



St. Louis City NAACP

WORKING IN PARTNERSHIP: RAISING THE BAR

A Report to the Community

St. Louis City NAACP

Working in Partnership: Raising the Bar

A few years ago, the St. Louis City NAACP celebrated its Centennial Anniversary. In the mist of all the glory and splendor, the room had a significant void - most of our membership could not afford to attend. We have not done a similar event since. It speaks volume to what we may have become, if the average person of color can't afford to attend a celebration of the mission and accomplishments of the National Association for the Advancement of Colored People.

As a Branch, we saw fit to redirect such expenditures to "Raising the Bar" through collaborative-partnerships that are strategically effective and measurable. "Raising the Bar," is a common expression for "raising the level, quality, expectation, or standards." Within that context, our focus for the past couple of years has primarily consisted of creating "Pathways" that level the playing field by providing access to resources, training, job opportunities and capacity building, our intellectual property and relationships.

As pressures on underserved populations and community organizations increase and the issues we face become more complex, the idea of collaborative partnerships can hold much promise. Through collaborative partnerships we have contributed our small part and the underserved populations are reaping the benefits of everyone's effort; we have accelerated learning and distribute skills and knowledge; and, we have added depth and breadth to our community

impact.

It is truly an exciting time for education in this region. Our partnership with the St. Louis Public Schools has positively impacted everything from Early Childhood Education to Technology Improvements to Teacher Mentoring and Training. And our Digital Pathway Initiative will help transform our current Industrial Age learning systems to Information Age learning systems that are much more customized to the unique needs of individual children, providing all students greater access to content, resources and support. The Digital Pathway Initiative will also provide for transformation to take place not only at the classroom level, but also in recreational centers and homes. Working with our partners SLATE, Blue 1647, and AireFiber, we are on the verge of providing free central access to the information highway to meet the needs of underserved students and their households.

As the region continues to march forward towards transformation to an Innovation Hub, in order to achieve this needed transformation and provide equity for all, our partnerships with SLATE, BIOTL, Cortex, St. Louis Community College, and LaunchCode are moving technology from the sidelines of the

African-American community to center stage, not only as the focus of teaching and learning but also as an essential tool for creating the environments of success we earnestly need for African-American Entrepreneurship.



Adolphus M. Pruitt, II

Developing performance-based policies, metrics and the systems to collect data that work in concert with one another are still very new with respect to minority participation in both private and publicly incentivized projects. These systems have improved through our partnerships with SLATE, BJC, Cortex, and Great Rivers Greenway, especially as our partners have become comfortable with transparency and the use of technology. Participation results have increased and permanent job obtainment has skyrocketed with respect

for incentivized projects such as Ballpark Village and IKEA. Our policy advocacy at the State level with the Missouri Housing Development Agency and the Missouri Finance Development Board has also produced millions of dollars for minority businesses in the form of greater participation and with minority entrepreneurship creation via a mentor protégée relationship.

Maintaining momentum strategically is crucial to securing prosperity through both public and private sector growth and

positioning minority workers and minority businesses for long-term success in the global economy. To deliver this change going forward, business and government must focus on implementation to ensure words are translated into practical action.

A prime example would be our partnership with Stifel which has resulted in a new wave of innovation to capitalize minority businesses in contracting via a \$10-million loan fund. With respect to consumers, our work with Stifel and St. Louis Community Credit Union will have an enormous potential for providing underserved communities affordable products and services at the new Gateway Branch and the Credit Union's creation of a Wealth Accumulation Center.

From protecting voting rights, to exposing police abuse and political corruption, our partnerships with the American Civil Liberties Union (ACLU), the NAACP Legal Defense Fund (LDF), the Ethical Society of Police, and the St. Louis Circuit Attorney's Office has worked to address systematic racial discrimination, change and enhance the criminal justice system, and increase African-American representation in local government. Simply put, governments, especially the justice system sector, need to be better, fairer, and more diverse, which will require innovation that breaks the mold of most components of governments today in the St. Louis Region.

Adolphus M. Pruitt, II
President
St. Louis City NAACP

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About BJC

BJC HealthCare is one of the largest nonprofit health care organizations in the United States, and is focused on delivering services to residents primarily in the greater St. Louis, southern Illinois and mid-Missouri regions. BJC serves the health care needs of urban, suburban and rural communities and includes 12 hospitals and multiple community health locations. Services include inpatient and outpatient care, primary care, community health and wellness, workplace health, home health, community mental health, rehabilitation, long-term care and hospice. In addition, BJC provides additional community benefits through commitments to research, emergency preparedness, regional health care safety net services, medical and nursing education, health literacy, community outreach and regional economic development.

For many years, the St. Louis Chapter of the NAACP has been a staunch and front-lines advocate fighting for equity, inclusion and advancement for people of color in the St. Louis region. Whether marching in the community for equality or sitting down in face-to-face negotiations with the leaders of major companies, elected officials at all levels of

government or the head of a small, but growing company owned by a person of color, the commitment of the NAACP to work for the change we need is evident.

