

St. Louis is Headed to the Top Ten in College Attainment

Briefing for the Board of Directors
East-West Gateway Council of Governments
March 27, 2013



St. Louis Regional Chamber

- We are a broad community of leaders united for economic prosperity throughout the entire bi-state region.
- Our aspiration is for St. Louis to be one of the Top Ten US regions in prosperity.
- Our one purpose is to inspire a greater St. Louis.
- Together, we will make St. Louis a more attractive place for people to live, work, and invest.

To Achieve A Greater St. Louis, We Will:

- Win on today's regional strengths in focused economic clusters
- Champion a better tomorrow through greater educational attainment, economic inclusion, innovation and entrepreneurship
- Focus the leadership and influence of the business community to make educational attainment the top priority
- Engage all relevant public, private, civic stakeholders in a coordinated approach
- Work with employers throughout the region to increase completion rates among working adults.

The Regional Chamber's Talent Council

- 17 leaders from companies on the Board
- Implements a regional strategy that is business-led and data-driven
- Works with employers, educators, civic groups, gov't agencies, others
- Advocates talent as an advantage in the retention, attraction, and development of business
- Identifies and communicates actions and opportunities fostering that advantage
- Promotes progress that improves that advantage.

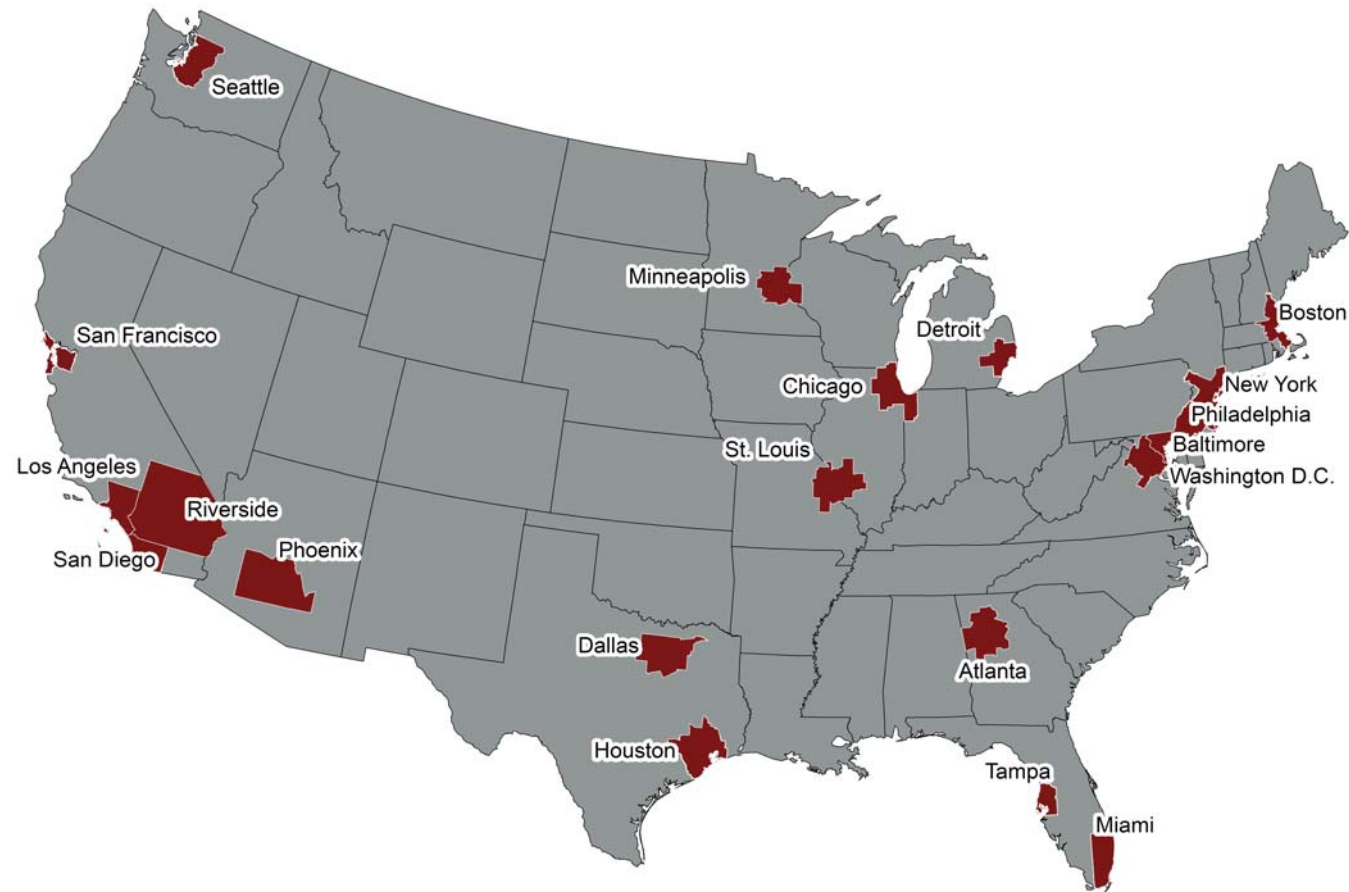
A Greater Future Will Be Built on Our Assets

