



RECEPTION

THE **POWER** OF **OPPORTUNITY**

**STLYOUTH JOBS**

www.stlyouthjobs.org

PROGRAM OVERVIEW

STL Youth Jobs is a cross-sector collaborative effort of philanthropic organizations, civic leaders, corporations and community leaders who are passionate about creating opportunities for youth and growing the economic prosperity of our region.

STL Youth Jobs connects young people from underserved areas with meaningful employment while building transferable job skills. The result? **Job-ready, engaged youth.**

Since 2013, STL Youth Jobs has created opportunities for nearly 2,000 young people to gain meaningful work experience, job readiness and financial literacy education, and career and mentoring services.

2013

194 youth served

2016

584 youth served

3x

increased impact

Youth want to work! Despite the creation of 584 summer jobs, only 27% of youth looking for summer employment were able to secure summer positions.

TOP 5 REASONS YOUTH WANT A SUMMER JOB:

- 1 Gain work experience – **61%**
- 2 Earn money for myself – **57%**
- 3 Learn new skills to help me become more employable – **57%**
- 4 Have something to do over the summer – **53%**
- 5 Build my resume for other jobs or college – **48%**

2016 AT A GLANCE

584 PARTICIPANTS

2156 APPLICANTS

214 EMPLOYERS

14 INDUSTRIES

76% deemed entry-level-work ready by their employer

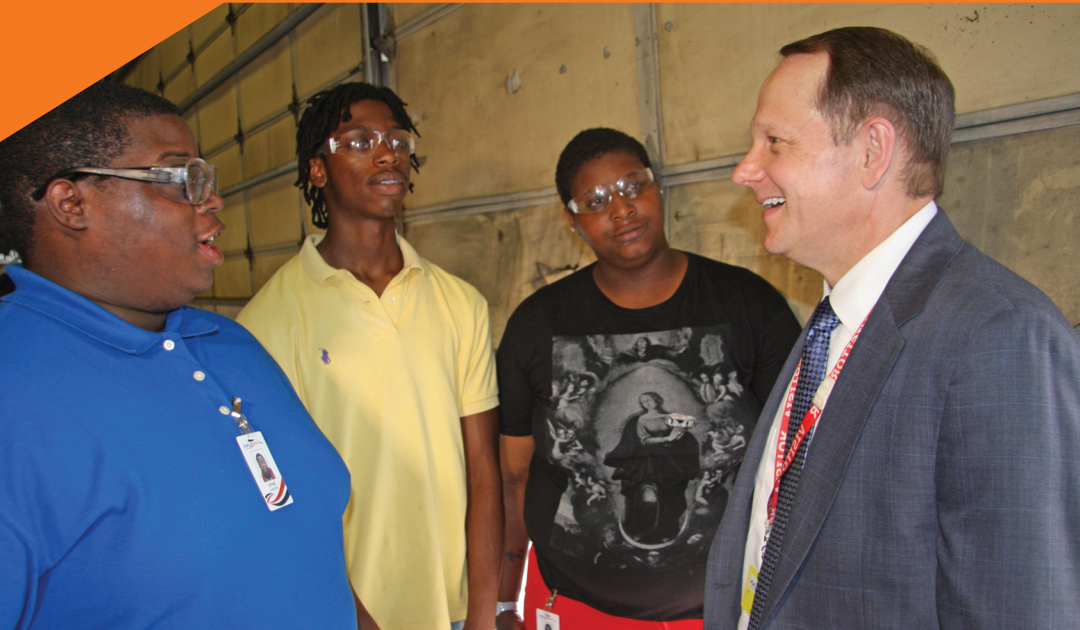
83% would receive a positive reference

96% enrolled in direct deposit

76% reported putting money into their savings account

76,796 total hours worked by youth, contributing to St. Louis' prosperous economy

