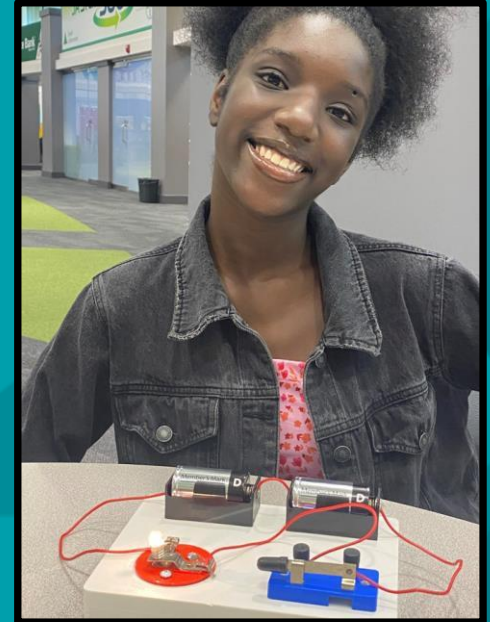




Junior
Achievement

JA TRADES



Junior Achievement of Greater St. Louis
Celebrating jobs in Trades

17339 N. Outer 40 Road | Chesterfield, MO 63005
636-728-0707

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



JA's Overall Impact

OPPORTUNITIES:	OUR IMPACT:	JASTL ALUMNI:	GENERAL POPULATION: NATIONAL AVERAGE:
Encourage love of learning	Graduated high school with a GED or higher:	97%	88%
Lay foundation for upward mobility	Have a bachelor's degree or higher:	68%	32%
Light the entrepreneurial spirit	Involved in business ownership:	40%	14%
Support healthy lives	Feel satisfied with their career:	97%	48%
Build life skills	Feel confident in their ability to manage money:	98%	60%

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



Junior
Achievement

JA TRADES

Impact

- Interest in pursuing jobs in trades increased 250% through JA Trades, from 14% to 49%.
 - JA Trades students embarked on a journey of discovery, and the results were electrifying! Before, 56% believed math was important for trade jobs, but after, a remarkable 96% understood the significance of math in trade jobs.
 - A remarkable shift in students' familiarity with trade jobs: Before JA Trades, only 4% felt very familiar with different trade jobs. This increased to an impressive 49% after JA Trades.
-
- Cumulative Pre- and Post- survey results – February 2025

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.

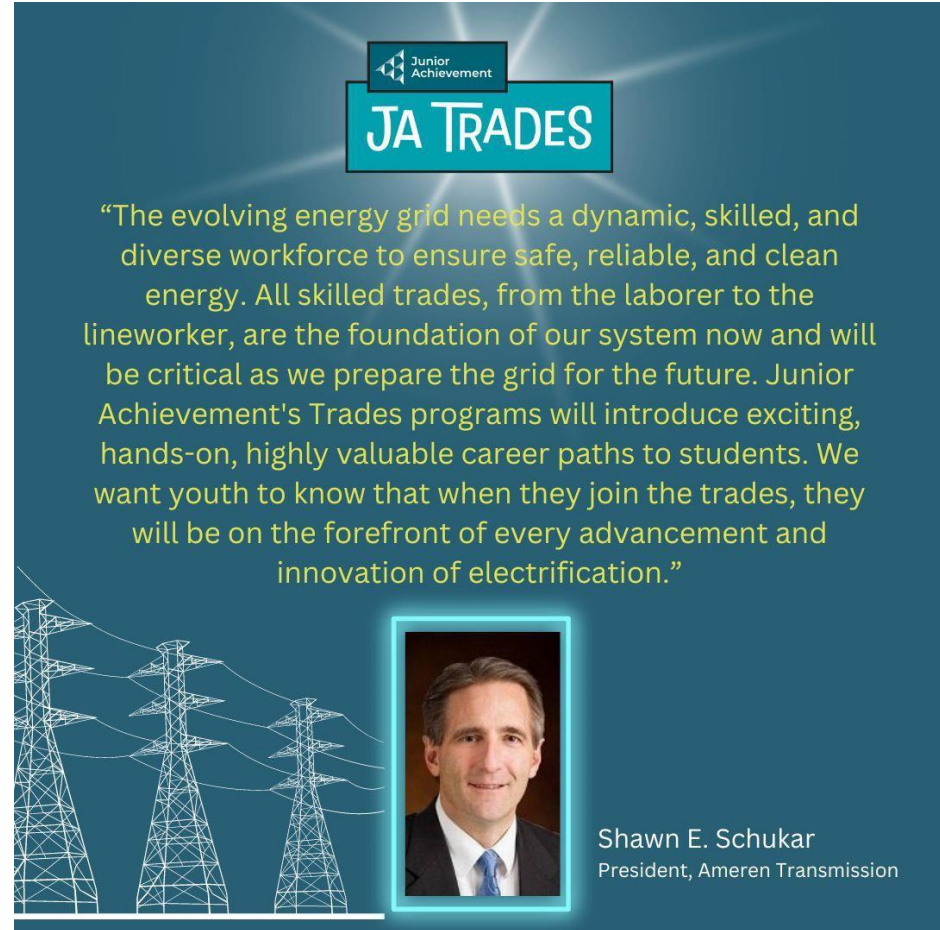
Why JA Trades?

