

Empower the Future™



Junior Achievement of Eastern North Carolina

2019-2020



The mission of Junior Achievement is **to empower young people to own their economic success.**

To that end, Junior Achievement of Eastern NC facilitates partnerships between schools, sponsors, and volunteers to inspire and prepare young people to succeed in a global economy by teaching financial literacy, workforce development and entrepreneurship to students in kindergarten through grade 12.

Through adults who volunteer their time as mentors in the classroom, Junior Achievement's powerful materials and reinforcing activities enable students to understand and appreciate the importance of always reaching for the best in the areas of business, citizenship, economics, financial literacy, entrepreneurship, ethics/character, and work readiness. Our programs encourage confidence and motivate students to achieve their personal, educational, and career goals.

Junior Achievement of Eastern North Carolina serves an eighteen-county area of eastern NC. Counties served: Caswell, Chatham, Cumberland, Durham, Edgecombe, Harnett, Johnston, Lee, Lenoir, Moore, Nash, Orange, Person, Pitt, Sampson, Wake, Wayne, and Wilson.

Junior Achievement of Eastern NC Served 12,753 Students during 2019-2020

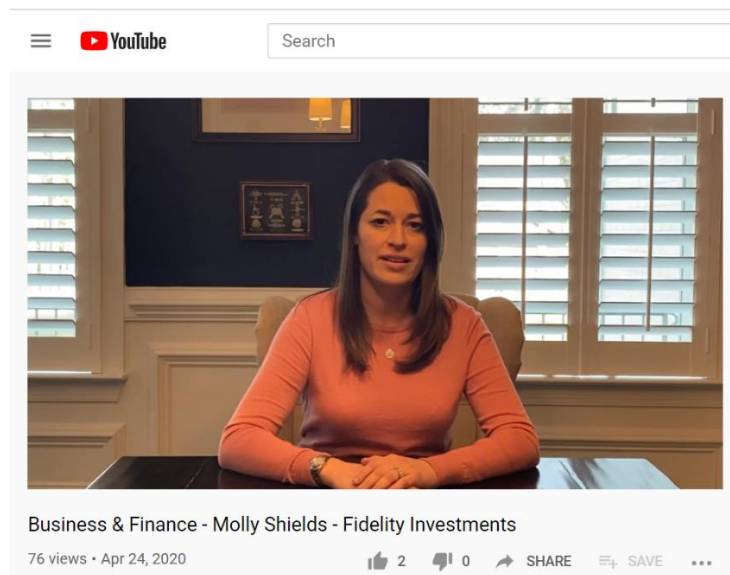
JA of Eastern NC continues to see unprecedented demand for JA programs throughout the region.



Junior Achievement of Eastern NC - Rapid Response to COVID 19

Amid the outbreak of COVID 19, Junior Achievement of Eastern NC quickly reimaged program implementation methods. As schools across the state closed in mid-March, Junior Achievement pivoted to remote learning and online resources available to teachers, parents, and students.

Junior Achievement of Eastern NC actively recruited volunteers to participate in Virtual Volunteer Videos as part of the JA Career Speaker Series. These videos, of local volunteers discussing their career path, interview skills, jobs, education, business ethics provided a wealth of critically important conversations to share with area educators and students.



JA's success lies in our unique delivery model which contains four distinct advantages:

- ▲ **Delivery System** of diverse volunteers who serve as presenters in the classroom.
- ▲ **Flexible, Proven Curriculum** and activities enhanced by volunteers' personal experiences.
- ▲ **Experience-Based-Learning** that enables students to gain knowledge through hands-on activities that shows the relationship between school learning and successful *application*.
- ▲ **Volunteer and Teacher Training** plus staff support, program resources, and ongoing services.

Junior Achievement of Eastern NC is recognized with the JAUSA® 4 Star Award in recognition for meeting/exceeding JA USA's operational standards in compliance, growth in student impact, operational efficiency, financial stability, and sustainability.

By the numbers.....

JAENC placed over **450** volunteers in **506** classrooms throughout the community. These volunteers taught JA in **117** elementary school classrooms reaching **2439** students; **274** middle school classrooms impacting **7981** students and worked with **115** high school classes reaching **2333** students both in the classroom and during workplace learning experiences through Junior Achievement Job Shadow activities. These volunteers:

- ▲ Implement JA's outstanding economics education programs in our communities.
- ▲ Teach students critical thinking skills that can be used in all aspects of life.
- ▲ Provide students with lives that are positively influenced by their JA business volunteers.
- ▲ Give students a "real-world" frame of reference for economic concepts and principles (connectivity between current classes and future use).
- ▲ Instill hope for future opportunities in each child (*this importance cannot be underestimated*).
- ▲ Provide opportunities to discuss and encourage continuing their education after high school.



