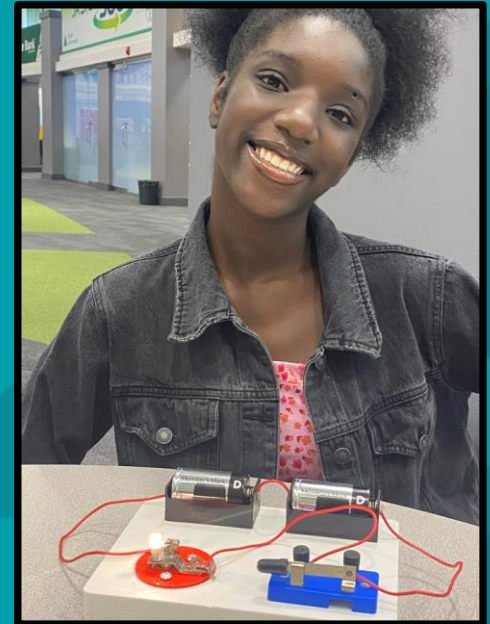




Junior  
Achievement

# JA TRADES



Junior Achievement of Greater St. Louis  
*Celebrating jobs in Trades*

# JA's Impact

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

## Workforce Development!

- Work Readiness
- Entrepreneurship
- Financial Literacy



# Our JA Operation

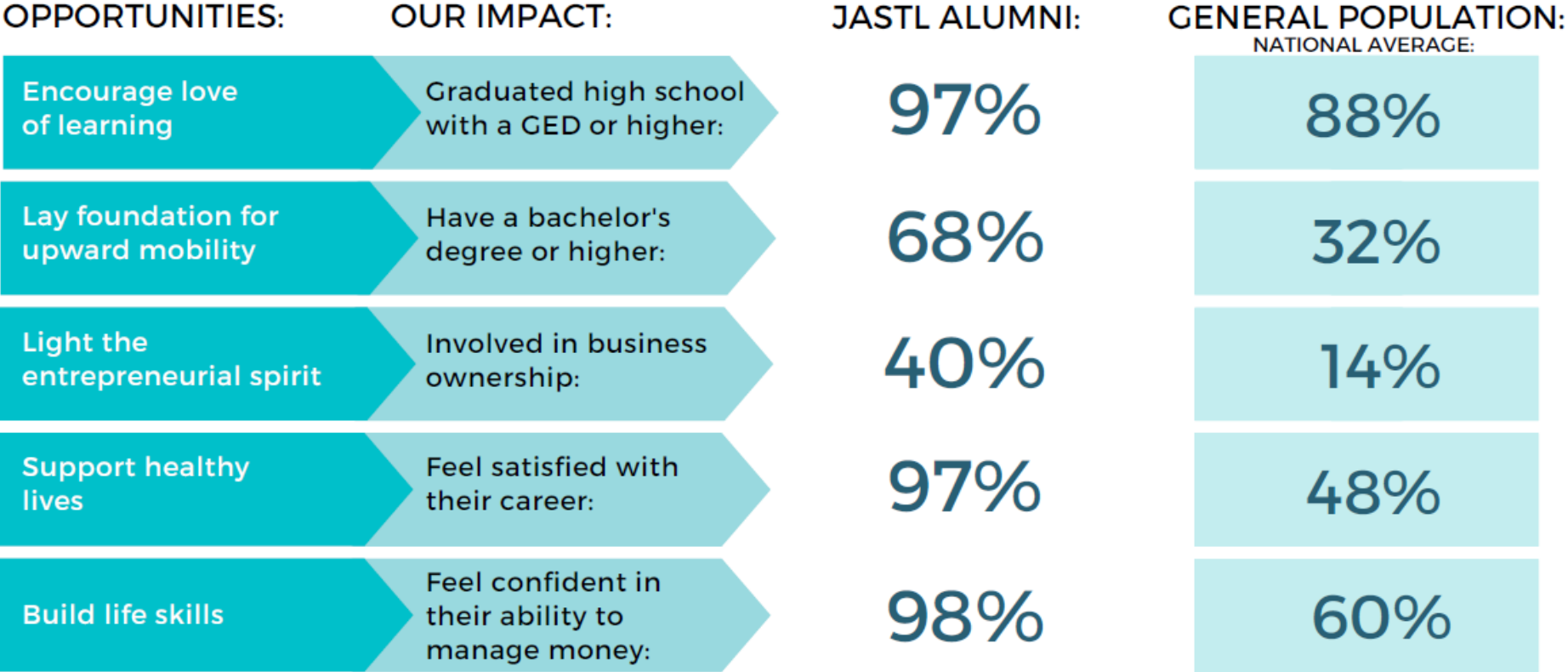
- Reach over 170,000 students annually with over 60 programs.
- Students aligned with role model volunteers.
- JASTL founded in 1943.
- Our target audience: All students! Public, Private, Parochial, Homeschool AND Urban, Suburban, and Rural Communities.
- JA is for all students!
- JA reaches students in-schools, afterschool, at worksites and at JA's facility.
- JA has track record of lasting partnerships with the business & education communities.
- Five Star operation for 17 consecutive years.

