



ECONOMIC MOBILITY



JA TRADES



By 2031, 70% of jobs will require education or training beyond high school. Yet too many students are graduating without a clear path to those opportunities.

Georgetown University Center on Education and the Workforce, 2022



THE ECONOMY IS RAPIDLY EVOLVING.

How must we evolve to ensure that today's students are prepared to access the opportunities of tomorrow?



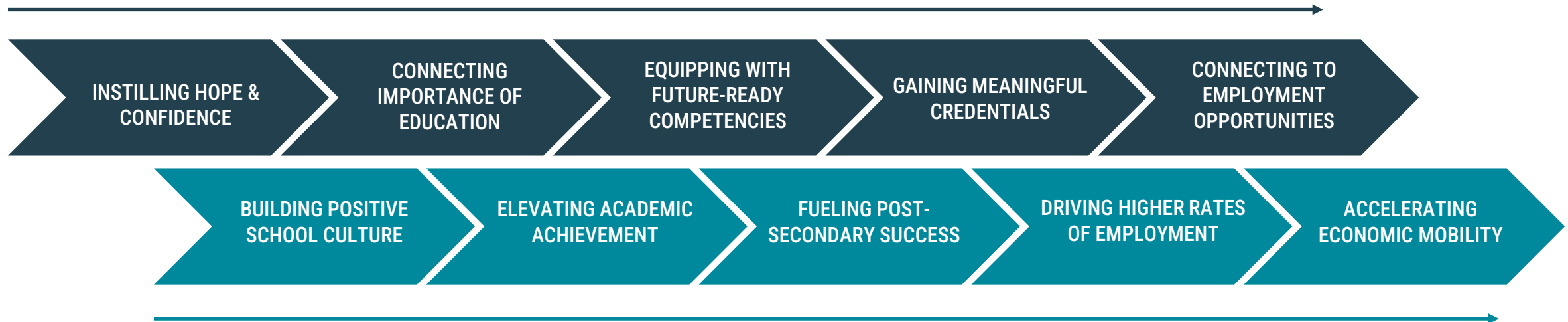
LADDERED OUTCOMES TOWARDS ECONOMIC MOBILITY

We believe that JA is uniquely positioned to increase and amplify the deep-rooted capabilities of our efforts in student development; **while also pursuing a long-term strategic approach** that addresses the **root causes of systemic challenges** in our communities.



IMPACTING INDIVIDUALS

We empower individuals by helping them see the clear connection between their education and their future. Through our experiences, students gain the tools and direction needed to move forward with purpose.



IMPACTING COMMUNITIES

We strengthen communities by creating environments where students are supported to succeed. As students are prepared for post-secondary pathways, communities benefit from higher rates of employment and accelerated economic mobility.

Junior Achievement's impact starts with the foundation of student engagement.

“Student engagement is the behavioral engine that drives achievement.”

– Christenson, Reschly & Wylie, 2012

JA's foundational learning experiences are designed to positively impact key factors associated with driving higher levels of student engagement:

Hope & Future Orientation:

Instilling hope, confidence, and self-efficacy in future opportunities.

Relevance & Real-World Application:

Connecting relevance of education to future career & financial success.

Research consistently shows that when students are invested in their learning, they demonstrate improved attendance, higher academic achievement, increased graduation rates, and stronger readiness to thrive in life and career.