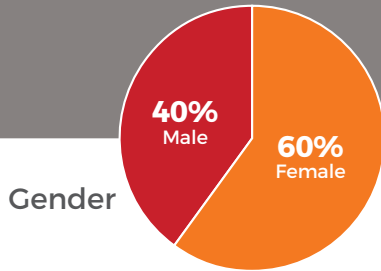
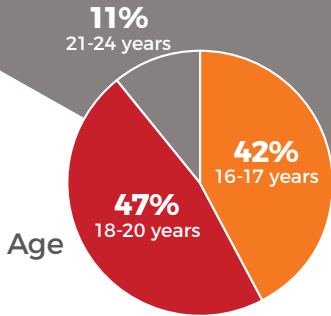
"A summer job gives young adults the opportunity to develop job skills and a strong work ethic and can ultimately **change the trajectory** of a young person's life. STL Youth Jobs has been a priority of my administration, and should remain a priority for the City of St. Louis so that every summer young people in our City's most challenged neighborhoods have a chance to gain the experience needed to better their lives and prepare to become our future workforce." - CITY OF ST. LOUIS MAYOR FRANCIS G. SLAY



DIVERSE PARTICIPANTS

584 Youth

trained and connected to meaningful
summer employment.

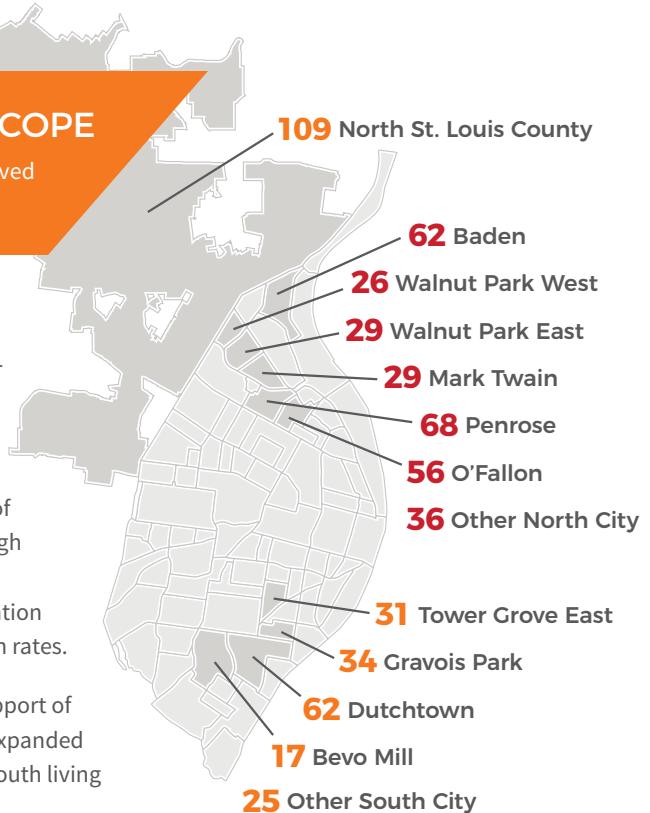


GEOGRAPHIC SCOPE

STL Youth Jobs proudly served these communities:

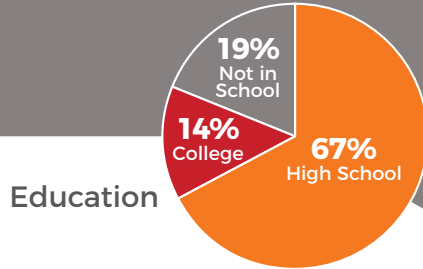
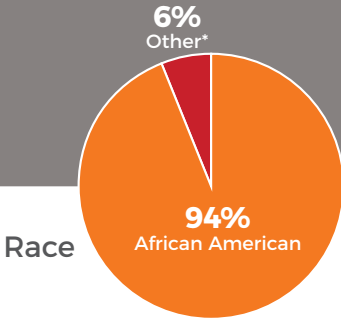
To maximize impact on youth, businesses and their communities, services are focused on specific geographic areas. These areas have a combination of characteristics including high crime rates, poverty, youth unemployment and population density, and low graduation rates.

Thanks to the generous support of Emerson, STL Youth Jobs expanded summer opportunities to youth living in North St. Louis county.



52% reported that STL Youth Jobs was their **FIRST** ever paid work experience.

