



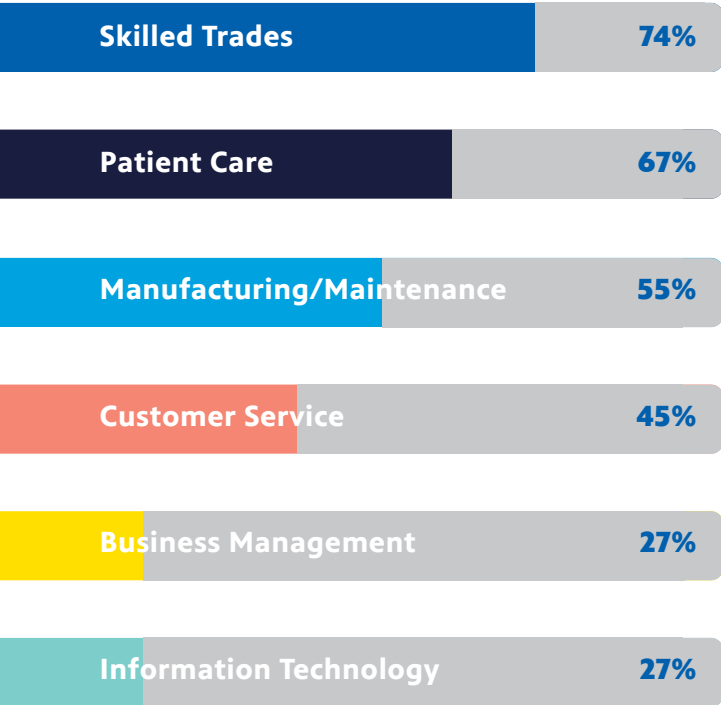
Pathways to Work

Since 2017, Nine PBS has acted as a leader in the community effort to address the workforce development needs facing the St. Louis region. Our Pathways to Work initiative focuses on increasing awareness, improving perceptions, and increasing access to resources around **high-demand skilled careers—those careers that require some education after high school but not a four-year degree**—especially in sectors with local labor shortages such as IT, healthcare, transportation, manufacturing, and the trades. Firmly situated within this work for four years, Nine PBS has built a Pathways to Work partner network of **85 trusted community partners** and aired numerous pieces of content to facilitate a regional conversation around workforce.

In 2021, we saw workers leaving their jobs at unexpected rates for better pay and benefits. Workers are leaving their jobs at unexpected rates for better pay and benefits. Many of the industries impacted by these worker shortages align with Nine PBS’s Pathways to Work priority sectors.

IN ST. LOUIS, 66.3% OF EMPLOYERS REPORTED THAT THEY WERE EXPERIENCING A SHORTAGE OF SKILLED APPLICANTS—A 33% INCREASE SINCE 2019.

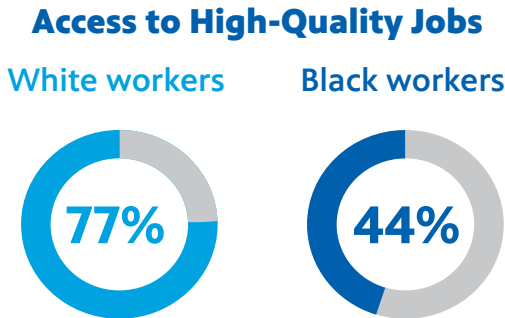
ST. LOUIS WORKER SHORTAGE BY INDUSTRY



INEQUITIES

Minority- and women-owned businesses were disproportionately affected early in the pandemic, with the Federal Reserve Bank of St. Louis citing a study that showed a 41% decrease in business activity for black-owned businesses and a 25% decrease for women-owned enterprises.

In 2019, 77% of St. Louis’s white workers had high-quality jobs—those jobs that provide a living wage with benefits—compared to only 44% of Black workers.



(Source: St. Louis Community College State of the Workforce, 2021, 2030 Jobs Plan, 2021)



WHY NINE PBS?

Our enduring effort and success through Pathways to Work makes Nine PBS uniquely situated to be a community leader in the response to the changing employment landscape in St. Louis. Guided by our values of trust, engagement, inclusion, and innovation, we work to align our efforts with community need.