## District Operations

JA Team Members and Advisory Boards exist throughout MO, through Southern Illinois, and into Terre Haute Indiana.

- JA in Central Missouri
- JA in Southeast Missouri
- JA in Northeast Missouri and West Central Illinois
- JA in Southwest Missouri
- JA in Southern Illinois
- JA in Wabash Valley Indiana

# JA's Impact



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



# JA TRADES

**Junior Achievement (JA) of Greater St. Louis** offers a program called JA Trades, designed to educate middle and high school students about careers in the trades. This program provides hands-on experiences and highlights the importance of STEM skills and safety in various trades. Students rotate through different stations to gain practical insights into jobs such as HVAC technicians, electricians, roofers, and more. Students also receive VR cardboard glasses to share their experiences with family and friends.

## Key Features of JA Trades:

- ✓ Target Audience: Primarily middle grade students, but adaptable for high school students and young adults aged 18-25.
- ✓ Inclusive Participation: Open to all students, not limited to those already interested in trades.
- ✓ Hands-On Learning: Students engage in practical activities to understand the variety of careers in trades.
- ✓ STEM and Safety: Emphasis on the importance of STEM skills and safety in trade jobs.
- ✓ Community Reach: The program is designed to reach students in rural, urban, and suburban areas.
- ✓ Students understand importance of soft skills.

# 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  
travels to  
rural  
communities






# Why JA Trades?

JA Trades is needed for several important reasons:


- ✓ **Career awareness**: The program helps communicate the benefits of jobs in trades and demonstrates the variety of opportunities available to students. This is crucial as many young people may not be aware of or consider trade careers as viable options.
- ✓ **Hands-on experience**: JA Trades provides students with hands-on experiences in various trade jobs, allowing them to explore these careers in a practical way. This experiential learning can be more impactful than traditional classroom instruction.
- ✓ **Addressing skills gap**: By introducing students to trade careers early, JA Trades aims to help address the growing skills gap in many trade industries. This program can help build a pipeline of potential future workers for these fields.
- ✓ **Inclusivity**: The program is designed to reach students in rural, urban, and suburban areas, ensuring that all students have the opportunity to learn about trade careers, regardless of their background or initial interest.
- ✓ **Economic impact**: Trade careers often offer good wages and job security. By exposing students to these opportunities, JA Trades can potentially help improve economic outcomes for participants.
- ✓ **STEM skills development**: The program highlights STEM skills in trade careers, showcasing how these fundamental skills apply to practical, hands-on work.
- ✓ **Misconception correction**: There are often misconceptions about trade careers. JA Trades helps dispel these myths by showing students that these jobs can be rewarding and well-paying.
- ✓ **Adaptability**: The program is designed to be easily adapted for different age groups, from middle school students to young adults, making it a versatile tool for career education.

# JA Trades Experience


- Before JA Trades Day: Students engage in classroom activities prior to JA Trades Day, including a personality assessment that shows students jobs that align with their interests.
- JA Trades Day: Students rotate through stations engaging in hands-on experiences in jobs in trades
- After JA Trades Day: Students participate in classroom activities after JA Trades Day to learn more about “next steps” in pursuing jobs in 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.”



