

Creating Awareness and Opportunities in Skilled Trades



WHO WE ARE



DALE LEIBFORTH

Director of Early College &
Career Experiences
Evanston Township High School



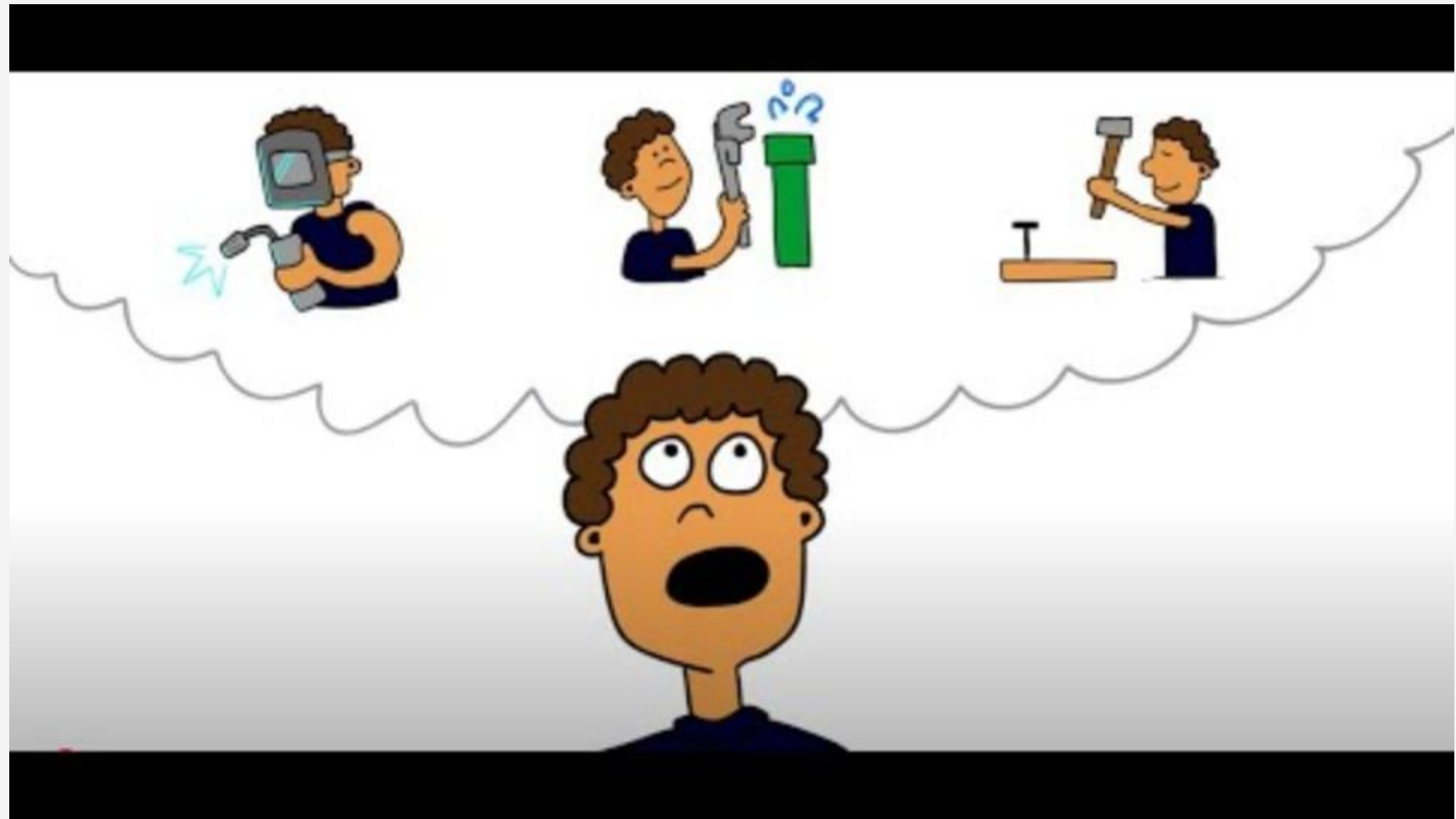
NEIL GAMBOW

Founder
The Trade Collective



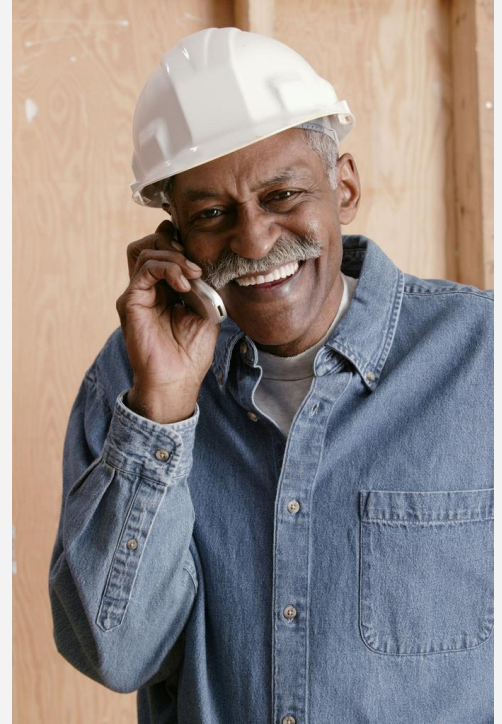
TRIS O'SHAUGHNESSY

Executive Director
The Trade Collective



THE PROBLEM: SUPPLY v DEMAND

- The average age of a typical tradesperson is 45 years old
- 41% of Skilled Trades people are expected to leave the workforce within 10 years
 - That's over 3 million workers
- A shortfall of 550,000 plumbers by 2027
- Almost 2 million manufacturing jobs may go unfilled



LOCAL SUPPLY v DEMAND

- On average, ETHS graduates 875 students annually; 37% low-income families
