



**Junior  
Achievement<sup>®</sup>**  
of Central Upstate New York

**50 YEARS LOCAL.  
100 YEARS NATIONAL.  
100% READY.™**



**IMPACT REPORT  
HONORING THE PAST  
LOOKING TO THE FUTURE**



## FROM THE PRESIDENT & CEO

Dear Friends of JA,

We are proud to have reached an impressive milestone at Junior Achievement: **100 years of preparing and inspiring youth throughout the nation.** Our commitment to serve students in this Region began 50 years ago. Throughout the years, we have provided over one million students with financial literacy, work readiness and entrepreneurial skills and inspiration.

It all started in Rochester, New York, when 33 individuals representing business, government, education and clergy, rallied around a vision for the next generation – one which not only provided the skills to be successful in a burgeoning upstate manufacturing economy but also the inspiration that would fuel the innovation the Region had become known for. With a \$50,000 investment from Eastman Kodak and a commitment of its employees to provide their time and expertise, Junior Achievement of Rochester New York Area, Inc. was born.

Much has been accomplished since then. Our programs have grown from one after-school, high school program (The JA Company Program), to a continuum of hands-on, scientifically-tested K-12 experiences. We have introduced

digital program delivery, and have more student-based events, scholarships and opportunities for networking than any time in our 50 year history. Over the years, we also expanded our reach to serve thousands of students in the Greater Syracuse and Southern Tier Regions, ultimately changing our name in 2013 to JA of Central Upstate New York.

**As we look ahead to the next 50 years, we have a bold vision for the future** – one that takes an even more active role in helping to reduce poverty, improve graduation rates, fill the workforce skills gap, and spark business creation.

The first milestone in this vision is the creation of the **“JA Discovery Center”**: a sequential, hands-on, 360-degree learning experience housed in Kodak Center at Eastman Business Park. The JA Discovery Center will highlight local



employment opportunities and empower students with the knowledge, skills and confidence to unlock greater economic opportunity. The program has already had measurable impact on over 400,000 students annually, in cities such as Washington DC, Atlanta and Detroit, to name a few. It is now **our** responsibility to bring this memorable and impactful experience to the youth in this community.

As the next 50 years unfold, we will explore even more opportunities like the JA Discovery Center – experiences that provide a relevant and authentic solution to meeting the needs of educators and industries in our community.

When you start marking your age in decades (or centuries, as is the case with our national partner JA USA), it doesn't mean you are old. It means you are adaptable, innovative and ready for the future. Many thanks to each and every one of our volunteers, donors, and educators who have supported our mission throughout the years. Together, we make education relevant, and turn "I can't" into "I can" and dreams into plans!

With gratitude,

*Patricia Leva*





# FINANCIAL LITERACY

## THE CHALLENGES WE FACE

- Less than half of high school seniors throughout our country can pass a basic financial literacy test.
- In a recent national JA survey, more than 40% of youth say they will not be financially independent until age 28 or later. In a local survey, 67% of students report they are more likely to spend versus save.
- The City of Rochester ranks as one of the highest in the nation in extreme generational poverty, and at the same time, New York State does not require a stand-alone financial literacy course to graduate high school.



JA ALUMNI ARE **MORE SOCIALLY MOBILE**, WITH **60% OF ALUMNI** MOVING FROM LOW INCOME IN YOUTH TO MIDDLE/UPPER INCOME AS ADULTS.



JA STUDENTS REPORT A **HIGHER LEVEL OF CONFIDENCE** IN THEIR ABILITY TO GRADUATE.

## THE JA STUDENT JOURNEY TO FINANCIAL LITERACY

### ELEMENTARY SCHOOL

Gain a preliminary understanding of the role money plays in our economy

Learn the basic principles of spending and saving

Introduce various careers as a means to earn

### MIDDLE SCHOOL

Understand the role of education in improving earning power

Learn about spending money within a budget

Explore important financial concepts such as investing, saving, taxes, insurance, credit, and how to improve a credit score

### HIGH SCHOOL

Deepen their understanding of economic concepts

Experience the relationship between financial decisions and future financial freedom

Dive deeply into more complex financial topics, including various financial products available today

# WORKFORCE READINESS

## THE CHALLENGES WE FACE

- The top skills employers say recent graduates lack: attention to detail, problem solving, communication, accountability.
- Local employers state the lack of “basic employability skills”, such as being on time and a good work ethic, hinders employment.
- It is estimated that more than 23,000 local middle skills jobs go unfilled annually.
- Only about half of the students in the large cities in our 25-county Region will graduate from high school, and many are not prepared with the skills needed for the workforce.



JA STUDENTS DEMONSTRATE **HIGHER LEVELS** OF COMMUNICATION, CRITICAL THINKING, COLLABORATION AND PROBLEM SOLVING SKILLS COMPARED TO NON-JA STUDENTS.



JA STUDENTS ARE 30% MORE LIKELY TO ENGAGE IN FORMAL EDUCATION POST HIGH SCHOOL, **67% MORE LIKELY TO HAVE AN ADVANCED DEGREE**, AND ULTIMATELY SECURE HIGHER LEVELS OF EMPLOYMENT THAN NON-JA STUDENTS.

## THE JA STUDENT JOURNEY TO WORKFORCE READINESS

### ELEMENTARY SCHOOL

Ignite aspirations

Engage in “real-life” role playing

Develop critical 21st century skills

### MIDDLE SCHOOL

Explore high-demand careers

Assess strengths, interests and values

Identify educational pathways

### HIGH SCHOOL

Learn workplace expectations and opportunities

Practice soft skills

Create a personal brand and job-hunting tools

# ENTREPRENEURSHIP

## THE CHALLENGES WE FACE

- