

NEWS RELEASE



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FOR IMMEDIATE RELEASE

EDGE FACTOR TO INVIGORATE STUDENTS ABOUT CAREERS IN TECHNICAL FIELDS

(St. Joseph, MO) -- The St. Joseph Chamber of Commerce has teamed up with area high schools and the Heartland Foundation to bring Edge Factor to St. Joseph later this month. This innovative program addresses workforce development challenges faced by St. Joseph's companies, area schools and families.

Edge Factor's web platform of high-energy videos and interactive tools helps build a connection between students, parents, teachers, counselors and businesses that aligns the needs of each stakeholder with in-demand career paths. While the Edge Factor online platform connects schools, businesses and families, the workforce development initiative kicks off with an exciting live event with founder Jeremy Bout.

The live event is from 9:45 to 11 a.m., Tuesday, Sept. 24, at the St. Joseph Civic Arena, 100 N. Fourth St. Media will be able to interview Bout between 11 and 11:15 a.m., before teacher training on the platform begins.

Bout is the founder of Edge Factor. As a man who started his career as a CNC programmer for a tool company, he will provide real world dialogue to 2,000 students from 10 St. Joseph and area schools in the live event.

Bringing the Edge Factor program to St. Joseph is one of many ways the Chamber and the St. Joseph School District are working to encourage students and parents to consider careers in various fields. Manufacturing Day, the My Success Event, Teacher Externships and the Apprenticeship Program are other endeavors that help students learn about potential careers in St. Joseph.

"As Baby Boomers retire, they are leaving a wealth of knowledge and a huge number of vacancies for companies, here and on the national level," said R. Patt Lilly, President & CEO of the St. Joseph Chamber of Commerce. "To continue to grow our economy, our companies need to be able to hire qualified talent. Edge Factor is an exciting way to open students' eyes to all of the profitable opportunities that await them locally."

Through this partnership, schools across Northwest Missouri have unlimited access to use all of Edge Factor's tools to inspire students to explore career pathways, make STEAM (Science, Technology, Engineering, Art, Math) relevant to the real world, embrace soft skills and much more.

Edge Factor is coming to St. Joseph thanks to a partnership between the St. Joseph Chamber of Commerce and St. Joseph School District, with the support of a CollaborACTION grant from the Heartland Foundation

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