Junior Achievement St. Louis - Overall Impact

OPPORTUNITIES:

OUR IMPACT:

JASTL ALUMNI:

GENERAL POPULATION:

NATIONAL AVERAGE:



177,285
STUDENTS

754
SCHOOLS

7,383
CLASSROOMS

5,001
VOLUNTEERS

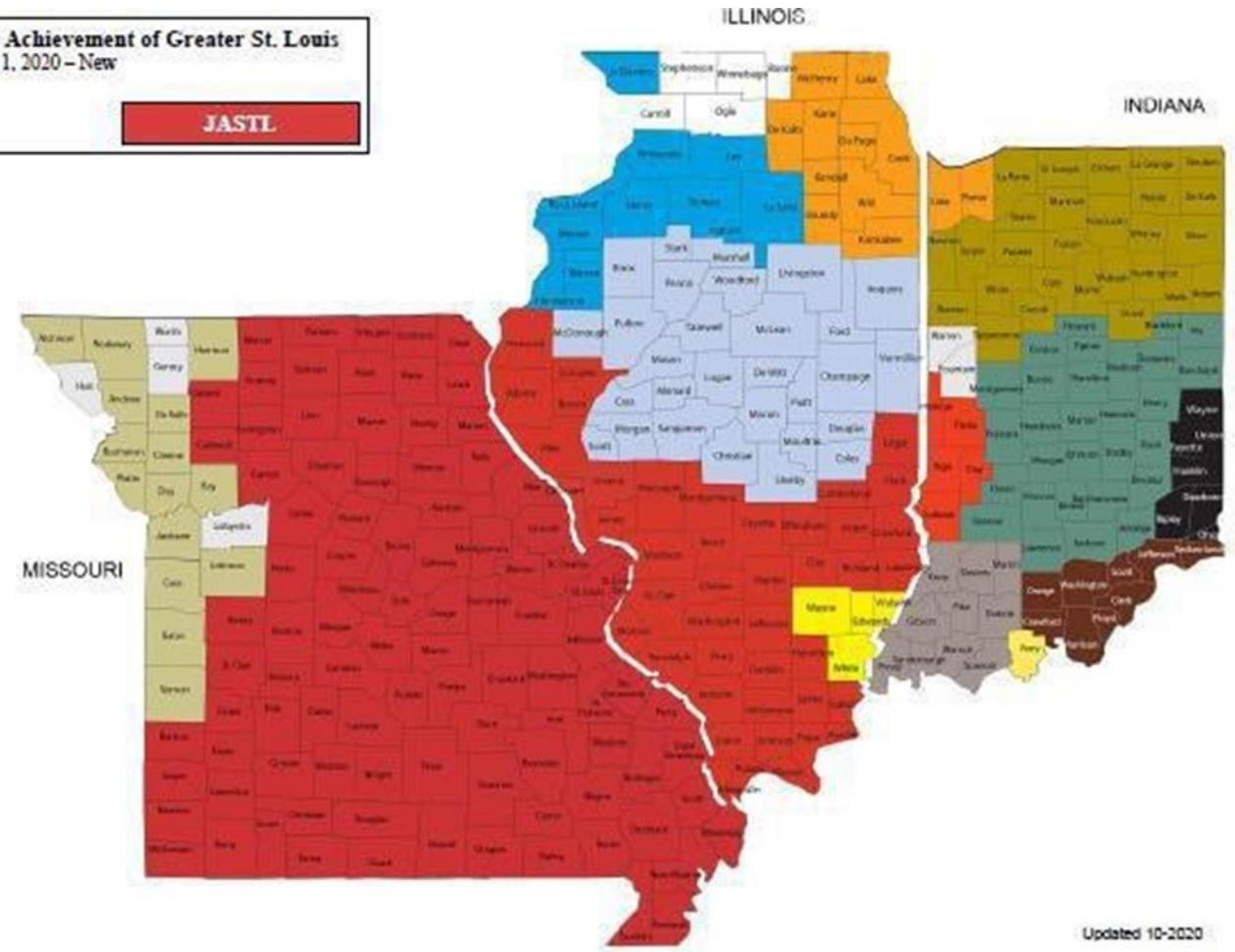
Junior Achievement of Greater St. Louis
October 1, 2020 – New

JASTL

THE FUTURE

BUILT FOR SCALE

With the goal to provide an accessible and effective education opportunity for all students, JA Trades is structured for scale, reaching students in rural, urban, and suburban communities.



