2020 Impact Report

WORKFORCE DEVELOPMENT INITIATIVE
NEED
New Workforce Landscape

Since the outbreak of COVID-19, the St. Louis region has seen unemployment rise from 4% to 11.3% before settling at 5.5% in October 2020 (Missouri Department of Economic Development). The impact of this crisis will extend through 2030, ending the decade at 4.4% unemployment nationwide (Congressional Budget Office, 2020).

The economic downturn has impacted communities of color and women at higher rates. St. Louis Community College’s 2020 State of the Workforce report revealed that 23% of Black and 24% of Latinx Americans have been laid off, compared to 15% of white and 13% of Asian Americans. Women in Missouri, who make up 75% of high-contact jobs such as retail and tourism, have reported 56% of unemployment claims in July 2020—a 7.6% increase from last year (St. Louis Public Radio; Atlanta Federal Reserve Bank).

HIGH-DEMAND SKILLED CAREERS

High-demand skilled careers—THOSE THAT REQUIRE SOME EDUCATION BUT NOT A FOUR-YEAR DEGREE—remain in demand in the new workforce landscape and offer opportunities to those looking for work.
ST. LOUIS RANKED 5 OUT OF 121 LARGEST METRO AREAS FOR HIGH-DEMAND SKILLED CAREERS. Source: Invest in Work, 2020

Key industries in the St. Louis region with open positions in high-demand skilled jobs include: transportation, construction, healthcare, manufacturing, and information technology.

YOUTH CAREER READINESS

Each year, 16,000 Missouri students graduate and enter the workforce without a clear career pathway (Missouri Department of Elementary and Secondary Education, 2020). Many either lack the information to make career decisions, do not know how to navigate available pathways, or cannot afford to pursue required credentialing, training, or education. Supporting these young people in choosing viable career pathways helps fill open positions, which also fosters greater regional prosperity.

GRADUATING MISSOURI HIGH SCHOOLERS

Source: Missouri Department for Elementary and Secondary Education, 2020

EMPLOYMENT

In some underserved high schools in St. Louis, up to 70% of students enter the workforce each year.
Evolution of Nine PBS’s WORKFORCE INITIATIVE

This work began in 2011 as part of public media’s American Graduate initiative to activate community members to improve youth outcomes. Nine PBS was the lead station of this national initiative.

Locally, Nine PBS partnered with a network of trusted community organizations and created a consistent drumbeat of stories to improve high school graduation rates for our most vulnerable youth. In 2017, American Graduate evolved to focus on what happens after young people graduate high school, specifically pathways to gainful employment in high-demand skilled careers.

MOVING WORKFORCE DEVELOPMENT FORWARD

After nine years in the community engagement space, Nine PBS has developed and fostered strong community relationships with a growing partner network and helped produce numerous stories on a broad range of industries from many perspectives. Nine PBS’s vision going forward is to be seen by the community as a respected convener and trusted creator of economic empowerment resources in a way that builds on demonstrated confidence from the community.
INITIATIVE OUTCOMES
When Nine PBS's workforce development initiative is successful, we are increasing:

- **Awareness** AT SCALE OF HIGH-DEMAND SKILLED CAREERS
- **Connection** TO TRAINING AND EDUCATIONAL PATHWAYS THAT LEAD TO HIGH-DEMAND SKILLED CAREERS
- **Positive perceptions** ABOUT THE VALUE OF HIGH-DEMAND SKILLED CAREERS—A CHANGED NARRATIVE
- **Diversity** OF THE TALENT PIPELINE INTO WELL-PAYING, IN-DEMAND CAREER PATHWAYS
- **Partner efficacy** THROUGH INCREASED PUBLIC SUPPORT AND STRONGER AND WIDER COLLABORATIVE NETWORKS

EXPANDED AUDIENCE
In addition to targeting young people (ages 14–26), Nine PBS’s workforce development content and resources have expanded to include those impacted by the coronavirus pandemic and its long-term effects on the workforce landscape:

- **Newly unemployed workers** WHO HAVE LOST THEIR JOBS BECAUSE OF A LOSS OF STABILITY OR GAINFUL EMPLOYMENT BECAUSE OF COVID-19
- **Employed Americans looking to change careers** BECAUSE OF A LOSS OF STABILITY OR GAINFUL EMPLOYMENT BECAUSE OF COVID-19

“THANK YOU FOR ALL THAT AMERICAN GRADUATE IS DOING. THE NETWORKING CONNECTIONS ARE VERY VALUABLE.”

– JENNIFER IRVIN, BJC School Outreach
WHY NINE PBS
Nine PBS’s engaging content reaches more than 2 million people in the St. Louis region.

ON AIR, ONLINE, AND IN THE COMMUNITY, NINE PBS CREATES AND SHARES STORIES THAT ENABLE AWARENESS AND ACTION AROUND WHAT MATTERS TO OUR REGION.

LIVING ST. LOUIS
Nine PBS’s award-winning, weekly magazine series, Living St. Louis, regularly features six-minute segments on local workforce stories as well as 30-minute specials focused on specific issues impacting the region. Most recently, our Living St. Louis Special: 2020 State of the Workforce, which aired on December 14, addressed the changing workforce landscape. This special featured virtual interviews with local experts and shared the latest findings from St. Louis Community College’s 2020 State of the Workforce report on the pandemic’s impact on jobs in our region.

VIGNETTES
Short messages about career pathways air in heavy rotation throughout the day on three channels, enabling maximum exposure around high-demand careers, pathways to training, and resources for jobseekers in the St. Louis region.
Nine PBS is the only media outlet with a sustained commitment to telling stories that bolster the importance of positive outcomes for young people in our community.

In 2020, members of the Regional Youth Employment Coalition (RYEC) entrusted Nine PBS to become its new leader and home. This new component deepens Nine PBS’s commitment to the work happening on the ground with the underserved youth ages 14-26 and broadens our network of high-quality partners.

RYEC’s vision is to increase youth employability and create diverse talent pipelines by expanding access to and improving the quality of youth employment programs to align with employer needs. Central RYEC activities include:

- **Annual Level Up STL Youth Conference** REACHING 200+ YOUNG PEOPLE
- **Professional development** FOR THE 35+ YOUTH EMPLOYMENT ORGANIZATIONS THAT SERVE 56,000 YOUNG PEOPLE
- **Financial literacy programs** FOR 1,000 YOUNG PEOPLE DISTRIBUTED THROUGH SCHOOLS

Nine PBS will build on RYEC’s strong track record for achieving impact for the St. Louis youth as well as inform new content going forward. Under the leadership of the United Way’s Ready by 21 program, RYEC achieved the following outcomes in 2019:

- **90%** of students who attended the Level Up STL Youth Conference felt more prepared for work.
- **86%** of coalition members’ staff reported implementing things learned in their work.
- **88%** of student attendees felt more confident in their career path.
- **79%** of coalition members’ staff felt RYEC trainings made them more successful in their work.
Nine PBS creates content that IMPACTS OUR COMMUNITY.

One of the strengths of Nine PBS’s unique media assets is increasing the visibility of the work happening on the ground. As a trusted convener and storyteller, Nine PBS is able to unite community organizations from across the region to create content and innovate community solutions around a shared vision that empowers individuals economically.

BY THE NUMBERS

in 2020 Nine PBS Workforce Initiative broadcast content

AIRIED 755 TIMES AND WAS VIEWED 432,350 TIMES.

“IF IT WEREN’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.”

– DAN LESTER, Construction Career Development Initiative
In this time of uncertainty, Nine PBS's community partners are finding help through our network of support. Our November 2020 partner survey provided insight into the impact of the COVID-19 crisis on organizations serving jobseekers who are looking for work in careers that do not require a four-year college degree.