- 25% (210 students) don't attend a two-year or four-year college
- 25% (210 students) stop-out/do not complete a degree program



SOLUTION: LOCAL ENGAGEMENT

- Create community and school culture where skilled trades careers are valued and are OK
- Create career pathway awareness and exploration programs for students
- Increase work-based learning opportunities community-wide
- Partner with local high schools and industry



SUPPLY: EVANSTON TOWNSHIP

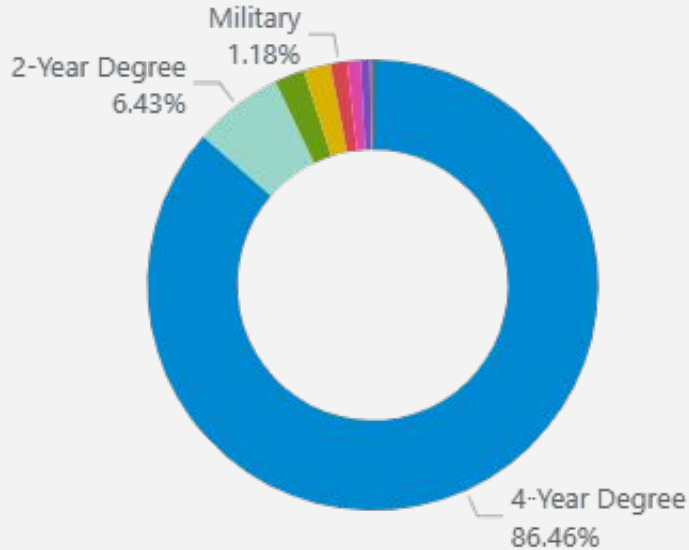
HIGH SCHOOL (ETHS) EVANSTON, IL

- Student Enrollment: 3,570
- Low-Income: 37%
- American Indian: 0.2%
- Asian: 3.9%
- Black: 22.3%
- Latinx: 21.0%
- White: 43.0%
- Two or More Races: 9.2%
- Middle Eastern/North African: 0.3%
- Native Hawaiian/Other Pacific Islander: 0.1%