JA Trades is needed for several important reasons:

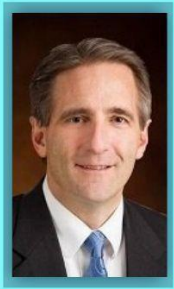
- ✓ **Career awareness**: The program helps communicate the benefits of jobs in trades and demonstrates the variety of opportunities available to students. This is crucial as many young people may not be aware of or consider trade careers as viable options.
- ✓ **Hands-on experience**: JA Trades provides 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.
- ✓ **Outreach**: 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 graphic features a dark blue background with a stylized white line drawing of three electrical transmission towers on the left. At the top center is the Junior Achievement logo, which consists of a small icon of three interlocking triangles followed by the text "Junior Achievement". Below this is a large, bold, white-outlined rectangle containing the text "JA TRADES" in a bold, sans-serif font. To the right of the logo, a quote in yellow text reads: "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."

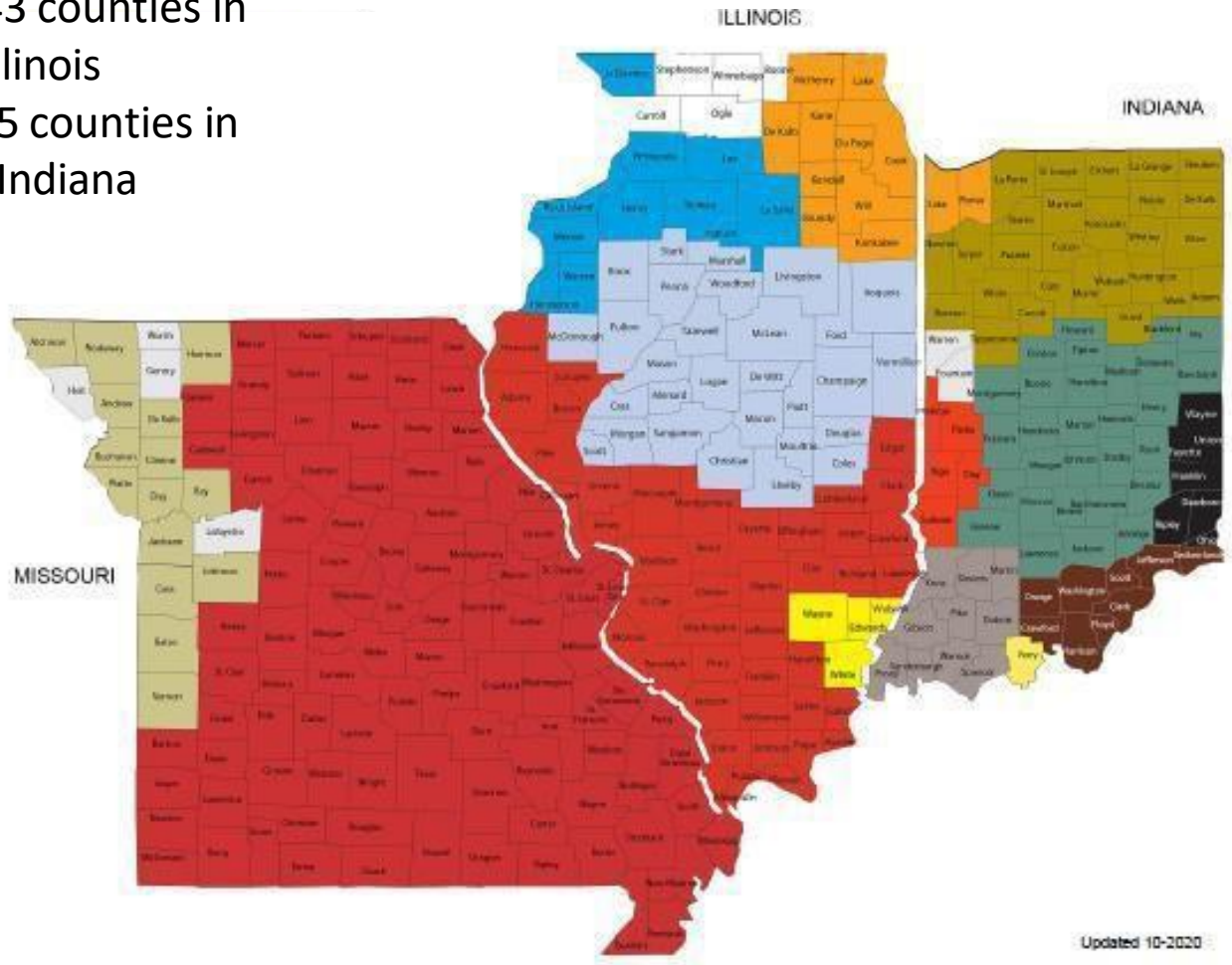


A portrait of Shawn E. Schukar, a man with dark hair, wearing a dark suit, white shirt, and blue tie. The portrait is framed by a thin white border.

