



Gateway
Global



Zekita Armstrong Asuquo

Founder & President

- Education – B.A. Sociology and Anthropology (concentrations in International Relations and Majority/Minority Relations, Maryville University MML in Business Candidate , World Trade Center Certification in International Trade
- Global Marketing Consultant – marketed wine (for clients) into China, Hong Kong, Thailand, Malaysia and other Asian markets
- Diversity Manager – oversaw \$70M diversity spend portfolio with more than 300+ contracting consultants
- Director of Social Enterprise – built a social enterprise unit to help a local nonprofit generate revenue, oversaw operations, developed workforce development program for women re-entering the workforce
- Director of Operations – oversaw operations and finance at private, local middle and high school
- Published – by some of the most influential publications including ABC World News, The Root, Diversity Journal, Black Britain Magazine, and St. Louis American
- Media – appearances on local and national radio shows including Roland S. Martin Show (former CNN), Rebecca Roberts (DC), and Charlie Brennan (KMOX)
- Community board and committee memberships – Community Women Against Hardship, former HSSU Workforce Preparedness Advisory Council, Opera Theatre St. Louis Engagement & Inclusion Committee, former NAWBO St. Louis President, GeoFutures Committee (STL)

Gateway Global American Youth & Business Alliance

- Non profit federally tax exempt
- Recruits apprentices: high school students, high school graduates, and college students
- Offers training: technical and soft skills
- Focused on big picture career pathways like: Foreign Policy, Global Trade, Environment, Disaster Relief, Submarine Fibre Optics and Outer Space.
- Facilitates Dept. of Labor registered Geospatial Specialist Apprenticeship program (Entry to Executive)
- Partners across STL region and the state

Gateway Global Data Logistics Co.

- For profit Missouri registered corporation
- Certified MBE Corporation eligible for small business contracting set asides to employ Geospatial Specialist Apprentices
- Specializes in both topography and activity based intelligence (human centric data)
- Creates jobs for Geospatial Analysts, Technicians, and DOL Registered Apprentices
- Ability to scale, create more jobs and train cohorts of apprentices annually

Partners include: St. Louis University (GeoSLU), USGIF (Academic Affairs), T-Rex, Southeastern MO Geospatial Council, KIPP High School, Normandy High School, Cape Girardeau (MO) School District and Jackson (MO) School District.





Our partners include...



Problem

Challenges of U.S. Education System in a Rapidly Changing Global Marketplace

- Disconnect between academia, secondary education and economic development
- Limited alternatives to immediately attending a four-year college or university – for poor minorities and poor whites (this includes women across the spectrum)
- Lack of diversity in talent pipeline – attributed to lack of alternatives
- Outdated and non-innovative recruitment strategies for selecting talent
- Lack of focus on cultivating a workforce effectively in K-12
- In the U.S. there is a stigma associated with apprenticeships that is not seen in parts of Europe where traditional and non-traditional apprenticeships are successfully a large component of workforce development (ex. Germany, Switzerland, UK)
- Emphasis primarily on “coding” only which detracts interest from STEM based careers
- Using 20th century programming and methodology for 21st century issues





What We Found

- Apprenticeships are an attractive model to students who are not likely to attend four year college immediately after high school
- Students in our targeted demographic value an immediate income equally to higher education
- Most of this demographic would be excited about STEM careers if they understood more about them
- Most students in this demographic would eventually complete a college degree if they could get skilled and go to work at a high paying job first
- Most parents/guardians are in agreement that work is equally as important as higher education and would support a STEM based apprenticeship program for their students
- Most parents believe that apprenticeships in Science and Technology will help their students obtain the skills and education they need to be successful
- Most students that participated in the survey, signed their names stating that they were genuinely interested in learning more about the apprenticeship program

STEM Based Apprenticeships: Keeping U.S. Companies Globally Competitive

A Path Towards Diversifying Talent Pools and Pipelines in Now and Next Generation Science and Technology

St. Louis Promise Zone High School Students 9th – 12th

51.1

Percent that said that both going straight to work to support themselves and enrolling in college was the most important thing to them after graduating high school.

57.5

Percent that said that they would join a STEM based apprenticeship program if they could “earn while they learn” and earn credentials.

51.4

Percent that said they would be more excited about a career in STEM if they actually understood why the work was important and how it fit into the big picture.

57.8

Percent signed their names saying that they wanted to receive more information STEM based apprenticeships in their communities.

65.5

Percent said that they would definitely go to college if they could start with a good paying job that would allow them to move up in their career.

