



Junior
Achievement

JA TRADES

Junior Achievement of Greater St. Louis
Celebrating jobs in Trades

Why What We Do Matters

**A WORLD IN WHICH
YOUNG PEOPLE HAVE
THE SKILLSET AND
MINDSET TO BUILD
THRIVING
COMMUNITIES**



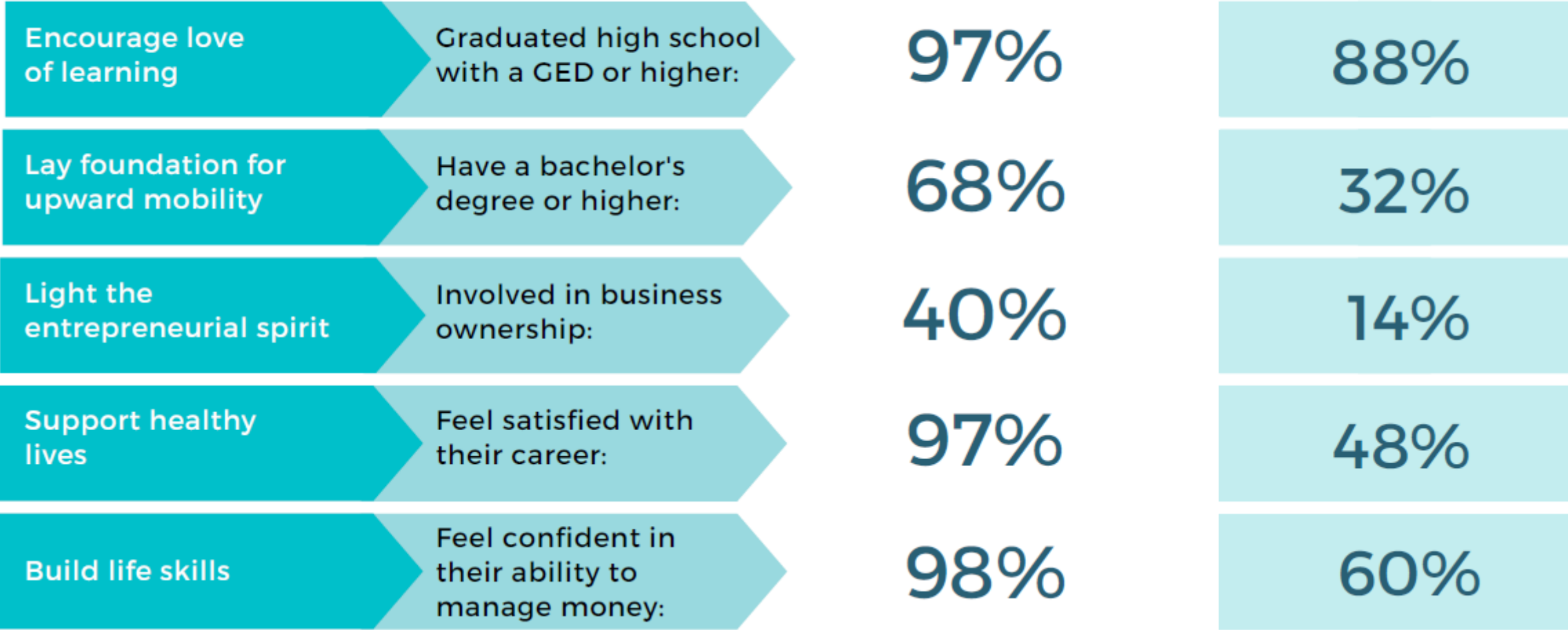
JA's Impact

OPPORTUNITIES:

OUR IMPACT:

JASTL ALUMNI:

GENERAL POPULATION: NATIONAL AVERAGE:



A Study Conducted by a team at Washington University – JA's Impact is Lasting



JA TRADES

JA Trades is a one-of-a-kind experience designed for Middle Grade and High School students to see the value of jobs in trades. JA Trades will reach students in urban, suburban, and rural communities, in over 140 counties in Missouri and Illinois.

