



## KEY

 Minimal
  Moderate
  High
 \*Pillars of Student Success signify a program's primary focus; however, each JA program is developed to include all three pillars.

**Blended Model:** Programs are delivered to students through an integration of face-to-face volunteer and teacher mentoring and instruction, student-led groups, and digital learning during the traditional school day.

**Classroom-Based:** Programs are delivered to students by a volunteer during the traditional school day.

**JA AfterSchool®:** Programs are delivered to students by a volunteer outside traditional school hours, including afternoon, evenings, weekends, and summer.

**JA Capstone:** Programs in which the classroom teacher prepares students for a day-long, out-of-school, volunteer-led experience.

Find out how you can make a difference.

Visit [www.ja.org](http://www.ja.org)

## Middle School Programs (Grades 6-8)

**JA Economics for Success®** provides practical information about personal finance and the importance of identifying education and career goals based on a student's skills, interests, and values. Six volunteer-led sessions required.

**Concepts:** Budget, credit, credit card, credit score, co-pay insurance, debit card, decision making, deductible, goal setting, gross income, higher education, interest, interests, needs and wants, net income, opportunity cost, policy, premium, risk, self-knowledge, skills, values, world of work

**Skills:** Analyzing information, critical thinking, inquiry skills, interpreting data, math calculations, oral and written communication, organizing information, presentation, problem solving, reading for understanding, self-assessment, working in groups and pairs

**JA Finance Park®** builds a foundation on which students can make intelligent lifelong financial decisions, including those related to income, expenses, saving, and credit. The program culminates in a hands-on budgeting simulation at a facility, mobile unit, or virtual site. A minimum of 13 teacher-led sessions required; 1 volunteer-led simulation required.

**Concepts:** Banking, benefits, budgets, career, categorization, credit, credit reports, credit score, debit, debt, deposit insurance, financial responsibility, goal setting, government, identity theft, impulse buying, income, interest, loans, opportunity cost, payment methods, risk, saving, savings, taxes, values, wages, wants and needs

**Skills:** Active listening, brainstorming, collaboration, comparing, comprehension, creativity, critical thinking, decision making, following directions, interpreting data, math, reading, self-knowledge and reflection, speaking and listening, vocabulary, working in pairs and teams, writing

**JA Global Marketplace® Kit-Based** provides practical information about the global economy and its effect on students' lives. Six volunteer-led sessions required.



















**Concepts:** Business practices, culture, currency, domestic trade, embargo, emigrate, entrepreneurship, exchange rates, exports, franchise, global trade, human resources, immigrate, international trade, market, productivity, quota, standard, subsidy, tariff, technology, trade, trade barrier.

**Skills:** Analyzing points of view, brainstorming, critical reading, critical thinking, gathering and organizing information, interpreting maps, charts, and globes, math calculations, oral and written communication, persuasion, compromise and bargaining, working in groups



**JA Global Marketplace® Blended Model** demonstrates why and how countries buy and sell from each other. Students examine the interconnection between producers and consumers in the global marketplace and the effect of free enterprise in an economic system. Two implementation options are offered: Basic (Sessions One–Six volunteer-led) and Advanced (Sessions One–Six volunteer-led; Session Seven teacher- or volunteer-led).

**Concepts:** Business, business ethics, career exploration, communication, cultural awareness in international business, cultural differences, cultural norms, culture, currency, customer, educational and legal requirements, etiquette, exchange rate, export, free trade, immigration, import, innovation, interdependence, international careers, international trade, market, marketplace, migration, product, product safety, production, profit, quota, resources, service, specialization, standards, subsidy, tariff, trade, trade barriers, trade embargo

**Skills:** Analyze charts and evaluate information, analyze human behavior, categorize data, decision making, describe how need leads to innovation, entrepreneurial thinking, examine resources, follow instructions, identify business responsibilities, identify foreign currency, identify international job requirements, identify positive and negative traits, interpret charts and graphs, learning a second language, making customer-based product decisions, negotiating, reading a spreadsheet, reading comprehension, recognize and apply terms, recognize consequences of trade barriers, teamwork, trading, understanding business and cultural etiquette, using a currency converter

Pillars of Student Success*			Primary Implementation			
Entrepreneurship	Financial Literacy	Work Readiness	Blended Model	Classroom-Based	JA AfterSchool	JA Capstone
						
						
						
						

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## Middle School Programs (Grades 6-8)

**JA It's My Business!® Kit-Based** encourages students to use critical thinking to learn entrepreneurial skills that support positive attitudes as they explore and enhance their career aspirations. Six volunteer-led sessions required.

**Concepts:** Advertising, apprentice, auction, auctioneer, be creative and innovative, believe in yourself, bid, business, business plan, civic responsibility, customer, entrepreneur, entrepreneur profile, fill a need, know your customer and product, market, marketing, profit, self-taught, social entrepreneur

**Skills:** Active listening, analyzing information, brainstorming, critical thinking, decision making, deductive reasoning, estimating, following directions, interpreting information, measuring, money management, oral and written communication, problem solving, self-assessment, working in groups

**JA It's My Business!® Blended Model** encourages middle school students to turn their ideas into a pitch plan for a business. The program introduces design thinking as a problem-solving process and provides students an authentic entrepreneurial experience that builds toward a pitch competition. Six volunteer-led sessions required. Fifteen-minute optional extension activities are provided for use in after-school implementation.

**Concepts:** Business, consumer feedback, design, entrepreneur, entrepreneurial characteristics, funding, innovation, innovative, investor, market, market research, need, product, passionate, persistent, persuasive, pitch, presentation visuals, product, product sketches, prototype, risk-taker, self-confident, self-motivated, service, speaking skills, surveys, target market

**Skills:** Analyze an example performance, analyze and synthesize data from media sources, applying terms, brainstorming, collecting data, creating a model, creative thinking, communicating information through design, deduction, empathy, evaluating alternatives, group presentation, group work, labeling an illustration, listening, logical reasoning, memory recall and matching, presenting ideas, problem solving, processing data from media, self-evaluation, teamwork

**JA It's My Future® Kit-Based** provides students with hands-on practical information to prepare them for the working world while still in middle school. Six volunteer-led sessions required.