JA Schools & Community Youth Organization Partners

Abbotts Creek Elementary School
Alger B Wilkins High School
Alston Ridge Middle School
Apex Friendship Middle School
Apex Friendship High School
Apex High School
Archer Lodge Middle School
Athens Drive High School
Benson Middle School
Bethesda Elementary School
Boys & Girls Club of the Coastal Plain
Broughton High School
Cameron Park Elementary School
Carnage Middle School
Cary High School
Centennial Campus Middle School
Clayton Middle School
Clearsprings Academy
Cleveland Middle School
Delta Sigma Theta Sorority Johnston Co Alumnae Chapter
Dillard Drive Middle School
Douglas Elementary Magnet School
Durant Road Elementary School
Durant Road Middle School
East Chapel Hill High School
Empowering Creative Minds
Enloe High School
Envision Science Academy
Exploris Elementary
Farmington Woods Elementary School
Four Oaks Middle School
Fuquay-Varina Middle School
Garner Magnet High School
Heritage High School
Heritage Middle School
Hope Center at Pullen
Innovation Academy
JD Clement Early College High School
JT Barber Elementary
Kidz Choice Learning Center
Knightdale High School
Lakewood Elementary School
Lead Mine Elementary School
Lincoln Heights Elementary Magnet School
Martin Middle School
McGee's Crossroads Middle School
Meadow Elementary/Middle School
Middle Creek High School
Millbrook High School
Moore Square Museums Magnet Middle School
Neuse Charter School
North Johnston Middle School
North Ridge Elementary School
Northwoods Elementary School
Olds Elementary School
Olive Chapel Elementary School
Penny Road Elementary School
Pleasant Union Elementary School
Princeton Middle/High School
Reedy Creek Middle School
Riverwood Middle School
Rock Ridge Elementary School
Sanderson High School
Selma Middle School
Smithfield Middle School
Southeast Raleigh High School
Stough Elementary School
Swift Creek Middle School
Sycamore Creek Elementary School
Turner Creek Elementary School
Wake Forest Rolesville High School
Wake Young Men's Leadership Academy
Wake Young Women's Leadership Academy
Wakefield High School
West View Elementary School
Zebulon Middle School



100 YEARS. **100% READY.**[™]



Junior Achievement Programs

Elementary

- **Kindergarten - JA Ourselves:** Students' first look into the economics of life includes engaging stories and dynamic activities that help instill the values of earning, saving, and sharing.
- **First Grade - JA Our Families:** Focuses on the roles people play in their local economy, this program demonstrates what it takes for people to earn money to pay for what they need and want.
- **Second Grade - Our Community:** This program identifies the variety of jobs in a community. Demonstrates how the work people do positively affects a community's economy and how money circulates in a community.
- **Third Grade - Our City:** Exploration of money and the different methods people use to pay for goods and services. Includes contributions financial institutions make to cities to help businesses and people achieve their economic goals.
- **Fourth Grade - Our Region:** Introduces students to entrepreneurship and how entrepreneurs use resources to produce goods and services in a community.
- **Fifth Grade – Our Nation:** Explores the concept of business globalization as it relates to the need for students to be entrepreneurial in their thinking to meet the requirements of business worldwide. Students learn about STEM (science, technology, engineering, and math) skills, resources, and job skills.
- **JA More than Money:** 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.

Middle School

- **JA Economics for Success:** 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:** Practical examples help students understand how goods flow in the world's economy and the effect globalization has on their lives.
- **JA Inspire:** JA Inspire is more than a career fair, it brings together the business community and local schools and is designed to help launch middle school students into their futures: high school, college, and careers beyond.
- **JA It's My Future:** Students explore potential careers, discover ways to plan for and keep a job, and prepare their personal-branding maps to the future.
- **JA It's My Business:** Demonstrates for students the key characteristics of becoming a successful entrepreneur: Believe in yourself, fill a need, know your customer and product, and be creative and innovative.

