



Junior Achievement

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**Ameren**

# JA TRADES™

[www.jastl.org](http://www.jastl.org)

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



# 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



# 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.

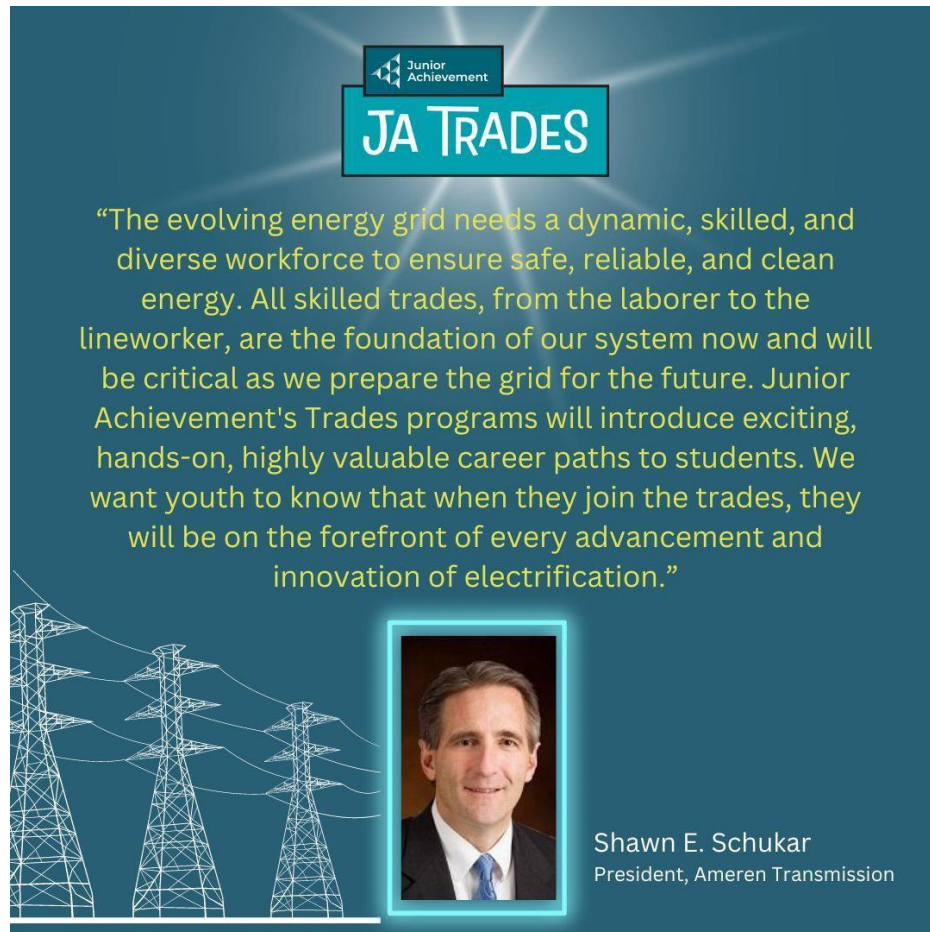
# Why JA Trades?

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 teal background with a glowing light effect behind the JA TRADES logo. The logo consists of the Junior Achievement logo (a stylized 'JA' in a square) and the text 'Junior Achievement' above a larger teal box containing 'JA TRADES' in white. Below the logo is a quote in yellow text. At the bottom left, there is a white line-art illustration of three power transmission towers. To the right of the towers is a portrait of Shawn E. Schukar, a man in a suit and tie, framed by a glowing teal border.