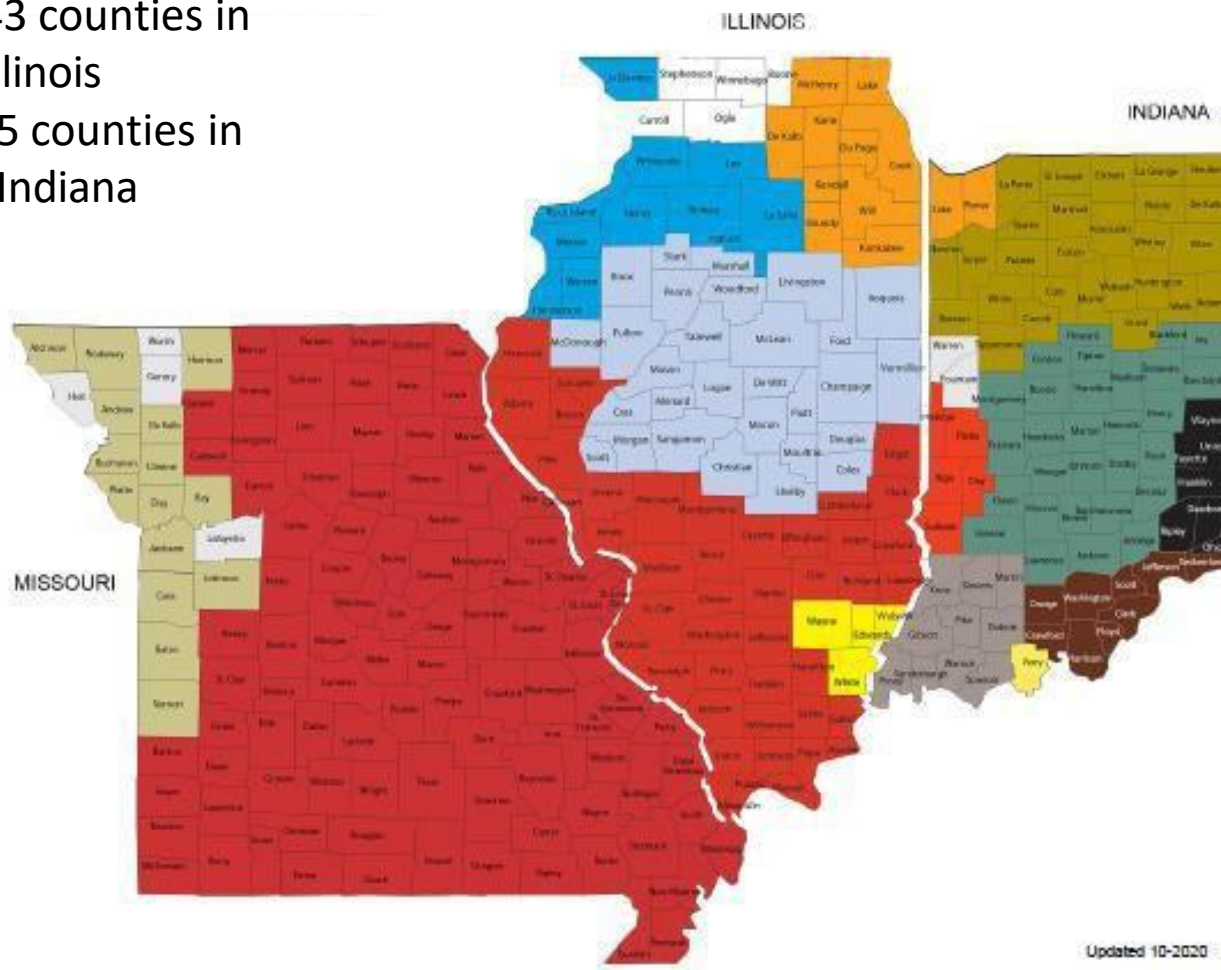
Shawn E. Schukar  
President, Ameren Transmission