St. Louis Promise Zone Parents/Guardians

85.3

Percent that said they believe that Science and Technology (STEM) based apprenticeships would help poor, minority or female students obtain the education and skills they need to succeed.

75.4

Percent that said that both going to straight to college and getting skills to work at a high paying job was most important for their child after high school graduation.

92.7

Percent that said that it was important to them that their student/child become educated and qualified for careers in organizations like NGA and its contractors like Boeing, BAE Systems, Leidos, Harris Corp, and others

92.8

Percent that said that they would support a STEM based apprenticeship that could help their student/child gain credentials before going to college



Some Areas Where U.S. Will Fall Behind Globally Without Innovative Workforce and Education Solutions

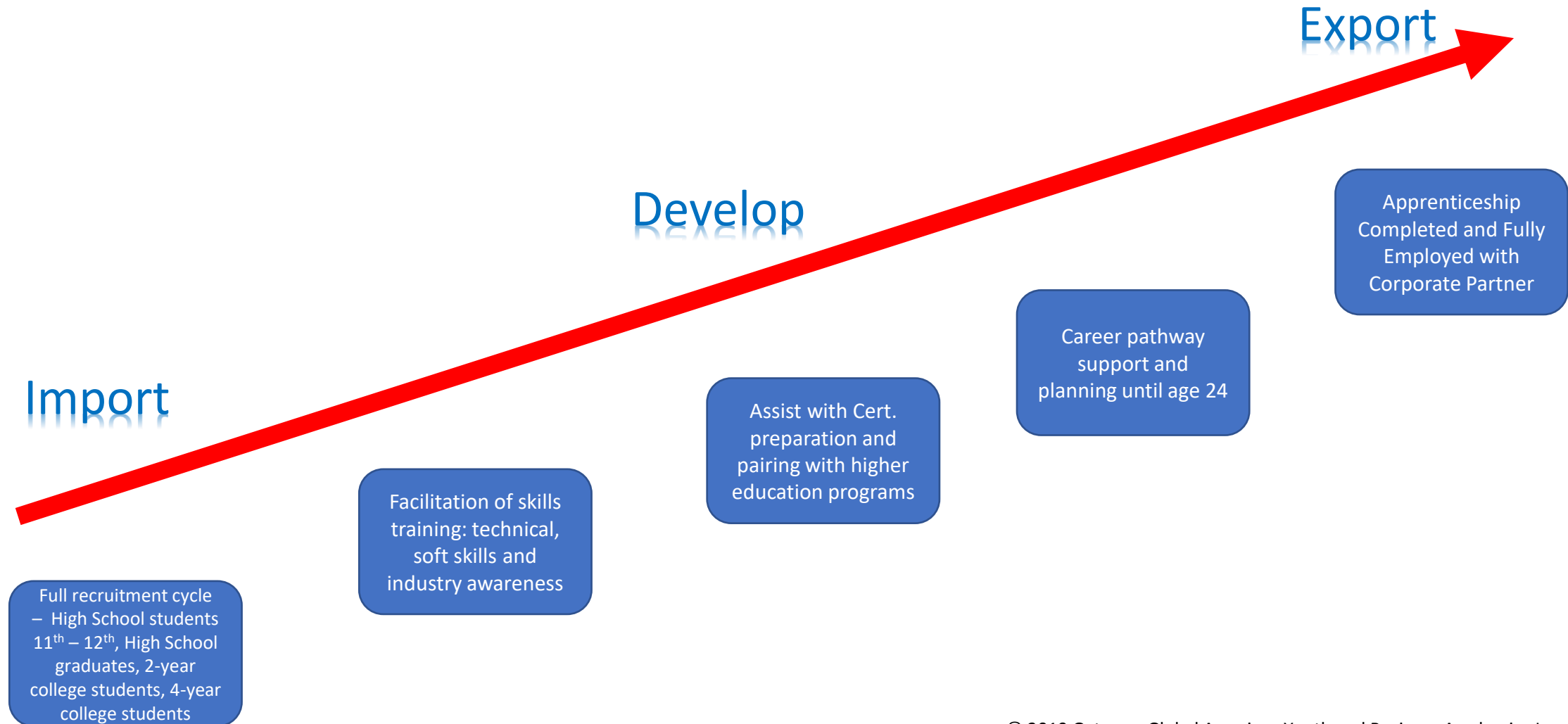
- Sustainable Energy Solutions
- Outer Space
- Global Soft Power
- Advanced Fatal Weaponry
- Allied Infrastructure Assets
- 5g
- Artificial Intelligence
- Robotics
- Geospatial Intelligence
- High Speed Rail & other Sustainable Transportation