Shawn E. Schukar
President, Ameren Transmission

JASTL Territory (red) includes

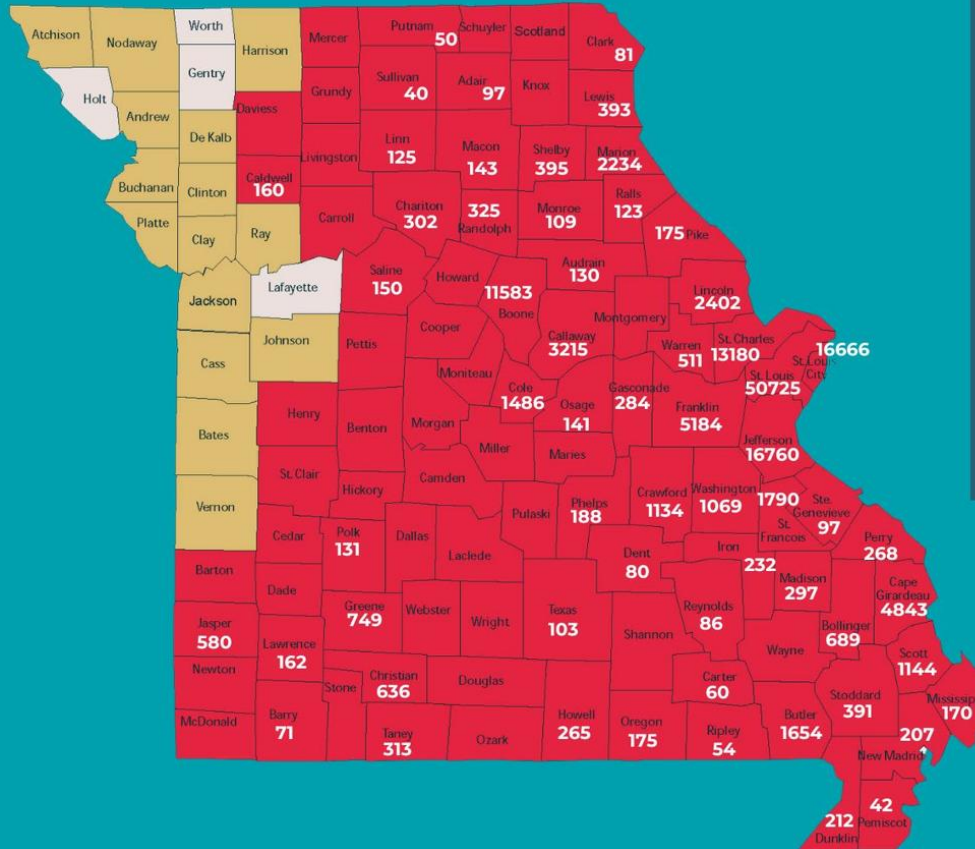
- 96 counties in Missouri
- 43 counties in Illinois
- 5 counties in Indiana

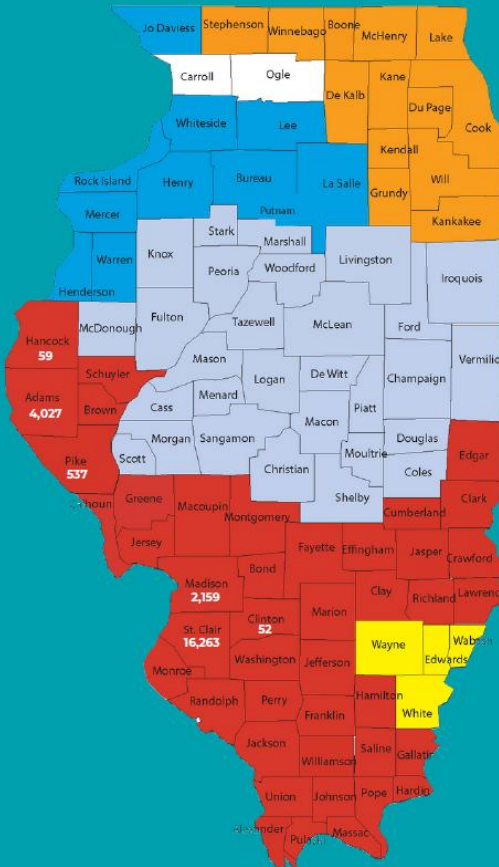


JA Trades will take place inside a 9,000+ sq ft space indoors and draw-in students from within a 100-mile radius.