**Concepts:** Brand, career clusters, career mapping, career planning, employee, high-growth jobs, interests, job application, job forecast, job hunting, job interview, logo, long-term consequences, personal brand, recommendation, resumes, short-, middle-, and long-term goals, soft skills, symbolism, tagline, technical skills, working environment

**Skills:** Analyzing data, analyzing information, categorizing data, creativity, following written instructions, goal-setting, interviewing, mapping, model building, oral and visual presentation, oral and written communication, organizing information, reading for understanding, self-assessment, working in pairs and groups

**JA It's My Future® Blended Model** offers students practical information to help prepare them for the working world. Students develop the personal-branding and job-hunting skills needed to earn a job. Six volunteer-led sessions required.

**Concepts:** Achievements, attitude, brand, career, career clusters, career mapping, career paths, communication, decline, education level, high-growth careers, interests, job application, job growth, job hunting, job interview, job outlook, logo, making a good impression, maps, personal brand, professionalism, references, reputation, soft skills, tagline, teamwork, technical skills, transferable skills, work ethic

**Skills:** Analyze branding, analyze charts and graphs, analyze data from media, applying cause and effect, demonstrating cause and effect, evaluating and sorting options, group discussion, identifying personal skills, identifying strengths and weaknesses, logical reasoning, note taking, prediction, read for understanding, recognize patterns, review results, role-playing, self-evaluation, teamwork, use art as self-expression

Pillars of Student Success*			Primary Implementation			
Entrepreneurship	Financial Literacy	Work Readiness	Blended Model	Classroom-Based	JA AfterSchool	JA Capstone
●	○	◐	✓	✓		
●	○	◐	✓	✓	✓	
◐	○	●		✓		
◐	○	●	✓	✓		

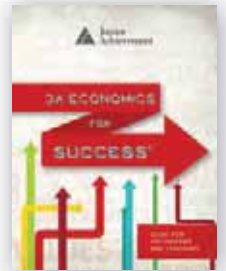


## JA Economics for Success®

*JA Economics for Success* provides practical information about personal finance and the importance of identifying education and career goals based on a student's skills, interests, and values.

Following participation in the program, students will be able to:

- Explore their skills, interests, values, and the world of work to make informed education, career, and life decisions.
- Develop their knowledge of personal finance to apply strong financial-management skills regardless of income.



### Session Titles and Summaries:

1

#### **Session One: Mirror, Mirror**

Students make choices to better understand the concept of self-knowledge—the awareness of their skills, interests, and values—as they consider education, careers, and other life choices.

2

#### **Session Two: Be a Success**

Students learn how to set goals for their financial future. They play the Be a Success Game to see the connection between personal finance, education, and careers.

3

#### **Session Three: Keeping Your Balance**

Students receive Occupation Cards and observe how different jobs provide different monthly salaries. Based on those monthly salaries, students evaluate the opportunity cost when making budget decisions.

4

#### **Session Four: Savvy Shopper**

Students examine how consumers pay for goods and services. They discuss the advantages and disadvantages of using debit and credit cards.

5

#### **Session Five: Keeping Score**

Students examine how a credit score is determined and learn about the consequences of a positive and negative credit report.

6

#### **Session Six: What's the Risk?**

Students learn that life involves risk and that insurance and personal responsibility help to reduce the financial consequences of loss or injury.





Join Junior Achievement's national network of more than 213,000 volunteers and help students in your community connect the dots between what they learn in school and the "business of life"—work readiness, entrepreneurship, and financial literacy.

### JA's Turn-Key Volunteer Solution:

#### Personalized Placement

JA works with you to ensure you teach at the location and grade level of your choice.

#### Comprehensive Training

JA staff provides training so you are comfortable visiting the classroom. You will be trained in classroom management, understanding and delivering the JA curriculum, working with the classroom teacher, and communicating effectively with students.

#### Minimal Time Commitment

The time commitment is minimal compared to the significant impact you make. Middle grade-level classes include six 45-minute sessions.

