



MISSOURI CHAMBER
OF COMMERCE AND INDUSTRY

IT Industry-Driven Apprenticeship Grant

Final Report





Progress as a Team Over 5 Years



Total Goal

5,000

**Apprentices
Served to Date**

4,501

**Goal
Achieved**

90%



Progress Report



Performance Measure	Goal	Actual Through 09/30/2024	
Participants Served	5,000	4501	90%
Unemployed or Underemployed	4,375	3708	85%
Incumbent Workers	385	125	32%
Completers	4,268	1688	40%
Newly Created Programs	15	24	160%
Employers Engaged	15	17	113%

Partner Progress

Partner	Apprentices Served
Oracle	2408
CyberUp	80
Launchcode	315
Cognizant	638
Lockheed Martin	250
IBM	19
OpenClassrooms	38
Catalyte	9
NPower	8

Partner Progress

Partner	Apprentices Served
Apprenticely	135
UST Xpanxion	23
Access Point	195
Code the Dream	28
Dynamic Consultants Group	11
Cyderes	43
Mic Talent Solutions	100
UTP	22



CATALYTE



npower

OPENCLASSROOMS



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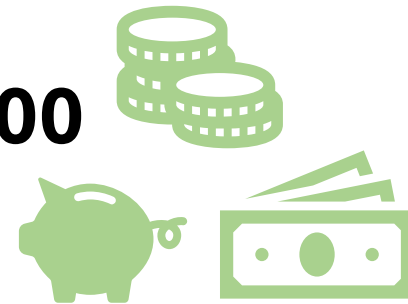
Where are our Apprentices?



Who are our Apprentices?

2,804	Youth, Ages 17-24
1,767	Female
43	Fifty-Five Years or Older
214	Identify with a Disability
174	Eligible Veterans

Average Salary \$63,000



Marketing and Sustainability

Purpose and Goals

- Reach potential IT apprentices and give them opportunities to connect with the clients' apprenticeship partners
- Call to action: Visit www.MOChamber.com/ITCareers to Apply Now
- Secure new IT apprentices for the client partners
- Highlight the Missouri Chamber Foundations' work in the IT apprenticeship space

Marketing and Sustainability

Target:

- Focus on St. Louis, Missouri area for all communication
- All ethnicities including White, African American, Asian and Hispanic populations
- Males and Females aged 25-40 years old





Marketing and Sustainability

Messaging:

- Nine 14'X48' billboards - 3 boards for each message
 - EARN WHILE YOU LEARN
 - Launch your IT Apprenticeship! – NO EXPERIENCE NEEDED! –
 - IT Apprenticeship OPPORTUNITY – Kickstart Your IT Career
- Two social media videos – Facebook / Instagram / LinkedIn
- Messaging for bus shelters and bus interior cards and train windscreens and train interior cards will contain more content
- Colors & Fonts:
 - Similar to Chamber website – blues and white
- **Department of labor disclaimer placed within new direct link to IT apprenticeship application info and on the billboards**
[www.MOChamber.com/IT Careers](http://www.MOChamber.com/ITCareers)

Social Media Video Results

- **January 20 - March 17^t**
 - 1,525,996 impressions total
 - 8778 clicks to website
 - Facebook – 829,337
 - LinkedIn – 396,661
- **March 17 - April 14**
 - 122,576 impressions total
 - 3,196 clicks to website
 - Facebook – 72,658
 - LinkedIn – 49,918

Website and Social Media Results

- Since Feb. 1, the IT apprenticeship webpage on mochamber.com has had over 11,500 views, making it the most visited page on our website.
- Over the past month, the Facebook video promoting IT apprenticeships has gained over 36,000 views.

Lessons Learned

- Team Mentality, Transparency, Learn from Each Other
- Clear Communication and Momentum
- Waiting List of Employers
- Importance of Mentorship
- Internal Training Team Support

Memories!!!

CSG Grantees Convening DC, 2024