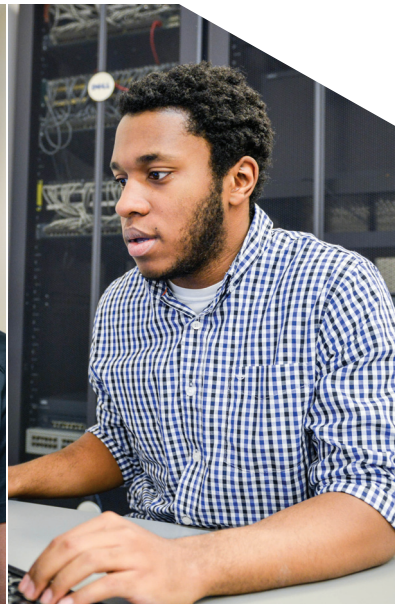
Only **23%** reported they would have had summer employment without STL Youth Jobs.



“The real credit goes to the young people

who are creating the change that will result in a successful future for St. Louis. STL Youth Jobs is merely providing a platform to develop our region’s talented young people to be the next generation of leaders.”

- HILLARY FREY, EXECUTIVE DIRECTOR STL YOUTH JOBS



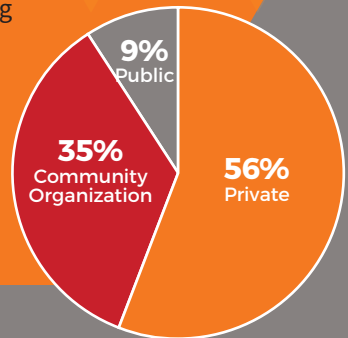
DIVERSE OPPORTUNITIES

ENGAGING OUR COMMUNITY IN THE POWER OF OPPORTUNITY

So much of the success STL Youth Jobs and our youth enjoy is due to the generous support of those in our community. Special thanks to the businesses and organizations that partner with STL Youth Jobs to provide each young person with the work experience, skill development and career exposure needed to be successful later in life.

Partnerships with businesses in the private sector provide youth with unique training, skills-building and future career opportunities in many of St. Louis' highest demand industries. 53 private sector worksites were added in 2016.

Sector Breakdown



SPECIAL THANKS to the following change agents that not only made a financial investment but also provided summer job experiences for youth at their companies or organizations:

- ▶ Emerson
- ▶ Clark-Fox Family Foundation
- ▶ Monsanto
- ▶ SSM Health
- ▶ St. Louis Cardinals/Busch Stadium

We worked with **214** employers
across **14** different industries.

\$650,000 paid in youth wages.

Youth who work contribute to their communities,
stimulating the St. Louis summer economy.

- ▶ Brand of STL
- ▶ Connect Marketing
- ▶ Manufacturer's Inventory

SMALL BUSINESS & ENTREPRENEURS

Small businesses and entrepreneurs are critical to the St. Louis economy and job creation. 39 of them created economic opportunity in the neighborhoods where they operate by providing 76 summer jobs.

- ▶ Better Life
- ▶ CoPac Industries
- ▶ H.M. Dunn Aerospace

MANUFACTURING & PRODUCTION

Shortage of workers with knowledge and skills is cited as the number one barrier to expanding employment in this area. STL Youth Jobs partnered with 5 companies to provide exposure to these growing industries.

- ▶ Bailey's Restaurants
- ▶ Drury Hotels
- ▶ Busch Stadium

HOSPITALITY & TOURISM

These industries provide millions of jobs around the world and were a crucial partner in developing 94 young people with transferrable skills that can be applied in any sector.

- ▶ Gateway Greening
- ▶ Humane Society of Missouri
- ▶ Trailnet

COMMUNITY ORGANIZATIONS

76 community organizations partnered with STL Youth Jobs to bring unique opportunities to 259 youth. Investing in STL Youth Jobs is a **low cost, high impact way** of supporting a wide range of community stakeholders who make St. Louis a better place to work and live.

EMPLOYER SATISFACTION

INVESTING IN OPPORTUNITY MAKES A

An average investment of only **\$2,500 per youth** yielded

1 SKILL DEVELOPMENT

Employers assessed their youth at the beginning and end of summer. Youth showed statistically **significant improvement** across almost all evaluated categories, including employee appearance, verbal/written communication, time management, responsiveness, teamwork, initiative and leadership, positive attitude, self confidence, and critical thinking.

