



K-12
Programs

Junior Achievement uses hands-on experiences to help young people understand the business of life.

In partnership with business and educators, **Junior Achievement** brings the real world to students, opening their minds to their potential and preparing them for the world of work.

About JA Worldwide® (Junior Achievement)

JA Worldwide is the world's largest organization dedicated to inspiring and preparing young people to succeed in a global economy. Through a dedicated volunteer network, JA Worldwide provides in-school and after-school programs for students in grades K-12. JA Worldwide offers educational programs that focus on three Pillars of Success: entrepreneurship, work readiness, and financial literacy. Today, 139 local offices reach approximately four million students in the United States, with an additional 4 million students served by operations in 119 countries worldwide. For more information, visit www.ja.org.



Find out how you can make a difference, visit

www.ja.org

Or contact your local Junior Achievement office to learn more about becoming involved in JA's programs.





Elementary School

Ourselfs®

For thousands of students, this popular program represents their first real foray into the economics of life—work readiness, entrepreneurship, and financial literacy. JA volunteers lead sessions with engaging stories and dynamic activities that help instill the values of earning, saving, sharing, and working ethically.

Our Families®

Children tend to think everything they want is something they need. Learning to recognize the difference between the two is one of the first crucial lessons in financial literacy. By focusing on the roles people play in their local economy, students understand the importance of work, and the tools and skills to get—or earn—what they want.

Our Community®

Understanding life outside of home and school begins with students taking a look at how things work in their communities. This program puts community life into perspective for students as they explore matters of business, citizenship, economics, and the interdependent roles of people working in a community.

Our City®

City life comes into sharp context through *Our City*, a program designed to inspire student exploration of the relationship between the jobs people perform, the skills they need to perform these jobs, and the impact their work has on a city's well-being.

Our Region®

This program introduces students to the relationship between natural, human, and capital resources found in different regions, and explores regional businesses that produce goods (such as food in local supermarkets) and services (such as energy and transportation).

Our Nation® REVISED

Introduces the concept of business globalization as it relates to business resources and careers, and the need for students to be entrepreneurial in their thinking to meet the requirements of business worldwide. Through engaging activities, students learn about STEM (science, technology, engineering, and math) skills, resources, and job skills.

JA Afterschool™ JA More than Money™ REVISED

What good is earning money if young people aren't taught how to save, spend, and share it? This program instills these essential skills in students, and shows them how entrepreneurial thinking and financial savvy can transform an idea into a business that can generate jobs and wealth for themselves and their communities.

Capstone Experience JA BizTown®

Elementary school students are not old enough to drive, work, vote, or be the boss. But that does not stop them from operating banks, managing restaurants, writing checks, and voting for a mayor at *JA BizTown*. The program combines in-class learning with a day-long visit to *JA World*®—a fully interactive simulated town facility. *JA BizTown* helps students connect the dots between what they learn in school and the real world.



Middle School

JA Global Marketplace®

Like those sneakers? They're made in China with rubber from the Brazilian Amazon, cotton from India, color dye from Vietnam, and recycled plastic bottles from Honduras. Practical examples like this help students gain perspective into how goods flow in the global economy and the effect globalization has on students' lives.

JA Economics for Success®

What is personal finance? How do skills, interests, values, and education affect career options? This program provides an opportunity for students to begin asking life questions and exploring how their academic, economic, and ethical choices affect their lives.

JA America Works®

What is behind the United States' legacy of economic success? Entrepreneurial moxie—lots of it! In this program, students learn about the history of American entrepreneurship and its vital role in business and the nation's economic development.

JA Afterschool™ JA It's My Business!®

If entrepreneurship is behind our country's economic success, then what is behind entrepreneurship itself? Can one learn to think and act like an entrepreneur? Most definitely. This program teaches students the four key characteristics of successful entrepreneurs: believing in themselves; filling a need; knowing their customer and product; and being creative and innovative.

Capstone Experience JA Finance Park™ REVISED

What would you do if you had to live life as a 32-year-old, single mother of three, who earns \$23,000 a year working in a retail store? Or for that matter, a 41-year-old CEO of a bank? *JA Finance Park*, an exhilarating hands-on, realistic, site-based experience, lets students walk in an adult's shoes for a day. No matter what "life situation" they assume, the in-class learning and day-long experience teaches students the importance of making intelligent, personal financial decisions throughout their lives.



