

**DATE:** May 8, 2012

**TO:** Board of Trustees

**FROM:** Edgar Schmidt, Superintendent of Schools

**SUBJECT:** Overview of Junior Achievement Program Delivery in District Schools (Trustee Request #170)

**ORIGINATOR:** Tanni Parker, Assistant Superintendent, Student Learning Services

**RESOURCE STAFF:** Karen Bardy, Nancy Petersen, Carol Symons

**REFERENCE:** February 14, 2012 Board Meeting (Trustee Cleary)

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**ISSUE**

The following information was requested: Through consultation with Junior Achievement (JA) of Northern Alberta, develop a report that would indicate the scope and depth that Edmonton Public Schools could partner to enhance the delivery of the JA programs delivered in schools. Identify any barriers that may exist to further development and any strategies that would be beneficial.

List the benefits involved in supporting JA by building closer ties in our District and what resources the District would expend in further partnership development.

**BACKGROUND**

JA is a nonprofit organization that empowers young people to acquire knowledge and skills in financial responsibility. The organization provides a number of programs which are school based and delivered by volunteers. These programs foster work readiness, develop financial literacy skills and use experiential learning to engage children and youth.

JA works directly with Alberta Education towards the alignment of their programs with the outcomes of the Alberta Programs of Study. JA also works with financial institutions in Edmonton to recruit volunteers critical to their program delivery model. In addition to volunteer recruitment, JA relies on grants and donations as a means of funding their organization and programs.

Their organizational data indicates that in the 2010-2011 school year, 5,724 district students, in Grades 3 to 9, participated in 248 JA sessions which were located in 68 district schools. JA anticipates their participation numbers for the current school year to be similar.

JA will deliver programs, at no cost to schools or students, directly at a school site. These programs include four or five one-hour sessions at the elementary level, a half day or full day session at the junior high level, and a program running over an 18-week period at the high school level. Schools can also access JA programs through the organization's Financial Literacy Week which is held in the spring and provides full day sessions at the MacEwan University site.

JA currently relies on past experiences, relationships and positive referrals as their main means for program delivery in district schools.

### **CURRENT SITUATION**

District staff had the opportunity to meet with staff from JA to better understand their work and perspective on their current relationship with the District. In this meeting JA described their current context as the following:

- Will continue to provide programs for students in Grades 3 through 9; their intention is to move to a targeted focus at Grades 8 and 9 which focuses on the *Dollars with Sense* and *Economics for Success* programs.
- Has a current capacity from funding and volunteer recruitment to provide programs for approximately 6,000 district students.
- Is looking at a 24 to 36 month timeframe to support their vision of expanding programs for up to 16,000 district students.
- Has an interest in working closely with the District around the development of their expansion plan and in increasing their profile across the District.

At this time in the District, Support for Staff and Students (SFSS) has provided information to the Board of Trustees about financial literacy and the Alberta Education Programs of Study. Alberta Education, in their document, *Framework for Student Learning* (2011), has identified financial literacy as part of one of the 21<sup>st</sup> century competencies. Specific curricular outcomes around financial literacy have yet to be determined.

District schools address financial literacy through outcomes currently articulated as the program of studies for math, health, social studies and calm courses. JA is one mechanism by which schools engage students in learning experiences that foster financial skills development. Some district schools also work directly with local financial institutions to bring in guest speakers with expertise in this area.

### **KEY POINTS**

- The benefits of having a relationship with JA are:
  - Approximately 5,700 district students have currently received JA programming that focuses on developing their financial responsibility.
  - JA has an interest in expanding their programs across the District, with a targeted focus on program delivery at Grades 8 and 9.
- Once learner outcomes have been developed by Alberta Education, and if there is interest in a stronger partnership with JA to support financial literacy program opportunities for students, the administration would have the capacity to explore the feasibility and benefits of a strengthened partnership between JA and the District.
- Possible barriers to building closer ties with JA to support financial literacy program delivery include:
  - In the absence of clear direction and articulated learner outcomes from Alberta Education, it is premature to measure the value of a strengthened partnership with JA as a mechanism for financial literacy program delivery across the District.
  - Without clear direction from Alberta Education around learner outcomes, it is difficult to measure the alignment between JA programs and the need of the District to meet learner outcomes.