BJC HealthCare has learned much from our work and our interactions with the NAACP. Though it is not always easy to have an outside organization hold a mirror to your efforts and boldly ask you to reflect on whether or not you are where you want to be, it is beneficial. BJC is the largest provider of health care services in our

region. We are also one of the largest employers and one of the major purchasers of goods and services. Just as we ensure that the health services we provide are available to all through our commitment to having full service hospitals in all parts of our region – urban, suburban and rural, providing more financial assistance than any non-profit health care provider in the state of Missouri, and having the only hospital in the City of St. Louis that still delivers babies -- we want to ensure there are opportunities for all members of our community to have access to jobs, contracts, and long-term partnerships with our organization. The NAACP is becoming a valued partner in helping us



to achieve these goals.

One of the best ways to describe the value of what the NAACP has brought to BJC is through the lens of our multi-year Campus Renewal Project at our academic medical center. Campus Renewal represents a 10-year effort to transform our hospitals and other services through new construction and the major renovation of buildings within a 16-block area in the heart of the City of St. Louis. This is the largest construction project undertaken by BJC

since the development of the medical center campus. As we began planning for this work, the NAACP was proactive in reaching out and asking very directly how we intended to address diversity in the hiring of minority owned companies, contractors and the workforce for this project. Fortunately, we already believed we had an opportunity to do something new and sustainable in advancing diversity given the number of years the construction project would be underway.

In meetings with NAACP leadership, we got a better of understanding of many of the barriers that were faced by minority owned companies in bidding on major projects, as well as obstacles faced

by the workers of color. The NAACP shared best practices from other parts of the country that if applied here, could help us meet our goals of deepening and strengthening the pool of companies that would be able to successfully bid on our projects and be around to bid on projects across our region for years to come. The NAACP also helped us better position and articulate our intent as an owner with respect to development of apprenticeships and meaningful work on our project.

And, the NAACP went a step further in helping identify opportunities for “newer” workers to take advantage of work-readiness programs to enhance the non-construction skills necessary to be successful.

BJC’s work in this space is continuing and our numbers reflect we are making progress. We are optimistic that through education and access to good jobs, we can have a community that embraces inclusiveness, equity and advancement of all members of our community. We are focused on being a part of the solution and we believe our relationship with the NAACP helps us to accelerate the effectiveness of our work.

June McAllister Fowler
Senior Vice President,
Communications
BJC HealthCare

The challenges facing the City of St. Louis in the last few years highlight the need for law enforcement and the community, as a whole, to change their perspective on crime and crime prevention. Fresh ideas and unique partnerships are a vital piece of a new approach. The St. Louis City NAACP is a leader in establishing cooperative efforts to develop such an approach.

In the summer of 2015, the Circuit Attorney’s Office (CAO) announced its vision to combat gun violence. The CAO revealed “3 R’s” for combatting gun violence -- RESOLVE, REDIRECT and REMOVE. The CAO would work with the community to strengthen its RESOLVE against illegal gun possession and use. Community and law enforcement needed to partner to REDIRECT young people on the path toward criminal behavior. Redirecting youth is necessary to reducing both gun violence and incarceration rates. Law enforcement would focus efforts to identify and REMOVE the small number of individuals at the epicenter of gun violence. Witnesses and victims needed to be willing to come forward against those select numbers of people shooting up City streets.

The St. Louis City NAACP partnered with the Circuit Attorney to fight the epidemic of gun violence killing far too many young people. The NAACP volunteered to educate community members on the hazards of illegal gun use and possession. The NAACP offered to go to the streets to help individual witnesses understand the hazards of failing to confront chronic gun violence offenders. The NAACP offered

to mentor young people to help them redirect their actions.

Cooperation with law enforcement is tied to trust. Vital to developing community trust is having a safe process for community members to bring concerns and information to the system. The St. Louis City NAACP joined with the Circuit Attorney to address community concerns about police conduct by establishing new methods to enhance the CAO’s independent investigations. In critical and potentially volatile times, the NAACP worked to stabilize the community and encourage peaceful response to difficult situations. The NAACP called on concerned citizens to focus their frustrations on accountability -- not on violent destruction. Such leadership provides a platform for the community to have productive and proactive access to the justice system.

The St. Louis City NAACP participated in important conversations on issues like officer involved shootings, witness and victim intimidation and the diversion of individuals away from the criminal justice system. Members of the NAACP reached out to young people who have witnessed crime to offer them access to social services. Others worked to provide youth with information and education as alternatives to violence and gun use. Still other members developed plans in partnership with law enforcement to encourage those victimized by crime to step forward.

The leadership and multiple proactive partnerships of the NAACP have been critical in raising awareness of the power of individuals to change and enhance the criminal justice system. As the City of St. Louis works to develop solutions to crime, the actions of the St. Louis City NAACP are examples for others to follow.

