year degrees are not for everyone
 - 1. Response:
 - a. Nine PBS has been in this space for ~6 years
 - b. Our starting point was around HS graduation rates, gradually shifting to workforce dev as grad rates improved
 - c. We spent many years leading an initiative designed to improve high school graduation rates that then transitioned to the importance of high demand skilled careers. We are now playing a partner role and sharing these important stories rather than leading an initiative.
 - iv. What are people saying relative to why they're not taking jobs?
 - 1. Response:
 - a. We are researching national trends and comparing it to what we're learning locally within our convenings
 - b. Most people we talk to are in the camp that they are sending out dozens of interviews/resumes but just can't land a job
 - c. We are responding by looking at how individuals can translate/apply skills in interviews and we're talking with employers to evaluate their hiring processes
 - v. Mental health linkage between younger generations and their success in school (whether it's 4-year, 2-year, training, etc.) and their success in their career
 - 1. Anxiety and depression seem to be increasing and have a huge impact

D. Children's Mental Health Initiative

- a. Multigenerational, multiplatform approach to help increase understanding of children's mental health resources/support and how to access
- b. Holding a listening convening with experts Thursday, 4/20/23
 - i. Identifying challenges the community is facing regarding children's mental health
 - ii. Informing how we use our platform to increase access to resources, increase representation, increase understanding of resources
- c. We have heard our partners when they say they need content/stories around children's mental health – we are meeting that need
 - i. Thinking about families, caregivers, teachers, and children's mental health as our starting point
 - ii. Encouraging hard conversations, Nine PBS staying a neutral educator (no advocacy)
- d. Question to CAB: What are you hearing in the community?
 - i. Stigma prevents seeking support and achieving sound mental health
 - ii. Finding access to affordable mental health resources is a massive barrier
 - 1. Even with insurance, there are hoops to jump through that cause confusion and even block access
 - iii. It seems the need for affordable/accessible mental health support is greater than the capacity of community organizations/resources



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- iv. Lack of representation in mental health professionals can cause barriers to treatment
- v. Support needed in relation to specific instances of trauma (nurses during the pandemic, teachers in relation to low pay/high expectations and scrutiny)
- vi. Boils down to: access, de-stigmatization, community support
- e. What are some solutions?
 - i. Is there room for peer-led conversations? Looking at the model of AA and NA with sponsors and group conversations around a shared experience and/or illness
 - ii. Culturally-competent and culturally-responsive
 - iii. Informing people on warning signs in their loved ones' behaviors
 - iv. Buddy Club – Mehlville School District, *Living St. Louis Story*: <https://www.youtube.com/watch?v=GjZnix0UAZc>