COMMUNITY ENGAGEMENT

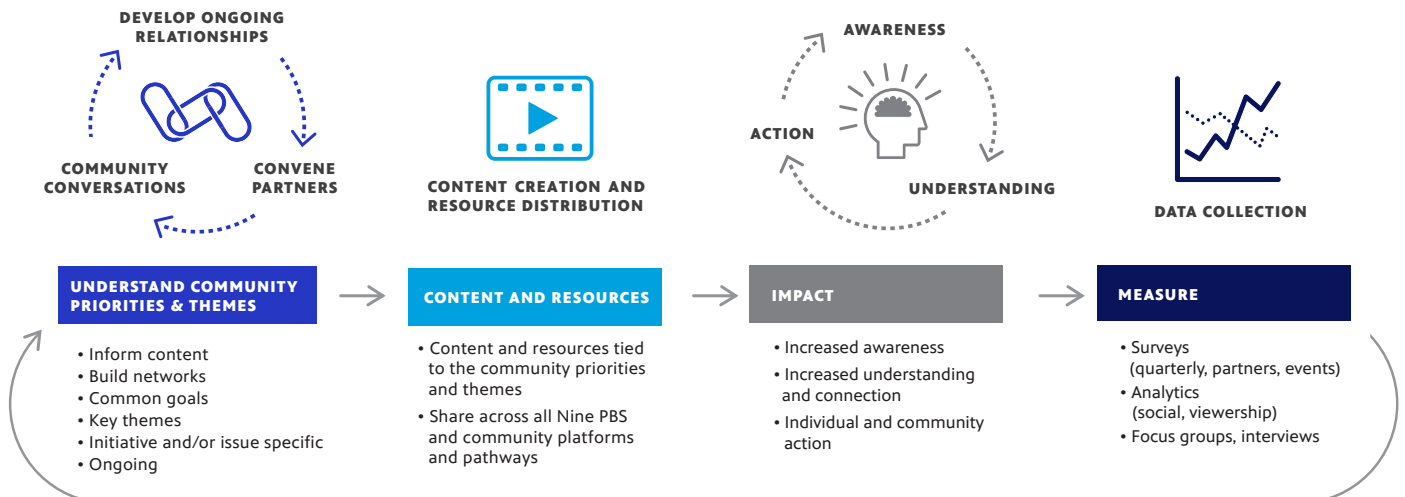
Nine PBS anchors its work in what's important to the community, regularly convening more than 150 trusted community partners around early education and workforce development initiatives and local content through our Model for Community Engagement.

This model ensures that “community engagement” has real meaning, signifying conversation, collaboration, and outcomes. Our partner meetings and community conversations facilitated by our Model for Community Engagement make Nine PBS a better community member and a relevant institution in the daily lives of the people across our region.



Model for Engagement

Nine PBS facilitates at scale a community conversation that creates change.



PATHWAYS TO WORK OUTCOMES

When Pathways to Work is successful, we are

- **Increasing awareness** at scale of high-demand skilled careers
- **Building partner efficacy** through increased public support and stronger and wider collaborative networks
- **Improving perceptions** about the value of high-demand skilled careers—a changed narrative
- **Diversifying the talent pipeline** by increasing connections to education that lead to well-paying, in-demand career pathways



INCREASING AWARENESS AT SCALE OF HIGH-DEMAND SKILLED CAREERS

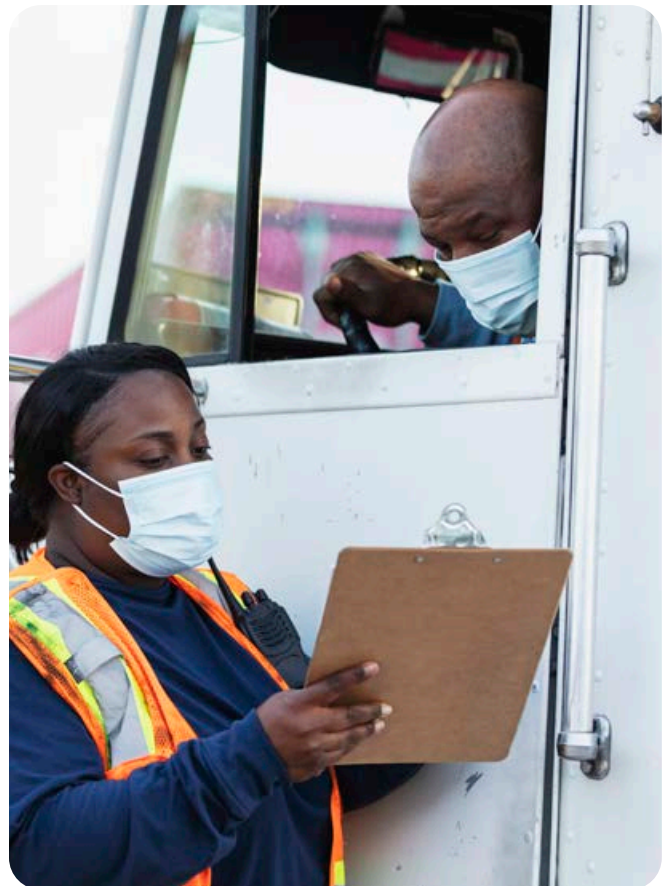
Nine PBS's engaging content is available to more than 2.4 million people in the St. Louis region. On air, online, and in the community, Nine PBS creates and shares stories that encourage awareness and action around what matters to our region.