Jennifer Joyce
City of St. Louis Circuit Attorney

It is with great enthusiasm that I write this letter of support and partnership on behalf of Blue1647 and the NAACP St. Louis. BLUE1647 has partnered with the NAACP St. Louis on several initiatives, including the Digital Path Initiative, which bridges the digital and opportunity divide. Our first project included the Clinton Peabody Housing Development, a low-income community housing 348 families. At the development, we are providing community Wi-Fi to the development, and providing 21st century technical training to adults and their children. Future endeavors include Rec 2 Tech, which is the conversation of underutilized recreational



centers and converting some of the space into technology innovation centers.

Blue1647 is an entrepreneurship and technology innovation center that fosters economic development in technology and 21st Century skills through people development (classes, workshops, and events around technology), workforce development (through youth and adult technology programs to prepare individuals for high-demand jobs) and Business Acceleration (through shared coworking-services). As a beacon of resource, BLUE1647 provides impactful individuals and organizations the resources to realize their ideas for a better world. The BLUE1647 community is a vibrant example of the ways in which creative professionals, entrepreneurs, change-makers, and nonprofits can come together to make meaningful, lasting impact with technology training.

Our cutting edge curriculums are proprietary in nature and our technical assistance will enable the NAACP to maximize impact given the resources required. We will also partner to develop a curriculum that will be a tremendous educational opportunity for future instructors and trainers at the local level.

Please allow the above comments to serve as a reaffirmation of our joint endeavors in innovation.

Emile Cambry, Jr.
Chief Executive Officer
Blue1647

The St. Louis NAACP has provided invaluable guidance and assistance to Cortex in our efforts to find ways to connect our innovation community to underrepresented neighborhoods and populations in the City of St. Louis and St. Louis County. We appreciate the partnership we have developed in thinking through and identifying meaningful initiatives to provide both access and opportunity to participate in the goodness that Cortex is generating in our efforts to make the St. Louis region a national and international technology hub. Assistance has been provided to the Cortex leadership in the following ways over the past five years:

- Providing guidance in the development of an MOU on con-



struction business enterprise and workforce inclusion related to Cortex projects

- Developing a transparent reporting dashboard on the status of all construction projects that Cortex updates on a quarterly basis and posts on our website

- Guidance in the development, implementation and Board leadership related to the establishment of a \$10.3 million M/WBE regional construction loan fund

over a two year period with the launch in May 2015

- Guidance related to the recruiting of minority and women entrepreneurs to participate in the Center for Emerging Technologies annual Square One Entrepreneurs Bootcamp (10 weeks), and the recently inaugurated Square One Ignite mini-camp (4 weeks)

- Leadership in convening and estab-

lishing the Collegiate School for Medicine and Bioscience, a St. Louis Public Schools magnet high school now in its third year

- Leadership in the formation of a community engagement initiative involving TechShop, a new innovation center opening in Cortex in Summer 2016

The NAACP has not only shined a light on social inequities within the St. Louis region, but has also provided meaningful recommendations and programmatic solutions for inclusion as Cortex implements its mission and vision.

Dennis Lower
President and CEO



Great Rivers Greenway is grateful for the partnership and collaboration that the St. Louis City NAACP has provided to the District. We were very pleased with the support provided for Proposition P which resulted in a 3/16th sales tax to support Great Rivers Greenway, the redevelopment of the Gateway Arch and all the CityArchRiver projects. This tax generates more than \$20 million a year for these projects. It has also provided a major economic impact in the St. Louis region of more than \$370 million.

We are especially grateful for the efforts provided us in developing and ensuring minority contractors and workforce were not only included but also elevated as a priority in the \$380 million CityArchRiver renovations. The NAACP's willingness to connect us to minority contractors and participate in all of the pre-bid meetings has resulted in 51% minority contractors in the Central Riverfront project and 33% in the Kiener Plaza project which has begun construction. Because of the guidance and vigilance of the St. Louis City NAACP, we have been able to meet our federal workforce goals; ensuring that the contractors were on track with including minority workforce from all the trades. The NAACP's help with the National Park Service has resulted in their increased awareness of the importance of minority inclusion.

On a personal note, I wish to thank the St. Louis City NAACP for the many introductions and networking opportunities you have provided to me as Executive Director. I know that the District has had a much larger impact on serving the minority needs of the St. Louis region because of your guidance.

Susan Trautman
Executive Director
Great Rivers Greenway

The Ethical Society of Police (ESOP) would like to state how grateful we are to have the assistance of the NAACP with our Minority Recruitment Program and the monthly ESOP membership meetings.

Having a location in which we can provide potential Police Recruits in Training access to our recruitment classes has been tremendously successful. As of January of 2016, ten of the current Police recruits in Training were hired by the St. Louis Metropolitan Police Department (SLMPD).



All ten Police Recruits in Training attended the ESOP Minority Recruitment Program at the NAACP Office, located at 4811 Delmar. The success of the recruitment program is unique, and we're positive that our recruitment program is one of a kind

in the United States. Furthermore, these ten future officers have diverse backgrounds.

Our classes provide potential Police Recruits in Training with Ethics, Constitutional Law, Patrol Guidelines, Time Management, and Community Engagement Opportunities.

Your diligence in keeping this program going with the City of St. Louis Public Safety Department was a critical component of the ESOP's success with the recruitment program.

We are also thankful for the use of your office for monthly membership meetings. We've have been able to provide our membership of 215 Officers and Civilians with updates specific to their needs as SLMPD employees.

Sgt. Heather Taylor
President, Ethical Society of Police (ESOP)

SLATE/St. Louis NAACP Partnerships

Rec 2 Tech is a collaborative effort between the award winning trainer BLUE1647, the St. Louis Agency on Training and Employment (SLATE) and the St. Louis City NAACP. The essential concept is to transform unused or underused urban recreation centers into neighborhood-based learning sites that help everyone understand and unleash the power of today's advanced technologies. Rec 2 Tech sites are able to host events, spark new ideas, and spur long-term economic development, while laying the foundation for 21st century skills and helping attract new businesses to our region.

St. Louis Bioscience Jobs Accelerator. In 2011, a \$1.8 million grant was awarded to a consortium of St. Louis-based partners to establish the St. Louis Bioscience Jobs and Innovation Accelerator Project. SLATE, the Center for Emerging Technologies (CET), BioSTL,

and the St. Louis Minority Suppliers Development Council (MSDC) worked together to spur the growth of this critical industry cluster throughout the region, one of only 20 of 125 applicants selected. SLATE administered On-the-Job Training (OJT) funds and estimates 80 FT employees from diverse backgrounds entered this industry sector, compared to the baseline goal of 60, with average real wages at over \$20/hour to start.

Jobs Plus. The St. Louis Housing Authority (SLHA) and SLATE recently worked together to successfully apply for \$3 million in funds from the U.S. Department of Housing and Urban Development's Jobs Plus Pilot Program. This project, one of only nine funded nationwide, is now serving 240 residents at the Clinton Peabody development, the largest and oldest SLHA administering paid work experiences and supportive services, and is recruiting Community Coach and

volunteer Jobs Plus Ambassador positions from among the residents.

Developers' and Contractors' Support Services (DCSS) is a partnership whose purpose is to assist construction project developers and contractors operating in the City of St. Louis achieve workforce development and diversity goals required by City Ordinance 69427. A dedicated construction website and associated annual report help monitor contractor progress towards mandated benchmarks.

Ballpark Village. Ballpark Village, located on approximately 10 acres of land that previously held the old Busch Stadium and the Bowling Hall of Fame, has brought 100,000 square feet of new retail, restaurant and entertainment space to downtown St. Louis. Extensive recruitment, screening and interviewing has taken place of fill the approximately 500

jobs created so far. SLATE and NAACP oversaw the developer's compliance with First Source goals set by the Missouri Downtown Economic Stimulus Act (MODESA).

IKEA JOBS. Last year, downtown St. Louis warmly welcomed the long-awaited IKEA retail location. In the months, leading up to the grand opening, four info sessions were hosted throughout central St. Louis City, effectively reaching minority communities. IKEA was also one of the largest employers present at a series of jobseeker events within unprivileged African-American communities in North St. Louis, including the Ferguson 1000 Job Fair. The results have been successful; of over 300 jobs filled at IKEA, 131 were by City residents, drawn from each and every one of the 28 Wards. Overall, 57% of IKEA's St. Louis Job openings were filled by African Americans, and 61% by women.

LaunchCode and the St. Louis City NAACP

LaunchCode and the NAACP have partnered to create and increase access to education and employment programs that allow St. Louisans of all ages and backgrounds to pursue careers in technology. The LaunchCode Mentor Center and the office of the St. Louis City NAACP are headquartered in the same building. A key

focus of the partnership has been making technology accessible to St. Louisans of all backgrounds and walks of life. As part of their efforts to introduce new people to technology, LaunchCode and the NAACP brought Blue1647, a Chicago-based youth bootcamp nonprofit, to St. Louis to work out of the LaunchCode Mentor Center.

LaunchCode is a St. Louis-based nonprofit that offers free tech education and paid apprenticeships to people aspiring to work in technology. LaunchCode specializes in serving talented individuals who may lack traditional credentials such as a technical degree. To find out more about opportunities for learning and employ-

ment through LaunchCode, please visit www.launchcode.org. LaunchCode is looking to fill a wide variety of roles in their St. Louis office. To learn more and apply, visit www.launchcode.org/jobs
Brendan Lind
Executive Director
LaunchCode

American Civil Liberties Union (ACLU) of Missouri partners with the St. Louis City NAACP

From protecting voting rights, to exposing police abuse and political corruption, the St. Louis NAACP and ACLU of Missouri have a long and effective partnership in the fight to defend and expand civil rights and civil liberties throughout the state.

After 15 years of Missouri's Attorney General's annual vehicle stops reports consistently showing African-Americans are almost twice as likely to be stopped, searched, and arrested as white drivers, the St. Louis NAACP joined forces with the ACLU of Missouri and a coalition of allies to call for the passage of Senator Jamilah Nasheed's and Representative Shamed Dogan's bi-partisan *Fair and Impartial Policing Act* (FIPA). FIPA will enhance reporting requirements, track pedestrian stops, require anti-biased

policing training, and enact measures to hold offending agencies and officers accountable.

The St. Louis NAACP's fight to end biased policing extends years before Ferguson erupted in the summer of 2014, when the chapter began receiving reports of corruption and abusive policing in several St. Louis County municipalities. As a direct result of the St. Louis NAACP's deep connections in the community, the ACLU of Missouri filed a lawsuit against Pine Lawn for the false arrest of Adrian Wright. After being critical of former Pine Lawn Mayor Sylvester Caldwell, Mr. Wright, who preceded Caldwell as Mayor, was stopped by an officer and wrongly accused of running a stop sign and failing to yield to a fictional emer-

gency vehicle. When the 80-year-old explained he was unable to get on the ground, he was threatened with a taser. Wright was arrested twice as a result of the bogus charges and refused to accept bargains every time. Despite the fact that all charges were dismissed, city officials ensured that Wright's "perp walk" was recorded by a local TV station and published his mug shot. The litigation sent a strong message that the NAACP and the ACLU are watching – and will not hesitate to expose – municipalities that abuse their power.

And, currently pending in federal court is the most recent example of the NAACP and ACLU partnership. The ACLU of Missouri represents the NAACP and residents of the Ferguson-Florissant School District (FFSD) in a challenge to an elec-

toral scheme that intentionally dilutes the vote strength of the African-American community and works to block families from getting the representation they need to strengthen their children's education. Under the current, at-large voting scheme, while 80% of the Ferguson-Florissant School District student population is Black, typically only one or at most two African-American members serve on the seven-member school board.

Time and time again, the NAACP and ACLU have used the unique strengths of each organization and their membership to advocate on behalf of communities of color, and for equality for all Missourians. We look forward to building on this partnership to achieve many more victories until true freedom is won for all in the Show Me State.

NAACP and St. Louis Community College Partnership

Disparity Study

In September 2015, St. Louis Community College (STLCC) staff reported on the results of a year-long disparity study that was conducted by Mason Tillman Associates to provide a legal predicate for a minority- and women-owned business (MWBE) policy and program. The study examined the utilization of MWBEs by the College as compared to the availability of ready, willing, and able MWBEs in the St. Louis metropolitan area. The study examined College spending on construction, contracting and procurement for the five fiscal years ending June 30, 2013. Contracting and spending was separated into three industries for the study: construction, professional services including architecture and design and engineering, and purchase of goods and services.

The study reflected there was statistical historical disparity in each of the categories to some degree, and suggested policies and practices to address such disparities. The final report was presented to the STLCC Board of Trustees with a recommendation that the College creates a formal MWBE policy and program; retain appropriate staff to implement and maintain the program; and that STLCC

establish contracting goals.

The STLCC Board overwhelmingly supported the administration's recommendations and planning has begun to create a program and establish contracting goals by the end of the fiscal year. STLCC is also considering incorporating into its program other Mason Tillman recommendations, such as offering expanding outreach to MWBEs regarding available contracting opportunities, and will be posting a position in March that will report to the Finance Department to provide staff support for all relevant initiatives. In addition, the College's procurement office is working to host a workshop and vendor fair for MWBE firms this Spring.

Workforce Training Initiative

Recently, Chancellor Jeff Pittman and NAACP St. Louis Chapter President Adolphus Pruitt met to discuss the development of a partnership between the two organizations leading to workforce training opportunities, and how to co-market these opportunities to minorities. In particular, it was discussed that STLCC's computer coding programs had the potential to provide minorities and women the skills needed to qualify them

for well-paying jobs for which there is a pronounced shortage of skilled employees in the St. Louis area.

In Spring 2014, St. Louis Community College initiated discussions with founder Jim McKelvey and his key staff member, Brenden Lind, about support that St. Louis Community College might provide to their initiative. LaunchCode had sponsored a public event that drew the interest of nearly 1000 people who were invited to participate in a free introductory computer science course.

Since that time, St. Louis Community College provided LaunchCode with consultation and assistance in participant assessment and selection to the internship pairings and recommended a more rigorous training program. As a result, the college, in partnership with LaunchCode and the State of Missouri, developed and offered a 20 week coding academy. In December 2015, the no cost program, reBootU, graduated 22 individuals most of whom were paired with LaunchCode employer partners.

In addition, St. Louis NAACP President Adolphus Pruitt and St. Louis Community College staff were introduced to BLUE1647, a non-profit 501(c) (3) entrepreneurship and technology innovation

center committed to providing training to low-income youth and adult learners. BLUE1647 and the College are currently engaged in discussions to identify partnership opportunities.