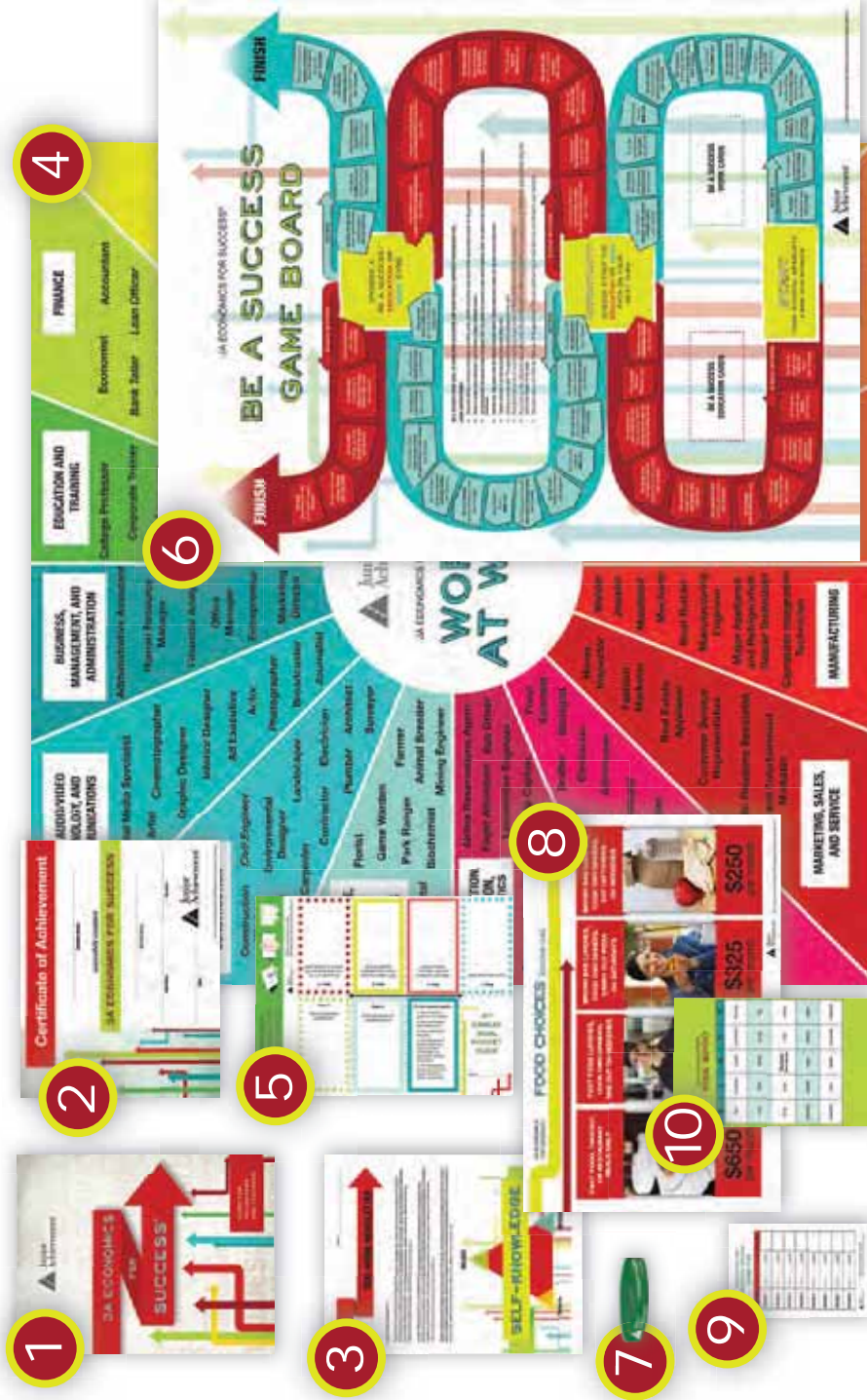
JA provides you with a kit containing all of the session plans and student materials you'll need to make every minute count.

#### JA Staff Follow-Up and Support

JA staff is available to answer your questions or make suggestions about your volunteer assignment.

## 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. Selected pieces of the program are featured below.



#### 1 Guide for Volunteers and Teachers

Provides session plans, teaching tips, and talking points.

#### 2 Certificate of Achievement

Given to students in recognition of their participation.

#### 3 Take-Home Newsletter

Introduces the program to parents and offers students a free, online career assessment.

#### 4 World at Work Poster

Displays 16 career clusters and a chart for goal setting.

#### 5 My Career Goal Pocket Guide

Helps students identify the skills and education needed in a chosen career.

#### 6 Be a Success Game Board

Students choose education or work paths and experience life choices along the way.

#### 7 Wristband

Directs students to an online game exploring education and work choices.

#### 8 Budget Choice Ads

Students develop a budget based on an assigned salary and expense options.

#### 9 Keeping Score Game Pad

Demonstrates the actions that can raise or lower a credit score.

#### 10 Risk Bingo Card

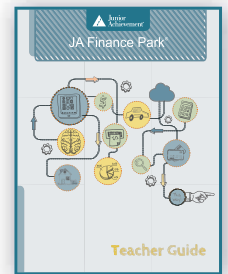
Students play a game of Risk Bingo to learn about types of insurance.

## JA Finance Park®

Through hands-on classroom activities and site-based or virtual experiences, JA Finance Park students build a foundation for making intelligent, lifelong personal-finance decisions. The program includes hands-on in-school activities that culminate in a visit to a JA Finance Park facility or mobile unit, or online through JA Finance Park virtual.

Following participation in the program, students will be able to:

- Identify personal interests, skills, work preferences, and values.
- Identify career interests.
- Evaluate the risks and benefits of saving and investing.
- Evaluate risk and recognize insurance as a way to minimize it.
- Define taxes; explain their purpose; and understand how they affect everyone.
- Explain the advantages and disadvantages of using credit and debit cards.
- Explain who uses a budget and why.
- Identify the components of a successful budget.
- Create a successful budget using hypothetical life situations.



### Section Themes and Summaries:

1

#### Income

Students recognize the fundamental role of income in managing their personal finances and the factors that affect income and take-home pay. They understand that the decisions they make about education and career will have an impact on their potential income and quality of life.

2

#### Saving, Investing, and Risk Management

Students explore why saving money is critical, and they compare investments as a part of their overall financial planning. They also examine risk and how insurance may help protect savings.

3

#### Debit and Credit

Students compare financial institutions and their services. Through discussion and a game activity, they also weigh the advantages and disadvantages of debit and credit. Finally, students examine the role credit scores and credit reporting have on personal finances.

4

#### Budget

Students discover the importance of spending money wisely and recognize a budget as a valuable tool. They create personal budgets based on saving and lifestyle goals and day-to-day situations.

5

#### The Simulation and Debriefing

Students experience the JA Finance Park simulation, where they apply classroom learning by creating a family budget based on a hypothetical life situation. They recognize the impact of credit history on budget planning and purchasing options. During classroom follow-up, students explore their insights and revisit their career goals to see how those might have changed following their JA Finance Park experience.





Join Junior Achievement's national network of more than 213,000 volunteers and help students in your community connect the dots between what they learn in school and the "business of life"—work readiness, entrepreneurship, and financial literacy.

## JA's Turnkey Volunteer Solution:

### One-on-One Assistance

During the simulation, volunteers guide and assist students as they balance their budgets.