## JASTL Territory (red) 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.

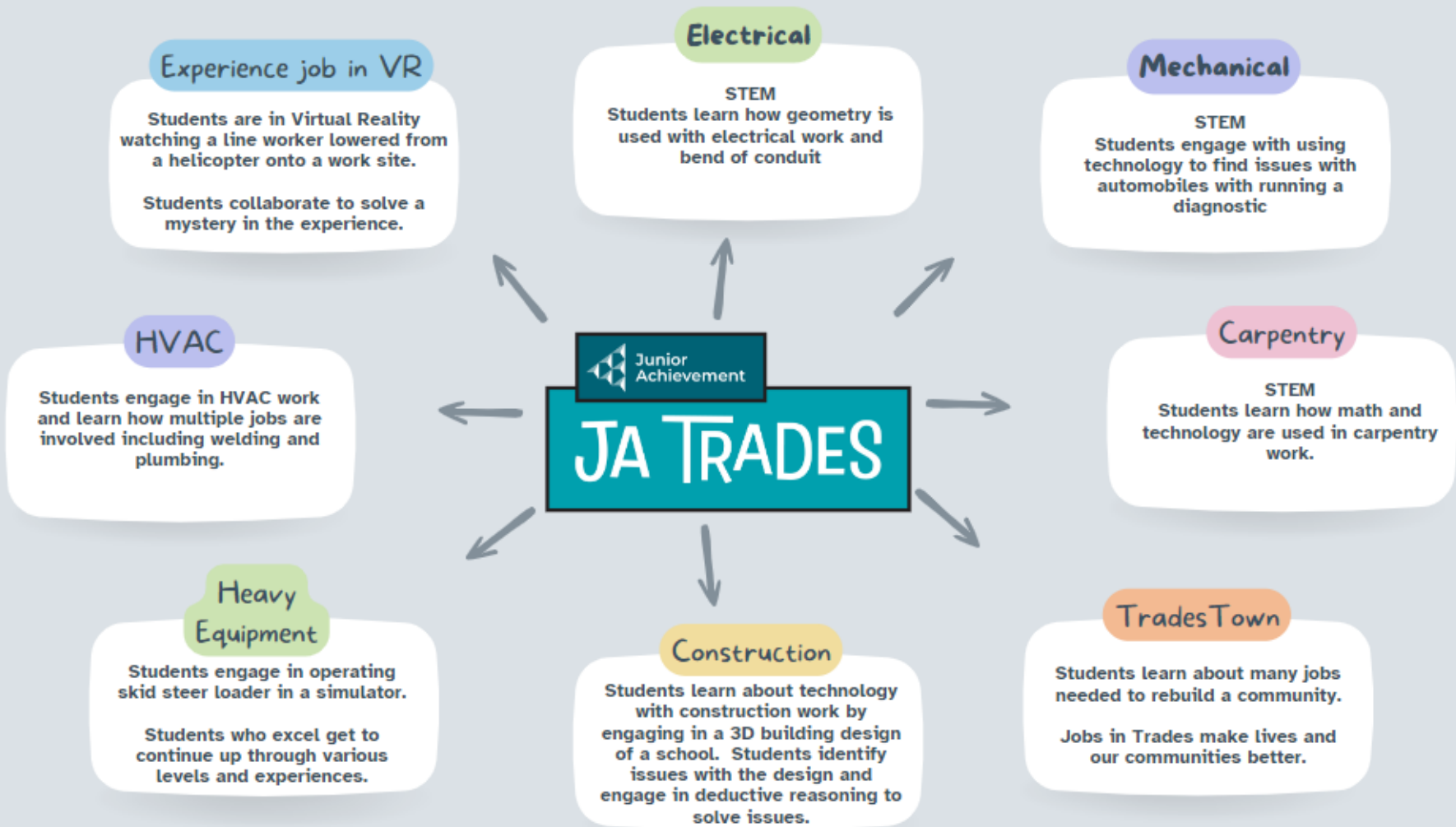
Estimating that JA Trades will be stationary for 2+ months at each location.