As a result, St. Louis Community College submitted a letter of interest to the U.S. Department of Education asking for inclusion in the Department's Educational Quality through Innovative Partnerships (EQUIP) experiment. The EQUIP experiment is intended to encourage increased innovation in higher education through partnerships with non-traditional education providers and to increase access to training to students from low-income backgrounds. If selected, college partners will include BLUE1647 and LaunchCode.

Finally, all partners are working with St. Louis Community College to develop a certificate program that would provide participants with potentially 6-12 college credits upon the successful completion of the training.



Dr. Jeffrey Pittman
Chancellor

Collaborating to serve our community:

The St. Louis City NAACP and St. Louis Community Credit Union

St. Louis Community Credit Union is a Community Development Financial Institution (CDFI) that serves low-to moderate-income (LMI) populations. As part of our overall giveback to the community, we provide branches in underserved communities, affordable products and services, as well as financial education and community outreach to communities that need us most.

We realize that providing access to financial and community resources are important components of building an empowered community. Our innovative collaborations help us further meet the needs of LMI individuals. St. Louis Community Credit Union recently partnered with the St. Louis City NAACP on two initiatives that help support the neighborhoods we humbly serve.

The Preservation of Gateway Bank

Established in 1965, Gateway Bank was the first and only minority-owned commercial bank in Missouri. It took local deposits and made loans in a neighborhood where few other banks focused. In 2009, Gateway Bank was acquired by Central Bank of Kansas City, which

operated on the site for three years. In 2012, that institution announced that it was leaving the area. During that time, St. Louis was the third highest underbanked African-American community in the U.S. according to the FDIC. Losing this community resource would have left a huge void for North St. Louis city residents. The potential closing of Gateway Bank would have perpetuated an already disappointing trend of reduced access to banking services for members of this community.

The St. Louis City NAACP was determined to find a solution to save Gateway Bank. As a partner of the Credit Union, the NAACP was familiar with our ability to provide access and financial capability to financially underserved communities. St. Louis City NAACP President Adolphus Pruitt reached out to Stifel Bank and Trust to discuss a plan. Together, the two parties connected Central Bank of Kansas City with St. Louis Community Credit Union to work out an agreement that allowed the sale of the property to the Credit Union.

St. Louis Community's commitment to honoring Gateway Bank did not end there. The Credit Union provided a means for Gateway's customers to open accounts

and even hired a few employees from Gateway to work at some of its locations.

Furthermore, St. Louis City NAACP leadership helped point St. Louis Community Credit Union in the right direction to procure a Community Development Block Grant that facilitated completion of the project. The original Gateway Bank building was demolished in 2015. Thanks to additional funding from the Community Development Block Grant, as well as support from the City of St. Louis, Stifel Bank & Trust, the St. Louis City NAACP, TIAA Direct and others, St. Louis Community Credit Union built a new state-of-the-art facility while still preserving Gateway Bank's great heritage.

Several of Gateway's traditions still live on today through the St. Louis Community Credit Union Gateway Branch. Thanks to our partnership with the St. Louis City NAACP, the residents of North St. Louis City now have access to affordable banking with dignity and respect. To learn more about Gateway Bank's history, visit www.gatewayslccu.com.

The Digital Pathway Initiative

In 2015, St. Louis Community Credit Union pledged to support the St. Louis

City NAACP's Digital Pathway Initiative. This effort is designed to bridge the digital divide for low-income individuals living in the Clinton-Peabody housing development.

Our donation (along with other private partners) will combine with \$1 million in federal funds, as well as HUD grant funding, to provide (in part) fast and reliable broadband service; formalized training; computer hardware; job placement opportunity; and low-cost Internet access to a community (city wide) that is otherwise shut out from both access and adoption.

At St. Louis Community Credit Union, we realize that access is important. The Digital Pathway Initiative aligns with our passion to empower the underserved.

Reaching back into the communities we serve is a crucial part of our overall giveback. We look forward to partnering with the St. Louis City NAACP for many years to come.



Patrick Adams
President and CEO

Bridging the Technology Gap

“The St. Louis City NAACP Digital Pathway Initiative”

We are in the mist of a technological revolution that will dramatically change the way we live, work, and relate to one another. Its scale, scope, and complexity, will be unlike anything we've experienced before. How it fully unfolds is not certain, but let's be perfectly clear: how African-Americans response to it must be integrated and comprehensive, involving all stakeholders from the public and private sectors to academia and civil society. The emerging technology breakthroughs in fields such as artificial intelligence, robotics, the Internet of Things, autonomous vehicles, 3-D printing, nanotechnology, biotechnology, materials science, energy storage, and quantum computing are no longer on the horizon.