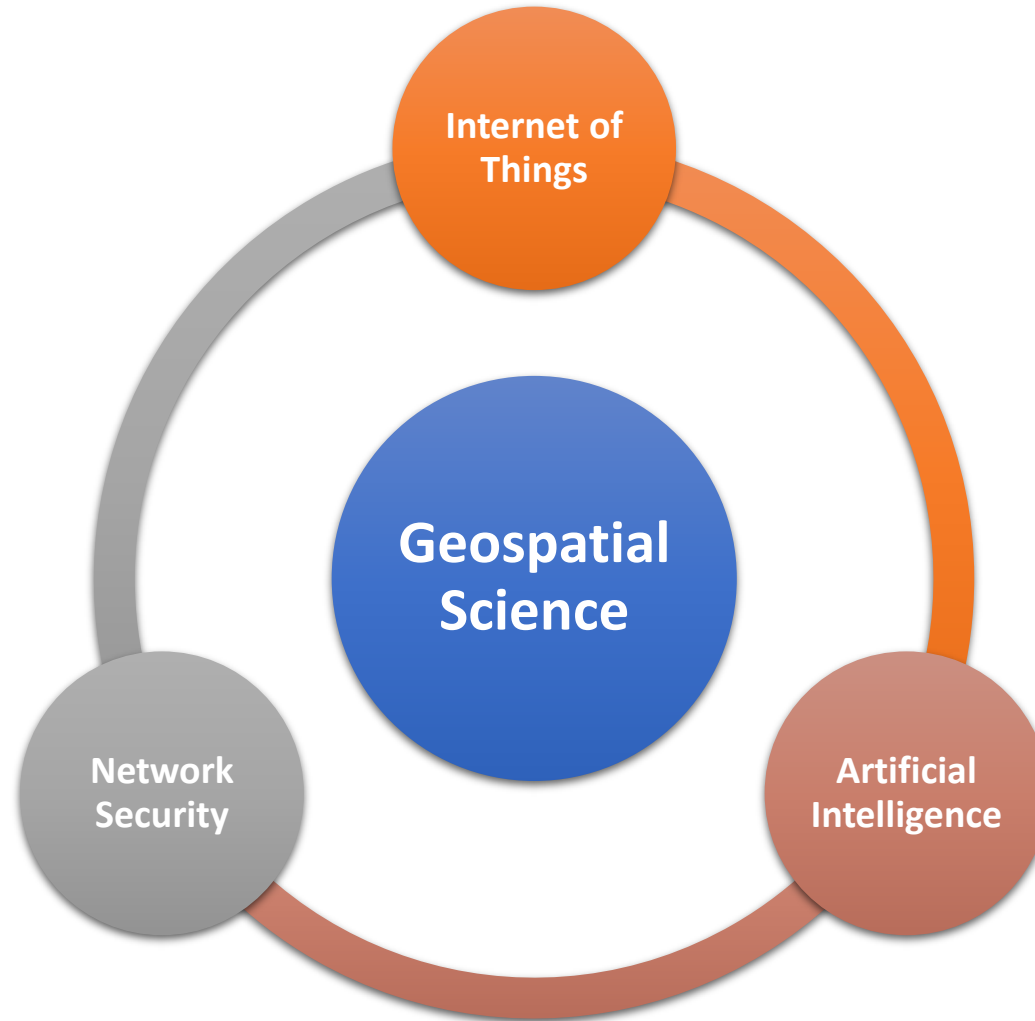
Solution

GGAYBA “*Entry to Executive*” STEM APPRENTICESHIP MODEL

Our I.D.E. method was designed to identify the workforce needs of employers, recruit young adults with an interest, but had barriers to entry, and finally, help move the region forward by using creative methods to help rapidly close the skills gaps by utilizing untapped talent sources to support efficiency, innovation and global competitiveness.