- There is uncertainty around JA's ability to expand. They currently have a vision and the intention of expanding but have not secured funding or volunteer participation to support expansion.
- Placing responsibility for financial literacy program delivery with an external organization undermines the capacity and skills of district staff and leaves the District vulnerable should the external organization be unable to meet service expectations.

**ATTACHMENTS & APPENDICES**

ATTACHMENT I: Alberta Education – Student Population vs. JA Delivery (Edmonton Only)

ATTACHMENT II: Junior Achievement Financial Literacy Week

ATTACHMENT III: Making an Impact

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**Alberta Education - Student Population vs. JA Delivery (Edmonton Only)**  
**2010/2011 School Year**

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**3020 - Edmonton Public School District No. 7**

		53					
EPSB TOTAL POPULATION - AUG 30 2011 (GOA)	79,879						
		Grade 03	Grade 04	Grade 05	Grade 06	Grade 08	Grade 09
EPSB- TOTAL JA APPLICABLE IN-CLASS STUDENTS	33,803	5,504	5,458	5,402	5,542	5,832	6,065
JA IMPACT (ELEMENTARY & JUNIOR HIGH STUDENTS)	5,724	648	729	1,080	648	1,053	1,566
JA IMPACT - PENETRATION RATE: ECSSD (14% EL & 22% )	17%	12%	13%	20%	12%	18%	26%
STUDENTS NOT IMPACTED BY JA PROGRAMS	28,079	4,856	4,729	4,322	4,894	4,779	4,499



Junior Achievement®

## Financial Literacy Week

Monday April 23rd – Friday, April 27th/MacEwan University

**Junior Achievement is bringing back our week-long financial literacy event !**

### Only 20 Class Spots Available per Date

**Schools: Reserve one date for ALL your grade 8's and 9's now!**

**Call Kathy (780-428-1421 ext. 222) to book your JA programs now.**

**Delivery Format:** Programs are delivered in a full day (9am-2pm) on-site format by a trained JA Business Volunteer. Schools can reserve up to 20 classes for both grades 8's & 9's on a single date.

**When/Where/Who:** April 23<sup>rd</sup> – 27<sup>th</sup>/MacEwan University/Call Kathy McCutcheon 780 237-6643 to book



presents:

#### Grade 8 - "JA Dollars with Sense"

*Dollars with Sense gives grade 8 students personal money management skills, challenging them to apply these concepts in their own life, starting now! This program demonstrates how students can financially manage changes in career and life directions. From the origins of trade to the ins and outs of investing, Dollars with Sense provides experience they need to make better economic decisions. Students play an investment strategies game to learn about effective spending and how to avoid credit and debt pitfalls. The best return on investment is smarter financial growth.*



presents:

#### Grade 9: "JA Economics For Success"

*Economics for Success encourages grade 9 students to take a closer look at the advantages of staying in school and at how the choices they make can positively impact their future & financial dreams, aspirations and outcomes. By outlining the link between education and personal goals, and by providing participants with the knowledge, attitudes and skills they will need for long-term career success, Economics for Success helps students explore and manage their job and career choices. This interactive program is facilitated by one or more business volunteers.*

**Junior Achievement Makes an Impact!** According to a recent national study by the *Boston Consulting Group*: "Graduates of Junior Achievement programs are financially literate Canadians who save more, borrow less and do better financially than the average Canadian. Over 75 per cent of Achievers cite Junior Achievement as having a significant impact in developing their financial literacy and decision making skills."

# Dollars with Sense



## Encourage students to make sense of their dollars and cents

Start by demonstrating how they can financially manage changes in career and life directions. Dollars with Sense gives junior high school students personal money management skills and challenges them to apply these concepts in their own life, starting now!

## Money doesn't grow on trees

From the origins of trade to the ins and outs of investing, Dollars with Sense provides students with the experience they need to make better economic decisions. Students play an investment strategies game to learn about effective spending and how to avoid credit and debt pitfalls. The best return on investment is smarter financial growth.

- Link future goals and success to proactive financial planning
- Explore ways of investing to suit personal goals and needs
- Discover the advantages and risks of different investments
- Understand the tools and options available for better decisions

## Explore the possibilities

Junior Achievement provides business and entrepreneurship education programs delivered by trained volunteers who share their practical work experience. Together with JA you can inspire youth to achieve their dreams!