IN 2021, NINE PBS'S PATHWAYS TO WORK INITIATIVE

PRODUCED **13** STORIES

AIRED **2,127** TIMES ON AIR

VIEWED **2.1 MILLION** TIMES ON AIR



Nine PBS crafts content for a variety of formats and contexts to increase the visibility and viability of opportunities in high-demand skilled careers as well as shifts in the workforce landscape.

VIDEO VIGNETTES are short videos featuring information about training and resources in high-demand skilled careers, airing in heavy rotation on three of our channels for maximum exposure. This short format enables us to tell community stories quickly, as new data emerge and as events unfold, in a way that is easily sharable online, on social media, and with partners.

One such video vignette featured Southwestern Illinois College's Industry Technology department, which teaches students fundamental technical skills to meet the needs of the region in manufacturing.



“ Everything you buy in the store, it starts with a machinist. ”

—Mark Bosworth, Southwestern Illinois College, Industrial Technology Coordinator

SEGMENTS are longer form, timely stories that share in-depth data, our partners' work, and specific jobs in talent pipelines to be featured on our local programming.

On June 6, *Living St. Louis* featured a segment on Mission: St. Louis, which takes a multigenerational approach to impact poverty. Mission: St. Louis's Beyond Jobs program works to help 500 St. Louisans find a new beginning.



“ Seeing a person as a person and having value is highly connected to employment because it gives you confidence in where you work and why you work. ”

—Jason Watson, Vice President of Workforce Development, Mission: St. Louis

LOCAL SHOWS leverage our dedicated viewers to amplify workforce development stories informed by and featuring trusted experts.

On October 8, *Donnybrook Next Up* hosted Betty Jo Rocchio, Senior Vice President and Chief Nursing Officer for Mercy Health. The discussion approaches a variety of current issues in the nursing and healthcare industry, including the nursing shortage.

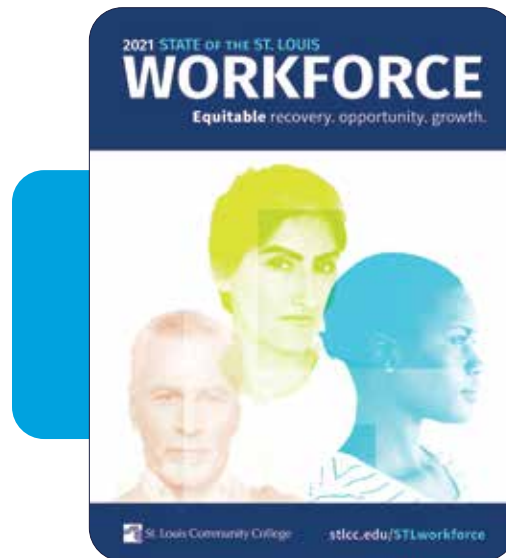


“ There are two ways to solve this problem. One is people get healthier and stay out of the hospital. The second is we produce more nurses. In the next two years, the predictions from the Bureau of Labor are [that] we’re going to be short about a million nurses around the country.”

—Betty Jo Rocchio, Senior Vice President and Chief Nursing Officer, Mercy Health

SPECIALS feature interviews, panels of experts, and community forums with educators, businesses, and organizations to discuss challenges and community solutions.

On August 11, Nine PBS hosted the St. Louis Community College’s *2021 State of the St. Louis Workforce Report* release event to share its findings, streamed live on Facebook and Twitter. This year’s report examines “Equitable Recovery, Equitable Opportunity, Equitable Growth” and the role that employers, institutions, and individuals can play in helping our region become a talent engine and magnet for workers living in St. Louis.