SUPPLY: ETHS

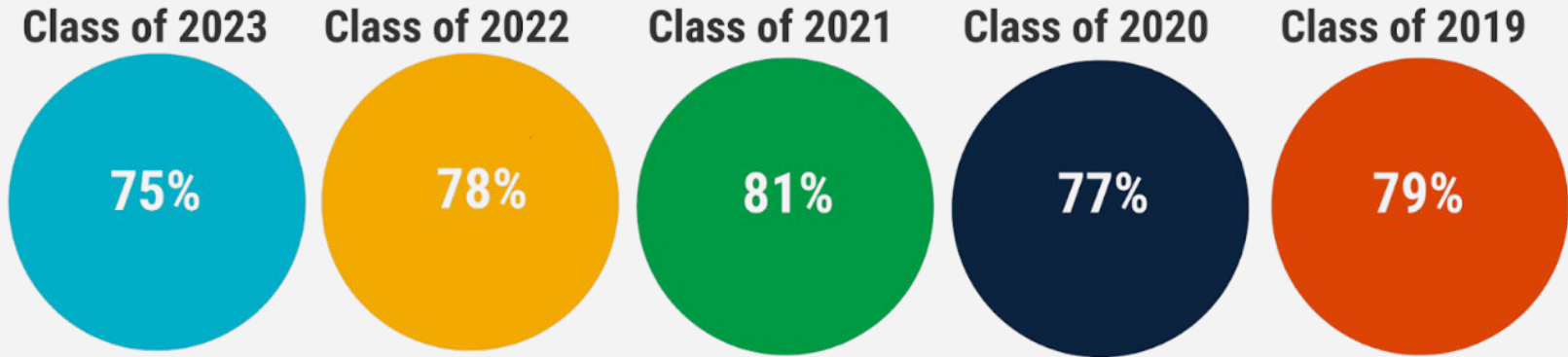
Students by Post-Secondary Goal



- 4-Year Degree: 86.46%
- 2-Year Degree: 6.43%
- Trade School: 2.16%
- Workforce: 1.96%
- Military: 1.18%
- Gap Year: .98%
- Apprenticeship: .67%
- Internship: .18%

SUPPLY: ETHS

Postsecondary enrollment anytime during
the first 2 years after high school

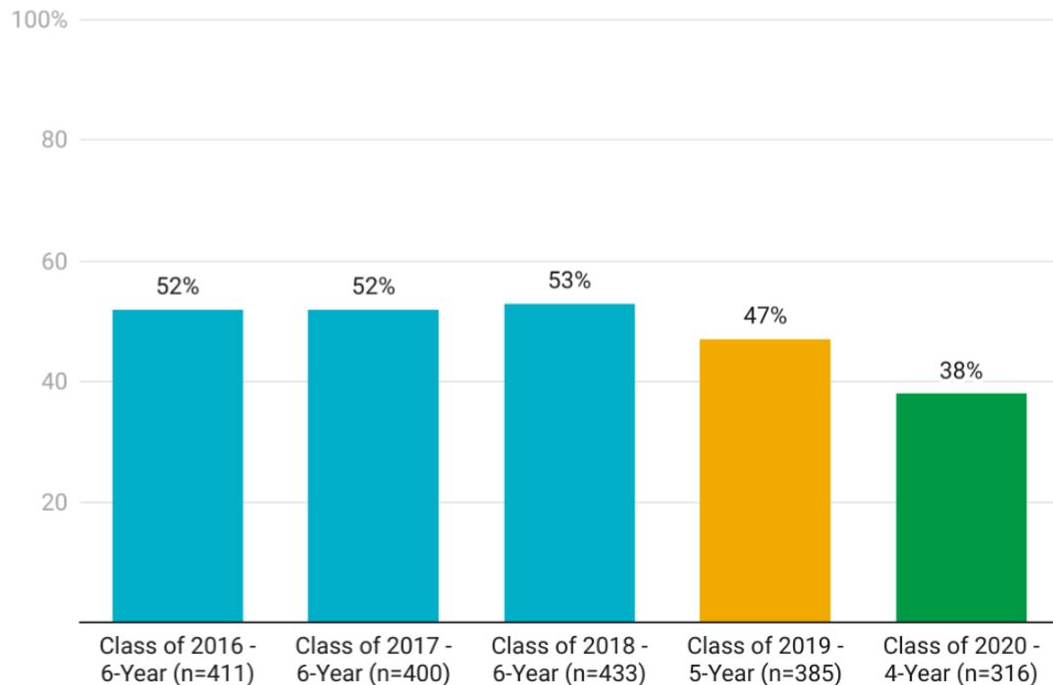




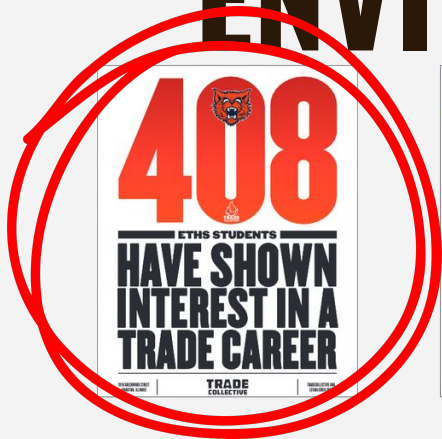
6-Year Postsecondary Graduation Rate is 53% for Class of 2018