Contact **JA Canada™** for more information on how you can get involved.

1-800-265-0699  
[www.jacan.org](http://www.jacan.org)

## Students Achieve:

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Knowledge and awareness of financial planning techniques

Financial literacy, numeracy and improved personal management

Boost in self confidence and the ability to make wise investment choices

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*"What I learned today will help me in the future because I now know to spend my time and money on things that I will benefit in life from."*

**Student, Grade 8**







# ESIS: Economics for Success



## Show students how the right choices can fulfill their dreams

ESIS encourages junior high school and high school students to reflect on the advantages of remaining in school to acquire the knowledge, attitudes and skills needed for long-term career success.

## Finish what's been started

Many exciting options are made available for students who graduate from high school. ESIS helps students explore and manage their job and career choices by focusing on the direct links between further education and personal goals. ESIS gives students a new perspective on how informed choices can jump-start their future, today!

- Understand how every opportunity is a stepping-stone to success
- Realize the financial constraints and demands of independence
- Develop employability and interpersonal effectiveness
- Identify resources needed to support a life-long career journey

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## Students Achieve:

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Greater appreciation of the opportunities available through education and staying in school

Improved ability to plan and manage educational and financial futures

Definition of role models and the qualities necessary for success

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*"When you set a goal, you cannot only set it but you have to plan ahead for it."*

Student, Grade 8





Take a closer look.

# Making an **IMPACT**

*Results from the 2011 Canada Wide  
Boston Consulting Group  
Final Report*



Work Readiness | Entrepreneurship | Financial Literacy





Take a closer look.

## About Junior Achievement

- Junior Achievement offers education programs in the areas of work readiness, entrepreneurship and financial literacy, delivered to youth in elementary, middle and high schools by business volunteers (mentors).
- Since 1955, over 3.7 million students have participated in Junior Achievement programs.
- In Canada, Junior Achievement reaches over 230,000 students annually, with over 1.4 million hours of instruction, delivered by more than 13,000 dedicated business mentors in over 400 communities across Canada.
- In Northern Alberta, Junior Achievement reaches over 17,000 students annually, with over 4000 hours of instruction, delivered by more than 450 dedicated business mentors in over 56 communities.

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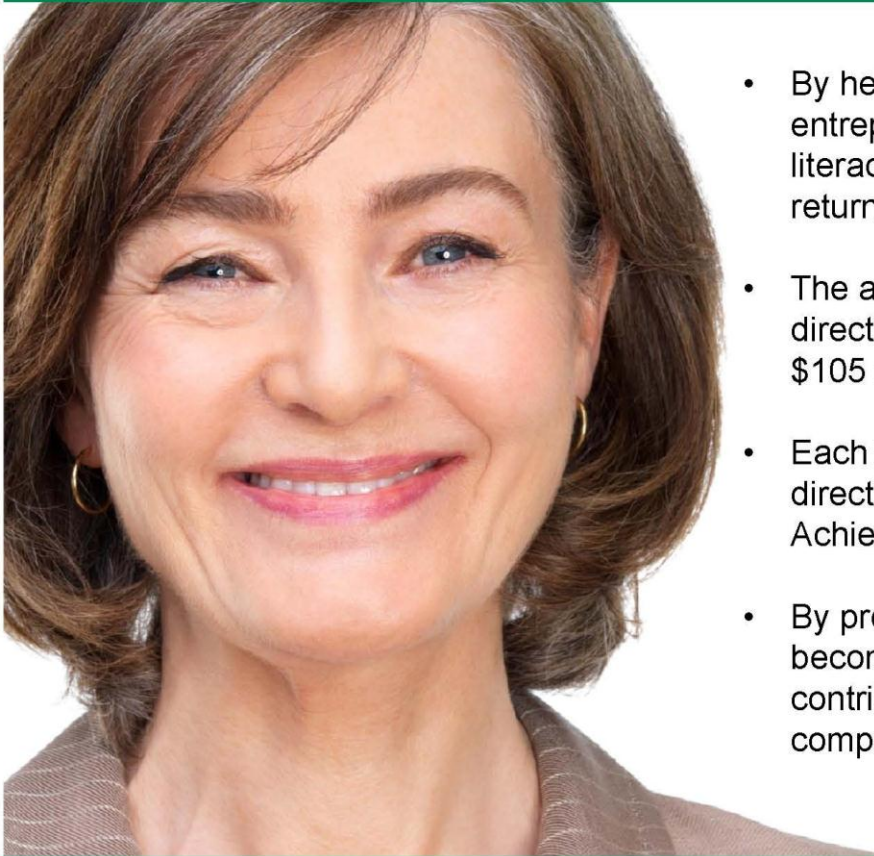


Take a closer look.