**JA Trades
travel to rural
communities**



JA Trades Experience

- Communicate benefits of jobs in Trades and demonstrate variety
- Up to 90 Middle Grade and High School students a day
- Students rotate through stations to have hands-on experiences in jobs in trades
- STEM skills and safety highlighted with experiences
- Students take VR cardboard glasses home to show their family and friends

How is JA Trades Unique

- Target audience: Middle Grade Students+
- We will reach students in Rural, Urban, and Suburban areas
- JA has current relationship with Educators
- Inclusive: All students invited to participate, not just those with interest
- JA has established district operations throughout Missouri and Southern Illinois
- Other organizations running Trades experiences for students in our community shared that JA Trades can help build a pipeline of students to participate in their programs
- Modified for High School students and 18-25 year old young adults
- Educators shared
 - Middle Grade students are very impressionable and will remember this experience
 - Engaging students with hands-on experiences is exactly what is needed

Why JA Trades?

It remains difficult to find workers to fill open positions

- 88% report having a hard time filling craft positions

Nearly all craft positions are hard to fill

- 83% have hard time finding installers
- 82% have hard time finding concrete workers and pipelayers
- 80% have hard time finding carpenters, cement masons, mechanics and truck drivers

Despite labor shortages, most firms expect to expand in the next 12 months

Projects are being canceled, postponed, or scaled back

91% agree that employees need digital technology skills to be successful in their roles