High School

JA Exploring Economics™ NEW

Through hands-on classroom activities, *JA Exploring Economics* fosters lifelong skills and knowledge about how the economy works, including micro-, macro-, personal, and international economics. Students learn about the importance of international trade and the effects of inflation.

JA Economics™

This program reinforces concepts of micro- and macro-economics by having students explore the basic characteristics of the U.S. economic system, and how economic principles influence business decisions. It also introduces students to career opportunities, consumer issues, and helps reinforce important academic and leadership skills, including research and data analysis, problem-solving, and critical-thinking.

JA Titan®

What child hasn't run a lemonade stand? *JA Titan* takes the lemonade stand to a whole new level—to the online world! Built as a web-based simulation, high schoolers run a virtual company. Whether that means running it into the ground or to earning high profits depends on the quarterly business decisions they make about their product price, marketing, R & D, and more. Sink or swim, students walk away understanding critical business practices and the effect management decisions have on a company's bottom line.

JA Banks in Action®

Once it's deposited in a bank, what happens to the money teens earn mowing lawns, slicing pizzas, or babysitting? *JA Banks in Action* demystifies finance by explaining how a bank works and having students operate a computer-simulated bank with their classmates. The program covers the history of banking and introduces students to the various career paths in banking.

JA Success Skills®

"What do I need to know to find, get, and keep a job?" The answer? *JA Success Skills*. Students participate in challenging exercises to help them develop personal strategies to achieve lifelong learning pursuits and career opportunities. Team-building exercises test their problem-solving and critical-thinking skills, as well as their ability to communicate, negotiate, and lead. Through engaging activities, they appreciate the importance of personal appearance, professional demeanor, punctuality, and written and oral communication.

JA Careers with a Purpose™

How can ethical positive values, life maxims, and decision-making skills help people make career and life decisions? Can people make career choices in terms of their individual noble purpose? How? Through hands-on classroom activities and local, regional, and global essay competitions, *JA Careers with a Purpose* introduces students to the importance of seeking careers that help them realize their life potential and noble purpose.

JA Business Ethics™

Scandals in the business world have eroded public confidence. *JA Business Ethics* is designed to foster ethical decision-making in students as they prepare to enter the workforce and the global marketplace. Students learn to recognize, analyze, and apply basic terminology, theories, and concepts common to the study of ethics. They explore and analyze their own ethical values and philosophy, establish ethical priorities, recognize key ethical issues, and learn to evaluate their decision-making processes.

Junior Achievement Presents: The NEFE High School Financial Planning Program

This classroom-based program introduces students to the importance of making wise financial choices. Students explore the role that money plays in achieving personal goals throughout life. They develop planning, goal-setting, and thoughtful decision-making skills that will help them protect themselves from the unexpected financial pitfalls that plague so many adults.

JA Afterschool™ JA Company Program®

When students think they've learned enough to start their own business, they should! *JA Company Program* has students put theory to practice by developing their own money-making businesses, from concept to business plan, financing, execution, sales and, ultimately, growth or demise. The experience fosters understanding and appreciation of the personal opportunities and responsibilities each person has in the workplace.

Capstone Experience JA Job Shadow™

Just what does a U.S. senator do all day? Or a graphic designer? What does it take to start a career in the music industry? What do people do all day in those cubicles? *JA Job Shadow*—one of JA's best known work-readiness programs—gives students a "day-at-the-office" experience by pairing high school students with members from their local business community.*

Students participating in JA programs have a greater comprehension of economics and business than their non-participating peers. Junior Achievement helps prepare students to develop successful financial management habits, empowering them to explore the potential of becoming an aspiring entrepreneur, and providing them with the skills necessary to succeed in a global workforce.

JA Volunteers make school relevant and fun, which means kids are more likely to become contributing, successful members of their communities. As volunteers share their real-world experiences and present JA materials, it helps kids bridge the gap between what they learn in school and what they can expect in the world of work.

Educators invite Junior Achievement into their classrooms because JA volunteers and materials support teachers by providing an exciting learning environment that gives students a real-world perspective. JA program content aligns with curriculum standards to help teachers achieve their students' learning objectives.

Donors find JA to be relevant because it inspires kids to succeed and prepares them to be work ready. There is no other organization that can deliver the turn-key, easy-to-implement solutions that will ensure donors' future employees are ready for the workforce.

** Also available for middle school students.*

New: programs launched in the 2008-09 school year
Revised: programs updated for the 2008-09 school year