Postsecondary Graduation Rate for Students

Percent of Entire Graduating Class



DEMAND: KNOW YOUR LOCAL ENVIRONMENT



408
ETHS STUDENTS
HAVE SHOWN
INTEREST IN A
TRADE CAREER

TRADE COLLECTIVE

930 CAREER OPPORTUNITIES PER YEAR
IN
MANUFACTURING
AVERAGE ANNUAL SALARY **\$40,000**
\$100,000 PLUS BENEFITS

TRADE COLLECTIVE

350 CAREER OPPORTUNITIES PER YEAR
IN
PLUMBING / HVAC / PIPEFITTING
AVERAGE ANNUAL SALARY **\$35,000**
\$100,000 PLUS BENEFITS

TRADE COLLECTIVE

350 CAREER OPPORTUNITIES PER YEAR
IN
ELECTRICAL
AVERAGE ANNUAL SALARY **\$40,000**
\$100,000 PLUS BENEFITS

TRADE COLLECTIVE

600 CAREER OPPORTUNITIES PER YEAR
IN
COMMERCIAL LANDSCAPING
AVERAGE ANNUAL SALARY **\$40,000**
\$100,000 PLUS BENEFITS

TRADE COLLECTIVE

550 CAREER OPPORTUNITIES PER YEAR
IN
AUTO & DIESEL TECHNICIAN
AVERAGE ANNUAL SALARY **\$40,000**
\$120,000 PLUS BENEFITS

TRADE COLLECTIVE

HOW THE TRADE COLLECTIVE STARTED

- There are not enough skilled tradespeople in the Evanston area to satisfy needs
- Many ETHS graduates can not or do not attend or persist in four-year degree programs
- Students and families only know “College for All”



HOW THE TRADE COLLECTIVE STARTED

- Let's develop a robust local program for career awareness in skilled trades
- Found a vacant building one block from ETHS
- Approach ETHS to propose a career awareness program focused on skilled trade



OUR MISSION

The mission of The Trade Collective is to light the fire that burns within every young person and connect them with local business professionals that will provide real-world, work-based learning experiences, allowing them to excel in both higher education and the workforce.

The Trade Collective is here to shine the light on the many promising career pathways that are available to young people and that do not require a college degree.



TRADE COLLECTIVE STRUCTURE

- 501c3 – July 2024
- Staffed with passionate volunteers with significant skill sets and deep connections to Evanston Area and schools
- Convening employer “Collectives” by segment
 - 2025-2026: Electrical, Plumbing/Pipefitting, HVAC, Manufacturing, Commercial Landscaping and Auto Tech
- Developing relationships with large multi-segment employers
- Developing relationships with local building developers
- MOU with Oakton College, ETHS
- Formed after-school Skilled Trades Club for ETHS students
- Current funding through local foundations, local philanthropy