To explore the real-life stories behind the data, Nine PBS produced the *Living St. Louis Special: Pathways to Work* which talks with instructors, employers, and workers about the changes they believe are key to building an equitable regional economy. The special features Gateway Global, a STEM-based apprenticeship and workforce development program working in the geospatial sector; the St. Louis Internship Program, helping young people develop soft skills; and the Workforce Solutions Group at St. Louis Community College that is helping individuals upskill and reskill in the trucking industry. The special aired November 22 and re-aired November 24, 26, and 27, **reaching 17,808 viewers.**

BUILDING PARTNER EFFICACY THROUGH INCREASED PUBLIC SUPPORT AND STRONGER WIDER COLLABORATIVE NETWORKS

The workforce has rapidly changed over the past decade, and the pace of this change has only increased during the pandemic. Regular convenings keep Nine PBS up to speed on landscape changes, current content needs, and emerging career pathways and training solutions.

COMMUNITY EVENTS AND CONVENINGS

Each year, Nine PBS coordinates with our workforce partners to invite a broad range of individuals impacted by the current workforce landscape—including anyone from young people seeking work-based learning opportunities to those entering their first careers to those interested in changing careers and those working to support individuals in pursuing their career goals. Nine PBS welcomed the wider community at our RYEC Level Up Conference and Future of Work events, attended by nearly 400 community members.

COFFEE AND CONVERSATIONS

Nine PBS hosts a monthly coffee hour that brings together a tight-knit group of workforce partners for an informal discussion around the latest news, challenges, trends, and opportunities in employment. The hour-long conversations are guided by the attending partners to create a trusted space that fosters free and open discussion without judgment. The candid discussions that emerge from Coffee and Conversations go on to inform Nine PBS content and community engagement initiatives.

PARTNER MEETINGS

Our regular partner meetings convene our entire Pathways to Work partner network of 85 organizations. These meetings aim to further discussions of major issues uncovered at Coffee and Conversations, to share Nine PBS content informed by previous convenings, and to provide the latest workforce data. Topics discussed in 2021 partner meetings included big concepts like how equity impacts a person's work-life balance to tactical concerns like dividing content on the website based on career pathway.

“ Nine PBS is doing a great job highlighting the good things happening in our communities that are often overlooked. ”

—William Hardrick, Jr., High School Program Manager, The Little Bit Foundation

“ Pathways to Work is vital to BJC HealthCare—the ability to collaborate with the community we serve and hear directly how we can partner. Pathways allows educators, businesses, and other professionals to discuss how to take action to promote 1) working in St. Louis, 2) great academic opportunities, 3) networking events, and the list goes on. ”

—Jennifer Irvin, School-Community Education Partner, BJC Healthcare

PARTNER IMPACT

92%

strongly agreed or agreed that their organization is better able to network and connect with others.

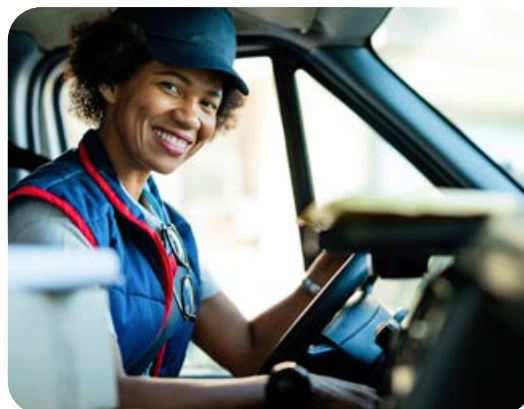
75%

strongly agreed or agreed that Nine PBS provides opportunities for innovative thinking surrounding workforce development.

62%

strongly agreed or agreed that partnership with Nine PBS provides tools and resources they otherwise would not have.

(Source: Community Partner Survey, November 2021)





IMPROVING PERCEPTIONS ABOUT THE VALUE OF HIGH-DEMAND SKILLED CAREERS —A CHANGED NARRATIVE

UPSKILL AND RESKILL

Nine PBS connects people to information and resources around upskilling and reskilling so they can move into areas of employment that are experiencing worker shortages and that provide professional pathways to economic empowerment. Sectors include healthcare, IT, manufacturing, transportation, and trades.

The majority of St. Louis employers are looking to change their workforce policies to offset employee shortages in 2021.

72% OF EMPLOYERS ARE CONSIDERING CROSS-TRAINING AND KNOWLEDGE TRANSFER—UP FROM 42% IN 2020.