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

145,061 Missouri Students served through JA Programs 2023-2024





**23,097 Illinois
Students served
through
JA of Greater St. Louis
Programs
2023-2024**



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

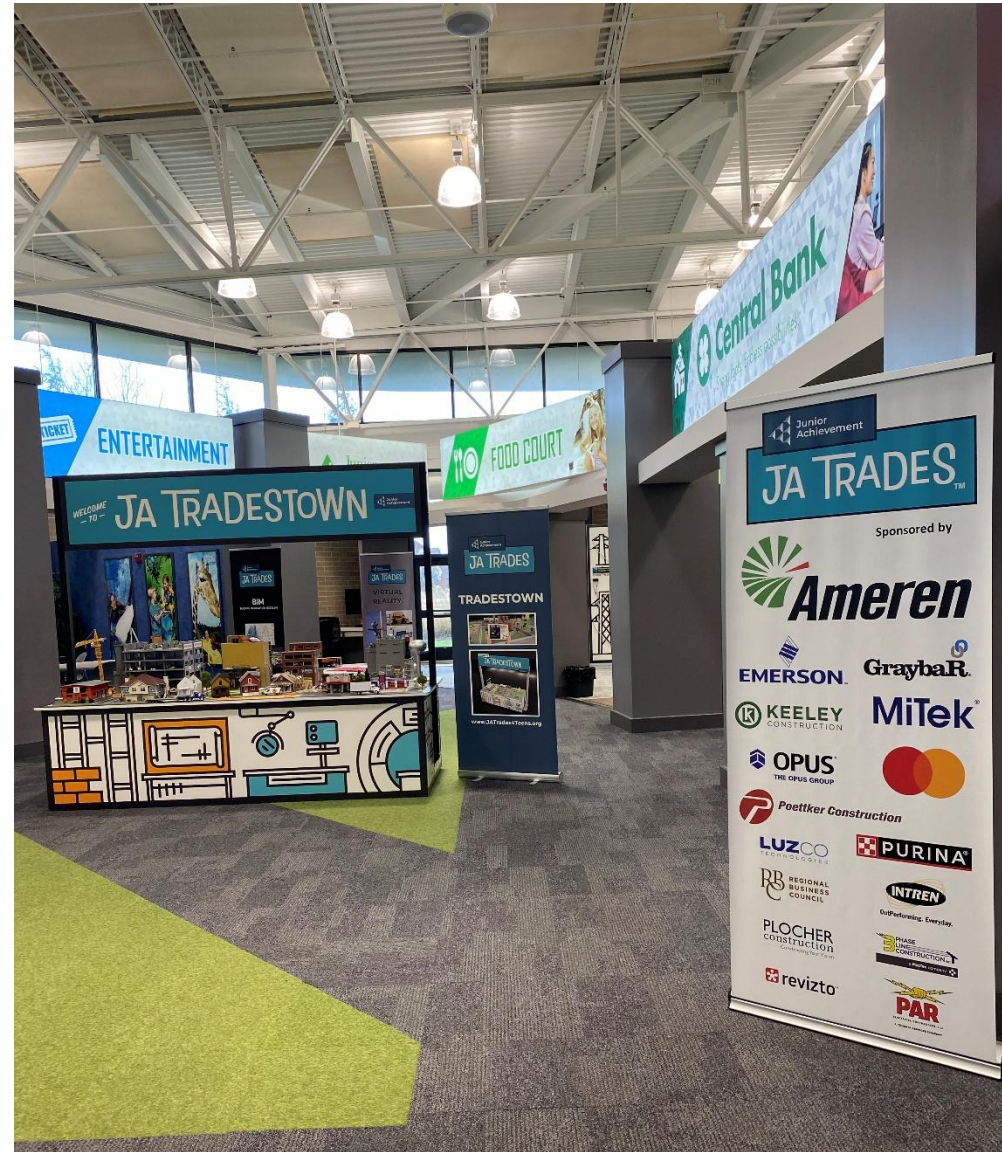
Students take a personality assessment to learn about jobs that align with their interests.

- ✓ 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.



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



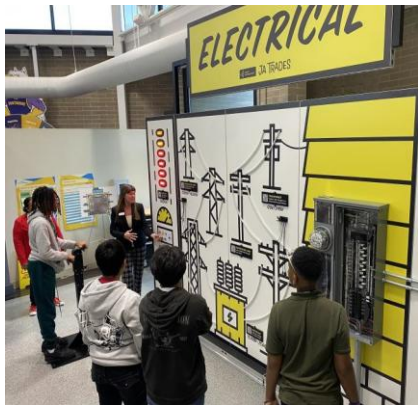
Electrical Station

Electrical Work

Students learn about the many places an electrician can work.