JASTL Territory includes

- 96 counties in Missouri
- 43 counties in Illinois
- 5 counties in Indiana

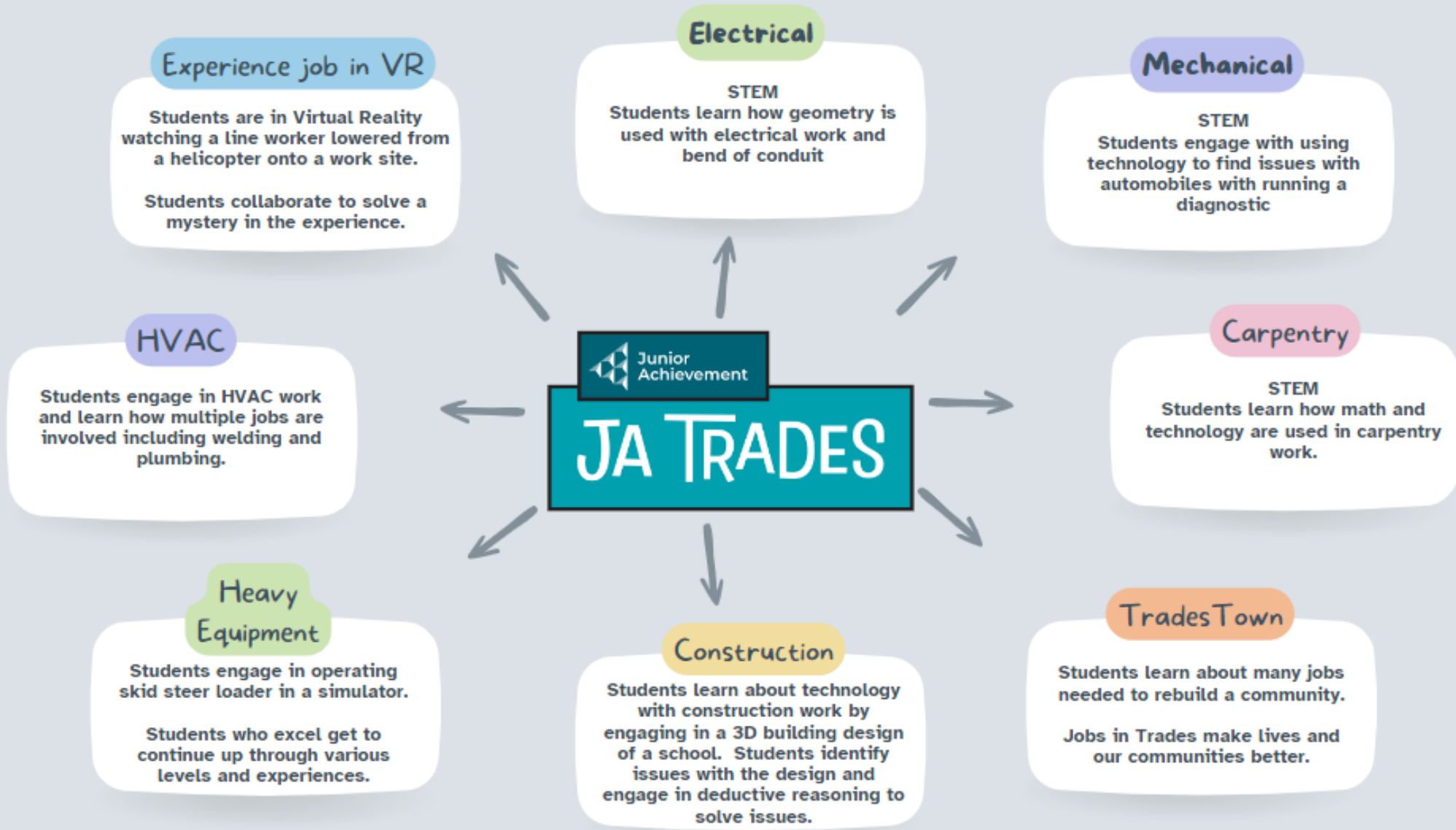


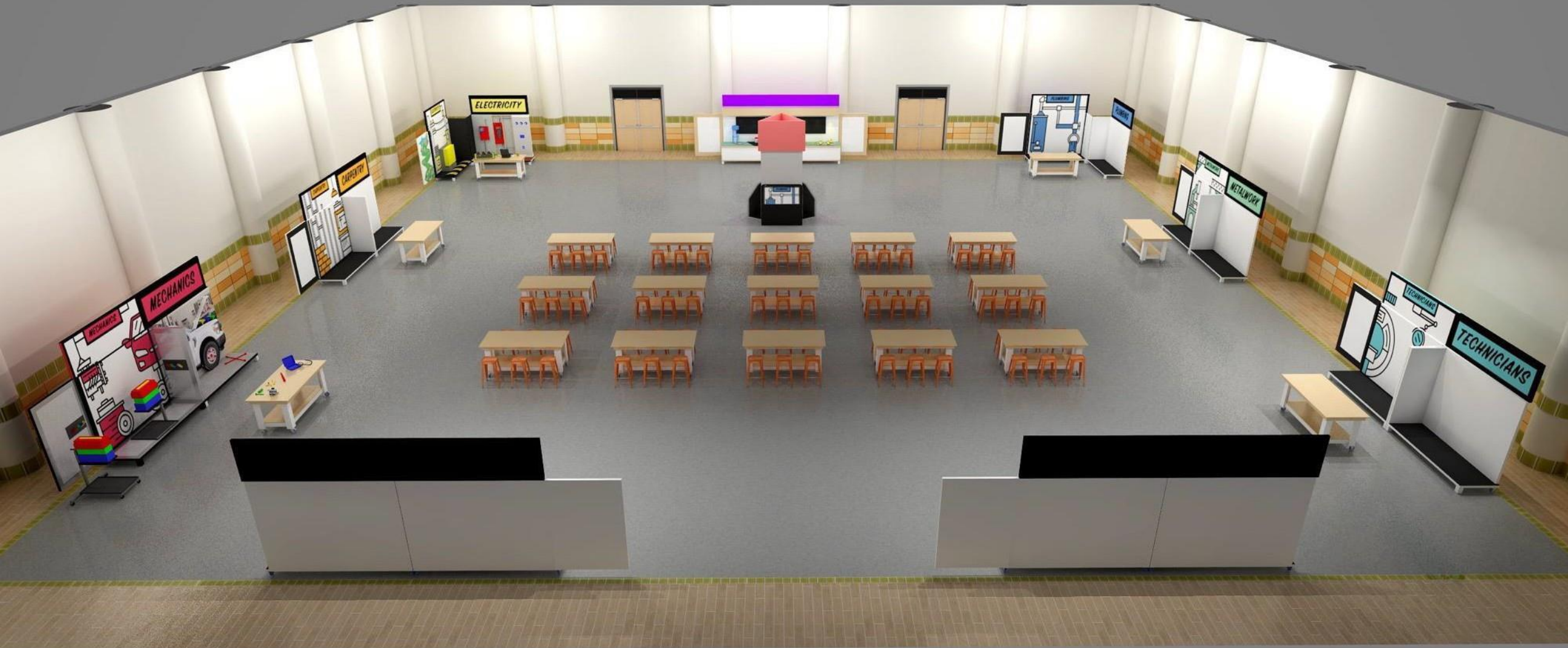
JA Trades will take place inside a 9,000+ sq ft space indoors and draw-in students from within a 100-mile radius.

Estimating that JA Trades will be stationery for 2+ months at each location.

JA Trades







JA Trades will set up in 9,000+ sq ft spaces and operate for 1-2 months, then move to another location for more students to have access to JA Trades.

The Day

Students receive their JA Trades backpack and safety gear, then divided into groups of 10, with each group being assigned a station.

