



*Navigate your future.*

# BLUEPRINT Careers

St. Louis Regional Youth Employment Coalition  
January 25, 2019

## St. Louis Regional Youth Employment Coalition

### Mission

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

### Key Strategic Priorities

- Increase access and quality of summer youth employment programs
- Increase access to credentialing and apprenticeship programs





## Presentation Overview

- Overview of middle-skilled jobs
- Snapshot of industry specific middle skills roles, projected openings, expected salaries, and available training programs
- Overview of Blueprint4Careers, a tool to easily navigate middle skills training programs and apprenticeships

## Middle-Skilled Jobs

### Overview

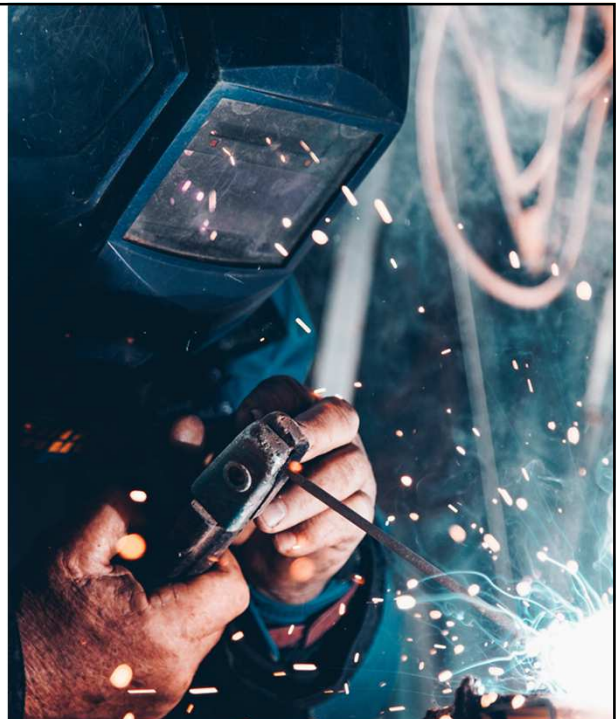
- Roles require education and training beyond high school but less than a four year degree
- Account for 40% of Missouri jobs

State Employment  
**1,156,000**

Job Openings by 2024  
**307,000**

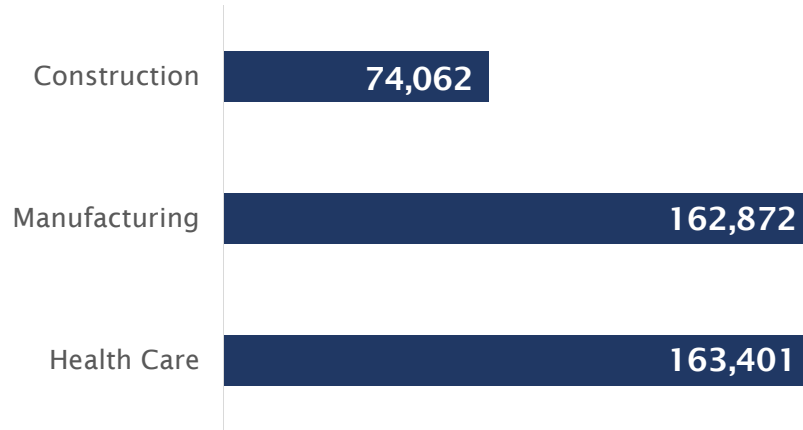
Average Wage  
**\$40,437**

Data Source: Missouri Economic Research & Information Center (MERIC)