### Comprehensive Training

Before you begin the JA Finance Park program, JA staff will provide training and share the goals of the JA Finance Park simulation. You will become familiar with the daily schedule, the work expected of the students, and your roles and responsibilities. You also will be instructed on how to use the volunteer guide and volunteer Checklist to help facilitate the experience.

### Minimal Time Commitment

The time commitment is minimal compared to the significant impact you make. The approximately six-hour day, composed of volunteer training and the 4-hour simulation, will pass quickly and leave you astonished by how much the students accomplish in such a short period of time.

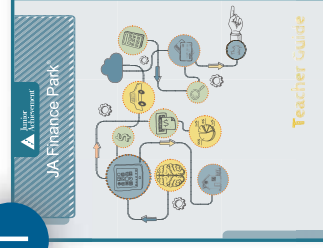
### JA Staff Follow-Up and Support

Volunteers are key to the success of this program. From the beginning of the volunteer training until the end of the simulation, JA staff will be available to answer all your questions.

# JA Finance Park®

Imagine you're a 2-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 in a realistic facility, mobile unit, or virtual community setting. Whatever role they are assigned, students develop lifelong financial skills through the program's in-class and simulated experiences.

1



3



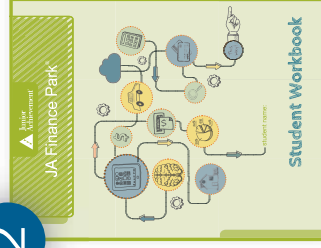
4



5



2



1

**JA Finance Park Teacher Guide**  
Provides lesson plans and teaching tips.

2

**JA Finance Park Student Workbook**  
An in-class and take-home reference tool for students to complete during each session.

3

**PowerPoint Slide Deck**  
An optional visual aid for teachers to use with classroom activities.

5

**Savy Shopper Game**  
Students decide whether to purchase items with a credit or debit card.

4

**Savings Option Posters**  
Help students compare plans for saving and investing.



Junior  
Achievement®

JA Finance Park®

## JA Finance Park Simulation (site-based/mobile version)

Teens don't often think about paying a water bill, buying health insurance, or saving for retirement, but at JA Finance Park they do. The daylong visit to this simulated, fully interactive business park brings their in-class learning to life.

Students receive family scenarios, complete with job title, marital and family status, income, existing savings, and existing debt. Then they visit park businesses to explore their options and better understand the items based on their assigned family needs and then go shopping. They must purchase items to meet the needs of their family, such as insurance, clothing, transportation, housing, groceries, and childcare—without spending more than they earn.



## JA Finance Park Virtual

During this hands-on, computer-based simulation, students are asked to manage a fictitious life situation. The details of their assigned life scenario include marital status, number of children, education background, employment, and income.

Given their career and family situation, students use banking services pay for housing, transportation, utilities, groceries, and health care contribute to charities and budget for education expenses. They work to create and balance a personal family budget.

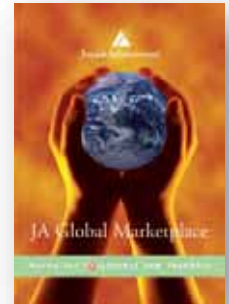


## JA Global Marketplace®

Through hands-on classroom activities, JA Global Marketplace provides practical information about what makes international trade work and how it affects students' daily lives.

Following participation in the program students will be able to:

- Use the six characteristics to analyze historical events and contemporary international business concepts and practices.
- Apply their knowledge of international trade to their daily lives.



### Session Titles and Summaries:

1

#### Session One: Marks the Spot

Working in groups to identify import items found throughout the classroom, students begin to recognize that trade with other countries affects their daily lives. They understand that international trade occurs when nations want resources or services from other countries.

2

#### Session Two: You Be the Judge

Students learn that a structure of rules and laws is required for countries to engage in international trade.

3

#### Session Three: Let's Make a Deal

Students work in groups to identify and understand the business practices used in other countries. Students discover that business practices vary from country to country and that understanding these practices can have a positive impact on trade.

4

#### Session Four: People Power

By reviewing recent and historical examples of immigration, students discover how the movement of people facilitates international trade. Students learn that economic opportunity often is the driving force behind immigration and international business decisions.

5

#### Session Five: World of Words

Students discover how technological advances in communication have improved productivity and facilitated international trade.

6

#### Session Six: World of Money

Students learn that countries have different currencies with different values. To purchase goods from another country, it usually is necessary to use its currency.





Join Junior Achievement's national network of more than 213,000 volunteers and help students in your community connect the dots between what they learn in school and the "business of life"—work readiness, entrepreneurship, and financial literacy.

### JA's Turnkey Volunteer Solution:

#### Personalized Placement

JA works with you to ensure you teach at the location and grade level of your choice.

#### Comprehensive Training

JA staff provides training so you are comfortable visiting the classroom. You will be trained in classroom management, understanding and delivering the JA curriculum, working with the classroom teacher, and communicating effectively with students.

#### Minimal Time Commitment

The time commitment is minimal compared to the significant impact you make. This middle grade-level program includes six 45-minute sessions.

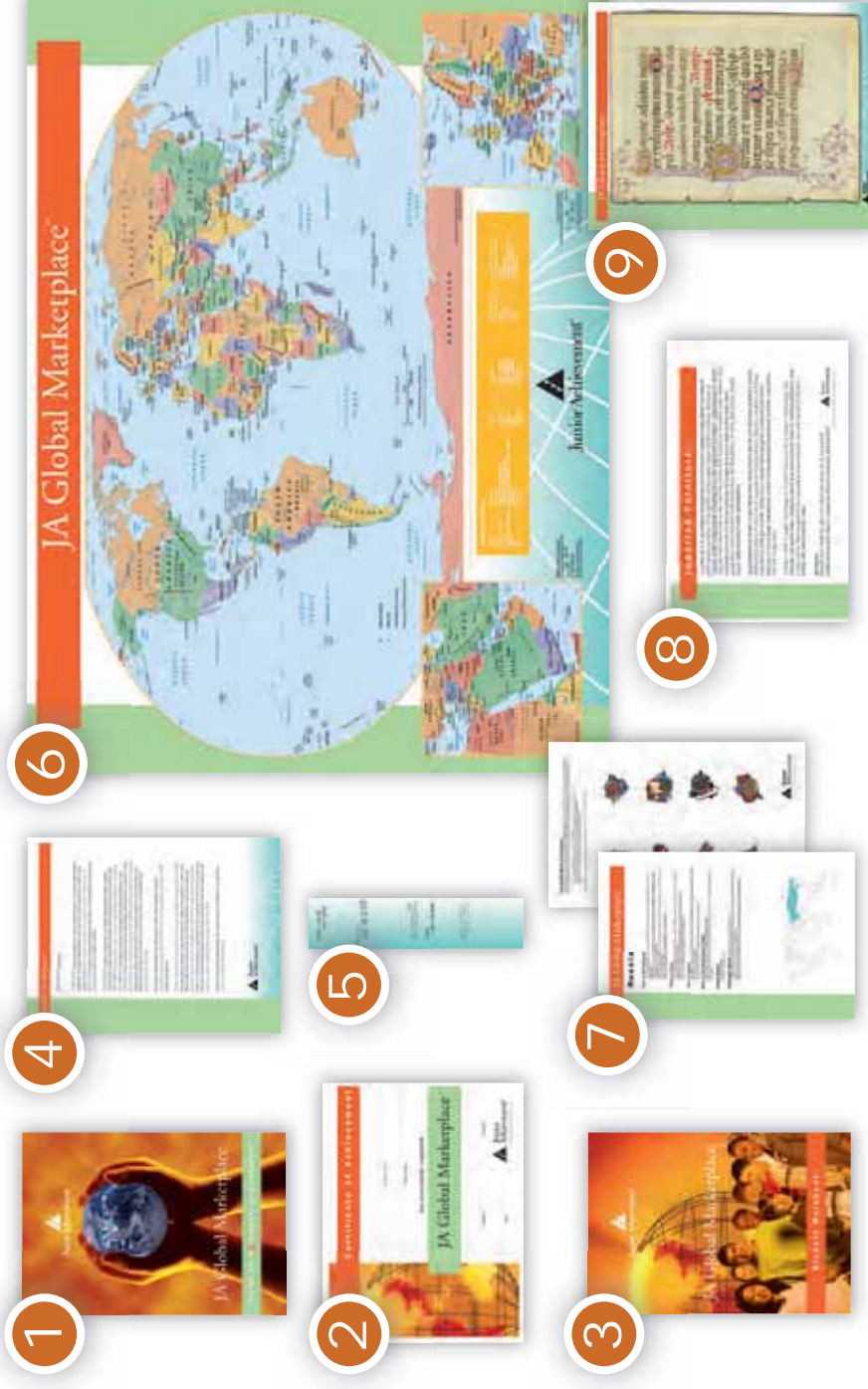
JA provides you with a kit containing all of the session plans and student materials you'll need to make every minute count.

#### JA Staff Follow-Up and Support

JA staff is available to answer your questions or make suggestions about your volunteer assignment.

# 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 one help students gain perspective into how goods flow in the global economy and the effect globalization has on students' lives.



#### 1 Guide for Teachers

Provides lesson plans and teaching tips.

#### 2 Certificate of Achievement

Given to students in recognition of their participation.

#### 3 Student Workbook

A tool for students to follow along and complete with each session.

#### 4 Take-Home Newsletter

Provides activities for the student's family to enjoy.

#### 5 Vocabulary Bookmark

Contains key terms and definitions to help students understand trade concepts.

#### 6 World Wall Map

Students use this map to identify nations and regions of the world.

#### 7 Business Practices Worksheet

Contains information about a country's business practices. Students use this information to design a marketable fast-food menu.

#### 8 Trade Dispute Card

Students learn about and explore trade disputes and discuss ways to settle conflicts.

#### 9 Authentic Illuminated Manuscript Poster

Students learn how much work it takes to write a manuscript by hand.

## JA Global Marketplace® Blended Model

JA Global Marketplace Blended Model introduces middle school students to the global marketplace and the ways in which countries buy and sell from each other. Through completion of this program, students will gain an understanding of producers and consumers in the interconnected global market. They will analyze the similarities and differences among countries and the effects of free enterprise.

JA Global Marketplace Blended Model consists of seven 45-minute sessions and offers two implementation options—basic or advanced.

Basic implementation includes Sessions One Six delivered by the volunteer.

Advanced implementation includes Sessions One Six delivered by the volunteer and Session Seven delivered by the teacher or volunteer.

Basic or advanced implementation depends on educator requirements and correlations to local standards. Contact your local JA Area staff to find out which implementation will be used.



### Session Titles and Summaries:

- 1 **Session One: Business and Customer** volunteer-led  
Students learn about the relationship between businesses and their customers and the mutually beneficial exchange of products and services. As they explore the global marketplace, students connect well-known products and businesses to their countries of origin.
- 2 **Session Two: Business and Culture** volunteer-led  
Students learn that businesses must understand cultural differences in order to meet customers' needs and make a profit in different countries. By examining the different habits of international customers, students learn about international etiquette and broaden their perspectives.
- 3 **Session Three: Global Trade** volunteer-led  
Students learn that businesses trade in order to obtain products and services that customers want or need. Students learn about imports and exports, examine the ways technology has improved international trade, and participate in a global trade game.
- 4 **Session Four: Why Countries Specialize** volunteer-led  
Students learn that modern countries cannot provide all of the products and services that their people want and need. Therefore, businesses in different countries focus their efforts on specializing in specific resources or producing smaller parts of a product. Students look at examples of specialized global manufacturing, discuss how it affects trade, and consider the trade-offs of interdependence.
- 5 **Session Five: Trade Barriers** volunteer-led  
Students explore the types of restrictions that governments place on international trade. They learn about tariffs, quotas, subsidies, and standards and how these barriers affect governments, businesses, and customers.
- 6 **Session Six: Currency** volunteer-led  
Students explore the concept of international currencies. They learn about variable exchange rates, currency converters, and how to compare the prices of products from around the world.
- 7 **Session Seven: Global Workforce** volunteer- or teacher-led  
Students take on the role of international business owners, reviewing the skills and experience of potential employees to learn about skills what's required to be competitive in the global marketplace.