- Each station experience is 20 minutes
- Hands-on and engaging
- Experience all stations
- Pre- and Post- survey
- Students impact survey
- In class preparation



JA Speakers Series continues engagement after their day at JA Trades

Students Complete Individual Career Assessment

Students take a quick and fun personality quiz to find out what jobs align with their interests. Students will learn:

- Job description
- Training/Education needed
- Annual salary
- Key responsibilities
- And more!



Independent study conducted by a team at Washington University on JA's impact in our area. JA Alumni responded.

1 in 3
Work in same field as
their JA volunteer





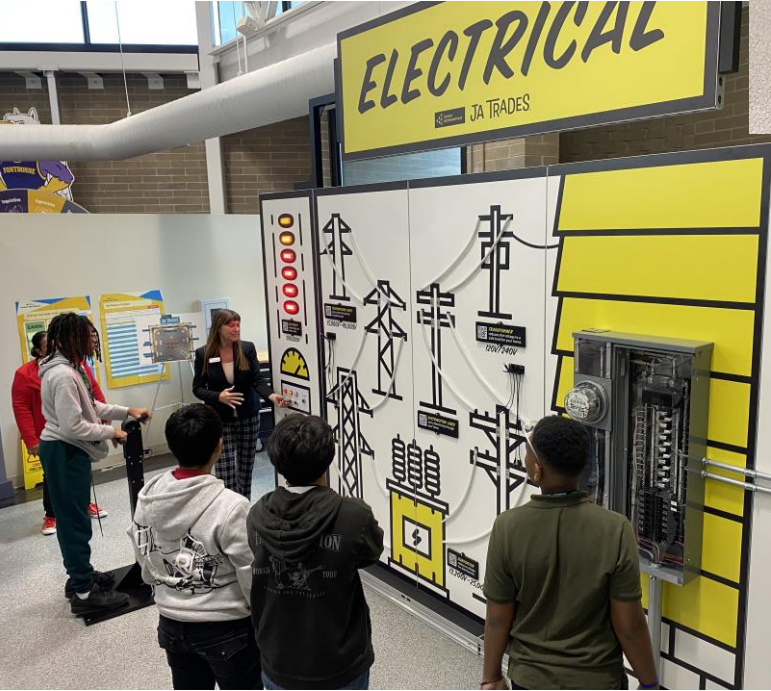


TradesTown

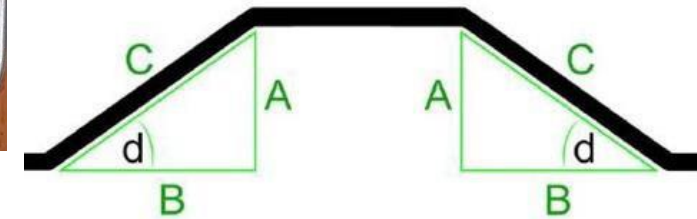
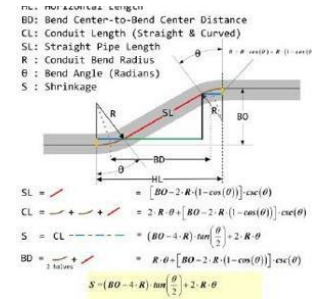
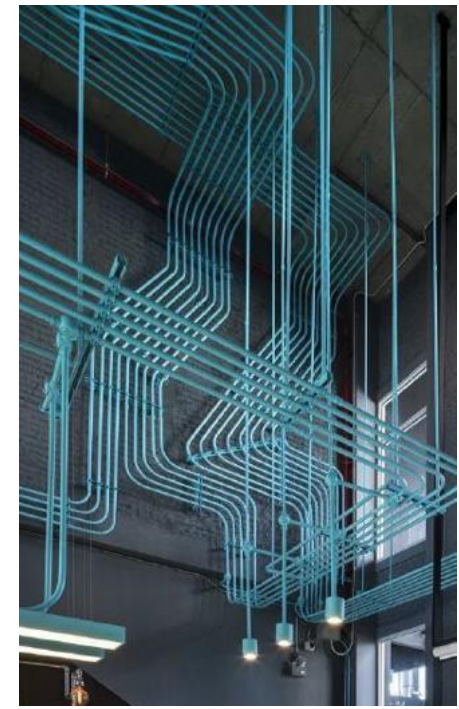
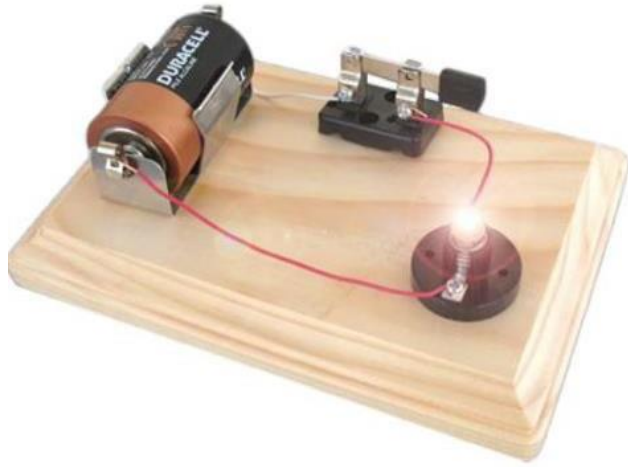