65% OF EMPLOYERS REPORTED RESKILLING OR UPSKILLING EMPLOYEES TO NEW WAYS OF WORKING.

(Source: St. Louis Community College State of the Workforce, 2021)

Nine PBS works with community partners to better understand community need around securing viable, long-term employment in high-demand skilled careers for mid-career individuals—those individuals in the workforce for 10 or more years.

With community help, Nine PBS is working to answer key questions to better understand the needs of midcareer workers in the St. Louis region:

- **HOW DO PEOPLE IN OUR REGION DEFINE A GOOD JOB?**
- **WHAT DRIVES A PERSON TO CHANGE THEIR CAREER?**
- **WHAT SYSTEMS SUPPORT PEOPLE IN CHANGING THEIR CAREER?**
- **WHAT RESOURCES DO PEOPLE STILL NEED TO BE SUCCESSFUL IN CHANGING THEIR CAREER?**
- **WHAT SYSTEMS EXIST TO SUPPORT PEOPLE IN OBTAINING A JOB IN THEIR CHOSEN FIELD AND WHAT BARRIERS?**

To answer these questions, Nine PBS is embarking on a two-year journey that involves quarterly partner meetings, annual community meetings, focus groups, and community surveys.

Our initial surveys to our network of partners found that:

Access to workforce and educational resources and financial responsibilities are the primary considerations for midcareer individuals considering a job change.

97% of community partners believed that community college are a valuable resource for finding information on short-term credentialing programs.

Community partners cited time to invest in gaining new skills and cost as the top two barriers to mid-career individuals looking to change careers.

DIVERSIFYING THE TALENT PIPELINE BY INCREASING CONNECTIONS TO EDUCATION THAT LEAD TO WELL-PAYING, IN-DEMAND CAREER PATHWAYS

Each year, 24% of Missouri high schoolers graduate and enter employment, and in some underserved districts in St. Louis, that number is as high as 70%. Still, only 3% of Missouri students enter a postsecondary, technical institution, according to Missouri Department of Elementary and Secondary Education. As a result, many of these young people are only qualified for low-quality jobs without benefits or advancement opportunities, perpetuating cycles of poverty and contributing to adverse health outcomes like shorter life expectancy (American Academy of Family Physicians, 2021).

A contributing factor to this cycle is a lack of inclusive content that reflects the full diversity of our region's young people. A 2019 report on *PBS NewsHour* that interviewed 144 young people found that not seeing themselves in pop culture affected young people's mental health, self-esteem, and identities. Still, only two out of 10 lead actors in film were people of color in 2017 (UCLA, 2019), and only 7% of newsroom employees are Black (Pew, 2019).

By creating inclusive and diverse content and convening partners around equitable solutions, Nine PBS can help decrease the barriers to employment for young people of color in our region.



REGIONAL YOUTH EMPLOYMENT COALITION

Since becoming the new leader of the Regional Youth Employment Coalition (RYEC), Nine PBS has been able to deepen and expand the work of RYEC to further its goals to increase youth employability and diversify talent pipelines for young people aged 14-26.

RYEC MEMBERSHIP

RYEC unites more than 50 community organizations working closely with young people around employment. In 2021, Nine PBS was able to recruit new member from our partner network to the coalition, including major employers Boeing, Ameren, and BJC Healthcare.

LEVEL UP YOUTH CONFERENCE

The 2021 Level Up Youth Conference was held virtually over three days to provide 330 young people from across the St. Louis region with information around career pathways in high-demand sectors. Students attended sessions focused on careers in IT, healthcare, advanced manufacturing, and construction trades, as well as a financial literacy session featuring experts from Bank of America. Sessions showcased the full spectrum of career experiences as participants heard from students exploring the fields, apprentices, and midcareer individuals mentoring the next generation.

70% OF STUDENTS SURVEYED AGREED THAT THEY LEARNED NEW INFORMATION AND SKILLS TO HELP THEM IN THEIR FUTURE CAREER.

100% OF EDUCATORS SURVEYED REPORTED THAT THEY ARE MORE LIKELY TO TALK TO THEIR STUDENTS AND OTHER YOUNG PEOPLE ABOUT HIGH-DEMAND SKILLED CAREER OPTIONS.

YOUTH EMPLOYMENT CONTENT

Nine PBS was able to leverage our multimedia assets to create one-minute video vignettes around opportunities for young people. Content featured St. Louis Artworks, the Southwestern Illinois College Mobile Manufacturing Lab, STL Youth Jobs, and the Little Bit Foundation.