# JA Trades 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





# Students Complete Individual Career Assessment

Students take a quick and fun personality assessment to learn about jobs that align with their interests.

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



Independent study conducted by a team at Washington University on JA's impact...

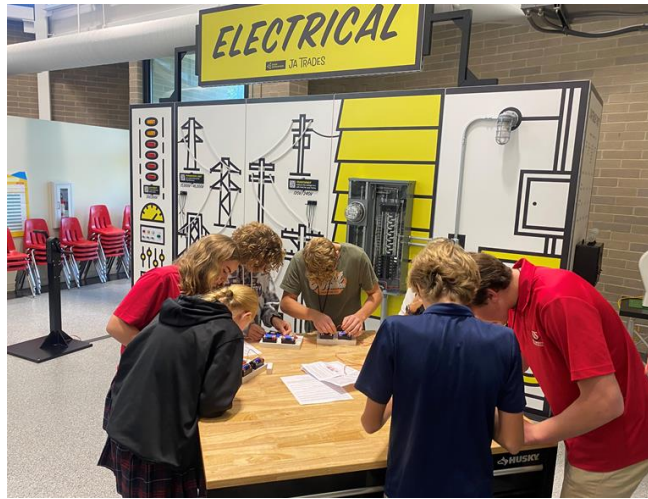
1 out of 3 JA Alumni work in same job/field as their JA Volunteer.





TradesTown – Students see over 20 jobs in trades in action in JA TradesTown with Augmented Reality.

# Electrical Station



Dear Junior Achievement

Thank you for hosting our School. My favorite activity was doing the electrical circuits because it is fun when you are putting the wires and making light. One thing I will change is nothing because I enjoy it!

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



# Careers in Trades

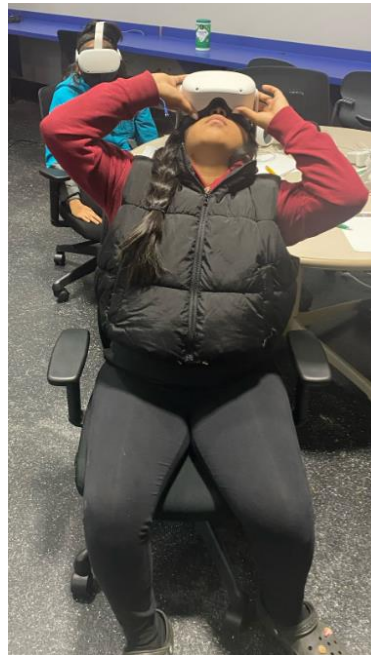


## Virtual Reality

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



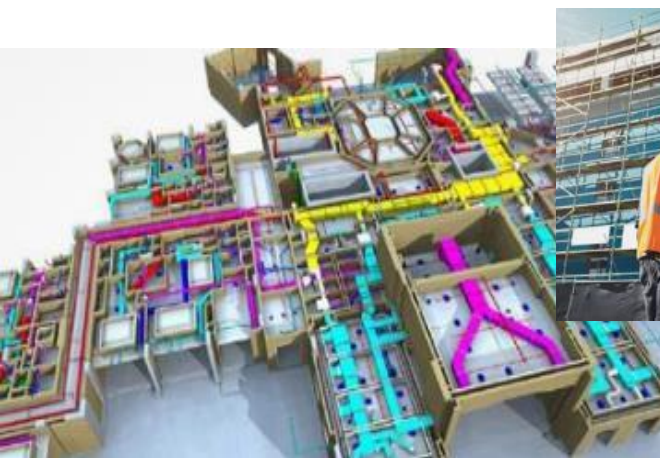
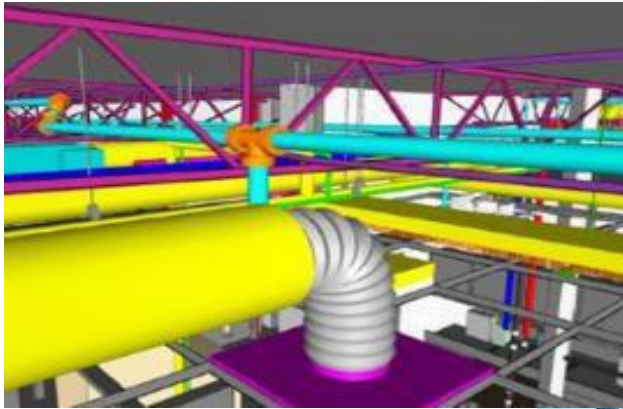
**Operating Heavy Equipment with simulators that are used in the real world to train adults**



