

SAINT LOUIS



REGIONAL YOUTH EMPLOYMENT COALITION

St. Louis Regional Youth Employment Coalition  
60 by 25 Annual Conference



# Context/History

St. Louis Regional Youth Employment Coalition  
(RYEC)



Before Action → Common Agenda

RYEC Journey  
December – February



# Strategic Planning Journey – First Step

## Mission

RYEC envisions greater racial equity in the region's workforce. Coalition seeks to increase **youth employability** and grow **diverse talent pipelines**

## Geography

St Louis City and St Louis County with a racial equity lens

## Age Focus

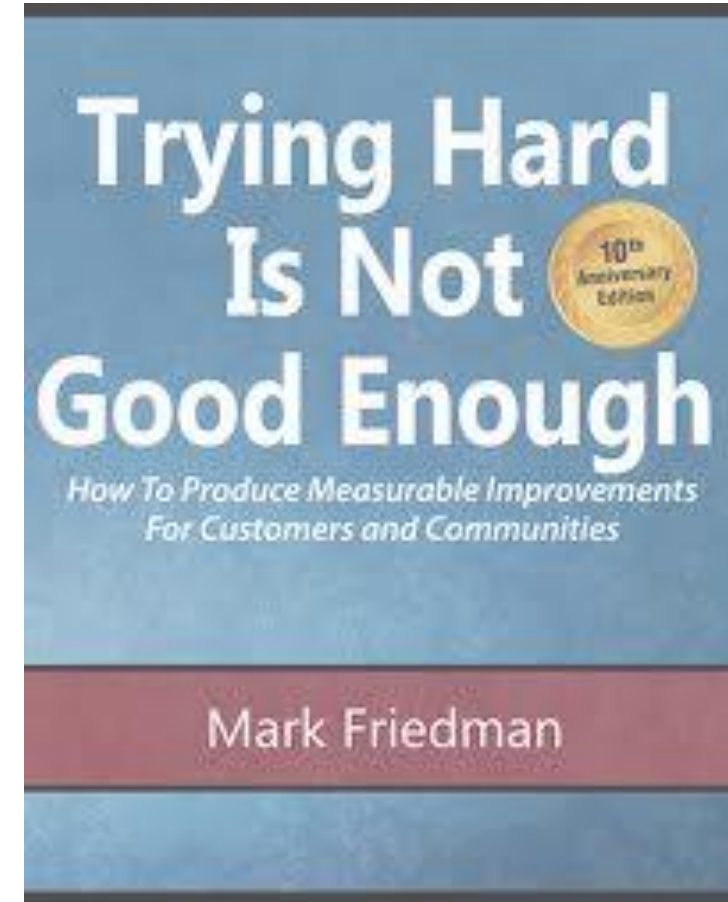
14-25 year old's

February 2018 – March 2018



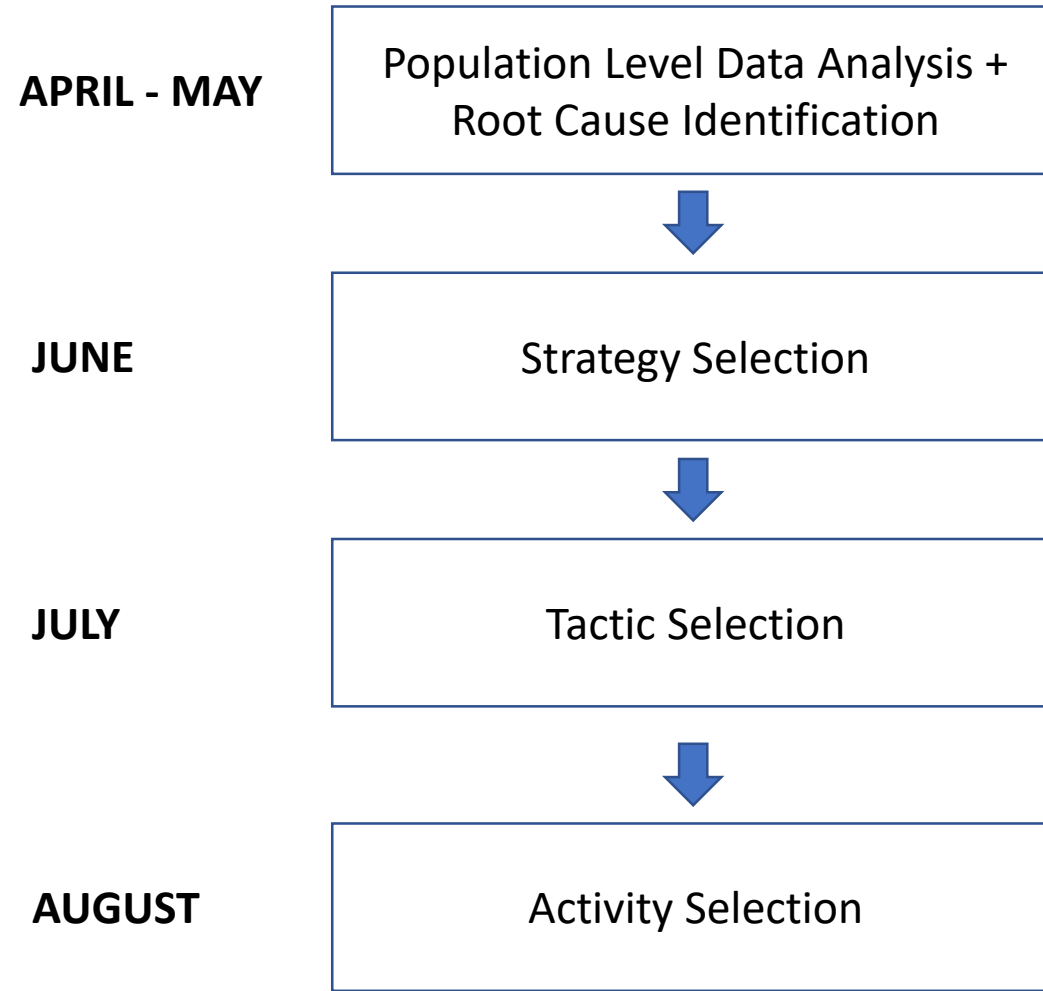
# Strategic Planning Tool: Results Based Accountability

- RBA is a strategic planning process that supports groups of stakeholders in determining how to work together to achieve population-level change
- Focuses on moving the needle on a community-wide level
- Begins with the condition of well-being we want to see in our community and works backwards to means



