



K-12
PROGRAMS



Junior
Achievement®
of Greater Washington



FINANCIAL LITERACY.
WORK READINESS.
ENTREPRENEURSHIP.

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GET PREPARED.
GET INSPIRED.
GET **JA.**



EQUIPPING THE NEXT GENERATION FOR SUCCESS.

Junior Achievement isn't just about business. It's about every young person in Greater Washington. And, it's about their future.

Whether she wants to develop the next big technology startup, work on the next great scientific breakthrough, take pictures for a magazine, or serve in the marble halls of the U.S. Capitol, JA can pave the way, building a bridge from the classroom to her future. It's a path paved by personal finance tools, work readiness skills, and a foundation of entrepreneurship knowledge.

Why are these tools so important?

One in five U.S. adults gave themselves failing, or near-failing grades on their grasp of personal finance. One-third of Americans do not pay their bills on time. And it doesn't end there.

With looming college debt, complex retirement plans, and a post-recession job market, we must do more to prepare our students for the jobs of the future, in fields such as science, technology, engineering, and math (STEM), and ensure that they have the skills that employers demand. It's also critical that we instill in our young people, who dream of building startups and small businesses, a foundation that will help them find success in a competitive and challenging American economy.

Junior Achievement isn't just a mission. It's a movement. A movement to ensure that our children are better off than the generations who came before them; to inspire every kid, no matter where they came from, to figure out where they are going. And there's no more important a movement in Greater Washington.

“Could the next Steve Jobs or Mark Zuckerberg be sitting in class right now in the District? Maybe. More importantly, are there students whose lives could be improved if they learned the ins and outs of running a business? No question.”

— *Washington Post*





INSPIRING THE NEXT GENERATION.

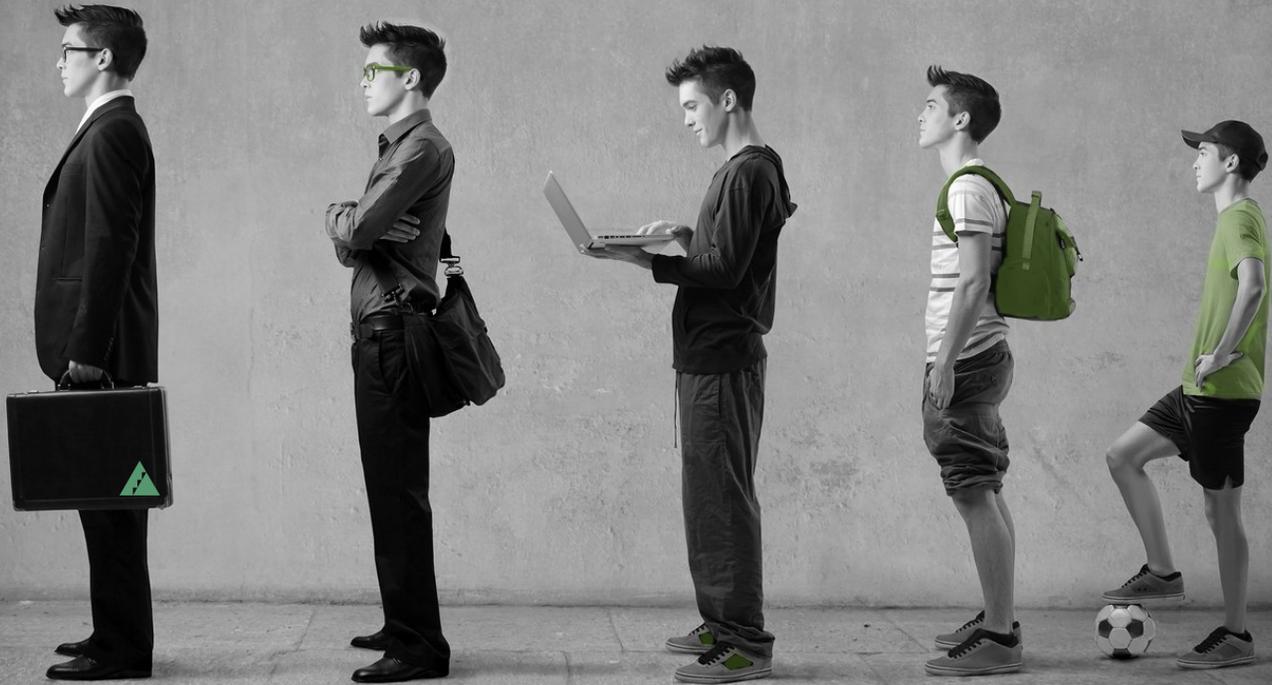
From humble beginnings come great things. It's the American dream. If you take the rudder and choose a direction, you can control your future. Junior Achievement believes in the boundless potential of every young person and in inspiring the next generation to harness the vision to excel and navigate their path to success in the modern economy.