20 Largest US Metros, Ranked by Percentage of Adults with BA+ Degrees 2009-2011

Rank	Metropolitan Area	Percent
1	Washington D.C.	47.3%
2	San Francisco	43.7%
3	Boston	42.7%
4	Minneapolis	38.0%
5	Seattle	37.3%
6	New York	36.0%
7	Baltimore	35.3%
8	Atlanta	34.4%
9	Chicago	34.0%
10	San Diego	33.9%
11	Philadelphia	32.9%
12	Dallas	31.2%
13	Los Angeles	30.8%
14	St. Louis, MO-IL	30.0%
15	Houston	28.4%
16	Miami	28.2%
17	Phoenix	28.0%
18	Detroit	27.3%
19	Tampa	25.3%
20	Riverside, CA	19.4%

Source: Educational Attainment, 2009 – 2011 American Community Survey 3-Year Estimates, U.S. Census

We Can Strengthen Our Advantage in College Attainment Among Large Metros

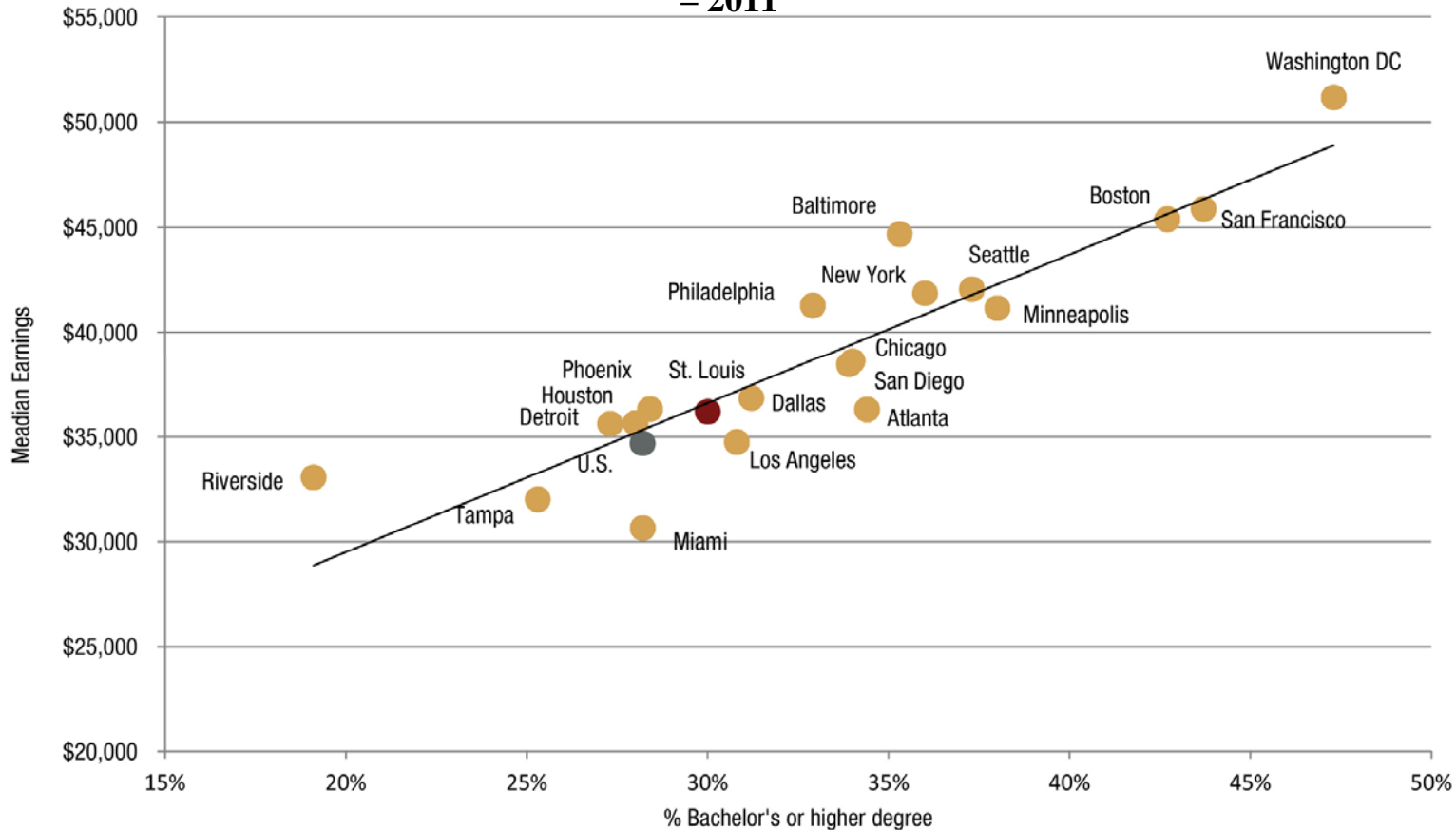


Why is College Important to our Region?

- Firms making location decisions use the percent of population with BA+ degrees to gauge workforce quality
- Top ten ranking will set St. Louis apart from competitors
- One percent increase in college attainment rate = \$2.4 billion increase in regional income