April 2018 – August 2018

# Strategic Planning Tool: Results Based Accountability



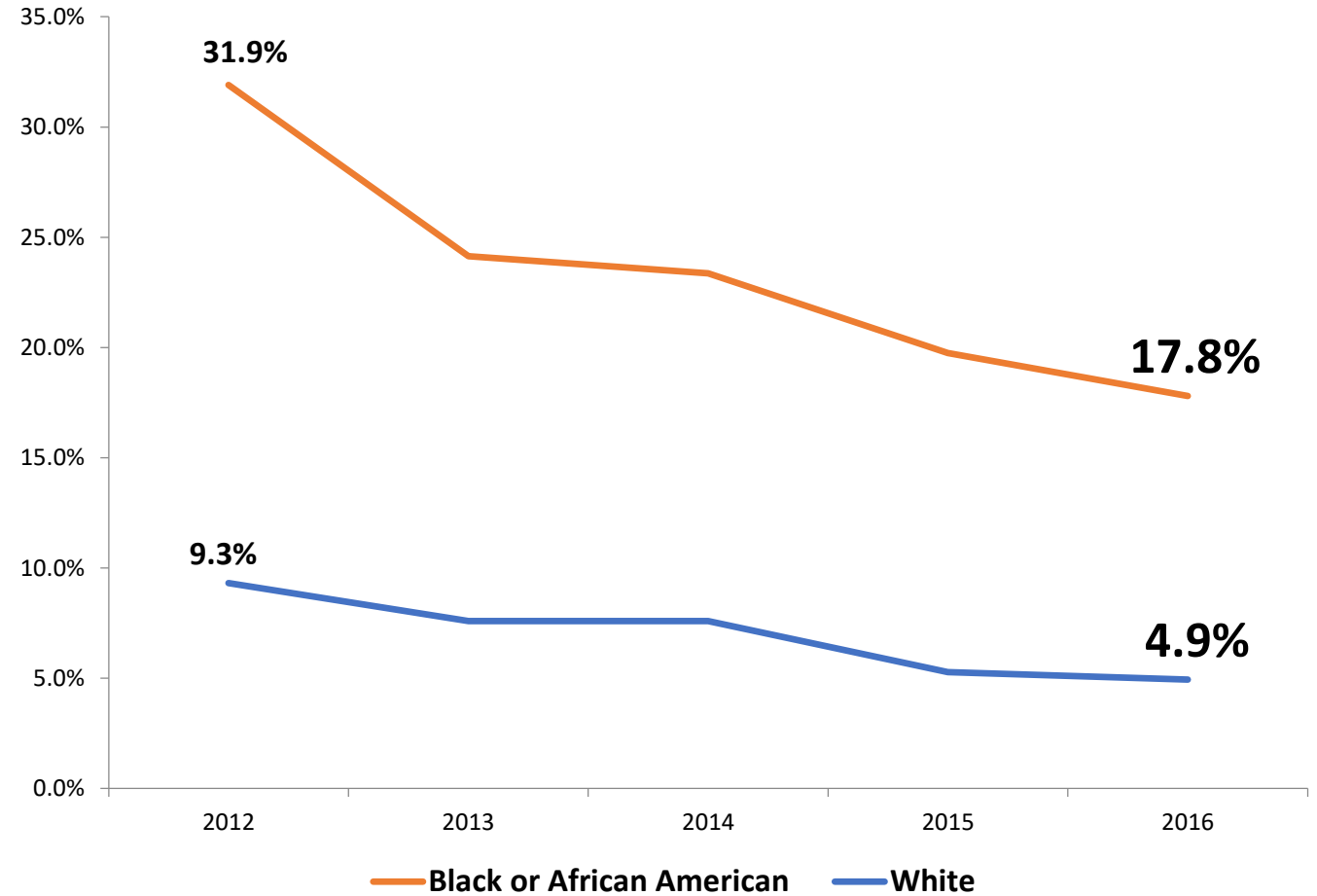
**STRATEGIC PLAN APPROVED**

# Strategic Planning Journey: Population Data + Root Cause

APRIL - MAY

Population Level Data Analysis +  
Root Cause Identification

### St. Louis City and County 20-24 Yr Old Unemployment

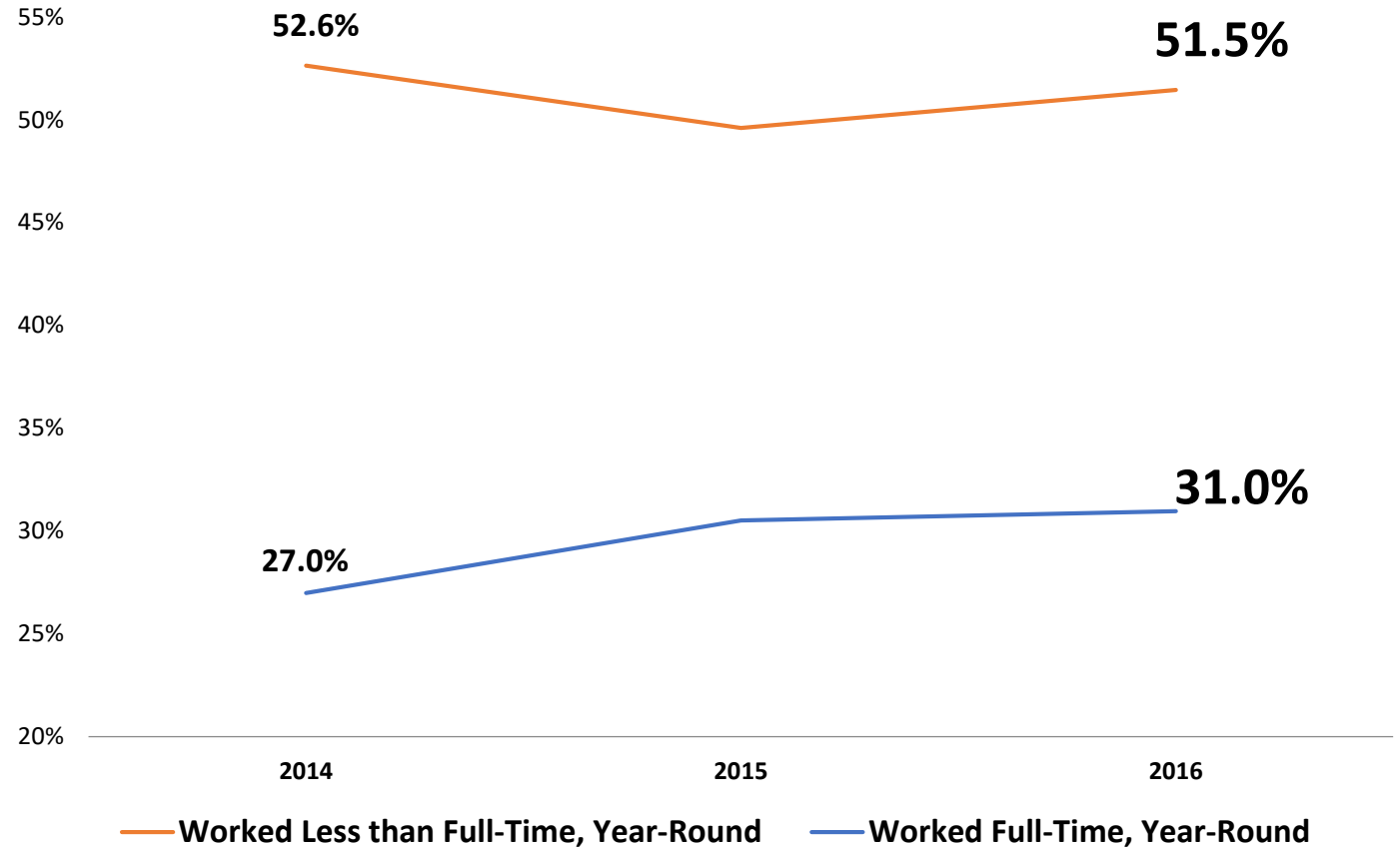


# Strategic Planning Journey: Population Data + Root Cause

APRIL - MAY

Population Level Data Analysis +  
Root Cause Identification

**St. Louis City and County  
20-24 Yr Old Employment Status**





# Strategic Planning Journey: Youth Focus Groups

**APRIL - MAY**

Population Level Data Analysis +  
Root Cause Identification

Universal Career Exposure +  
Strong Pre-Placement Training

- Strong desire for internship/shadowing opportunities to help determine their path
- Without intentional support – typical summer job + lack of access to industries
- Young people thought every pathway should have an internship/summer job available to all students in Junior + Senior year
- Desire career exposure + knowledge of career paths and college/training opportunities
- Strong soft skills training = Empowering