Join Junior Achievement's national network of more than 23 ,000 volunteers and help students in your community connect the dots between what they learn in school and the "business of life"—work readiness, entrepreneurship, and financial literacy.

### JA's Turnkey Volunteer Solution:

#### Personalized Placement

JA works with you to ensure you teach at the location and grade level of your choice.

#### Comprehensive Training

JA staff provides training so you are comfortable visiting the classroom. Training also will be available in the earning Platform so you are familiar with the program. Training topics include working with students and the classroom teacher, and understanding and facilitating the JA program.

#### Flexible Time Commitment through Blended earning

The time commitment is flexible to maximize the impact you make. Middle school classes include seven 45-minute sessions.

JA provides you with online access to the volunteer, teacher, and student materials you'll need to fit your schedule.

**JA Staff Follow-Up and Support**  
JA staff is available to answer your questions or make suggestions about your volunteer assignment.

# JA Global Marketplace® Blended Model





## JA It's My Business!®

Through hands-on classroom activities, *JA It's My Business!* encompasses entrepreneurship curriculum for students in grades six, seven, and eight. The program emphasizes entrepreneurship while providing a strong focus on social studies, reading, and writing skills. Students are encouraged to use critical thinking to learn entrepreneurial skills that support positive attitudes as they explore and enhance their career aspirations.

### Following participation in the program, students will be able to:

- Apply their entrepreneurial skills to education, career, and service pursuits.



### Session Titles and Summaries

1

#### Session One: I Am an Entrepreneur

Working in groups, students play the E-Quiz Game Show. They begin to identify entrepreneurial characteristics they possess by learning about the lives of successful entrepreneurs, both past and present.

2

#### Session Two: I Can Change the World

Students work in groups to complete a blueprint for a teen club. Students identify the first entrepreneurial characteristic—Fill a Need—by considering customer needs and brainstorming product design. Students begin to identify the skills and knowledge needed to create a business.

3

#### Session Three: I Know My Customer

Working in groups, students recognize the second entrepreneurial characteristic—Know Your Customer and Product. Students practice ways to market specific products to the appropriate customers.

4

#### Session Four: I Have an Idea

Students participate in an auction designed to highlight successful entrepreneurs and their businesses, and focus on the third entrepreneurial characteristic—Be Creative and Innovative.

5

#### Session Five: I See a Need

By analyzing current examples of social entrepreneurs, students identify businesses they can start. They examine ways entrepreneurs use the four entrepreneurial characteristics to improve the lives of others.

6

#### Session Six: Celebrate Entrepreneurs!

Students create entrepreneur profile cards to showcase their understanding of the fourth entrepreneurial characteristic—Believe in Yourself.



Join Junior Achievement's national network of more than 213,000 volunteers and help students in your community connect the dots between what they learn in school and the "business of life"—work readiness, entrepreneurship, and financial literacy.

### JA's Turnkey Volunteer Solution:

#### Personalized Placement

JA works with you to ensure you teach at the location and grade level of your choice.

#### Comprehensive Training

JA staff provides training so you are comfortable visiting the classroom. You will be trained in classroom management, understanding and relaying the JA curriculum, working with the classroom teacher, and communicating effectively with students.

#### Minimal Time Commitment

The time commitment is minimal compared to the significant impact you make. Middle grade-level classes include six 45-minute sessions.

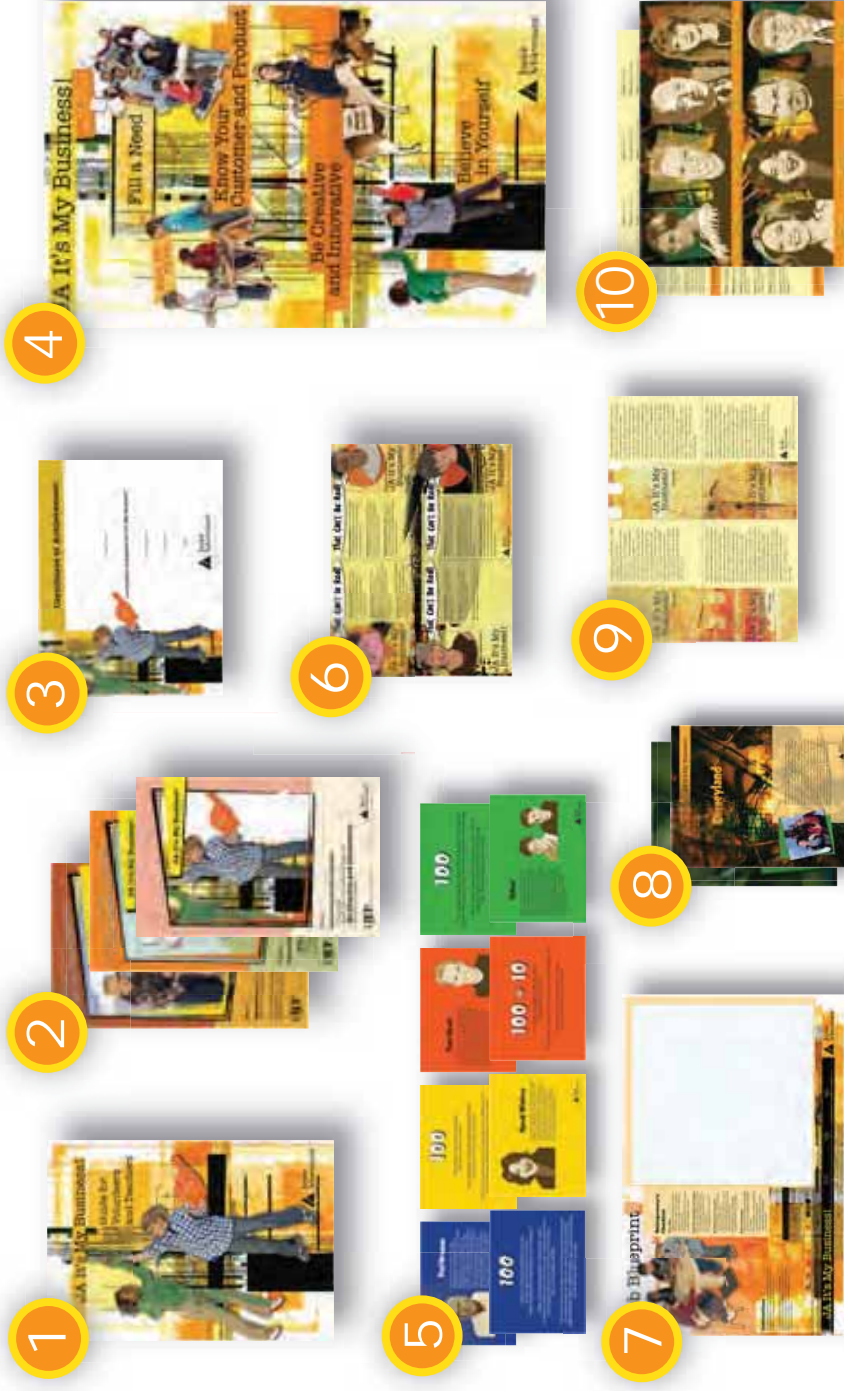
And, JA provides you with a kit containing all of the session plans and student materials you'll need to make every minute count.