## About Junior Achievement (continued)

- With additional support, Junior Achievement will continue to make a significant impact on the leadership, financial literacy, work readiness and entrepreneurial skills of young Canadians; developing a more skilled workforce and supporting the development of new business ventures.
- Our established infrastructure, proven team, delivery model and methods can be leveraged to deliver more impact, to more students and with greater frequency.
- Investment in Junior Achievement produces better prepared and more successful young people, who's potential and abilities are ultimately revealed as Canada's next generation of leaders.
- Junior Achievement helps youth stay in school and to enroll in post-secondary education, encourages new business through entrepreneurship and provides today's youth with valuable skills they will need to participate and succeed in a global economy.

## Junior Achievement makes a positive annual impact on Canada's economy.



- By helping youth stay in school, encouraging entrepreneurship, and teaching financial literacy skills, JA Canada creates an annual return to society of \$45 for every \$1 spent.
- The annual impact on Canada's economy, directly attributed to the work of JA Canada, is \$105 million.
- Each year, \$425 million can be attributed directly to the entrepreneurial activity of Achievers.
- By providing youth with the skills necessary to become innovative, productive, and contributing citizens, JA Canada ensures the competitive well-being of Canada's economy.

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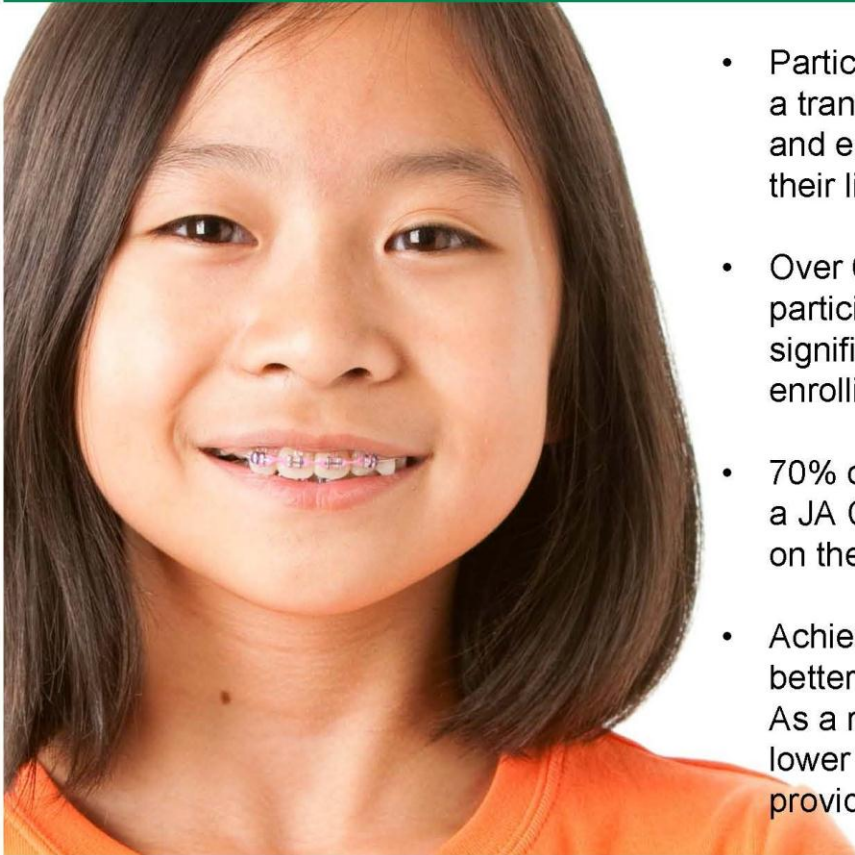