AUTHENTIC & ENGAGING
REAL-WORLD CONNECTIVITY.



TRACK RECORD OF EXPERTISE
IN EXPERIENTIAL LEARNING.



TRUST & CREDIBILITY WITH
SCHOOL DISTRICT PARTNERS.



UNDERSTANDING OF SKILLS
NEEDED FOR FUTURE OF WORK.



Junior Achievement



Powered by
Ameren

JA TRADES™

www.jastl.org



JA TRADES

- JA Trades – Created, Designed, and Built in St. Louis
- Replicable to expand across the Nation
- JA Trades on Tour - In rural communities
- JA identifies a 9,000+ sq foot indoor space to operate for 3 months in each area





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.

CAREER ASSESSMENTS

Students complete JA's personality assessment to learn about jobs that align with their interests.

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



Junior
Achievement

JA TRADES





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

AUTHENTIC, RELEVANT, & EXPERIENTIAL LEARNING

Junior Achievement is creating access to opportunity-filled futures through engaging, real-world, and immersive experiences.

JA Trades Day

Students receive their JA Trades safety vest, then are divided into groups of up to 10, with each group being assigned a station.



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



STATIONS

8 groups of 10 students rotate through each station.



1.

CARPENTRY

Students gain math skills and engage with hands-on experience framing second story of a home.

2.

OPERATING HEAVY EQUIPMENT

Students engage at their own level and speed as they begin training to operate skid steer loaders.

3.

ELECTRICAL

Students learn about the flow of power from power plant into home and see all the places to work

4.

VIRTUAL DESIGN AND CONSTRUCTION

Problem solving, math, and more.

5.

WELDING

Students track their scores and engage in a challenge with all 80 students daily.

6.

JA STEM 360

Students learn about 15,000 jobs involved with getting pizza from farm to front door.

7.

TRADES TOWN

Students explore over 20 jobs in trades and learn those who work jobs in trades is making our lives and communities better.

8.

AUTO MECHANIC/TECHNICIAN COMING SOON!

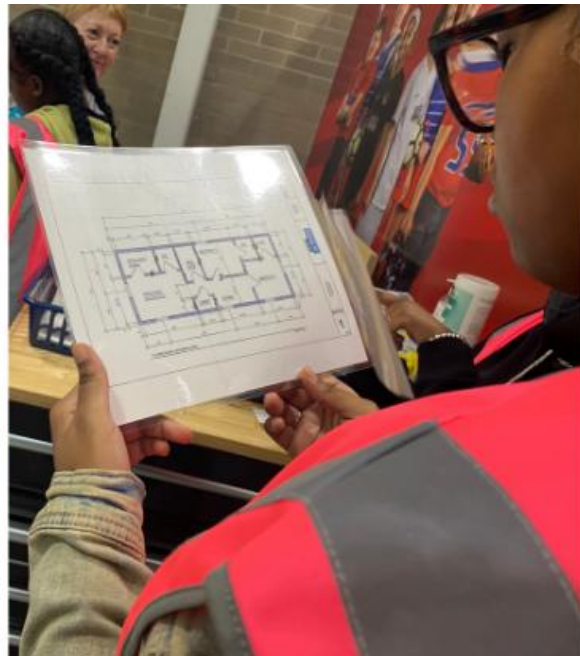


CARPENTRY

- Students use multiple tools, learn to read blueprints, and understand safety while doing hands-on work framing walls for second story of a home.
- They understand importance of measurement, leveling accuracy, and teamwork.

