MEASURING IMPACT

Our August 2019 community survey provided promising data that our content and community engagement efforts are connecting families to the right resources and raising awareness about jobs that do not necessarily require a 4-year college degree.

High schools play a vital role in helping students explore viable career paths other than attending a 4-year college or university.

- **72%** Responded STRONGLY AGREE OR AGREE
- **10%** INCREASE from March 2018 to August 2019

There are high-demand jobs for high school graduates in our region that do not require a 4-year degree.

- **78%** Responded STRONGLY AGREE OR AGREE
- **29%** INCREASE from March 2018 to August 2019
OUTCOMES

When we are successful with American Graduate, we:

- Increase awareness at scale of high-demand skilled careers
- Increase connection to training and educational pathways that lead to high-demand skilled careers
- Increase positive perceptions about the value of high-demand skilled careers—a changed narrative
- Make partner organizations more effective through increased public support and stronger and wider collaborative networks

BY THE NUMBERS

As of September 2019, Nine Network’s American Graduate: Getting to Work initiative:

Broadcast content aired
5,773 TIMES

Broadcast content was viewed
11,370,000 TIMES

Digital content was seen
746,000 TIMES

“IT FEELS LIKE WE ARE PART OF A GREATER COLLECTIVE.”

— TRINA CLARK JAMES, NPPOWER
"I’M SO APPRECIATIVE TO PBS AND CHANNEL 9 FOR DIVING INTO THIS TOPIC."

- CHANTAL CHANDLER, NORTH AND SOUTH TECH HIGH SCHOOLS
PARTNERS

Accenture
Affton School District
Bi State Development
Big Brothers Big Sisters of Eastern Missouri
BJC School Outreach
Black Leadership Roundtable
Boys and Girls Club
Building Union Diversity
Christian Hospital Foundation
Clayco–Construction Career Development Initiative
Collinsville Area Vocational Center
CyberUp
Department of Elementary and Secondary Education
Department of Labor Office of Apprenticeships
Dream Builders 4 Equity
East Central College
Easterseals Midwest
Exploring
Explosion Sports Academy
Ferguson-Florissant School District
GatewayGIS
Hawthorn School
Hazelwood School District
Integra Advanced Technology Services
Jefferson College
Jennings School District
KIPP STL
LaunchCode
Madison County Government Employment & Training
MERS Missouri Goodwill Industries
Metropolitan Education and Training (MET) Center
Missouri Chamber of Commerce and Industry
Missouri Division of Workforce Development
Normandy School Collaborative
NPower
Parkway School District
Pattonville School District
Project Lead the Way
Ranken Technical College
Ritenour School District
Rung for Women
Savvy Coders
ScholarPath
Southwestern Illinois Leadership Council
SSD Tech Schools
St. Charles County Workforce and Business Development
St. Charles Lewis and Clark Technical High School
St. Clair Workforce Development Group
St. Louis College of Pharmacy
St. Louis Community College
St. Louis County Human Services
St. Louis Economic Development Partnership
St. Louis Graduates
St. Louis Internship Program
St. Louis Job Corps Center
St. Louis Public Schools
St. Louis Regional Chamber
St. Louis YouthBuild
Starkloff Disability Institute
STEM STL
STL Construction Forum
STL Youth Jobs
U-City Schools
United Way of Greater St. Louis
University of Missouri St. Louis
Urban League of Metropolitan St. Louis
Nine engages more than 60 community partners that inform our American Graduate work. These trusted organizations help us understand our region through their on-the-ground perspectives – providing invaluable insights that inform our work and help us understand our impact.

Clayco, one of the nation’s largest privately-owned real estate, architecture, engineering, design-build and construction firms, created Construction Career Development Initiative (CCDI) to bring diversity to the construction industry through exposure and mentoring targeted to minority and underrepresented communities. Clayco’s partnership with American Graduate has enabled it to expand CCDI by widening their network of partners, raising awareness of their programming, and connecting individuals they serve to resources.
Clayco’s partnership with Nine opened up “a whole new world of partnerships and collaborations that we didn’t know existed,” according to Dan Lester, Clayco’s director of field diversity, inclusion, and culture. Lester attributes CCDI’s involvement in American Graduate to its understanding of the landscape of workforce development programs, which are much like their own. “If it wasn’t for American Graduate, I would not have known about other programs occupying the same space in different industries, like LaunchCode and CyberUp. American Graduate has done a great job of getting the message out in the metro area.”

Nine featured CCDI in The Skills Gap: A Living St. Louis Special. It was then that Lester experienced the power of public media. “Until that special came out, I did not know the Nine Network had that kind of reach. The amount of people being exposed to [this initiative] is unreal. ...Now, we are being sought out to come into school districts. Before, we had to beat down doors to introduce these options to their students.”

The special also had a direct impact on CCDI’s participants. When an employee of St. Louis Community Credit Union saw CCDI on Nine, they contacted Lester about their Sure Rides® auto loan program – a program that connects people in training programs to affordable car loans. Like many jobs in the St. Louis region, construction jobs require reliable, personal transportation to be at various job sites. Access to low-interest car loans with no down payment brings “value and added resources to those we serve,” says Lester.

**WHAT OUR PARTNERS SAY**

*About American Graduate...*

98% OF PARTNERS

**STRONGLY AGREE OR AGREE**

that their organization’s partnership with their public media station HAS HAD A POSITIVE IMPACT on their organization.

96% OF PARTNERS

**STRONGLY AGREE OR AGREE**

that their organization IS BETTER ABLE TO NETWORK AND CONNECT WITH OTHERS promoting high-demand skilled careers because of their public media station.