High School

- **JA Be Entrepreneurial:** The challenge-start an entrepreneurial venture while still in high school. JA Be Entrepreneurial gives students the essential tools needed to develop a business plan and provides the inspiration to take innovative action to successfully compete in the world's marketplace.
- **JA Career Success:** This program equips today's students with the skills needed to compete for high-growth careers in the world marketplace. Students focus on developing the 4Cs-critical thinking, communication, collaboration, and creativity.
- **JA Exploring Economics:** Fosters lifelong skills and knowledge about how the economy works, including micro-, macro-, personal, and international economics. Students learn the importance of international trade and the effects of inflation.
- **JA High School Experiences:** A series of semester-long, experiential, blended learning courses designed to empower students to own their economic success. Through a combination of instructional approaches, students' progress from foundational principles through application, synthesis, and immersion in JA's three pillars: entrepreneurship, financial literacy, and career readiness. Courses:
 - *JA Financial Literacy*
 - *JA Business Technology 1*
 - *JA Business Technology 2*
 - *JA Financial Capabilities 1*
 - *JA Financial Capabilities 2*
 - *JA Entrepreneurial Mindset*
 - *JA Business Communications*
 - *JA Marketing Principals 1*
 - *JA Marketing Principals 2*
 - *JA Economics*
- **JA It's My Job (Soft Skills):** Help students understand the value of professional communication and soft skills, making them more employable to future employers across multiple career clusters. Lessons will focus on social and soft skill competencies relating real-life experiences to job skills and preparing students for their future careers. Topics include communication and presentation skills, manners, listening skills, and cell phone etiquette. Recommended for high school but may be adapted for middle school.
- **JA Job Shadow:** 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.
- **JA Launch Lesson:** Brings area entrepreneurs in classroom to share what inspired them to start their own businesses and to open students' eyes to the opportunities provided by entrepreneurship.
- **JA Personal Finance:** Introduces students to the importance of planning for their financial future. Demonstrates how budgeting, saving and investing money, using credit cautiously, and protecting one's personal finances can secure financial stability.
- **A Company Program:** Students start up an actual business venture. This multi-dimensional experience infuses online learning, digital tools, contemporary teaching methodology, and current trends in small business startups.

Here's what volunteers and educators say about JA programs:

The kids love having us there and are well receptive to the interaction. Also, very impressed on how knowledgeable the kids are with not only educational knowledge, but cultural knowledge as well.

- JA Volunteer

I continue to be amazed by the level of material we are providing to students at such a young age. There are quite a few pieces of information I am teaching to 2nd, 3rd, and 4th graders that I did not know, even as an adult.

- JA Volunteer, Genworth Financial

Of all the years I have been working with Junior Achievement and volunteering in the classroom, it is always very fun to watch the students actively engage in the learning activities. I have always encouraged the students to continuously apply their knowledge to learn something new every day. With the Junior Achievement modules, the students get to see what they are learning and how it applies to various job skills.

- JA Volunteer – Cisco

We work with middle school students who do not have any concept of budgets, after Junior Achievement many of our students walked away with working definitions and the concept of salaries and careers that will provide long term wealth.

- JA Educator

JA is a wonderful way for our students to understand real life experiences from the JA volunteers. For example, when I teach the Economy unit for Social Studies, the JA volunteers help enrich the level of understanding for my students. It is important for the young people to have connections to what they are learning in class to make the lessons meaningful. I feel Junior Achievement is a great benefit to our class and to our school.

- JA Educator

When I heard a collective "ohhh, noooo!!!" from the 4th grade class when I announced that the session would be our last, I knew that the students were truly getting value out of our sessions together. Seeing students from all walks of life learn about possibilities for their future that they might not have otherwise heard about is heart-warming to me, and an affirmation of value of Junior Achievement in the classroom. I am so fortunate to have the opportunity to be a part of it!"

- JA Volunteer

I have participated with JA for the past 8-9 years. I think it is a great opportunity for the community to become involved in our schools.

- JA Educator

Junior Achievement of Eastern North Carolina Corporate Partners:

JA of Eastern NC maintains strong support throughout the corporate community with many partners supporting JA financially by assisting with classroom program expense as well as providing employees the opportunity to serve as JA classroom volunteers. These business and community volunteers who deliver the Junior Achievement experience serve as role models of “what the students can achieve with their lives” as they share their life’s journey with the young people.

When JA students are asked to rate what it was that really made it important to them, the element that ties as most important, along with program content, is the impact of the classroom volunteer. The interest JA volunteers’ display in each student makes them a very viable source of information, inspiration, and role-model-credible advice.

Providing \$25,000 or more of support of JAENC

Delta Air Lines
Anonymous Trust/Simply East Fund

Providing \$15,000 or more of support of JAENC

Bank of America Foundation
Fidelity Investments

Providing \$10,000 or more of support of JAENC

John William Pope Foundation	Taco Bell Foundation
MetLife Foundation	Verizon Wireless
Southern Bank	Wells Fargo

Providing \$5,000 or more of support of JAENC

EY	Genworth Financial
Credit Suisse	Lenovo
Duke Energy	Stephens Fund -
First Carolina Bank	Triangle Community Foundation
	The Knowledge Society

Providing \$1,000 or more of support for JA classroom programs:

Amazon Web Services	North State Bank
Cisco Matching Gifts	PNC
Cherry Bekaert	PWC
Deloitte	Retirement Geeks
Dixon Hughes Goodman	TowneBank
Grant Thornton	Triangle Community Foundation
KPMG	Stephens Fund
LPL Financial	Vaco

West Town Bank

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Tomorrows are More Important Than Ever
Today is uncertain. Tomorrow represents hopes and dreams.



Inspiring **Tomorrows**™