



In Focus

News and Insight from Junior Achievement USA

Winter 2017

CrossKnowledge Provides Historic Contribution to Junior Achievement USA

Last year marked a huge turning point for Junior Achievement USA as it remains responsive to today's students. A new partnership with CrossKnowledge—the distance learning brand of Wiley, Inc.—is providing thousands of students and educators with the latest digital learning solutions. With implementation beginning in the fall of 2016, this in-kind donation from the CrossKnowledge Foundation provides JA with the CrossKnowledge Learning Platform free of charge for five years. Valued in the millions of dollars, this donation is one of the largest of its kind in the history of JA.



JA students in Rochester, New York, using JA programs on the CrossKnowledge Learning Platform.

The Learning Platform allows students, educators, and JA's network of classroom volunteers to quickly and easily access JA curriculum with a device and an Internet connection. Its blended-learning model supports in-person delivery of curriculum content to students in the classroom, helping them prepare for a successful career after graduation. Through this historic collaboration, JA is offering a variety of content through the Learning Platform. Early response to the approach has been very positive:

"I was so impressed by the material; the presentation projected at the front of the classroom kept the students more engaged and attentive than the paper kits. My students are very used to learning through computers and/or a digital presentation. I feel that this new adaptation of JA It's My Future® is more relevant to the way the students learn now."

-Mrs. Jordan Sitzes, Teacher, Madison Middle School in Abilene, TX, who had six classes involved with the first day of JA It's My Future - Blended program

"The new digital format is much more interactive. Just seeing the kids and how they pay attention to it and move through it so much easier than trying to do so with the paper kit that we had before. It really just made it more enjoyable, I think, overall. It was for me, and I think it was for the students as well."

-Josh Greer, Board Member and volunteer, Junior Achievement of Abilene

"CrossKnowledge and its parent company, Wiley, have made a significant gift that will eventually change the lives of millions. We cannot thank them enough for their generosity and dedication to our mission of inspiring and preparing young people to succeed in the global economy," said Jack E Kosakowski, President and CEO, Junior Achievement USA

JA Launch Lesson

Junior Achievement USA had some exciting announcements that coincided with National Entrepreneurship Month (November).

JA Launch Lesson Impact

Junior Achievement brought JA Launch Lesson into the classroom during National Entrepreneurship Month for the second year in a row. JA Launch Lesson provides teens with the knowledge and inspiration necessary to spark an ongoing interest in entrepreneurship by bringing engaging entrepreneurs into the classroom for one hour during the week to share their experience with the students. In November, more than 400 entrepreneurs presented the JA Launch Lesson to more than 14,000 students. JA's efforts were highlighted by the White House, as part of its National Entrepreneurship Month recognition.



JA USA CEO Jack Kosakowski and Babson College President and JA USA Board Member Kerry Healey with a group of JA students from Banneker High School in Atlanta, Georgia.

The Achievement Foundation Awards Nine \$25,000 Grants to Junior Achievement Offices to Expand the JA Company Program®

The Achievement Foundation announced the awarding of Hugh B. Sweeny Jr. Grants to Junior Achievement offices in nine communities across the country to support the expansion of the JA Company Program®, JA's premier entrepreneurship education initiative, which offers teens the chance to start and run student-led businesses. Each \$25,000 grant will go toward the hiring of a staff member whose time is dedicated to the growth of the JA Company Program in that community.

The recipient communities are:

- JA of Central Maryland (Baltimore Area)
- JA of Central Texas (Austin Area)
- JA of East Tennessee (Knoxville Area)
- JA of Greater St. Louis
- JA of Southeast Michigan (Detroit Area)
- JA of Southern California (Los Angeles Area)
- JA of Southwest New England (Hartford Area)
- JA of Tampa Bay
- JA of the Upper Midwest (Twin Cities Area)

Babson College Offers New Scholarship Exclusively for Junior Achievement Students

Babson College, the top-ranked college in the United States for the study of entrepreneurship, announced that it will offer a \$20,000 per-year merit scholarship for a Junior Achievement (JA) student who attends Babson.

Students [enrolling in Babson](#) in fall 2017 are eligible. In order to apply, applicants will have until February 1, 2017, to submit an essay about "What does Junior Achievement mean to you and how will you apply your Junior Achievement experience while at Babson?" This aid will be beneficial to Junior Achievement students who, like many college students, use loans to finance their education.

"We are pleased to partner with a world-class organization such as Junior Achievement that shares our vision and desire to educate entrepreneurial leaders who create great economic and social value-everywhere," said Babson President Kerry Healey, who recently joined the Junior Achievement USA Board of Directors.

JA My Way™ Continues to Help Teens find "Their Way" in Life

In the summer of 2015, JA My Way, Junior Achievement's online point-of-entry experience for teens, was launched. Made possible through the support of the Citi Foundation and OneMain Financial, JA My Way has reached more than 200,000 teens in its first year with a mobile-responsive, media enriched, gamification-enhanced experience.



JA My Way starts with a simple premise. Teens are asked to take a quick personality quiz. The quiz uses imagery. At the end of the quiz, users are assigned one of ten personality types. JA My Way then lets teens explore career options based on their personality through the My Career pathway. As users go through the experience, they learn responsible financial management through the My Money pathway, how to prepare for that first job interview in the My Resume pathway, and what it takes to launch a startup in the My Business pathway.

JA My Way is constantly undergoing new enhancements. Recently, through the support of Robert Half, videos and content related to writing the perfect cover letter and presenting yourself in the best light during a job interview, were added to the My Resume section.

"It's never too early to learn the basic skills needed for a successful job search," said Harold M. Messmer, Jr., chairman and CEO of Robert Half. "These key points are as relevant to high school teens who are embarking on their first jobs as they are to entry-level professionals. We are excited to work with a partner like Junior Achievement, which helps to prepare the future workforce for career success."

Additionally, through the support of manufacturer Donaldson, engaging resources focusing on career pathways in the manufacturing sector were added to the My Career section of the site.

To learn more, visit [JA My Way](#).

Teens Considering Starting a Business



TEENS WOULD CONSIDER STARTING THEIR OWN BUSINESSES AS ADULTS IF:



47% They were given information on how to run a business

20% Someone was willing to lend them money to start a business

11% They knew someone who owns their own business

9% They had a family member with their own business

(SOURCE: JUNIOR ACHIEVEMENT USA/ORC INTERNATIONAL)

STAY CONNECTED:



The Constant Contact Cares for Kids program supports youth oriented nonprofit organizations. Learn more about the [Cares for Kids](#) program.

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