At Junior Achievement of Greater Washington, we believe that to truly inspire the region's young people we must build a bridge from the classroom to the future. We also believe that any path to success is paved by a sound foundation of **financial literacy**, **meaningful workplace experiences**, **entrepreneurial skills** and *real* role models who can show kids how to harness the vision to excel.

The job market and economy are uncertain. What is certain is that Junior Achievement graduates will be more prepared to make the right choices and are less likely to become saddled with debt. In fact, 90 percent of Junior Achievement graduates report they felt significantly more confident in their ability to make the right choices in life.



NO MATTER WHERE YOU'RE GOING JA PAVES THE WAY.



INSPIRED, STANDARDS-BASED LEARNING FOR K-12

Our **elementary** programs take a microeconomic approach to our pillars and are sequentially aligned with students' growing view of the world; students travel with JA through broadening social spheres, from Ourselves™ in Kindergarten to Our Nation™ in fifth grade.

Our **middle school** curriculum continues with programs that focus on both macroeconomics and building students' personal finance skills. At the middle school level, students can also take part in our innovative Finance Park experience, a hands-on opportunity to make the same financial decisions adults make each month.

JA's **high school** programs empower students to dig deeper with intensive courses on single areas of focus, including entrepreneurship, economics, career skills and personal finance.

- Delivered by a volunteer role model who can share life and career experiences.
- Taught in just 1 day (JA in a Day) or over several weeks (traditional).
- JA Capstone™ Experience in middle school is dynamic, hands-on experiential JA Finance Park®.
- Students at the high school level can participate in the JA Company Program®, a catalyst for a new generation of entrepreneurs that will help young people understand how to incubate and foster a successful enterprise with lessons on leadership, marketing, sales, financial management, and supply chain management. They will also create a personal action plan incorporating 21st century career readiness skills.
- JA Capstone™ Experience in high school is JA Job Shadow™— one of JA's best known work-readiness programs that gives students a “day-at-the-office” experience by pairing young adults with members from their local business community.

ELEMENTARY

JA Ourselves®

The program represents the students' first real foray into the economics of life— work readiness, entrepreneurship, and financial literacy. Sessions include engaging stories and dynamic activities that help instill the values of earning, saving, sharing, and working ethically.

JA Our Families®

This program focuses on the roles people play in their local economy and shows children the importance of work and the skills that are required to get— or earn— what they need and want.

JA Our Community®

JA Our Community® focuses on helping students understand life outside of home and school and begins with taking a look at how things work in their communities. This program puts community life into perspective for students as they explore business, citizenship, economics, and the interdependent roles of people working in a community.

JA Our City®

City life comes into sharp context in this designed-to-inspire student exploration of the jobs people perform, the skills they need to accomplish these jobs, and how their work has a positive effect on a city's economy.

JA Our Region®

Am I an entrepreneur? This program introduces students to entrepreneurship and how entrepreneurs use resources to produce goods and services in a community. Students solve problems by weighting risks and rewards.

JA Our Nation®

The concept of business globalization is explored 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.