3 focus groups, 30 young people engaged in total

# Strategic Planning Journey: Root Causes

APRIL - MAY

Population Level Data Analysis +  
Root Cause Identification

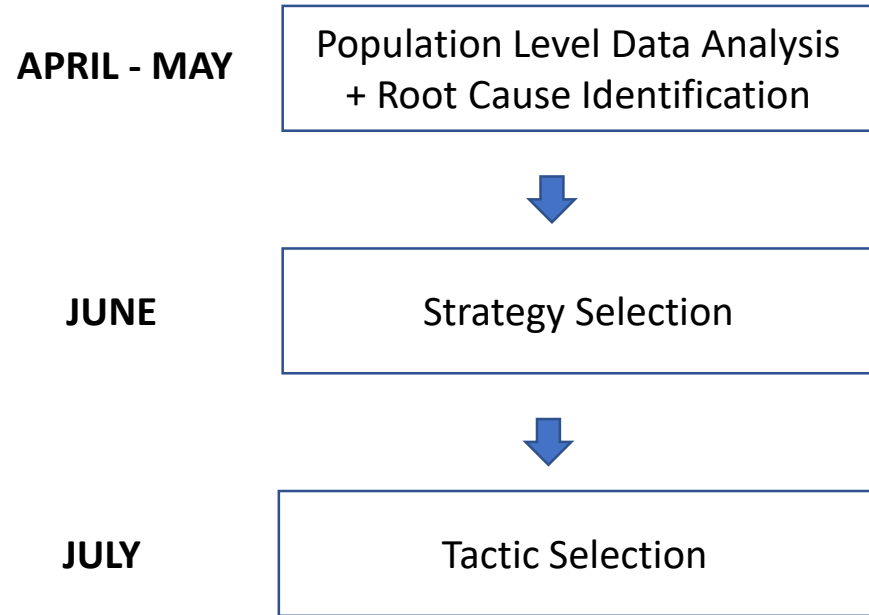
## Story Behind the Curve

- With youth insight, we