Junior
Achievement

JA TRADES

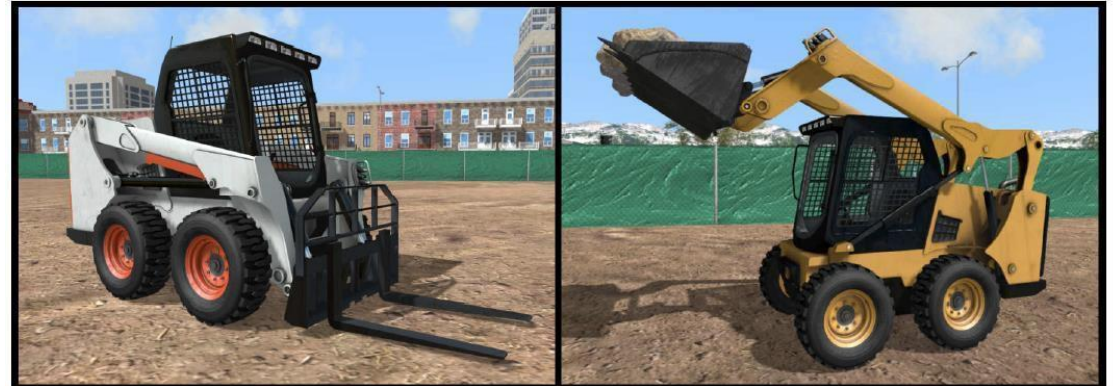


OPERATING HEAVY EQUIPMENT



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

Skid Steer Loader



JA TRADES





Students learn how geometry and trigonometry are used in this career path.

ELECTRICAL

Electrical Work

Students learn about power that provides electricity and explore the many places/environments an electrician can work.

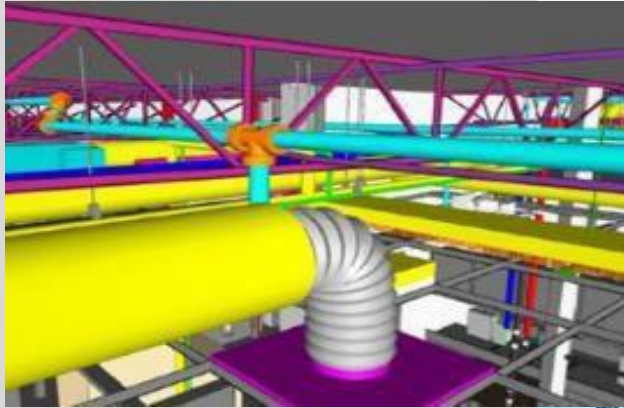
Virtual Reality

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



**BIM (Building Information Modeling)
Design Work – Connecting teams,
workflows, and data across the entire
project lifecycle.**

VIRTUAL DESIGN AND CONSTRUCTION



WELDING

Students practice the skills for MIG welding using A/R welding simulators.



JA STEM 360

There are over 15,000 jobs involved with getting pizza from farm to table.

In this one-of-a-kind experience students learn about the supply chain, various jobs, and the need for skilled workers.





JA TRADES

JA TRADES TOWN

Students experience over 20 jobs in trades in action with Augmented Reality.

Those who work jobs in trades make our lives and communities better.





AUTO MECHANIC / TECHNICIAN

COMING SOON!

This station will include engaging learning experiences including safety and investigative work.

 Junior
Achievement

JA TRADES





- Interest in pursuing jobs in trades increased 250% through JA Trades, from 14% to 49%.
- Before, 56% believed math was important for trade jobs, but after, a remarkable 96% understood the significance of math in trade jobs.
- Before JA Trades, only 4% felt very familiar with different trade jobs. This increased to an impressive 49% after JA Trades.



\$32,000,000 Project

40,000 student participants annually

“Student engagement is the behavioral engine that drives achievement.”

– Christenson, Reschly & Wylie, 2012

Phase I: Complete JA Trades on Tour, and begin placing students into jobs

-\$8,000,000

-10,000 students annually

Phase II: Build permanent location in St. Louis area

-\$15,000,000

-20,000 participants

Phase III: Add two more JA Trades on Tour Units

-\$9,000,000

-Additional 20,000 students

Scan for the link to this powerpoint on our website.



www.jastl.org



Thank you for investing in their future

Lori Jacob, President & CEO
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