MIDDLE

JA Finance Park®

Imagine that you're a 27-year-old single parent earning \$25,000 a year as an office assistant, or perhaps you're a 35-year-old regional manager making \$65,000 annually. How will you manage your money? At JA Finance Park, students act as adults for a day and make personal financial decisions within the walls of dynamic, hands-on Finance Park. Whatever role they are assigned, students develop lifelong financial skills through the program's in-class and simulated experiences.

JA Economics for Success®

Building a life is a complex project, particularly for teens and young adults entering the working world. This engaging program shows students how to earn money, spend wisely within a budget, save and invest, use credit cautiously, and protect their personal finances.

JA Global Marketplace®

Like those sneakers? They're made in China with rubber from Brazil, cotton from India, color dye from Vietnam, and recycled plastic from Honduras. Practical examples like this help students understand how goods flow into the world's economy and the effect globalization has on their lives.

JA It's My Future™

What does it take to be successful in today's working world? While still in middle school, students explore potential careers, discover ways to plan for and keep a job, and prepare their personal-branding maps to the future.

HIGH

JA Be Entrepreneurial®

This program dispels entrepreneurship myths, gives students the essential tools needed to develop a business plan, and provides the inspiration to take innovative action to successfully compete in the modern economy.

JA Career Success™

High-growth career industries predominate. This program equips students with the skills needed to compete in the world marketplace, specifically developing critical thinking, communication, collaboration, and creativity.

JA Economics®

This extensive program explores the basic characteristics of the U.S. economic system and how economic principles influence business decisions. Students examine career opportunities and consumer issues and learn academic and leadership skills, including data analysis, problem solving, and critical thinking.

JA Personal Finance®

This individualized program introduces students to the importance of planning for their financial future. It demonstrates how budgeting, saving and investing money, using credit cautiously, and protecting one's personal finances can secure financial stability.

JA Titan®

Through a web-based simulation, students operate a virtual company. Success depends on quarterly decisions about their product's price, marketing, R&D, and business practices. Win or lose, students understand the effect management decisions have on a company's bottom line.

JA Company Program®

Entrepreneurship comes to life as a group of students start up an actual business venture with the help of educators and community volunteers. This multi-dimensional experience infuses online learning, digital tools, contemporary teaching methodology, and current trends in small business startups.

JA Job Shadow®

This classroom and site-based program prepares students to be entrepreneurial thinkers and encourages them to develop personal strategies to pursue lifelong learning and career opportunities.

VOLUNTEERS MAKE JA POSSIBLE.

MENTORED YOUTH HAVE
BETTER SCHOOL ATTENDANCE,
A BETTER CHANCE OF GOING
ON TO HIGHER EDUCATION
AND BETTER ATTITUDES
TOWARD SCHOOL.

— Bill and Melinda Gates Foundation,
Role of Risk Study



Our dynamic, hands-on programs are delivered by volunteer mentors who have chosen meaningful career paths and have unique perspectives to share with our students. Because at JA, we believe that to give kids the vision to excel in the future, they need to see real role models up close. Our volunteers set us apart.



A MOVEMENT FOR GREATER WASHINGTON.

“Financial literacy is not a fad.”

— Former Chairman of the Federal Reserve Ben Bernanke at the Opening of Junior Achievement Finance Park, Fairfax, 2010

Students participating in JA programs have a greater comprehension of economics and business than their non-participating peers. Junior Achievement is serious about its commitment to ensuring these young people are equipped with the tools to succeed in the modern economy, bridging the gap from the classroom to the future.

Volunteers make school relevant and fun, which means kids are more likely to become contributing, successful members of our community. As volunteers share their real-world experiences and present JA materials, it helps kids understand what they can expect when they grow up and start down the path toward *their* American dream.

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 students achieve teachers’ learning objectives.

Partners 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 turnkey, easy-to-implement solutions that will ensure partners’ future employees are ready for the workforce and that Greater Washington remains a place where businesses and families thrive.

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businessman, investor, & ja alumnus



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