2 COMMUNITIES & NETWORKING

- 93%** of employers had a positive relationship with their youth
- 87%** felt youth were an asset to their company and recommend STL Youth Jobs to other employers
- 81%** of youth met a strong role model
- 79%** of youth felt more connected and supported by their community



“We are proud to support STL Youth Jobs because it offers us a way to **bridge the gap** between the youth in our communities and our need to find skilled workers, and because of the impact it has on the youth. We’ve seen them gain stability, grow their skills, and provide for their families, college educations, and future careers.”

- AJ ROSENBERG, SWISS AMERICAN



“Many people might focus on the benefit for the youth to learn good work habits in a supportive environment, but the benefit is really for the employers: we are able to inspire and to **be inspired** by working with the youth and to give back to our city that we love.”

- MELANIE KENNY, BAILEY'S RESTAURANTS

REAL DIFFERENCE

positive impacts for:

3 FUTURE GOALS & CAREERS

85% of youth gained experience that will help them face the challenges of finding a job

83% believe they will be a better worker on their next job

69% feel inspired to get more education or training

86% learned skills that will be needed for future jobs

92% feel better prepared to look for their next job



“[Our youth] came to us with a strong interest in fashion and a genuine **commitment** to the learning process. As a woman owned, entrepreneurial business, we also hope to show young women the challenges and responsibilities of actually running a business.”

– DOROTHY JONES, BEPSOKE



“We’ve worked with STL Youth Jobs for the past couple years and loved the experience! It’s a great way to help young people develop the professional skills they’ll need in the workforce while also **growing our business** faster. We look forward to working with them again next year!”

– NICK NEIHAUS, CONNECT MARKETING

SUPPORTIVE GUIDANCE

All youth are connected to a **Job Coach** who is committed to each young person's individual success.



74% of youth rated the support from their Job Coach as **excellent**

293

RESUMES
CREATED

169

MOCK INTERVIEWS
CONDUCTED

\$7,500

TRANSPORTATION
ASSISTANCE
PROVIDED

"I really appreciated her willingness and availability; if needed, my coach could be reached at all hours of the night. That's **dedication!**"

- STL YOUTH JOBS
PARTICIPANT

Job Coaches provide career exploration, life skills support, coaching and mentoring. They also help youth identify any barriers and make a plan for their own success.

YOUTH REPORTED THAT THEIR JOB COACHES:

- 94%** Helped me think about my future goals and aspirations
- 86%** Helped me work through barriers that could stop me from achieving my goals
- 83%** Supported me and made me feel that I was the number one priority
- 92%** Talked to me about furthering my education & exploring career possibilities
- 91%** Recognized my abilities while also pushed me to strengthen them
- 93%** Helped me to set and achieve short-term goals

77% OF YOUTH WERE CONNECTED TO EXTERNAL RESOURCES, INCLUDING:



Transportation



Housing



Clothing



Scholarship
Resources

FINANCIALLY-EMPOWERED YOUTH

Earning a **paycheck** is a teachable moment to develop a life skill needed for long-term employment.

Youth having access to money, bank accounts and guidance on how to manage their basic finances has a dramatic impact:

420 un-banked youth opened a checking and savings account

96% enrolled in direct deposit

76% reported putting money into their savings account

80% developed a budget by the end of the program

50 met their savings goal and earned an extra \$50

\$131,237 deposited into savings this summer by STL Youth Jobs and SLATE participants

“We know that financial habits, good or bad, are learned early in life. Financial empowerment is an essential component to a summer work experience. Thanks to 1st Financial Federal Credit Union, STL Youth Jobs participants receive access to safe and affordable banking products as they gain meaningful employment experience.

Simply put, we are helping young people make better choices with their money.”

– CITY OF ST. LOUIS TREASURER
TISHAURA O. JONES

SPECIAL THANKS TO OUR FINANCIAL EMPOWERMENT PARTNERS:

Citi Foundation



Cities for
**FINANCIAL
EMPOWERMENT**
Fund



Office of Financial Empowerment
Treasurer, City of St. Louis

ST. LOUIS AGENCY ON TRAINING AND EMPLOYMENT

SLATE

american**job**center



YOUTH IMPACT



TYRA WASHINGTON

SSM Health Cardinal Glennon Children's Hospital

"Tyra took immediately to her responsibilities, and other employees took notice. Many of them often requested for Tyra to be placed in their specific departments."

