

# JA Company Program<sup>®</sup>

## Evaluation Results

### Overview

- In fall 2010 and spring 2011, Junior Achievement USA™ conducted an impact evaluation of the *JA Company Program*, a high school program consisting of twelve sessions that teaches students the basics of business and the free enterprise system. By organizing and operating an actual business enterprise, students not only learn how businesses function, they also learn about the structure of the U.S. free enterprise system and the benefits it provides.
- The primary goal of the evaluation was to test the impact of the program on students' knowledge, skill development, attitudes, and behaviors. This summary presents key findings from the evaluation, which included a student pre-/post-test, a four-month student follow-up survey, and a volunteer post-program survey.
- The program implementation and evaluation window was from September 2010 to April 2011. The follow-up survey was administered in April 2011.

### Sample

- A total of 276 students from four different JA Areas completed a pre- and a post-test for the evaluation.
- In addition, 41 students also completed a four-month follow-up survey online.
- A total of 13 volunteers completed the post-survey.

### Student Impact

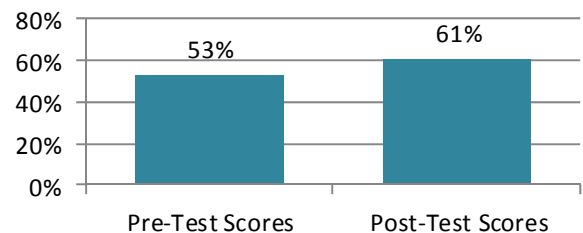
- The pre-/post-test was designed to measure changes in students' content knowledge that occurred over the course of the program.
- As evidenced by the table, students participating in the program demonstrated a statistically significant increase overall in their awareness of the basics of business and the structure of the free enterprise system.
- Furthermore, students indicated that participation in the *JA Company Program* increased their ability to work in a team (85 percent), to be a good



decision maker (80 percent), and to think creatively (76 percent).

- Students “agreed” or “strongly agreed” that the program helped them understand that managing their finances is important (83 percent), increased their confidence in their ability to successfully compete in the future workforce (78 percent), and increased their knowledge about entrepreneurship (78 percent).
- Seventy-two percent of students “agreed” or “strongly agreed” that the *JA Company Program* positively affected their future education plans and positively influenced their decision about their future career (64 percent).

**Overall Knowledge Gains  
(n=276)**



- The vast majority of students reported that Junior Achievement was fun (87 percent), made them aware of career options (75 percent), provided a challenge (72 percent), and connected what they learned in the classroom to real life (72 percent).

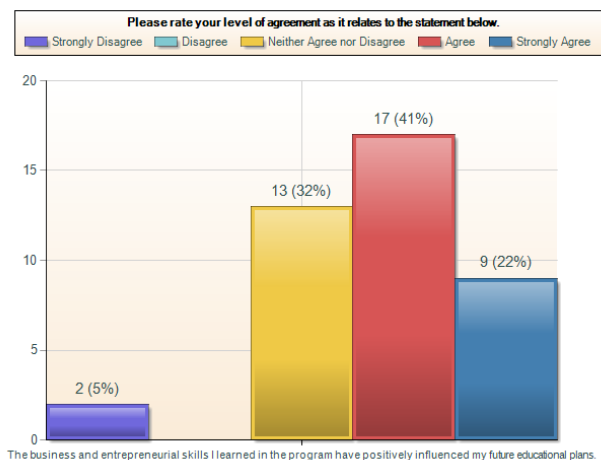
### Student Follow-up Survey Results

- Four months after completion of the program, one student had already started a business; 22 percent of students (a total of nine students) had completed a business plan for a future business opportunity; 63 percent of students (26 students) had discussed business ventures with someone else; and 17 percent (seven students) had worked or modified their Personal Action Plan.
- Of the students who completed the follow-up survey, 63 percent said the program positively influenced their education plans (Chart).
- One hundred percent of the students reported the information they learned in the JA Company Program was useful for their future.

*I learned that it was hard to run a company and that it takes real hard effort and perseverance. – Student*

Student

*They (JA volunteers) encouraged me to take greater leadership role within my school and school activities. – Student*



### Volunteer Results

- Sixty-nine percent of volunteers said they understood their role, and 54 percent “agree” or “strongly agree” they received adequate training for the JA program.
- The greatest impacts of the program, from the perspective of the volunteer, was that the JA curriculum exposed students to new career possibilities (92 percent); helped prepare students to be successful in the future (92 percent); and encouraged students’ creativity (85 percent).
- Volunteers overwhelmingly agreed (92 percent) that Junior Achievement had a positive impact on students.
- Overall, 92 percent of volunteers believed students had developed their problem solving, leadership, and entrepreneurial skills.



- According to volunteers, the skills that were most improved during the program included teamwork (85 percent), leadership (46 percent), and entrepreneurship (46 percent).
- Overall, 92 percent of volunteers indicated they would participate as a JA volunteer again.

*(JA Company Program) allows the kids to be creative and learn various things about corporations and real-life situations. – Volunteer*