discussed the story behind the baselines and identified key root causes at work behind these conditions.

## Root Causes

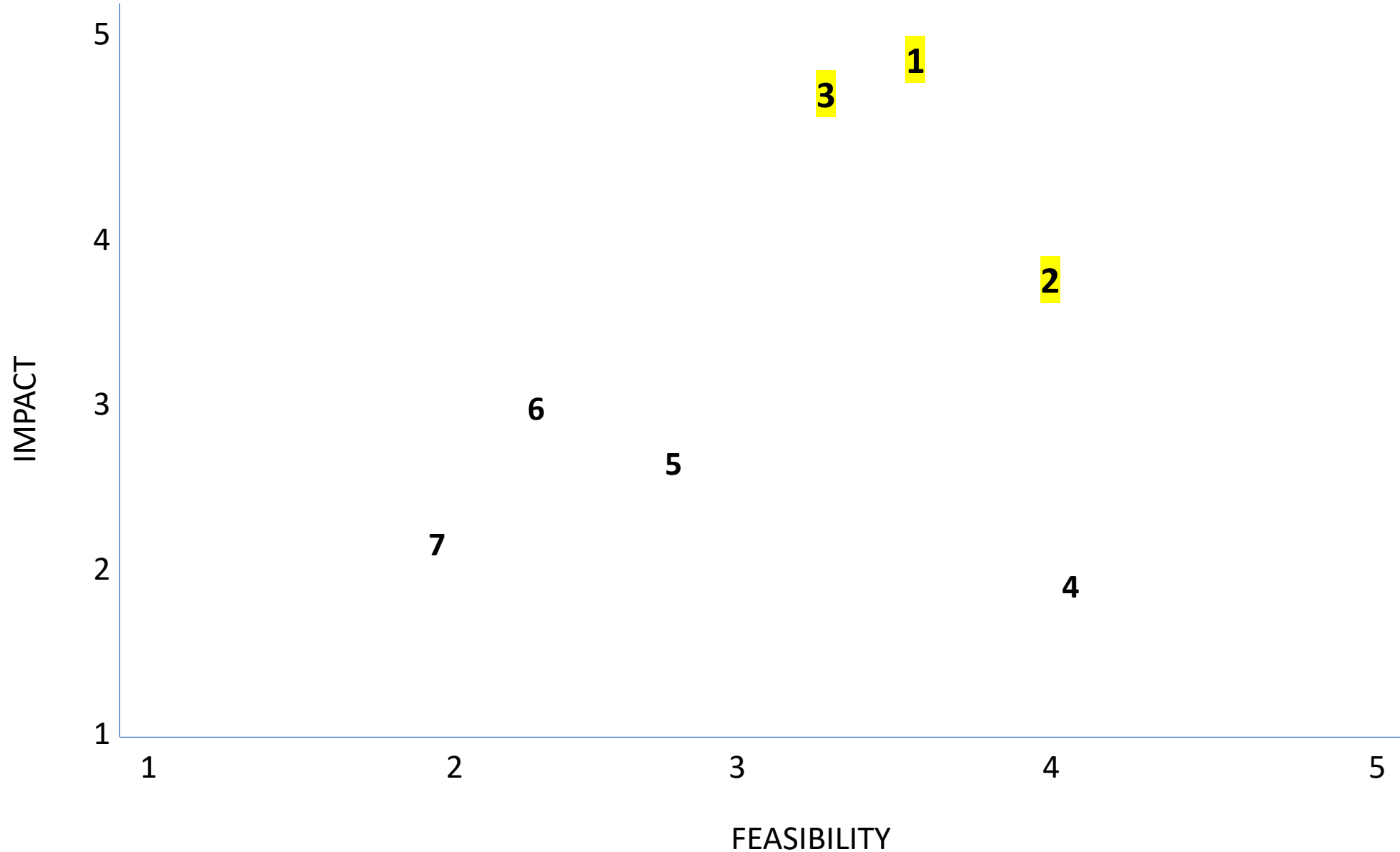
- Institutional/Systemic Racism
- Quality of Pre-Placement Programs
- Life Barriers (Transportation, etc.)