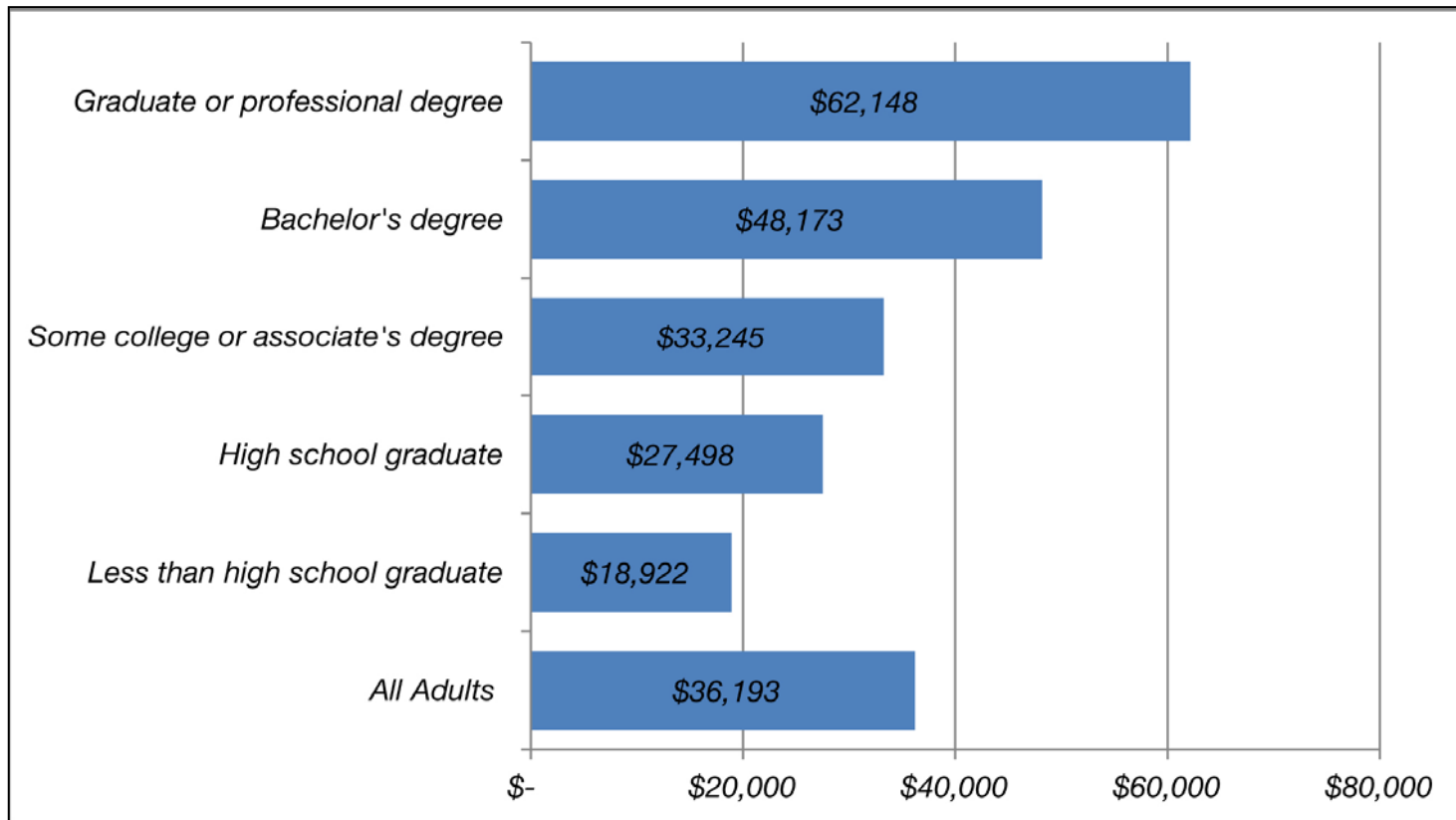
Higher College Attainment, Higher Earnings