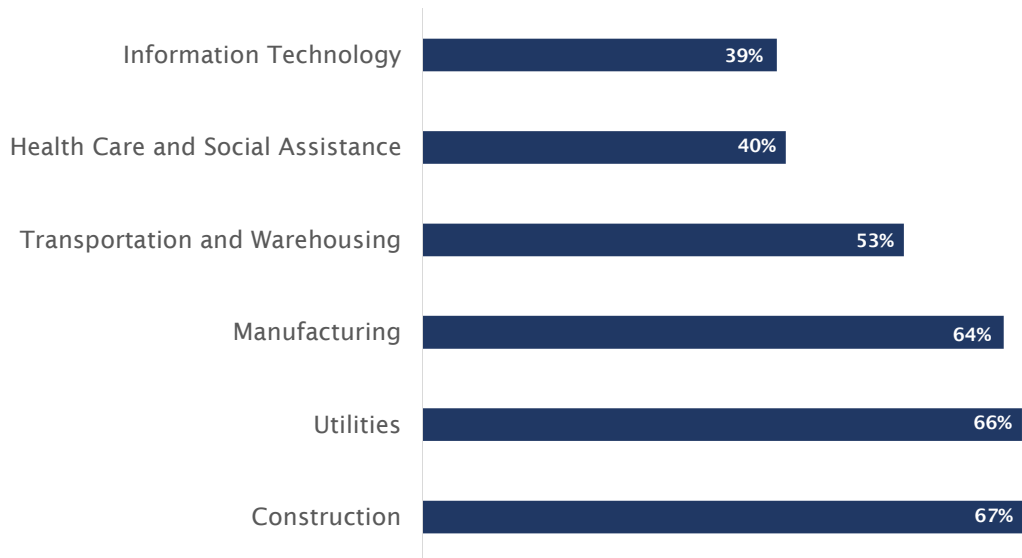
# Middle-Skill Employment

## State Level Employment Snapshot



Data Source: Missouri Economic Research & Information Center (MERIC)

# Middle-Skill Employment Percent by Industry



Data Source: Missouri Economic Research & Information Center (MERIC)

# Middle-Skill Employment

## Top Occupations by Average Wage

OCCUPATION	AVERAGE WAGE
Transportation, Storage, and Distribution Managers	\$91,348
Power Distributors and Dispatchers	\$84,093
Radiation Therapists	\$81,346
Electrical and Electronics Repairers	\$74,177
Electrical Power-Line Installers and Repairers	\$70,429
Transportation Inspectors	\$70,253

Data Source: Missouri Economic Research & Information Center (MERIC)



## 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

## Middle Skills Training

### Training Pathways

- Stackable Industry Recognized Credentials
- Apprenticeships
- Associate Degrees
- On the Job Training



## Health Care Middle Skill Roles and Training Programs

## Certified Nursing Assistant

### Role

- A certified nursing assistant, or CNA, helps patients or clients with healthcare needs under the supervision of a Registered Nurse or a Licensed Practical Nurse

### Starting Salary

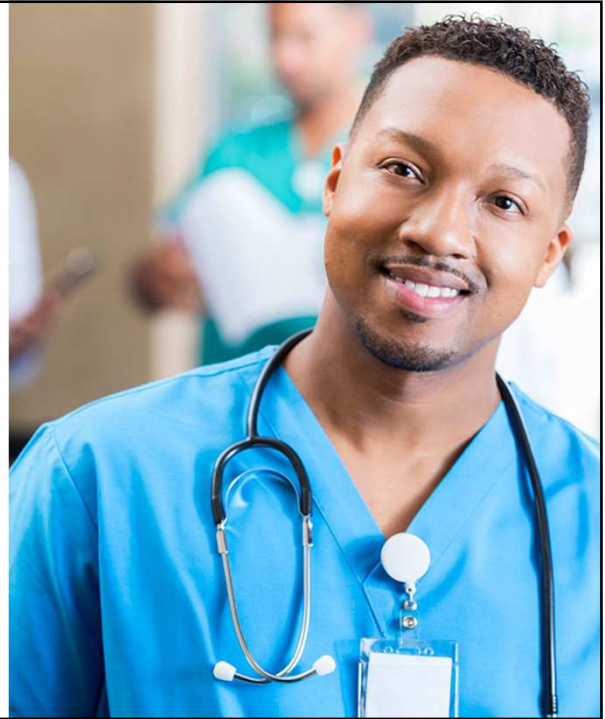
- \$21,400.00

### Local 10 Year Projected Demand

- 20,812

### Automation

- Low Risk



## CNA Credentialing Programs



Program Provider	Length	Cost
St. Louis Community College	10 weeks	\$1,099.00
Aspire Healthcare Solutions	177 Contact Hours	\$1,264.00