GREW THE NUMBER OF RYEC MEMBER ORGANIZATIONS BY 47%

CREATED CONTENT AROUND YOUTH EMPLOYMENT THAT WAS VIEWED OVER 1 MILLION TIMES

EXPANDED THE LEVEL UP YOUTH CONFERENCE AUDIENCE BY 30% OVER THE PREVIOUS IN-PERSON EVENT.

STL YOUTH JOBS TESTIMONIAL

“Nine PBS’s commitment to improving the lives of our region’s youth while creating a skilled workforce has an impact on the broader community’s understanding of where disparities exist and where change is needed to increase access and opportunity.

As a leader in our region’s youth workforce development work, STL Youth Jobs has benefited from the promotional opportunities afforded by Nine PBS’s public platform as well as a leadership role in the Regional Youth Employment Coalition, supported by Nine PBS.

By pairing collaboration and increased awareness, we have been able to not only increase the visibility of the need for more youth workforce opportunities but also identify new partners and more ways to distribute our message for how youth, employers, and the community can be a part of the changes needed in our region to effectively create and foster our future workforce.”

—Jerica Robinson, Director of Partnerships & Impact, STL Youth Jobs



YOUTH INTERNSHIPS

RYEC member organizations were able to secure internships for 622 young people in 2021—exceeding our goal by 24%. Member organizations met monthly for ongoing collaborative work. By convening these meetings, Nine PBS helped ensure the ongoing, collective impact of RYEC.

MEMBER STAFF PROFESSIONAL DEVELOPMENT

Not only did Nine PBS’s unique media assets and resources enable us to build the capacity of RYEC to reach wider audiences, but support from Nine PBS also helped member organizations create a positive impact for their staff.

FINANCIAL LITERACY

RYEC Financial Literacy Committee developed an accessible resource for educators and families to use to build their financial literacy knowledge. Because of our far-reaching partner network, Nine PBS was able to share this document with 121 community organizations and school staff, impacting at least 3,000 young people in our region.

89%

of RYEC member staff reported increased confidence around the difficult subjects such as mental health and working with justice-involved individuals as a result of professional development

COMMUNITY PARTNERS

Affton School District

Ameren

Behavioral Health Response

Better Family Life

Big Brothers Big Sisters of

Eastern Missouri

BioSTL

BJC Healthcare

Black Leadership Roundtable

Boeing

Boys and Girls Club of Greater

St. Louis

CCDI

Christian Hospital Foundation

City of St. Louis Department of
Health (CHIP Coordinator)

Claim Academy

Clark-Fox Family Foundation

Clayco

Construction Forum St. Louis

Covenant House

Cyber Up

Dreambuilders 4 Equity

East Central College

East Slide Align

Exploring

Family and Workforce Centers
of America

Fathers and Families Support
Center

Ferguson Youth Initiative

Ferguson-Florissant School
District

Gateway GIS

Gateway Global

Gateway Region YMCA

Greater STL Inc

Hazelwood School District

Homegrown STL

Illinois Math and Science Academy

International Institute of St. Louis

Jefferson College

Job Corps

KIPP St. Louis

Launch Code

Lewis and Clark Community
College

Lifewise STL

The Little Bit Foundation

Madison County Regional
Assistant Superintendent
of Schools

Madison County Training and
Employment

MERS Goodwill

Missouri Department of
Elementary and Secondary
Education

Missouri Department of Social
Services

Missouri Job Center of St. Charles
County

Normandy Schools Collaborative

NPower

Paraquad

Parkway School District

Pattonville School District

Project Lead the Way

Ranken

Regional Business Council

Ritenour School District

Rockwood School District

Rung For Women

Savvy Coders

The School District of
University City

Southern Illinois University
—Edwardsville

Special School District

St. Charles School District

St. Clair County

Intergovernmental Grants
Department

St. Louis Artworks

St. Louis Community College

St. Louis County Department of
Human Services

St. Louis County Health
Department

St. Louis Economic Development
Partnership

St. Louis Graduates

St. Louis Internship Program at
Boys and Girls Club of Greater
St. Louis

St. Louis Public Schools

St. Louis Youth Build

Starkloff Disability Institute

STEM STL

STL Youth Jobs

Tina Will Speak

U.S. Department of Labor

United Way of Greater St. Louis

University of Missouri—St. Louis

Urban League of Metropolitan
St. Louis

Washington University—St. Louis

Whitfield Foundation of Success



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