TradesTown – Students see many trades in action rebuilding a town

Electrical Station



Electrical



Middle Grade students learn how Geometry is used.
 High School + students learn Trigonometry.

Careers in Trades

Virtual Reality

Students experience a line worker lowered to work site by helicopter. Then all 10 students at this station work together to solve a challenge, which is a fun way to learn about SAFETY.



Sharing with Family & Friends

Students take home JA Trades cardboard VR glasses to continue the activity with their friends and families.



Operating Heavy Equipment

Skid Steer Loader

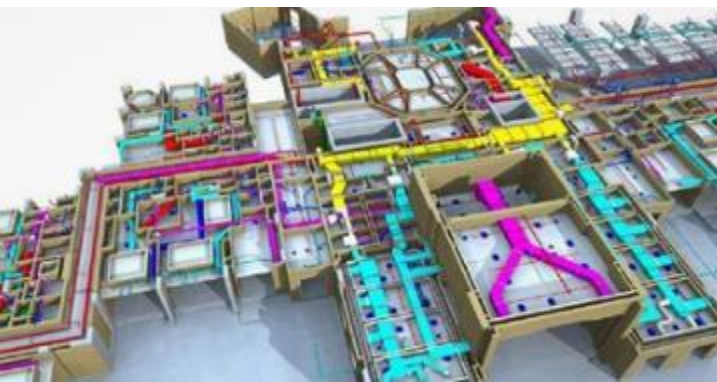
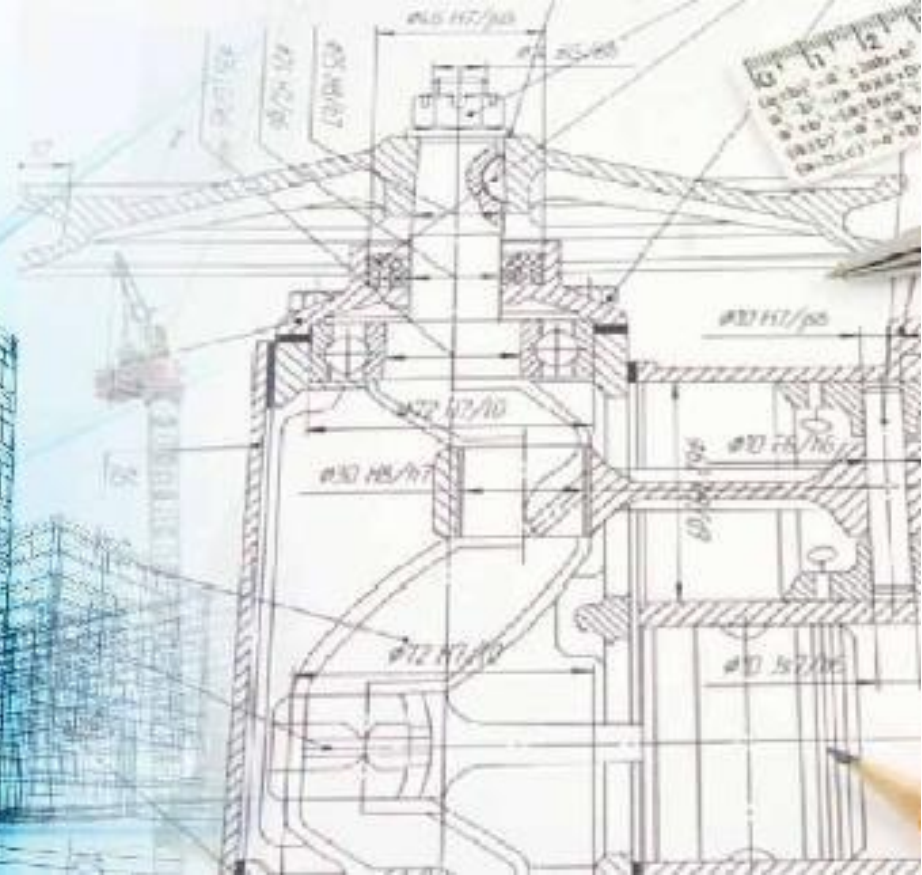
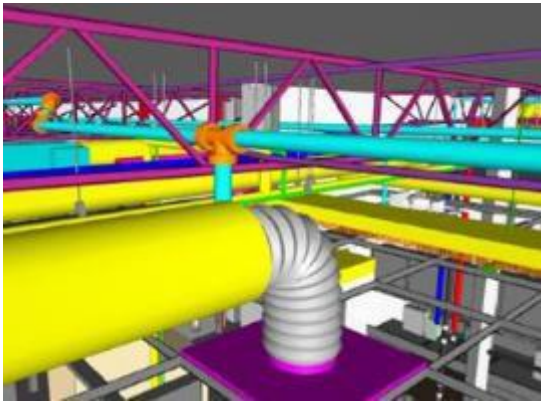