**JA TRADES**

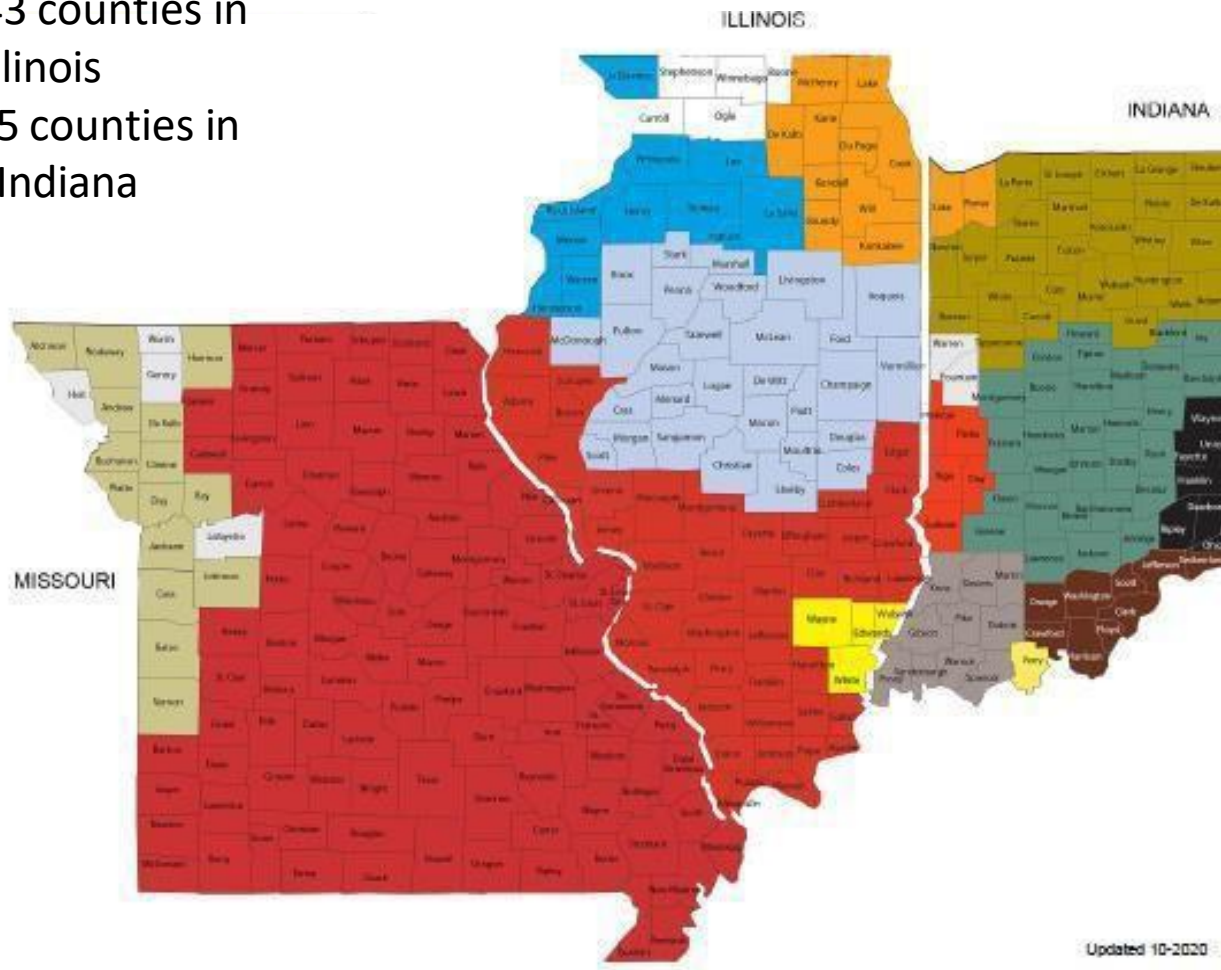
“The evolving energy grid needs a dynamic, skilled, and diverse workforce to ensure safe, reliable, and clean energy. All skilled trades, from the laborer to the lineworker, are the foundation of our system now and will be critical as we prepare the grid for the future. Junior Achievement’s Trades programs 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