### Programs

- Prepare participants for the Missouri state certification exam to become a Certified Nurse Assistant
- Divide length of program between classroom time and on the job training

### Top Regional Employers

- BJC Healthcare
- Lutheran Senior Services
- Mercy

# Medical Assistant

## Role

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

## Starting Salary

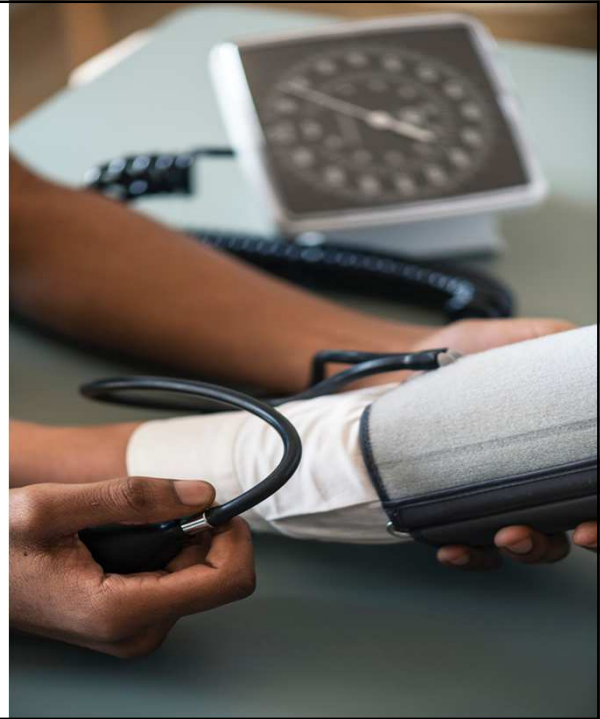
- \$26,200.00

## Local 10 Year Projected Demand

- 7,241

## Automation

- Low Risk



# Medical Assistant Programs



Program Provider	Length	Cost
St. Louis Community College	29 weeks	\$4,800.00
Washington University in St. Louis Apprenticeship Program	10 weeks	N/A - hired by the medical school as full-time employees, with benefits
Bell Brown Medical Institute	22 Weeks	\$3,000.00

### Programs

- Prepare participants for the Certified Clinical Medical Assistant (CCMA) certificate supported by the National Healthcare Association (NHA)

### Top Regional Employers

- Washington University in St. Louis
- BJC Healthcare
- SSM Health
- Mercy

# Phlebotomist

## Role

- Phlebotomy technicians, or simply phlebotomists, are professionals who draw blood from patients.

## Starting Salary

- \$26,200.00

## Local 10 Year Projected Demand

- 1,304

## Automation

- Low Risk



# Phlebotomy Credentialing Programs



Program Provider	Length	Cost
St. Louis Community College	8 weeks	\$805.00
Aspire Healthcare Solutions	7 weeks	\$1,286.00
Bell Brown Medical Institute	8 weeks	\$1,200.00

## Programs

- Phlebotomy technician programs provides instruction in the skills needed for the proper collection of blood and other specimens used for diagnostics testing. Emphasis is placed on ethics, legalities, clinical safety and mastering difficult draws.

## Top Regional Employers

- Laboratory Corporation of America
- Quest Diagnostics Incorporated
- American Red Cross





## Transportation Middle Skill Roles and Training Programs

### Commercial Truck Driver

#### Role

- Responsible for transporting different types of goods from distribution centers to customer locations using a truck. Perform inspections before and after a trip, and unload cased products from the trailer to customer facilities.

#### Starting Salary

- \$35,900.00

#### Local 10 Year Projected Demand

- 16,779

#### Automation

- Medium Risk



# Commercial Truck Driver Programs



Program Provider	Length	Cost
St. Louis Community College	5 week day class or 8 week night class	\$5,150.00
160 Driving Academy at St Louis	4 weeks	\$3,882.00

## Programs

- Introductory Commercial Driver training programs designed to enable students to obtain a class A CDL.
- **Re-entry friendly** industry. 160 Driving Academy works with individuals to secure employment before starting program. With current labor shortages, employers have been covering costs for pre-hires for this program.