PARTNERSHIPS



CAREER EXPERIENCES

Career Awareness

Career Exploration

Work-based
Learning
&
Real-World
Experiences

Job Shadows
& Internships

FRESHMEN

SOPHOMORE

JUNIOR

SENIOR

WHAT WE DO: ETHS

Career Speakers

Career Panels

Workshops & WBL in the Classroom

Career Field Trips

Career Fair

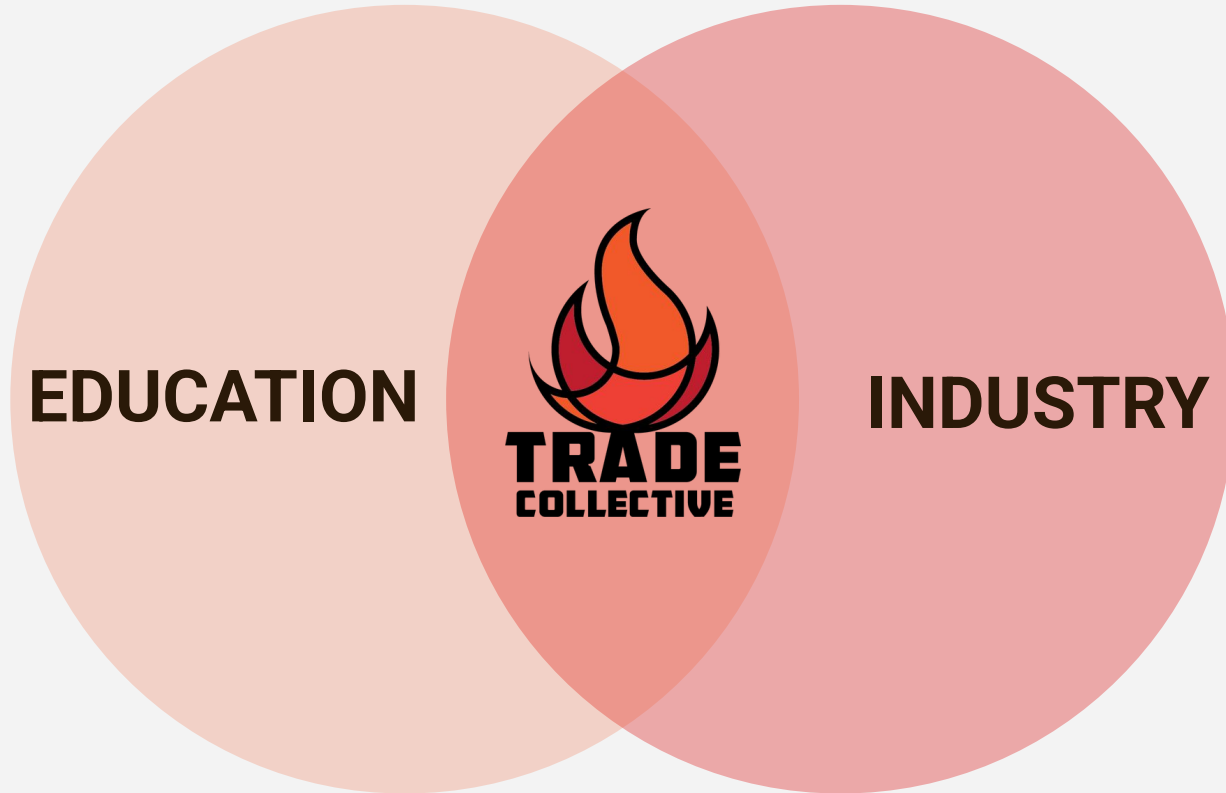
On-Campus Internships

Spring Break Job Shadows

Summer Internships



ROLE OF INTERMEDIARY



WHAT WE DO: THE TRADE COLLECTIVE

Connect students to skilled tradespeople

Hands-on WBL experiences

Local field trips

Annual Skilled Trades Expo

Weekly programs at ETHS and more at The Trade Collective



Hands-On Expo May 2025

CaHa

PATH TO TRADE READY™

- Select career pathway by Junior year
 - Enroll in career-focused and dual credit courses
- Interview professionals in the preferred pathway
 - Know the working environment and skills requirements e.g. dress code, drug free (including marijuana), physical demand
 - Learn about post-high school training requirements
 - Understand what it takes to attain “Journeyman” status
- Engage in work-based learning (job shadow, internships)
- Get paid work experience (summer, part-time job) before graduation

PATH TO TRADE READY™

- Do self-directed research on your select career pathway, e.g.
 - Watch YouTube videos – Write a review
 - Find interesting websites – What did you learn?
- Apply to the Union and/or a local industry job before graduation
- Know and practice pathway specific skills in math and reading
- Get a driver's license
- Complete a financial literacy course

A SUCCESS STORY: IVAN



CHALLENGES

- Changing mindsets
- College Ready AND Trade Ready™
- Student readiness to enter the skilled trades – essential skills
- Employer participation
- CTE – not vocational

ACTION ITEMS

- **Know your High School** - How many don't attend college? Attend but do not graduate within 6 years?
- **Know the role of CTE** and connection to industry and careers
- **Know your local business community** – People, hiring needs.
What demand in numbers and sectors?
- **Know your community** workforce development sector
- **Talk about Careers** not job

**“We light fires -
connecting ETHS
students to
meaningful careers in
the skilled trades”**

Q & A

THANK YOU



Questions?

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