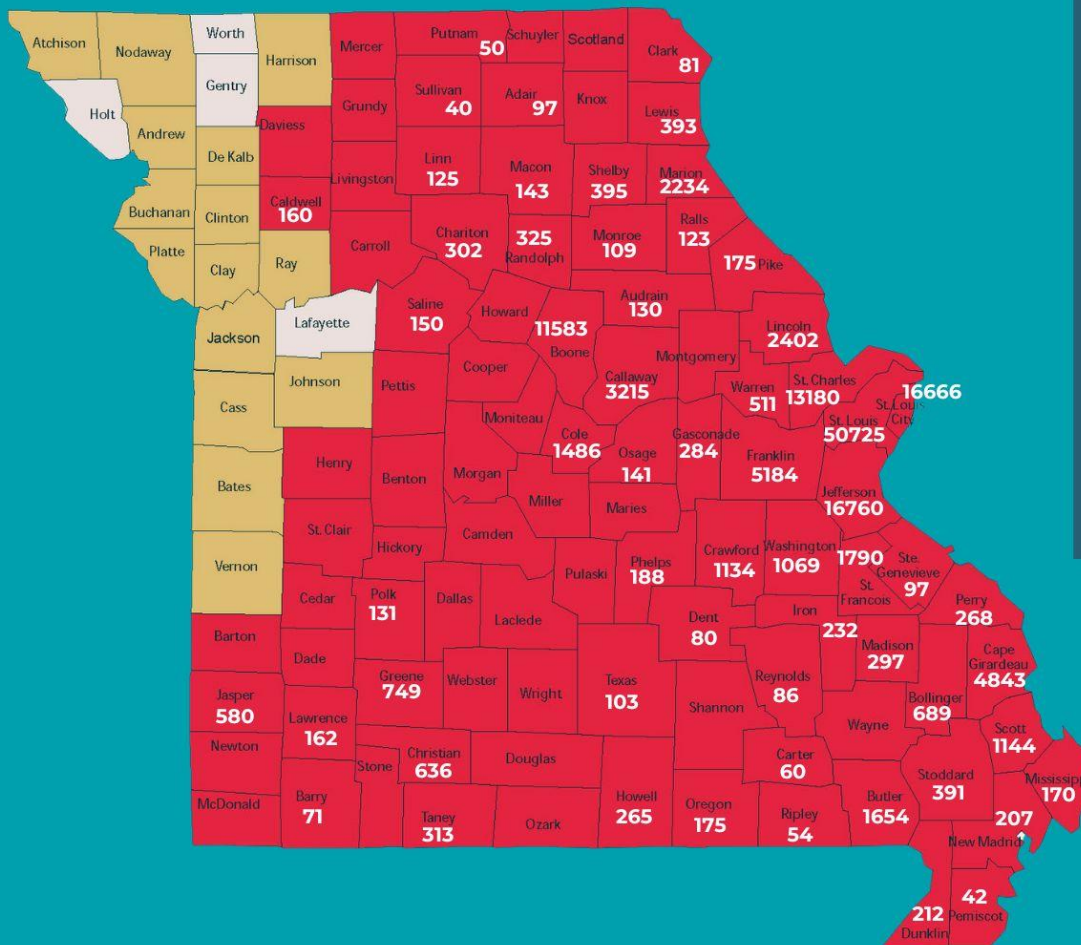
## JASTL Territory (red) includes

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



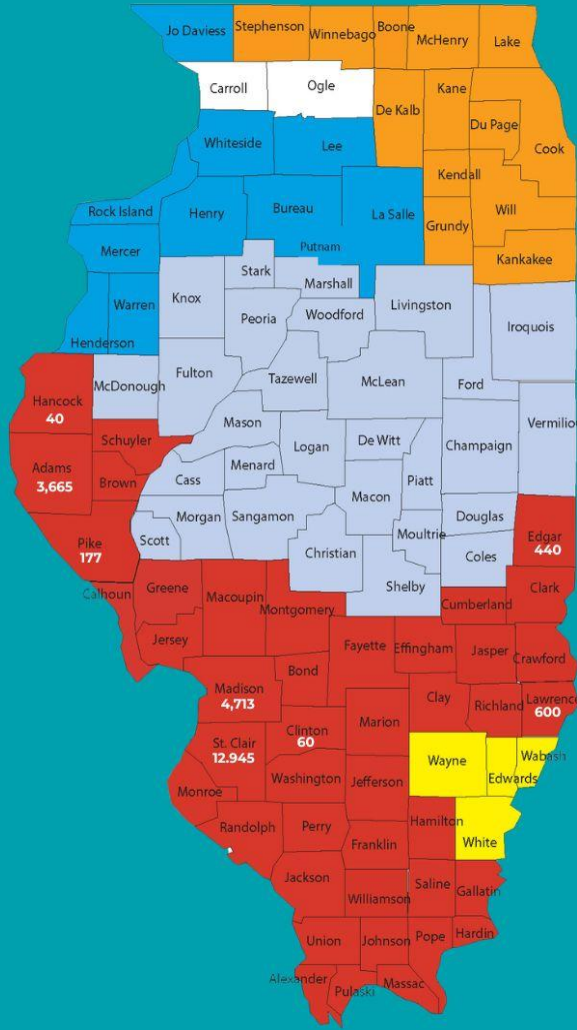
***JA Trades*** will take place inside a 9,000+ sq ft space indoors and draw-in students from within a 100-mile radius.