# Information Technology Middle Skill Roles and Training Programs



## Cybersecurity Analyst



### Role

- Responsible for planning and implementing security measures to protect computer systems, networks and data. Cybersecurity analysts stay up-to-date on the latest intelligence, including hackers' methodologies, in order to anticipate security breaches.

### Starting Salary

- \$55,000.00

### Local 10 Year Projected Demand

- 1,352

### Automation

- Low Risk

Program Provider	Length	Cost
Midwest Cyber Center Cybersecurity Analyst Registered Apprenticeship Program	2,000 hours of on the job training and 580 hours of online curriculum	\$100 application fee

## Computer Network Support Specialists



### Role

- Computer support specialists provide help and advice to computer users and organizations. These specialists either support computer networks or they provide technical assistance directly to computer users.

### Starting Salary

- \$36,500.00

### Local 10 Year Projected Demand

- 1,762

### Automation

- Low Risk

Program Provider	Length	Cost
NPower Tech Fundamentals Program	22 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.

Program Provider	Length	Cost
LaunchCode LC101 Program	22 Weeks	FREE

## Starting Salary

- \$64,000.00

## Local 10 Year Projected Demand

- 11,388

## Automation

- Low Risk

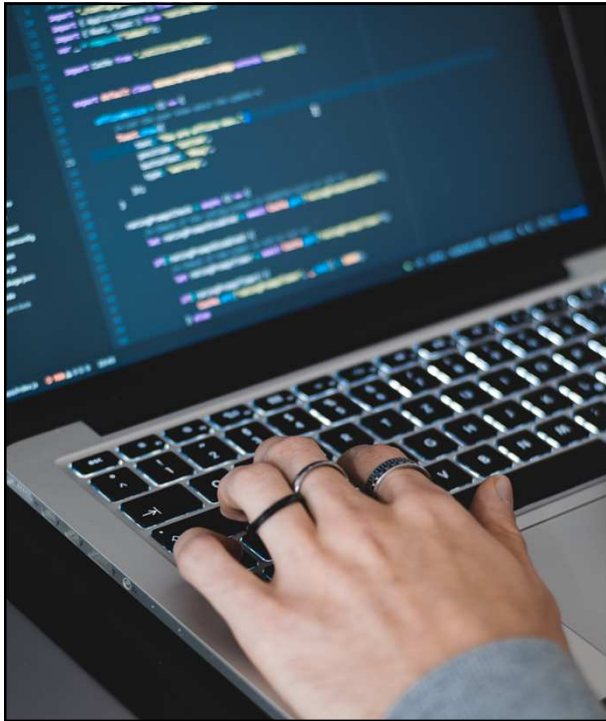
Program students complete the same core curriculum in Python and then learn a specialized language track designed to hone key skills that are in high demand.



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Forthcoming Online Platform



## 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

## Landing Page

- Powerful search function to navigate vast array of opportunities
- Future tabs and blog to feature middle skill roles and careers ladders



Sample: Blueprint4Summer

## Search Function

The screenshot displays the 'CAREER PROGRAM SEARCH' page on the BLUEPRINT Careers website. The page features a search bar with a placeholder text: 'Welding, coding, auto mechanic, nursing assistant, etc. Use double quotes to search for a specific phrase'. Below the search bar, there are several filter categories:

- INDUSTRIES:** A row of icons representing various industries: Advanced Manufacturing, Automotive, Bioscience, Construction, Cosmetology, Culinary, Energy Solutions, Healthcare, Hospitality, Information Technology, and Transportation & Logistics.
- DURATION:** Radio button options for '1-3 months', '3-6 months', '6-12 months', 'More than 1 year', and 'All'.
- COST:** Radio button options for 'Free' and 'Financial Aid Available'.
- PROGRAMS CLOSEST TO:** A text input field for 'Zip code or address'.

At the bottom of the search form, there are three buttons: 'Clear Search Form', 'Search Sessions', and 'View All Programs'.

## 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



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Thank You!