“The NAACP Digital Pathway Initiative” is made up of four lead partner organizations working in collaboration to bring broadband networks, digital literacy and computers to more than 80,000 residents in St. Louis. The initiative, organized in March 2015 with the St. Louis Agency on Training & Employment (SLATE), Blue 1647 and Ambient Networks LLC, attacks two barriers to Internet usage – access and adoption. We will bring dedicated fiber based services from our national partner, Level 3 Communications, to underserved communities at a fraction of the traditional costs associated with building dedicated, commercial fiber services to a business. This will allow dynamic access to training, education, and the application of technology skills provided by Blue 1647 in a way not usually available to under-served communities.

Phase one of the Initiative focused on supporting SLATE, St. Louis Housing Authority and Blue 1647's “Job Plus” program at the Clinton Peabody Housing complex. To bridge the digital divide at Clinton Peabody we have brought dedicated fiber based services to the complex, and donated tablets for the youth. We are excited to begin planning and implementation of phase two of the project which will include a more distributed public access Wi-Fi infrastructure for this community which can serve as a model for bringing technology based opportunities to the underserved throughout the country.



A youth being trained in the NAACP Digital Pathway Initiative.

Missouri Housing Development Commission and Missouri Development Finance Board

Our ability to meet the challenges and achieve the opportunities of our time depends in large measure on our advocacy for policies and their implementation. Citing the need to develop a strong and diverse minority professional services, contracting, and workforce sector, the St. Louis City NAACP pursued minority participation policy and enforcement changes in both the Missouri Housing Development Commission and Missouri Development Finance Board incentivized projects. There is a growing body of work that documents the positive impact that those policies changes have had on minority-owned businesses:

I. Missouri Housing Development Commission

The Missouri Housing Development

Commission (MHDC), working in concert with the St. Louis City NAACP, established an additional condition that applicants must meet to qualify for MHDC funding on projects with more than six units. This requirement is identified as the Emerging Business Initiative (the “Initiative”). The intent behind the Initiative is to encourage involvement in MHDC funded projects by businesses certified as a Minority Business Enterprise (MBE) and as a Woman Business Enterprise (WBE).

In fiscal year 2014, MHDC incentivized \$279 million in developments statewide of which \$86.5 million was in the St. Louis region including \$51.9 million in the City of St. Louis. Seventy-one percent (71%) of MHDC applications met the MBE soft and hard

costs goals and eighty percent (80%) of MHDC applications met the WBE soft and hard costs goals. Forty-one percent (41%) of all applications exceeded participation goals.

In fiscal year 2015, MHDC incentivized \$284 million in developments statewide of which \$85.2 million was in the St. Louis region including \$49.9 million in the City of St. Louis. Sixty-nine percent (69%) of MHDC applications met the MBE soft and hard costs goals and eighty percent (80%) of MHDC applications met the WBE soft and hard costs goals. Eleven percent (11%) of all applications exceeded participation goals.

II. Missouri Development Finance Board

In April 2012, the Board voted to amend its MBE/WBE policy in the interest of enhancing its effectiveness in promoting the use of disadvantaged business on projects funded or partially funded with programs that use direct Board funding or funding predicated on the granting of state tax credits for contributions to the Board's Infrastructure Development and Reserve Fund. By the end of December 2014, the program's impact resulted in \$202,908,674 in M/WBE participation statewide of which \$24.8 million was in the St. Louis Region and \$15.8 million in the City of St. Louis.

The St. Louis Bioscience Inclusion Initiative launched in 2008 with a small planning group of seven regional bioscience executives. This planning group then convened a 20-person leadership roundtable – including chancellors of the universities, C-suite executives of major biosciences employers, directors of the region’s incubators, and the heads of industry associations – to qualitatively benchmark the region’s standing related to diversity in the biosciences and to reaffirm the region’s commitment to promoting inclusion in its growing bioscience community. We thank the City of St. Louis Branch of the NAACP for its work to shine a light on these challenges locally. Your research and initial dialogue served as an impetus for these meetings that, in turn, helped to coalesce disparate discussions and activities related to diversity in the biosciences.

Since these initial sessions in 2008, the Bioscience Inclusion Initiative has continued to maintain a network, now totaling more than 90 individuals and organizations, committed to collaborative action to increase inclusion within the bioscience and innovation communities in St. Louis. Results of the network include: the first minority teachers and minority-serving school districts engaged in a summer training programming at one of the region’s major bioscience corporations; and a collaboration to secure a \$1.8 million federal grant for St. Louis, matched by an additional \$700,000 from BioSTL, to enhance the region’s bioscience talent pipeline and promote inclusion of minority suppliers. Partners on



the program included St. Louis Agency on Training and Employment, St. Louis Economic Development Partnership, BioSTL’s investment arm – BioGenerator, the Center for Emerging Technologies (CET), and the St. Louis Minority Business Council.