**Why Nine PBS**

**Nine PBS convenes trusted community partners**

**TO UNDERSTAND THE ISSUES**

![Image of a person in a hard hat and safety vest]

**NINE PBS SUCCESSFULLY ENGAGED COMMUNITY PARTNERS DURING THE CRISIS.**

- 92% reported that Nine PBS meetings were helpful in strategizing with other organizations about challenges related to COVID-19

**SINCE THE COVID-19 OUTBREAK OCCURRED, PARTNERS SAW INCREASED INTEREST IN HIGH-DEMAND SKILLED CAREERS.**

- 94% reported increased positive perceptions about the value of high-demand skilled careers
- 88% reported increased connection to training and educational pathways that lead to high-demand skilled careers
PBS and member stations are the THE U.S.’S MOST TRUSTED INSTITUTION FOR THE PAST 17 YEARS.  

Nine PBS developed the Public Media Model for Engagement to ensure that our content and initiatives continue to meet community needs. This model, now used by public media stations across the country, follows a cycle of engagement that fosters community trust.

1. Understand community priorities THROUGH CONVERSATIONS, RELATIONSHIP DEVELOPMENT, AND PARTNER CONVENINGS

2. Develop programming TIED TO THOSE PRIORITIES

3. Impact awareness and understanding AROUND THOSE PRIORITIES TO MOTIVATE COMMUNITY ACTION

4. Measure impact to inform FUTURE COMMUNITY DIALOGUE

repeat

“I WANT TO THANK YOU AND ALL OF THE NINE PBS TEAM FOR YOUR SUSTAINED PARTNERSHIP DURING THIS CHALLENGING TIME. OUR PARTNERSHIP WITH AMERICAN GRADUATE AND NINE PBS HAS BEEN ONE OF THE MOST REWARDING ASPECTS OF MY TIME WITH THE COLLEGE—THANKS FOR ALL YOU DO TO INCREASE OUR COMMUNITY’S AWARENESS OF THE PATHWAYS TO EMPLOYMENT.”

– HART NELSON, Workforce Solutions Group, St. Louis Community College
PARTNERS

Accenture
Affton School District
Better Family Life
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
City of St. Louis Department of Health
Clark-Fox Family Foundation
Clayco–Construction Career Development Initiative
Collinsville Area Vocational Center
Covenant House Missouri
CyberUp
Dream Builders 4 Equity
East Central College
Easterseals Midwest
Exploring
Explosion Sports Academy
Family and Workforce Centers of America
Fathers and Families Support Center
Ferguson-Florissant School District
Ferguson Youth Initiative
GatewayGIS
Hazelwood School District
Integra Advanced Technology Services
Jefferson College
Jennings School District
KIPP STL
LaunchCode
Lifewise STL
Little Bit Foundation
Madison County Government Employment & Training
MERS Missouri Goodwill Industries
Missouri Chamber of Commerce and Industry
Missouri Department of Elementary and Secondary Education
Missouri Department of Labor Office of Apprenticeships
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
SLATE Missouri Job Center
Southwestern Illinois Leadership Council
Special School District Tech Schools
St. Charles County Workforce and Business Development
St. Charles Lewis and Clark Technical High School
St. Clair Workforce Development Group
STL ArtWorks
St. Louis Community College
St. Louis County Department of Public Health
St. Louis County Human Services
St. Louis County Workforce Development
St. Louis Graduates
St. Louis Internship Program
St. Louis Job Corps Center
St. Louis Public Schools
St. Louis Regional Chamber
St. Louis Regional Economic Development Partnership
St. Louis YouthBuild
STL Youth Jobs
Starkloff Disability Institute
STEM STL
STL Construction Forum
STL Youth Jobs
United Way of Greater St. Louis (Ready by 21)
University City School District
University of Missouri St. Louis
Urban League of Metropolitan St. Louis