Virtual Reality

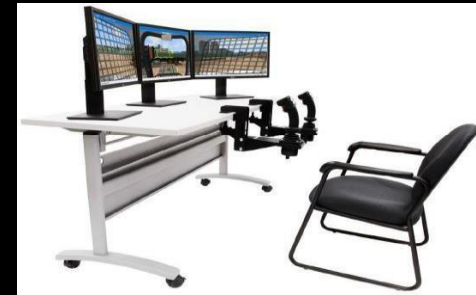
Students experience a line worker lowered to work site by helicopter. Students solve a challenge, which is a fun way to learn about SAFETY.



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

Operating Heavy Equipment

Skid Steer Loader

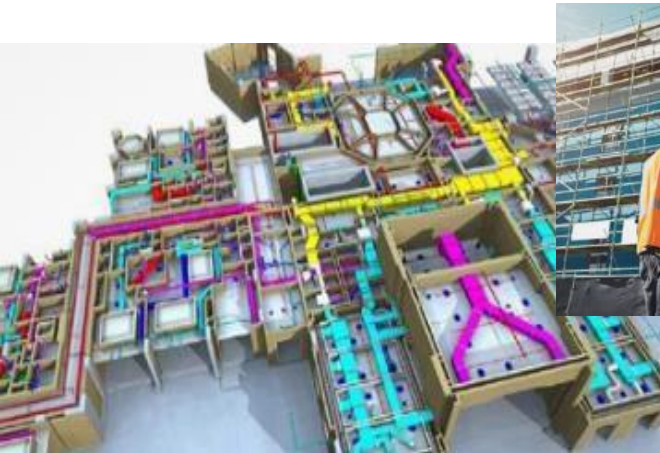
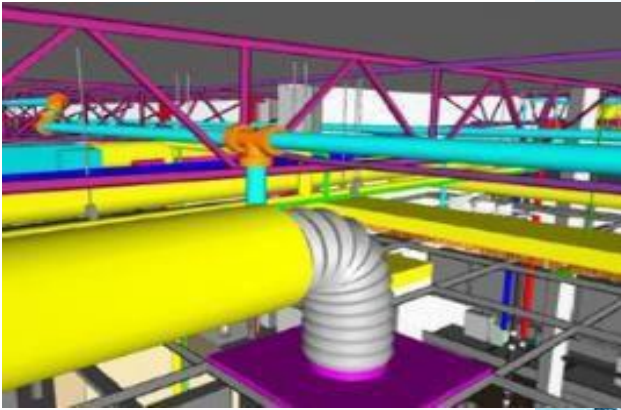


Operating Heavy Equipment with simulators that are used in the real world to train adults

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.

Carpentry

Concept for this station:

- Students learn how to use hammer with tree trunk game.
- Students follow instructions with assembling a bench 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”***

Welding

HVAC Pipe Fitting Steel Work And More



Students rotate through three experiences at the Mechanical station.

Auto Mechanic

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.



JA Trades Progress

- ✓ 2,000 students have participated in JA Trades Day Pilot
- ✓ Over 40,000 students have engaged in some component of JA Trades – including in-class activities (before and after JA Trades Day), video resource library, career assessment, and more.
- ✓ Seven Stations Completed for Student experience
 1. Electrical with VR Experience of line worker lowered by helicopter
 2. JA TradesTown
 3. Operating Heavy Equipment – Skid Steer Loader Simulators
 4. JA STEM 360
 5. CAD/BIM
 6. Carpentry
 7. Welding
- ✓ One Station yet to be built-out
 1. Auto Mechanic

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).

Investment Opportunities

Invest in JA Trades

Recognized for 10 years!

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

Recognized for 5 years!

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

Recognized for 3 years!

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

Annual Sponsors

- \$75k, \$50k, \$25k, \$10k, \$5k
- Annual gifts at all levels are needed



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

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**





Thank you for investing in their future.

**Making lives
and our
communities
better.**



**Lori Jacob, President & CEO
Junior Achievement
of Greater St. Louis
ljacob@jastl.org (314)610-8440**