## Junior Achievement fills a gap in Canada's education system.



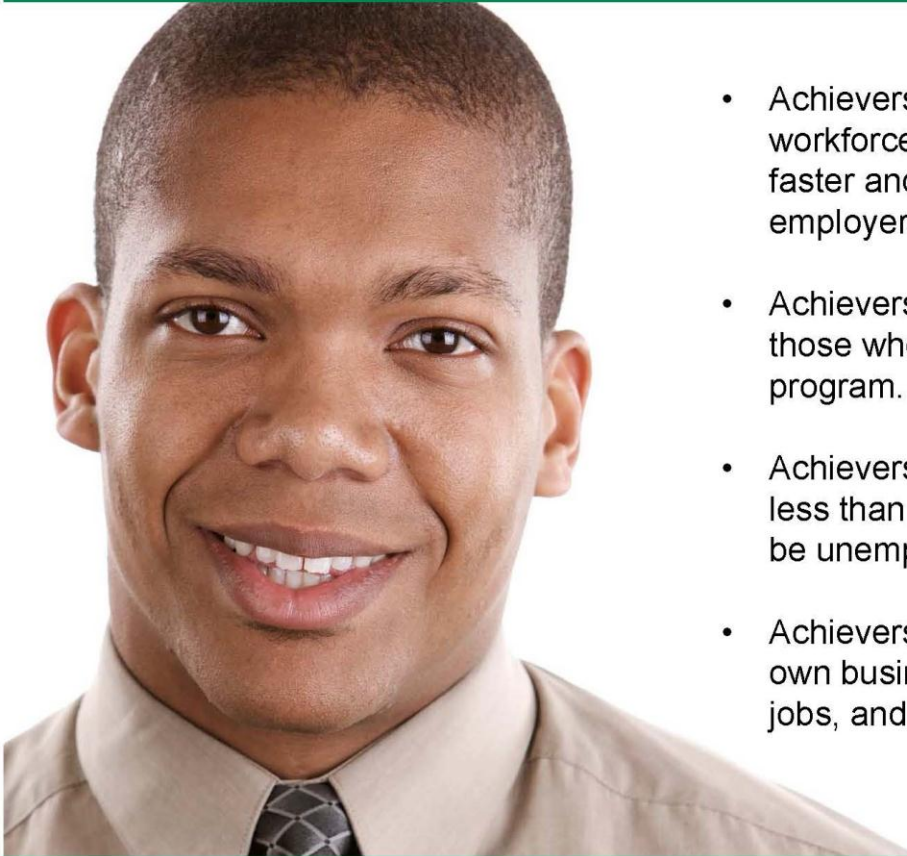
- By delivering engaging and effective business education programs to young Canadian, JA Canada fills the need for financial literacy education in school.
- JA Canada programs reach nearly a quarter-million Canadian students in more than 400 communities each year, and are delivered free-of-charge.
- Achievers credit JA Canada programs with being the driving force behind their financial literacy skills of budgeting, long-term planning, and investing.
- Over 75% of Achievers cite JA Canada programs as having a significant impact in developing their financial literacy skills, decision making skills, analytic capabilities, and business sense.

## Junior Achievement is a life changing event.



- Participation in JA Canada programs provides a transformational event that alters ambitions and encourages Achievers to do more with their lives.
- Over 65% of Achievers indicate that participation in JA Canada programs had a significant impact on staying in school and enrolling in post-secondary education.
- 70% of Achievers indicate that participation in a JA Canada program had a significant impact on their desire to be an entrepreneur.
- Achievers save more, borrow less, and do better financially than the average Canadian. As a result, they are more self-reliant, put a lower burden on the social safety net, and they provide better for their own retirement.

## Junior Achievement graduates achieve higher levels of success.



- Achievers are better prepared for the workforce, resulting in their getting ahead faster and providing better results for their employers.
- Achievers earn 50% more, on average, than those who do not benefit from a JA Canada program.
- Achievers are 3 times more likely to spend less than they earn and are far less likely to be unemployed or rely on social assistance.
- Achievers are 50% more likely to open their own business which leads to innovation, new jobs, and wealth creation.





**Take a closer look.**

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Junior Achievement of Northern Alberta/NWT  
#200, 9990 Jasper Ave  
Edmonton, AB , T5J 1P7  
Tel: (780) 428-1421  
[www.janorthalberta.org](http://www.janorthalberta.org)  
[www.JAimpact.com](http://www.JAimpact.com)



Work Readiness | Entrepreneurship | Financial Literacy