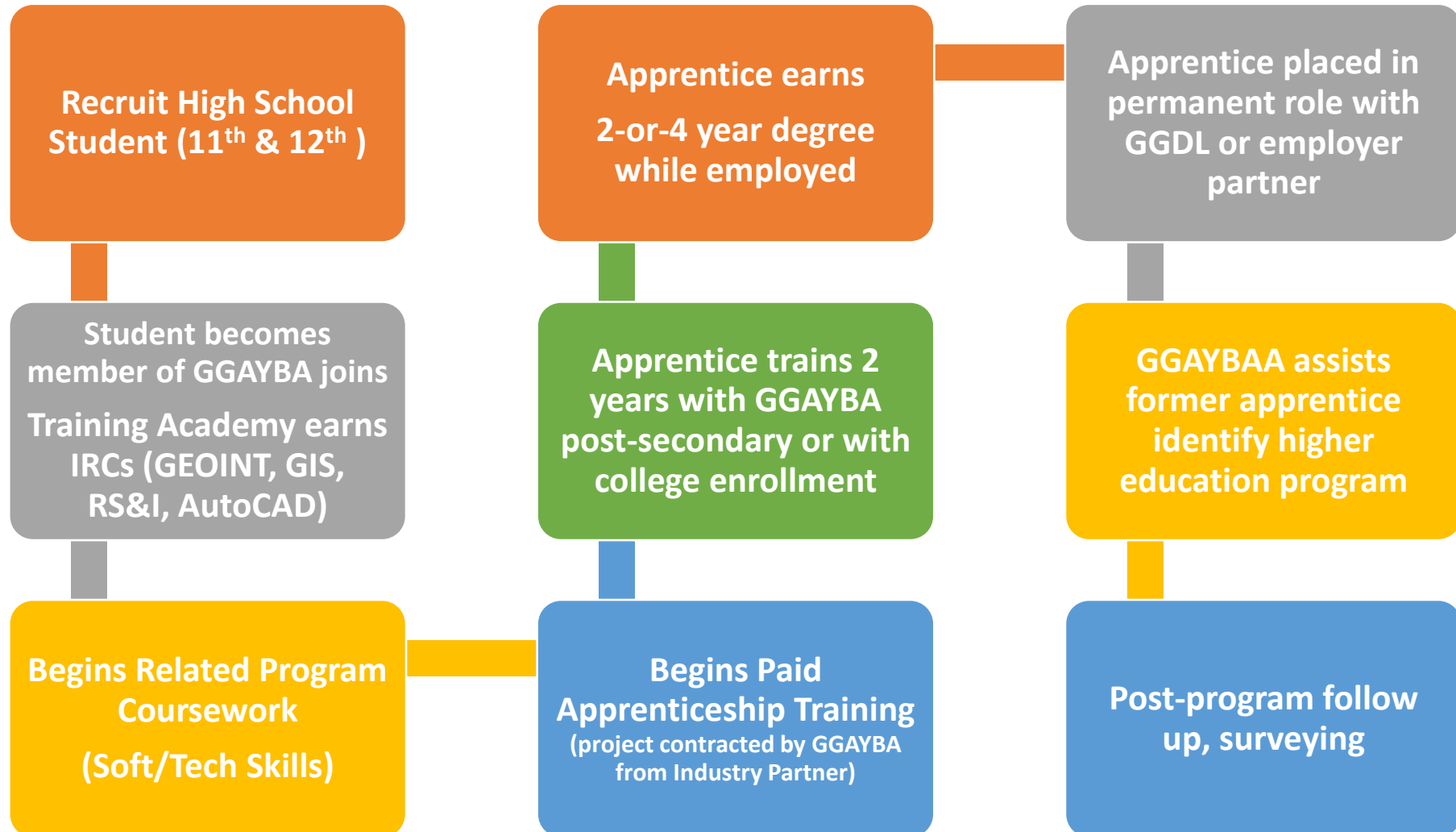


Transferrable Skills and Now and Next Gen Talent Cultivation



Geospatial Science converges with other critical industries like Artificial Intelligence, Network Security and Internet of Things (IoT)

How It Works



Some Resources on Workforce Trends in Non-Traditional, White Collar Apprenticeships

White Collar Apprenticeships

<https://www-nytimes-com.cdn.ampproject.org/c/s/www.nytimes.com/2019/12/10/us/apprenticeships-white-collar-jobs.amp.html>

From Apprentice to CEO

<https://www.qa.com/resources/our-thinking/from-apprentice-to-ceo/>

Win for Business, Win for Workers



- Providing free technical (Esri) and soft skills training to youth ages 16-24 automatically qualifies them for entry level production
- Targeting both Urban Centers and Rural Communities as partners increases the number of skilled young workers and expedites closing skills gaps in critical *Now* and *Next Generation* Technologies
- At the end of the apprenticeship, employers receive trained and experienced workforce that can bypass entry level roles and take on more responsibility
- Recruitment across school districts and connecting counties increases diverse talent pipelines – racially and socioeconomically
- Contracting projects to GGAYBA contributes to competitive advantage by familiarizing talent pipeline with company's mission, vision, values, goals and stakeholders early on

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