# 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.**

# JA STEM 360



Over 15,000 jobs involved with getting pizza from farm to table. This one-of-a-kind experience students won't forget.





# HVAC

Welding  
Pipe Fitting  
Steel Work  
And More



# Auto Mechanic

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.





# Carpentry

Students have fun learning  
About skills in carpentry.

## Concept for this station:

- Students learn how to use hammer with tree trunk game.
- Students follow instructions with assembling a bench and using tools.



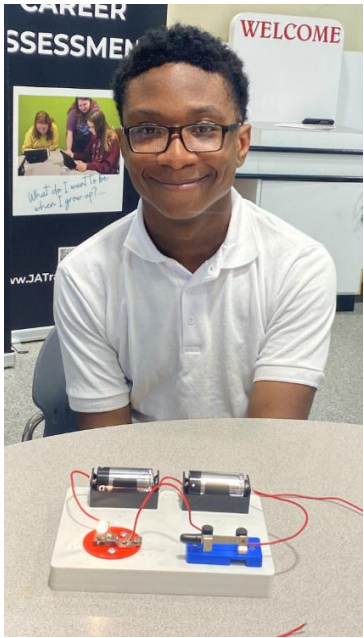
Every group rotating through will have part in assembling the bench, and by the end of the day they will have a completed bench to take back to school and be proud with the plate on it that says ***“Made by JA Trades Students”***





## Students in JA Trades





## Students in JA Trades

# JA Trades Progress

- ✓ Over 1,000 students have participated in JA Trades Pilot
- ✓ Over 14,000 students have engaged in some component of JA Trades
- ✓ Six Stations Completed for Student experience with most in need of additional build out to take on the road.
  1. Electrical
  2. VR Experience with line worker
  3. TradesTown
  4. Operating Heavy Equipment
  5. JA STEM 360
  6. CAD/BIM
- ✓ Three Stations yet to be built out
  1. Auto Mechanic
  2. Carpentry
  3. HVAC

# What do we need

- Financial Support to complete build out, operate on the road, and expand JA Trades to reach even more students.

One unit of JA Trades will reach 10,000 students annually. There are over 450,000 Middle and High School students in our footprint.

Our Vision: To build a permanent location of JA Trades in the St. Louis metro area, and multiple JA Trades mobile units to be dedicated to reaching students in rural communities.

## How much does it cost?

- ✓ One unit for the road is \$8M to build-out and operate for 5 years.
- ✓ Each additional travelling unit will cost \$4.5M.  
Permanent facility in metro area = \$15M
- ✓ Overall Goal: \$32M for 1 permanent location and 3 mobile units to reach 45,000 students (30,000 students on the road and 15,000 students in metro area).

# Sponsorship Opportunities

Sponsorship for first JA Trades Unit

Recognized for 10 years!

- \$3M Naming Sponsor
- \$2M Trades Sponsor

Recognized for 5 years!

- \$1M Platinum
- \$500k Gold

Recognized for 3 years!

- \$250k Silver
- \$100k Bronze

Annual Sponsors

- \$75k, \$50k, \$25k, \$10k, Other
- All annual gifts are welcomed!



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



# JA Trades Sponsors to Date



OutPerforming. Everyday.



# Other Naming Opportunities

Four Naming Opportunities Available – Each for \$3M Investment for 10 Years!



Why so many available?  
All Naming Sponsors at JA expired June 30, 2024



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



**Junior  
Achievement™**

**Lori Jacob, President & CEO  
Junior Achievement  
of Greater St. Louis  
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