98% OF PARTNERS

**STRONGLY AGREE OR AGREE**

that their public media station IS A VALUED PARTNER IN PROMOTING AND SUPPORTING AWARENESS of workforce development issues in their community.

79% OF PARTNERS

**SHARED THEIR PUBLIC MEDIA STATION’S AMERICAN GRADUATE CONTENT** (as it relates to high-demand skilled jobs) with the people their organization serves.

Source: Partner Survey
On-air, online and in the community, Nine Network creates and shares stories that enable awareness and action around what matters to our region.

**Living St. Louis Special**

As an example of the kind of in-depth stories we tell, Nine Network produced and aired *The Skills Gap: A Living St. Louis Special*. There are many pathways young people can take to find a steady, well-paying job, and many do not require a 4-year degree. This special explores these opportunities through the lens of our regional economy and the changing job market.

**Vignettes**

Short messages about career pathways air in heavy rotation throughout the day on three channels, enabling maximum exposure. These messages include information about high-demand careers and pathways to training and resources that are available to job seekers in the St. Louis region.

**Digital**

American Graduate stories are shared digitally through our social platforms and website – increasing the number of people aware of American Graduate and making access to our content simple for viewers and partners to find and share. Short messages are also created specifically for digital, shared via social media platforms and housed on our YouTube channel. One example of our digital content is the Working St. Louis series. These short videos offer viewers insight into high-demand skilled pathways, the variety of pathways, and the diversity of the people who work in them.
**WHY NINE NETWORK?**

- PBS and member stations are America’s most trusted institution for the past 16 years.  
  Source: Marketing & Research Resources, Inc., January 2019
- Nine Network of Public Media reaches 2 million people in the St. Louis region every month through broadcast and digital content.
- We are able to convene trusted community partners to understand the issues.
- We create engaging content that impacts our community.
- We are the only media outlet with a sustained commitment to telling stories that bolsters the importance of positive outcomes for young people in our community.

Nine Network of Public Media created a model for how we engage our community around important issues.

**NINE NETWORK MODEL FOR ENGAGEMENT**

*Nine Network facilitates at scale a community conversation that creates change.*

1. **DEVELOP ONGOING RELATIONSHIPS**
   - Community conversations
   - Convene partners

2. **CONTENT CREATION AND DISTRIBUTION**
   - Content tied to the community priorities and themes.
   - Share across all Nine and community platforms and pathways.

3. **UNDERSTANDING**
   - Increased awareness
   - Increased understanding and connection
   - Individual and community action

4. **AWARENESS**
   - Surveys (quarterly, partners, events)
   - Analytics (social, viewership)
   - Focus Groups, Interviews

© Nine Network of Public Media
High-demand skilled jobs, those requiring education and training beyond high school but not a four-year degree, are critical to healthcare, manufacturing, transportation and other industries in St. Louis. They are the only jobs where the demand exceeds the supply of workers.

**CHANGING WORKFORCE**

**10,000 baby boomers** are retiring each day and employers of skilled workers are finding it more and more difficult to fill high-demand jobs. (Pew Resource Center). Educational needs are changing, employees are changing, and high-demand careers are changing.

**WHY WORKFORCE DEVELOPMENT MATTERS**

Developing a workforce to match the changing needs of employers impacts more than unfilled job openings; workforce development has a major impact on multiple aspects of our communities, including:

- **Regional economic competitiveness**
- **Regional standard of living**
- **Ability to attract and retain talent**


**The Missouri Skills Gap**

More Jobs than Workers

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<thead>
<tr>
<th><strong>HIGH-SKILL JOBS</strong></th>
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<tr>
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<td><strong>HIGH-DEMAND SKILL JOBS</strong></td>
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<tr>
<td><strong>LOW-SKILL JOBS</strong></td>
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<td><strong>LOW-SKILL WORKERS</strong></td>
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53%

46%

THE NEED

Our country and region are overlooking a key aspect of the workforce—students and young adults who are poised to enter pathways into high-demand skilled positions. Though the unemployment rate in the United States sits at 3.6%, the unemployment rate of those aged 16–24 is 8.6%, according to the Bureau of Labor Statistics.

In 2019, the Bureau of Labor Statistics reported that job openings exceeded job seekers by 20% in the Midwest. For young people graduating from high school or currently in low-skilled jobs, this presents an unprecedented opportunity to increase their earning potential through education and training opportunities.

Our region is experiencing a gap in the high-demand skilled workforce, according to the 2017 St. Louis Community College State of the St. Louis Workforce Report. High-demand skilled jobs are those that require some training or education beyond high school, but not a four-year degree—think medical assistants, construction workers, and IT specialists.

In the St. Louis region, high-demand skilled workers is the only segment of the workforce where demand for workers exceeds the supply of workers. Through conversations with partners, Nine has learned that young people are not aware of the various career pathways available after high school or the organizations that are working to prepare job seekers with skills that will fill the gap in the workforce.

In 2015, 53% of all Missouri jobs were high-demand skill.

Between 2014-2024, 48% of Missouri job openings will be high-demand skill.
“Public media is invaluable to everybody in the United States. I cannot tell you how many times since our program was featured on American Graduate – on the Living St. Louis Special – that I’ve been approached by neighbors, by colleagues in the industry, people whom I don’t even know that have recognized me... I experienced the reach of [Nine Network] and how much it has been beneficial for our students, been beneficial for our donors and getting more donations, shedding light on our industry issues, and the workforce shortage or crisis.”

— Dan Lester, Clayco