Operating Heavy Equipment with simulators that are utilized to certify adults

Construction – CAD BIM Designer

CAD: Computer Aided Design

BIM : Building Information Modeling



CAD BIM Design Work – Connecting teams, workflows, and data across the entire project lifecycle



HVAC Welding Plumbing



Mechanical

Students rotate through three experiences at the Mechanical station.

1. Rotating tires
2. Running diagnostic
3. Check battery, and replace with new

Students will go to their toolbox to get the tools required to do each task.

Many learning experiences with this station including safety and investigative work.



\$30M Campaign

JA Trades Mobile Unit – 10,000 participants annually

Vision: Permanent JA Trades location in St. Louis, and multiple mobile units dedicated to reaching students in rural communities

Sponsorship Opportunities

Recognized sponsor for 10 years!

- \$3M – Presenting Sponsor
- \$2M – Trades Sponsor

Recognized sponsor for 5 years!

- \$1M - Platinum
- \$500k – Gold

Recognized sponsor for 3 years!

- \$250k - Silver
- \$100k – Bronze

Annual Sponsors!

- \$50K – Trades
- \$25k - Program
- \$10k – Student

RETURN ON INVESTMENT

- 3-, 5-, and 10-year sponsor recognition
 - Organization logo on trailer wrap
 - Logo size varies based on sponsor level
 - Trailer will be a moving billboard of visibility
 - Recognized on large signage at each JA Trades location
- All sponsors recognized on JA’s website, through social media postings, on all marketing material, and communicated directly with 200 of JA’s board members and key constituents through JA’s Weekly Updates. Hard copy “word from our sponsors,” will be given to each student to take home, which includes “next steps” if interested in a future career in Trades.
- Each sponsor will receive annual updates on students reached, impact, student evaluation of the experiences, and feedback from teachers and volunteers.

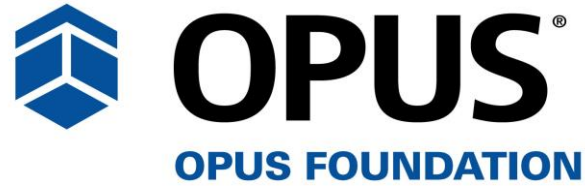
Back of Trailer

The back of trailer features \$100,000+ Sponsors

- Sponsor logos vary in size based on sponsorship level



JA Trades Sponsors to Date



OutPerforming. Everyday.





JA TRADES

“The evolving energy grid needs a dynamic, skilled, and diverse workforce to ensure safe, reliable, and clean energy. All skilled trades, from the laborer to the lineworker, are the foundation of our system now and will be critical as we prepare the grid for the future. Junior Achievement's Trades programs will introduce exciting, hands-on, highly valuable career paths to students. We want youth to know that when they join the trades, they will be on the forefront of every advancement and innovation of electrification.”



Shawn E. Schukar
President, Ameren Transmission



Junior
Achievement

JA TRADES

Shawn Schukar
JA Board Chair 2023-2025





**Thank you for
investing in our
future!**

**Lori Jacob, President & CEO
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