# Strategic Plan Journey: Tactic Selection

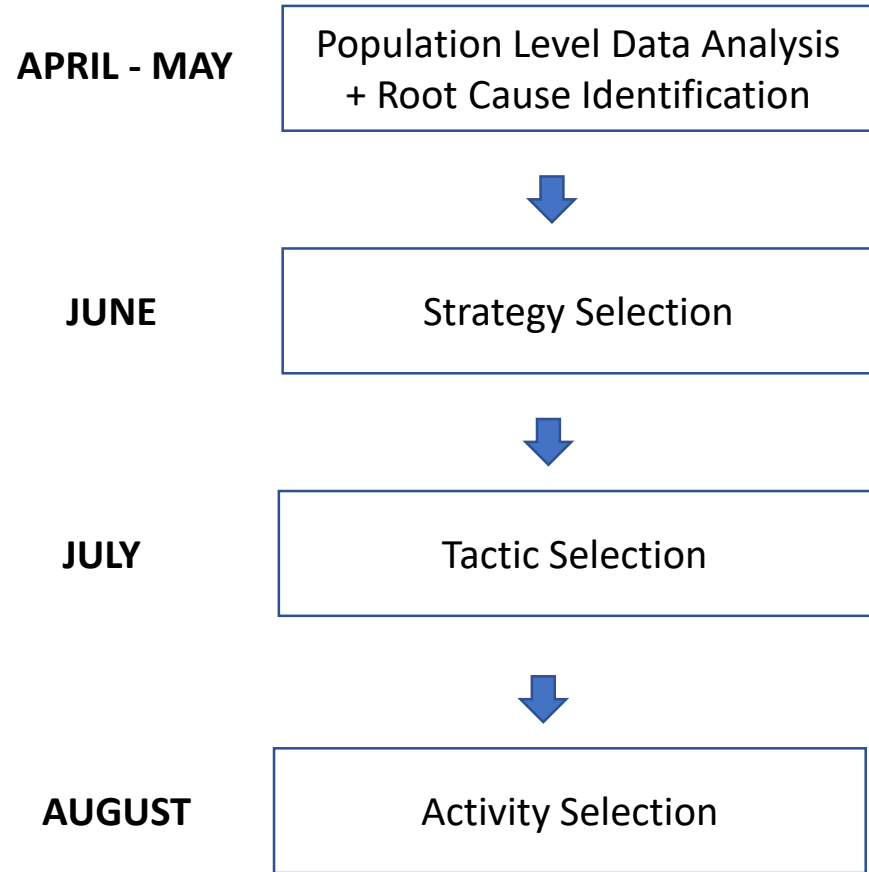


Selected Strategy	Selected Tactics
<b>Strategy 1:</b> Coordinated Pre-Placement Training	1.1: Coordinated Provider Professional Development Opportunities  1.2: Coordinated Youth Pre-Placement Training
<b>Strategy 2:</b> Coordinated Youth Wrap Around Support	2.1: Coordinated Transportation Solutions  2.2: Coordinated Behavioral Health Service Delivery
<b>Strategy 3:</b> Coordinated Connection to Credential Training Programs	3.1: Connection to Pre-Employment Training Programs with Industry Credentials  3.2: Coordinated Connection to Work Keys Preparation + Testing

# Compiled Feasibility v. Impact



# Strategic Plan Journey: Activity Selection



Selected Tactics	Prioritized Activities <b>2018 – 2019</b>
1.1: Coordinated Provider Professional Development Opportunities	1.1.1: Staff Professional Development Opportunities
1.2: Coordinated Youth Pre-Placement Training	1.2.1: One Day Youth Conference
2.1: Coordinated Transportation Solutions	2.1.1: Subsidized Metro Passes
2.2: Coordinated Behavioral Health Service Delivery	2.2.2 Coordinated Referral Process
3.1: Connection to Pre-Employment Training Programs with Industry Credentials	3.1.1: Coordinated Connection to Pre-Employment Training Programs
3.2: Coordinated Connection to Work Keys Preparation + Testing	3.2.1: Coordinated WorkKeys Training + Testing

# St. Louis Regional Youth Employment Coalition

## Regional Alignment

- Strategic plan embedded in St. Louis City and St. Louis County community health improvement plan (CHIP)
- Living into Ferguson Commission Call to Action

## Key Strategic Priorities

- Increase access and quality of summer youth employment programs
- Coordinate wrap around supports to reduce barriers in access and completion
- Increase access to credentialing and apprenticeship programs



# St. Louis Regional Youth Employment Coalition Partners



Accenture

Better Family Life

Covenant House Missouri

Clark-Fox Family Foundation

Family and Workforce Centers of America

Fathers' Support Center

Ferguson Youth Initiative

Kingdom House

MERS Goodwill

Midwest CyberCenter

MO Department of Elementary and  
Secondary Education (DESE)

Nine Network

NPower

SLATE Missouri Job Center

Special School District of St. Louis County

St. Louis Economic Development Partnership

Saint Louis Community College

St. Louis County Workforce Development

St. Louis Internship Program

St. Louis Regional Chamber

STL Youth Jobs

Urban League of Metropolitan St. Louis

United Way of Greater St. Louis

# RYEC First Strategy

Increase access and quality of summer youth employment programs

## Tactics

- Coordinated Professional Development
- Coordinated Youth Pre-Placement Training





# RYEC Second Strategy

Coordinate wrap around supports to reduce barriers in access and completion

## Tactics

- Transportation Solutions
- Coordinated Behavioral Health Supports



# RYEC Third Strategy

Increase access to credentialing and apprenticeship programs

## Tactics

- Increase awareness of programs through forthcoming online portal
- Expand access through policy advocacy on WorkKeys test prep



# Middle-Skilled Jobs

## Overview

- Roles require education and training beyond high school but less than a four year degree
- Account for 40% of Missouri jobs

