



**Junior
Achievement[®]**
of Silicon Valley & Monterey Bay, Inc.

Kindergarten—8th Grade School Information

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**Junior Achievement of Silicon Valley & Monterey Bay, Inc.
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What do educators and volunteers say about JA?

--Practical, Informative, Engaging.

Who We Are

Junior Achievement is the world's largest and fastest growing non-profit economic education organization reaching 5 million students worldwide. Founded locally in 1953, Junior Achievement of Silicon Valley & Monterey Bay has formed a vast network of support from educators, business leaders, students, and parents, and has established itself as a local leader in business and economic education.

We are the passionate people behind a movement that seeks to educate and inspire young people to value free enterprise, business and economics to improve the quality of their lives. Our office, located in Santa Clara, provides support to Santa Clara, Santa Cruz, Monterey, and San Benito counties.

Altogether, Junior Achievement reached 33,749 students last year. Through age-appropriate curricula, Junior Achievement programs begin at the elementary school level, teaching children how they can impact the world around them as individuals, workers and consumers. Continuing through the middle and high school grades, Junior Achievement programs prepares students for the future economic and workforce issues they'll face.

We do all this with the help of our volunteers. Volunteers who so care about our youth they take time out of their day to make a difference.

Junior Achievement of Silicon Valley & Monterey Bay is a 501(c)(3) non-profit organization managed by a professional staff of 10 and a 25 member volunteer board of directors.

Funding

Junior Achievement's programs are funded through contributions from large corporations, small businesses, and individuals. Special events are another source of revenue. The annual Golf Classic, Golf Marathon, Bowl for America's Future, and Business Hall of Fame are exciting events that anyone can participate in.



Junior Achievement Programs

Throughout JA's sequential and integrated kindergarten through grade 12 programs, students use information, apply basic skills, think critically, and solve complex problems. We pride ourselves in developing innovative programs to educate young people about business and economics and help prepare them for fulfilling careers.

Description

Each of the Junior Achievement programs is designed for a particular age group and introduces students to important economic concepts that will ultimately enhance their understanding of the world around them. Students learn the basic concepts of business and economics and shows children how education is relevant to the workplace. The sequential activities build on studies from each preceding grade and prepare students for secondary school and lifelong learning.

Volunteers

All Junior Achievement programs are implemented by volunteers. One hour a week for 5 to 10, volunteers lead discussions and activities developed by Junior Achievement. Volunteers select the grade level, and program staff work to place them at a school near home or work.

All volunteers attend a short training session, held a few weeks prior to the program start, to prepare them for the classroom.

Program Duration

- Kinder through 2nd grade—30 minutes a week for 5 weeks or 5 lessons taught in a day
- 3rd through 5th grade—45 minutes a week for 5 weeks or 5 lessons taught in a day
- 6th through 8th grade—45 to 50 minutes a week for 6 to 8 weeks.

JA Curriculum

The curriculum for each theme are developed and tested by Junior Achievement and packaged in complete, self-contained kits that include detailed lessons plans and all the necessary support materials to conduct the activities. The volunteers add their own experiences and personalized examples.

Junior Achievement has several highly effective programs for middle and high school students that reinforce the value of education and teach students about the future economic benefits of staying in school. Students will be introduced to many economic concepts and useful facts about the working world.



Program Descriptions for Elementary School

Kindergarten—Ourselves

Story time and small children. Storybook characters learn about making choices, earning and saving money, and working together through a series of read-aloud stories. JA uses these compelling stories along with hands-on activities to teach students valuable lessons about how we get what we want.

Grade 1—Our Families

Small children like to do things by themselves. But as children grow, they discover that our society--our economy--depends on people working together. And it all starts with the people with whom we live. JA volunteers use a combination of pictures, stickers, and flashcards to engage students in lessons about needs and wants, jobs, tools and skills, and interdependence.

Grade 2—Our Community

What lies beyond your front door? Let's explore it! JA volunteers display a poster of a typical community, and the students meet some of the people who live and work there. Through hands-on activities, the students learn about workers, the work they perform, why workers are paid, what taxes are and how they are used, and where to save money.

Grade 3—Our City

A city is a place where a lot of people live, work, play, and go to school. So JA classroom volunteers help students build a city! The students construct paper buildings, map out a city, write newspaper articles, plan their own restaurants, and examine why banks are important.

Grade 4—Our Region

Where does grocery store produce come from? Who grew the fruits and vegetables? How did they get there? In this program students discover the natural, human, and capital resources in their home states and in regions of the U.S. JA classroom volunteers show how resources are combined to create goods and services that individuals, businesses, and organizations provide to consumers.

Grade 5—Our Nation

It's all about U.S. business. In this in-depth and action-packed program, students role play business ownership, interview for jobs, produce a product using different methods of production, create product advertisements, and conduct an annual stockholders' meeting.



Program Descriptions for Middle School

Our Middle Grades Program builds on lessons the students learned in Junior Achievement's Elementary School Program and help teens make difficult decisions about how to best prepare for their educational and professional future. The programs supplement standard social studies curricula and develop communication skills that are essential to success in the business world.

Grades 6 or 7

JA Global Marketplace—NEW!

Is designed to provide practical information about the key aspects of the global economy, what makes world trade work, and how trade affects students' daily lives. This theme has six lessons and replaces Our World and the International Marketplace.

Grade 6–9

JA Economics For Success—NEW!

Explores personal finance and students' education and career options based on their skills, interests, and values.

Grade 8 (or economics course)

Enterprise In Action

Every business starts small and grows. Let's find out how. Here students discover what it takes to start and run a business. They explore the circular flow of money in the economy. They also role play ethical business decisions.

Grades 7-10

JA Go Figure! Exploring Math In Business

"When will I ever use this?" is a common plea from students in math class. We help students discover the practical application of math principles in business and everyday life.



Results Show Junior Achievement Works

In studies of Junior Achievement's K-12 programs by outside evaluators, JA students demonstrate a significant understanding of economics and business knowledge—particularly those exposed to programs at consecutive grade levels.

From 1993-2003, independent evaluators conducted comprehensive evaluations of Junior Achievement's programs. Reliable findings show that JA's impact on student achievement has been consistent and significant.

Elementary School Program

Even a single exposure to a JA program makes a difference . . . Students at all grade levels who participated in the *Elementary School Program* have a greater comprehension of concepts and skills than their non-participating peers.

- Teachers have high praise for the program. They rate it 9.4 on a 10-point scale. Ninety-nine percent also say their students enjoy it.
- Teachers credit volunteers as a major factor for the impact of the curriculum, saying that they bring an outside business perspective into the classroom and serve as positive role models for students.

Middle Grades Program

With all three middle grades themes, JA students scored significantly higher on objective-referenced tests than their non-participating peers.

Research shows that JA . . .

- helps students understand the importance of staying in school
- encourages students to become entrepreneurs
- improves school attendance

High School Programs

According to a longitudinal study completed by independent evaluators in 2003, JA students had more positive attitudes and greater career aspirations than comparison students.

Compared to students in general:

- JA students are more likely to attend college.
- JA students are more likely to select a business-related major.
- JA students take more personal responsibility for their behavior
- JA Students have a more positive self-concept and higher self-esteem.

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