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





# 146,843 Missouri Students served through JA Programs 2024-2025





# 22,640 Illinois Students served through JA of Greater St. Louis Programs 2024-2025



# 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 Trades Day

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

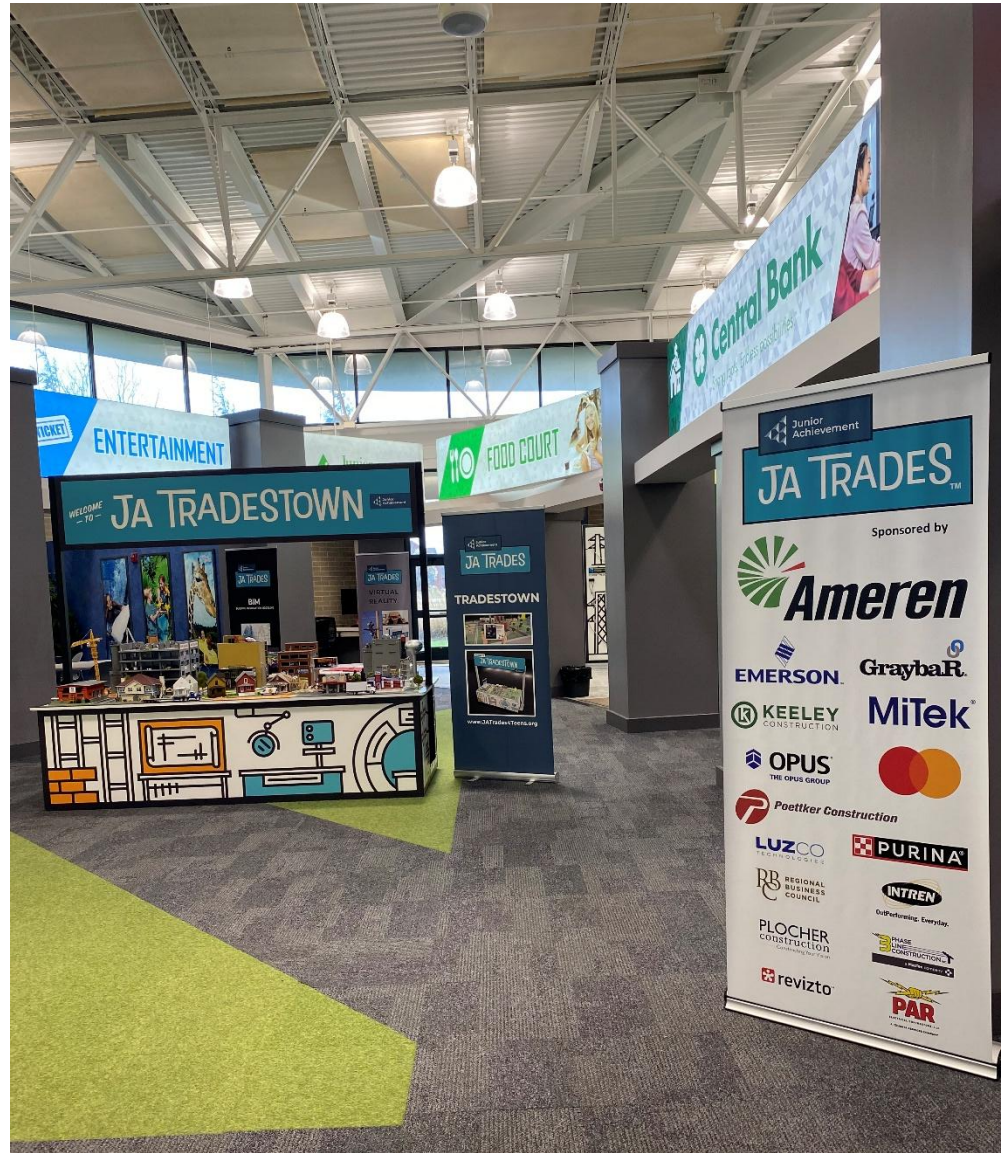
- Each station experience is 20 minutes
- Hands-on and engaging
- Experience all stations
- Pre- and Post- survey
- Students impact survey
- In class preparation





Junior Achievement

# JA TRADES



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

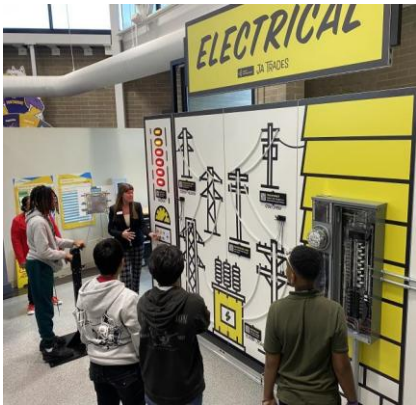
# Electrical Station

## Electrical Work

Students learn about the many places an electrician can work.