#### JA Staff Follow-Up and Support

JA staff is available to answer your questions or make suggestions about your volunteer assignment.

## JA It's My Business!®

If entrepreneurship is the basis of our country's economic success, then what is the basis of entrepreneurship itself? Can a person 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.



#### 1 Guide for Volunteers and Teachers

Provides session plans and teaching tips.

#### 4 Entrepreneur Poster

Categorizes the four characteristics shared by entrepreneurs.

#### 7 Club Room Blueprints

Students work together in a group to brainstorm ideas and features for a teen club.

#### 9 Entrepreneur Challenge Cards

Working as social entrepreneurs, students identify a need and brainstorm ideas to meet it.

#### 2 Entrepreneur Journals

Direct students to reflect on each session's goals and to think like an entrepreneur.

#### 5 E-Quiz Game Show

Students answer questions to identify well-known entrepreneurs or businesses.

#### 8 Auction Product Tent Cards

Using product clues, students compete in an auction to bid on mystery businesses.

#### 10 Entrepreneur Profile Cards

Students study successful entrepreneurs, then create their own personal profile for the present and the future.

#### 3 Certificate of Achievement

Given to students in recognition of their participation.

#### 6 That Can't Be Real Cards

Students create ads for products that may or may not be real.

## JA It's My Business!® Blended Model

Through engaging activities, JA It's My Business!® Blended Model provides middle school students an opportunity to experience the initial steps necessary to start a business. New program content provides an authentic entrepreneurial experience for students, with each session building up to a product-pitch competition.

JA It's My Business!® Blended Model offers middle school students an opportunity to engage in design thinking and experience the initial steps of a business startup. The program provides an authentic entrepreneurial experience for students with each session building toward a product-pitch competition.

The program consists of six 45-minute sessions led by a volunteer, with additional opportunities and 15-minute extension activities offered throughout.



Following participation in the program, students will be able to:

- Identify their own personal entrepreneurial characteristics.
- Engage in the process of design thinking to empathize with a problem.
- Develop a business startup from its ideation, innovation, and market research through its design and prototyping.
- Pitch their new business idea to potential funders.

### Session Titles and Summaries:

- Session One: Entrepreneurs**  
Students observe the relationship between entrepreneurs, their businesses, and the products and services they offer. They are introduced to well-known entrepreneurs and social entrepreneurs and examine the characteristics that they share. Finally, they take an entrepreneurial characteristics inventory to assess their own entrepreneurial abilities and interests.
- Session Two: Market and Need**  
Students identify markets and needs that entrepreneurial products and services answer. They examine young entrepreneurs who have successfully identified a market and need and then create a new product to meet that need. Students work in teams to brainstorm current needs within different product or service categories.
- Session Three: Innovative Ideas**  
Students learn about generating innovative ideas, while keeping in mind market and need. They examine cutting-edge innovative new products before brainstorming their own product or service ideas. Working in teams, students use graphic organizers to capture brainstormed ideas.
- Session Four: Design and Prototype**  
Students learn about product design and the prototype process. Each student creates a sketch of his or her product or service to show its features and then explains its purpose.
- Session Five: Testing the Market**  
Students learn about the importance of obtaining market feedback about new product and service ideas. They examine types of survey questions and then develop their own. They then determine whether the survey provides useful feedback about the product.
- Session Six: Seek Funding**  
Students complete their pitch deck and learn to deliver a pitch presentation with the intent of attracting investors. In a mock competition, teams pitch their product idea to a guest judge or judges who award the winning teams with ceremonial start-up funds.





Join Junior Achievement's national network of more than 23 ,000 volunteers and help students in your community connect the dots between what they learn in school and the "business of life"—work readiness, entrepreneurship, and financial literacy.

### JA's Turnkey Volunteer Solution:

#### Personalized Placement

JA works with you to ensure you teach at the location and grade level of your choice.

#### Comprehensive Training

JA staff provides training so you are comfortable visiting the classroom. Training also will be available in the earning Platform so you are familiar with the program. Training topics include working with students and the classroom teacher, and understanding and facilitating the JA program.