State Employment

**1,156,000**

Job Openings by 2024

**307,000**

Average Wage

**\$40,437**





# Local Context

- 49% of the region's population age 25 years and older have a high school diploma but no post-secondary degree
- Middle skills jobs account for 4 out of 10 jobs in the region
- Top industries with largest middle skills openings include health care, construction, advanced manufacturing, and information technology

Data Source: STLCC State of the Workforce Report, 2017

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# Medical Assistant



## Role

- Medical assistants conduct administrative work, clinical tasks, prepare evaluation rooms, and record test results

## Starting Salary

- \$26,200.00

## Local 10 Year Projected Demand

- 7,241

## Automation

- Low Risk

Program Provider	Length	Cost
St. Louis Community College	29 weeks	\$4,800.00
Washington University Apprenticeship Program	10 weeks	Free

# Web Developers



## Role

- Responsible for designing, coding and modifying websites, from layout to function and according to a client's specifications. They strive to create visually appealing sites that feature user-friendly design and clear navigation.

## Starting Salary

- \$64,000.00

## Local 10 Year Projected Demand

- 11,388

## Automation

- Low Risk

Program Provider	Length	Cost
<b>LaunchCode</b> LC101 Program	22 Weeks	FREE

Program students complete the same core curriculum in Python and then learn a specialized language track designed to hone key skills that are in high demand.



*Navigate your future.*

# BLUEPRINT4Careers

- Partnership with the Clark Fox Family Foundation
  - Expansion of existing Blueprint4Summer platform
  - **Tool**
    - Innovative web platform that will connect young people to training programs that lead to middle-skills jobs
    - Free, easy to use
-

# Search Function

The screenshot shows the 'CAREER PROGRAM SEARCH' interface on the Blueprint4 Careers website. At the top, the logo 'BLUEPRINT4 Careers' is on the left, and navigation links for 'Sign In' and 'Create Your Free Account' are on the right. Below the logo is a 'Select Language' dropdown. The main search area is titled 'CAREER PROGRAM SEARCH' and includes a 'Get Started with Blueprint4Summer' button. A 'KEYWORDS' section has a text input field with placeholder text: 'Welding, coding, auto mechanic, nursing assistant, etc. Use double quotes to search for a specific phrase'. The 'INDUSTRIES' section features ten icons representing different fields: Advanced Manufacturing, Automotive, Bioscience, Construction, Cosmetology, Culinary, Energy Solutions, Healthcare, Hospitality, Information Technology, and Transportation & Logistics. The 'DURATION' section has three radio button options: '1-3 months', '3-6 months', and '6-12 months'. The 'COST' section has three radio button options: 'Free', 'More than 1 year', and 'Financial Aid Available'. The 'PROGRAMS CLOSEST TO' section has a text input field for 'Zip code or address.'. At the bottom, there are three buttons: 'Clear Search Form', 'Search Sessions', and 'View All Programs'.

BLUEPRINT4 Careers

Sign In Create Your Free Account

Select Language

## CAREER PROGRAM SEARCH

Get Started with Blueprint4Summer

KEYWORDS

Welding, coding, auto mechanic, nursing assistant, etc. Use double quotes to search for a specific phrase

INDUSTRIES

- Advanced Manufacturing
- Automotive
- Bioscience
- Construction
- Cosmetology
- Culinary
- Energy Solutions
- Healthcare
- Hospitality
- Information Technology
- Transportation & Logistics

DURATION

- 1-3 months
- 3-6 months
- 6-12 months

COST

- \$ Free
- More than 1 year
- \$ Financial Aid Available
- All

PROGRAMS CLOSEST TO

Zip code or address.

Clear Search Form Search Sessions View All Programs



# Third Strategy Next Steps

- Website will launch in Spring 2019
- Link to be shared with counselors and district personnel once live
- Additional content to be embedded throughout year, including Nine Network web series featuring individuals in middle skill roles



Thank You!