- JUANITA STEWART,
SUPERVISOR

When Tyra graduated high school, she was nervous and unsure of her next steps into adulthood. Tyra's only work experience had been with STL Youth Jobs the summer prior working at a daycare. Although she enjoyed the experience, she didn't see childcare as a career path. When her job coach asked her if she was interested in the healthcare industry, she said yes! That simple "yes" turned her into an employee of SSM Health Cardinal Glennon Children's Hospital.

A lack of confidence and interviewing practice almost derailed Tyra's journey. During her interview at Cardinal Glennon she was overcome with nerves and almost backed out of the entire experience. But through job readiness training and the support of her job coach, Tyra has been able to sharpen her interviewing skills and boost her confidence. She is not as anxious about new environments, and is not afraid to speak up or ask questions.

During the summer, Tyra was able to gain experience in a variety of roles in the food service department. She worked in the dish room, was a hostess delivering meals, prepared foods for purchase through the hospital, and assisted with the setup of catered events at Cardinal Glennon. Tyra's strong work ethic stood out to her supervisors early on and they quickly made the decision to hire her as a permanent member of the team.

Tyra hopes to become a nurse and is currently exploring her educational options for pursuing this path. She's found a great home at Cardinal Glennon that is laying a solid foundation for entry into both the healthcare field and adulthood. Tyra's journey began with that simple "yes" but it was her hard work, dedication, and willingness to step out of her comfort zone that led to where she is today.

QUOTES FROM OUR YOUTH:

“My summer experience was **life-changing.**”

“I have **opportunity** and a permanent job because of this program.”

“This program helped boost my confidence to **dream big.**”

“I have become more **motivated** and focused on my future.”

“It opened me up to meeting new people and trying **new experiences.**”

“I learned that employees count on each other to do their jobs and perform work that demonstrates each employee is **part of the team.**”

“This was more than an opportunity to get a check; this was a chance to learn and **network** with people you may never come into contact with on a normal basis.”

JENNIFER JACQUESS

Salon Paw Perfect

Prior to participating in STL Youth Jobs, Jennifer was a 20-year-old high school graduate with no job experience. Through communication exercises and basic job skills training, she gained the confidence to overcome shyness and self-doubt. Jennifer's strong work ethic and attention to detail landed her a permanent part-time position with Salon Paw Perfect, a pet grooming salon located in Ferguson. Jennifer is the first face that pet owners and vendors see when they enter the small business. Jennifer is currently enrolled at Florissant Valley Community College taking general studies courses and hopes to transfer to a four-year university.



“I never imagined I would ever be skilled enough to work directly with customers and interact with so many people from my community.”

– JENNIFER JACQUESS

COMMUNITY SUPPORT

STL Youth Jobs continues to see strong support from the community and we gratefully acknowledge all the individuals and organizations that believed in the power of opportunity. None of this great work would happen without you. Thank you!

2016 INVESTORS

Ameren Missouri
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Jane & Pat Tracy
United Way of Greater St. Louis
Wells Fargo Advisors
Wells Fargo Securities
William A. Kerr Foundation
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RECOGNITIONS OF IMPACT

- ▶ FOCUS St. Louis' 2016 *What's Right With the Region* award for exemplary work in the category of Responding to Community Needs and Entrepreneurs
- ▶ Civic Progress, an organization of top executives from the largest companies in the St. Louis area, recognized the efforts of STL Youth Jobs impact on the lives of St. Louis youth with a donation of \$100,000
- ▶ Regional Business Council, Social Venture Partner 2016 Investee
- ▶ City of St. Louis Community Development Association 2016 Youth Program of the Year award

PARTNERS

1st Financial Federal Credit Union
 Computer Village
 LS Associates, LLC
 St. Louis Agency on Training & Employment (SLATE)
 St. Louis Public Schools

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This report summarizes and represents the data from Enrollment Forms (584 participants), and results from evaluation tools and assessments conducted by LS Associates [including Youth Post Training Surveys (270 participants), Youth End of Program Questionnaires (268 participants), Employer Evaluation of Youth (100 employers for 355 youth)]. This also includes data from Financial Literacy Training Surveys (270 participants).

*2% Caucasian, .3% American Indian/Alaskan Native, 1.2% Asian & 1.9% classified as other or did not report

STL Youth Jobs is a component fund of St. Louis Community Foundation.

Photos by David Broome Photography and Gentry Trotter.