## Virtual Reality

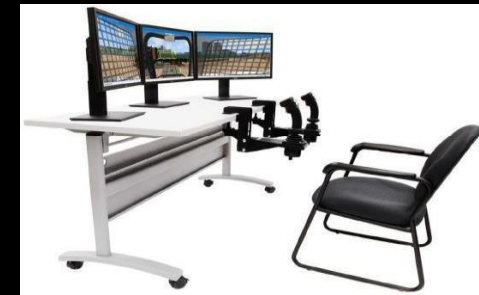
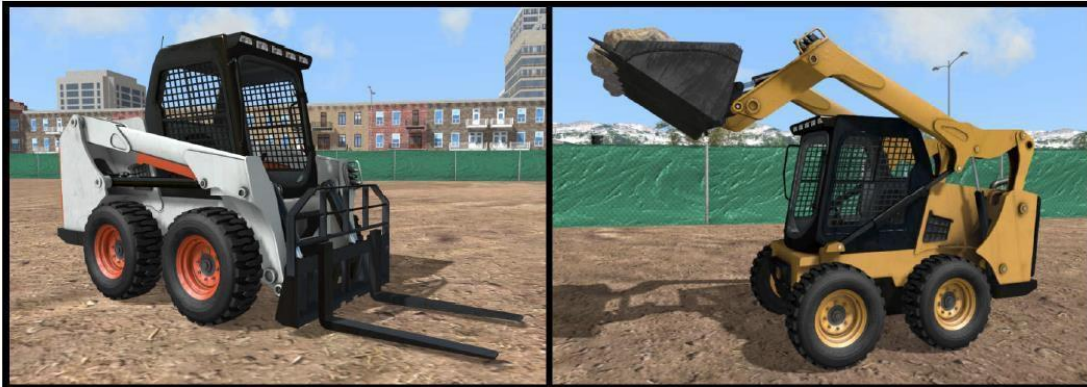
Students experience a line worker lowered to work site by helicopter. Students solve a challenge, which is a fun way to learn about SAFETY.



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

# Operating Heavy Equipment

## Skid Steer Loader

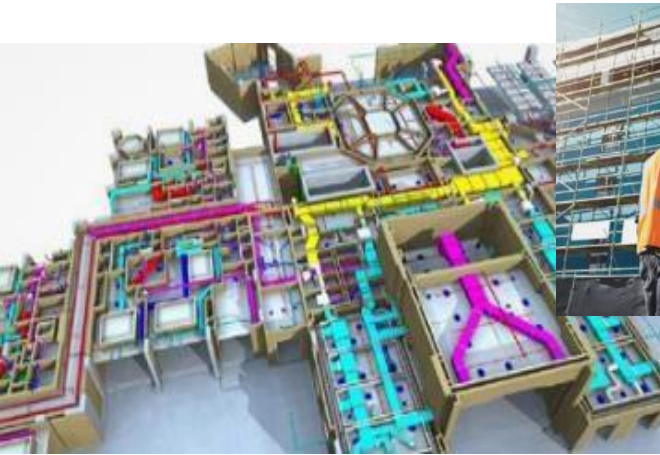
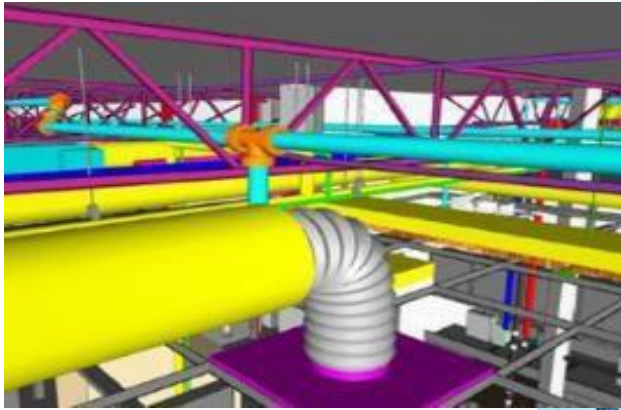


**Operating Heavy Equipment with simulators that are used in the real world to train adults**

# Virtual Design and Construction

CAD: Computer Aided Design

BIM : Building Information Modeling



**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

18



## Student Experience

- 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.



# Welding



Students practice the skills for MIG welding using a Miller A/R welding simulator.



# Auto Mechanic Station Coming Soon!

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



# What do we need

## **\$32,000,000 Project** **50,000 student participants annually**

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

- \$8,000,000
- 10,000 student participants annually

Phase II: Build permanent location in St. Louis area, including Dream Accelerator

- \$15,000,000
- Up to 20,000 additional participants

Phase III: Add two more JA Trades on Tour Units

- \$9,000,000
- Additional \$20,000 student participants

# 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

Scan for the link  
to this Powerpoint  
on our website.



[www.jastl.org](http://www.jastl.org)



20.3

**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](mailto:ljacob@jastl.org) (314)610-8440**