Building from the success of the network and to fill regional gaps identified around engaging minorities in entrepreneurship, BioSTL engaged Dr. Cheryl Watkins-Moore to help lead a new programmatic expansion of the Inclusion Initiative. Dr. Watkins-Moore previously supported entrepreneurs in her role as an Entrepreneur In Residence at the BioGenerator

In February 2014, BioSTL secured one of ten awards nationally (out of more than 500 applications) from the Blackstone

Charitable Foundation. The award helped launch new programs aimed at identifying high-potential women & minority bioscience entrepreneurs and providing a systematic pathway for them to create viable high-growth ventures. The entrepreneurship inclusion program consists of four main components. Through an intentional pathway of outreach and activities, the program 1) builds Awareness among underrepresented communities of the possibilities related to biosciences; 2) provides Engagement opportunities for individuals to begin exploring their entrepreneurial interests; 3) provides Training to build the skills of entrepreneurship; and 4) connects individuals to the Resources necessary to start and grow a business, including networks, facilities, and capital.

Benjamin R. Johnson
Vice President, Programs

Saint Louis Public Schools, our work together

Saint Louis Public Schools is honored to have built a strong, lasting partnership with the NAACP. Creating opportunities for students is a shared passion, and the roots of our relationship go back many decades.

Although our relationship has always been strong, it strengthened with the desegregation settlement agreement of 1999. To provide some history and context, in February 1972, African American parent Minnie Liddell filed a lawsuit against the Board of Education, alleging the District’s racially segregated schools violated the 14th Amendment’s Equal Protection Clause. The NAACP became a co-plaintiff in that case. Finding in the plaintiffs’ favor, the Federal Court directly supervised and monitored Saint Louis Public Schools until 1999, when the Court approved a settlement creating a desegregation action plan.

The Court’s order obligated the District to provide certain programs, such as all-day kindergarten and college-preparatory curriculum, “to ensure that the enjoyment of full equality of opportunity by plaintiff school children is not impaired by the effects of past segregation.”

In August 2011, District leadership made a request to the plaintiff representatives of the lawsuit to consider allocating \$96.1 million from the Desegregation Capital Fund to support the District’s budget and academic programs over a three-year period from 2011-14.

The funding was approved, and the District allocated the funds to restore the General Operating Fund balance and to execute highly successful programs related to Early Childhood Education, Principal Leadership, Magnet School Transportation, Technology

Improvements and Teacher Mentoring and Training (The St. Louis Plan).

In 2014, the District returned to the plaintiffs, requested and was granted additional funding to keep these critically important programs going. These programs have helped the District make significant academic gains over the past seven years, while maintaining stability in governance and finances.

I sincerely thank the NAACP for the role they played and continue to play in the District’s on-going efforts to improve and provide the best education for St. Louis students. I speak for the District as a whole when we say I look forward to continued collaboration with the NAACP and congratulate you on more than 100 years of serving this community.

Dr. Kelvin R. Adams
Superintendent
Saint Louis Public Schools

About Saint Louis Public Schools

Saint Louis Public Schools has been preparing students for a bright future since 1858. The District serves approximately 25,000 children in pre-kindergarten through grade 12. With more than 70 schools, including Magnet and Choice schools, SLPS has a school to fit every child’s needs. For more information about SLPS, visit the District’s website at www.slps.org or follow the District on Twitter, Instagram, Pinterest or Facebook.

I wanted to take a moment to recognize and express my appreciation for the work that has been accomplished through the relationship of our organizations: St. Louis NAACP and Stifel Bank & Trust, as well as our parent company Stifel.

Our friendship is found through our shared concern and deeply rooted commitment to fight vigorously for human rights. Our shared interests have helped to form a strong bond between NAACP and Stifel. This collaborative and cooperative tone facilitates our combined success in working to achieve economic inclusion and diversity initiatives.

Ron Kruszewski, Stifel’s CEO, enjoyed partnering with you as the Campaign Chairman of the Freedom Fund in 2011 and 2012. That initial association launched our relationship and fueled addi-

tional opportunities for our organizations to find common ground. Ron continues to be a friend and supporter of you and the NAACP.

The most recent initiative we have partnered on is the Contractor Loan Fund (CLF). The CLF provides minority- and women-owned business enterprises with access to capital and professional assistance to grow their business and take on larger projects in St. Louis. CLF is a collaborative effort among St. Louis City and County municipalities, construction buyers, contractors, banks, and communi-

ty-based organizations like the NAACP. I sincerely thank you for your help recruiting and mobilizing the CLF’s members and for serving as a valued member of the Board.

The partnership between Stifel Bank and the NAACP helped save Gateway

Bank from closure in 2012. Gateway Bank was the first black-owned and operated bank in Missouri, serving about 1,300 African-American and low-income residents in a location of too many unbanked households. Together, we were able to broker a deal with St. Louis

Community Credit Union to purchase the Bank before it was closed. The new bank branch building located at the original Gateway Bank site is scheduled to open in March 2016!

The Stifel Bank/NAACP connection has helped the St. Louis Community Credit Union obtain New Market Tax Credits. The tax credits will be used to create St. Louis Community Credit Union’s first Wealth Accumulation Center, combining financial education, access to traditional banking products and services, alternatives to payday loans/financing and innovative financial products.

Christopher K. Reichert
Chief Executive Officer
Stifel Bank & Trust

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