20 Largest US Metros, by Educational Attainment and Median Earnings, 2009
– 2011



Individuals and Families Will Benefit

Median Earnings of St. Louis Area Adults, by Education Level, 2009 – 2011

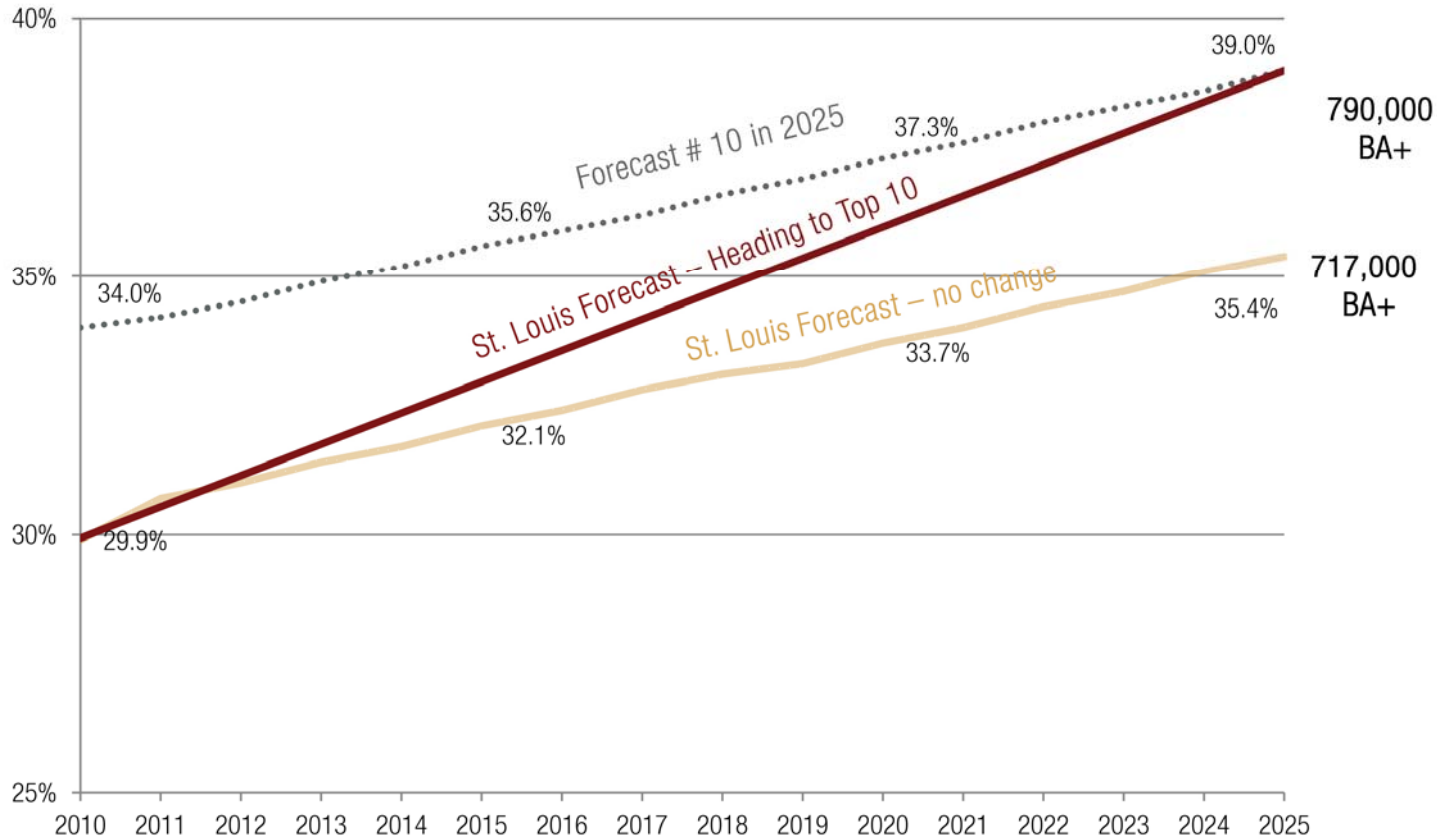


And Employers Will Benefit

- Greater concentration of college degrees ensures stronger regional workforce.
- Bachelor's and higher-level degrees are prevalent in more than two-thirds of in-demand occupations in targeted industries such as financial services, IT, healthcare and health science.
- Talented people attract other talented people to workplaces where education is encouraged.

What Will It Take to Get to the Top Ten?


St. Louis' Path to the Top Ten Metros, 2012 – 2025



Source: Woods and Poole 2012



Coordinated,
Sustained
Action Will Be
Key

 FINAL COLOR 75000 Degrees_NO LOGO.jpg

What Can Local Elected Officials Do?

- Champion the message from every bully pulpit.
- Encourage your HR professionals to join other employers helping employees finish college.
- Participate in an upcoming regional event to engage business, educational, civic, and government leaders.
- Share your best ideas, experience, and energy to drive the movement forward.

St. Louis is Headed to the Top Ten in College Attainment

Briefing for the Board of Directors
East-West Gateway Council of Governments
March 27, 2013