#### Flexible Time Commitment through Blended earning

The time commitment is flexible to maximize the impact you make. Middle school classes include six 45-minute sessions.

JA provides you with online access to the volunteer, teacher, and student materials you'll need to fit your schedule.

#### JA Staff Follow-Up and Support

JA staff is available to answer your questions or make suggestions about your volunteer assignment.

# JA It's My Business!® Blended Model



1 interactive digital tools

2 engaging interface and blended-learning opportunities

3 Volunteer resources including overview videos and a Guide for Volunteers and Teachers with instructions and talking points

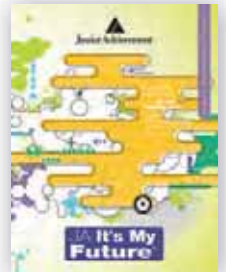
4 Multimedia content

## JA It's My Future®

JA It's My Future provides students with practical information about preparing for the working world while still in middle school.

Following participation in the program, students will be able to:

- Explore potential careers, discover how to plan for a job, and learn how to keep it.
- Develop personal-branding and job-hunting tools for earning a job.



### Session Titles and Summaries:

1

#### Session One: My Brand

Through interviews, self-reflection, and creation of a personal logo, students explore the importance of building a positive personal brand for the future, starting in middle school.

2

#### Session Two: Career Clusters

Students explore career clusters and identify jobs for additional research. They also recognize the value of and need for all types of jobs.

3

#### Session Three: High-Growth Careers

Students learn the four factors to consider in choosing a job, and they take a close look at some high-growth career fields.

4

#### Session Four: Career Mapping

Students explore how to use life experiences to develop work skills and how to map a path to employment goals.

5

#### Session Five: In the Hunt

Students are introduced to the basic aspects of job hunting through a scavenger hunt. Students are taught to keep all their vital job-hunting information in one place.

6

#### Session Six: How to Keep or Lose a Job

Students learn the difference between technical and soft skills, and they recognize the impact that their personal behavior has on their ability to succeed in a job.



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### JA's Turn-Key Volunteer Solution:

#### Personalized Placement

JA works with you to ensure you teach at the location and grade level of your choice.

#### Comprehensive Training

JA staff provides training so you are comfortable visiting the classroom. You will be trained in classroom management, understanding and delivering the JA curriculum, working with the classroom teacher, and communicating effectively with students.

#### Minimal Time Commitment

The time commitment is minimal compared to the significant impact you make. Middle grade-level classes include six 45-minute sessions.

JA provides you with a kit containing all of the session plans and student materials you'll need to make every minute count.

#### JA Staff Follow-Up and Support

JA staff is available to answer your questions or make suggestions about your volunteer assignment.

## JA It's My Future<sup>®</sup>

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 a personal-branding map to their future. Selected pieces of the program are featured below.



#### 1 Guide for Volunteers and Teachers

Provides session plans, teaching tips, and talking points.

#### 2 Certificate of Achievement

Given to students in recognition of their participation.

#### 3 Brand Interview Pamphlets

Students interview one another and consider positive ways to describe themselves.

#### 4 Bendable Sticks

Using colorful bendable sticks, students create a personal logo.

#### 5 Career Clusters Charts

Students identify potential jobs that might complement their areas of strength.

#### 6 Career Air Liers

Students create recruiting posters to teach each other about high-growth industries.

#### 7 Career Map Posters

Students analyze work experiences through short-, middle-, and long-term goals needed to earn a job in the future.

#### 8 Industry Profiles

Students learn about the job outlook for high-growth careers.

#### 9 Scavenger Hunt Poster and Clues Sheet

Students conduct a scavenger hunt to learn about tips and tools needed for job hunting.

#### 10 Keep a Job Tips Sheet

Provides important tips for being a successful employee.



## JA It's My Future® Blended Model

JA It's My Future® Blended Model offers middle school students practical information to help prepare them for the working world. The program consists of six 45-minute sessions led by a volunteer, with Additional Opportunities offered throughout.

Following participation in the program, students will be able to:

- Develop the personal-branding and job-hunting skills needed to earn a job.
- Research potential careers.
- Create a basic resume.
- Recognize appropriate behavior for an interview.
- Differentiate between soft and technical skills.



### Session Titles and Summaries:

- 1 **Session One: My Brand**  
Students learn that they have their own personal brand and that the brand they build today will reflect on them in the future. They examine well-known logos to learn how individuals and companies create their brands and build their reputations. They assess their personal characteristics to define their own brands and then develop logos to represent themselves.
- 2 **Session Two: Career Paths and Clusters**  
Students are introduced to the 16 career clusters and the pathways through them. They take a career interest survey and learn about potential jobs within their preferred clusters. They share job information with other members of the class and discuss the importance of all jobs within a community.
- 3 **Session Three: High-Growth Careers**  
Students learn about the importance of being aware of which fields are growing and which are declining when making decisions about their own careers. They play a game that introduces information about high-growth occupations.
- 4 **Session Four: Career Mapping**  
Students see how early experiences can build transferable skills that contribute to future job success. They look at the lives of celebrities, focusing on the life experiences that led to their success. They learn about career maps by examining a sample and then create their own.
- 5 **Session Five: On the Hunt**  
Students are introduced to the basics of looking, applying, and interviewing for a job. They play a game in which they must identify two truths and a myth about the job search process. They learn the fundamentals of creating a resume and engage in a simulation in which they identify appropriate skills for various jobs and decide on where to highlight those skills on a resume.
- 6 **Session Six: Soft Skills**  
Students learn about the differences between technical and soft skills and why both are essential for getting and keeping a job. Students also complete a soft skills self-evaluation to determine which skills they already have and which they can work toward gaining. Finally, they role-play situations that require strong soft skills.



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### JA's Turnkey Volunteer Solution:

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Sponsor of the Career Mapping Session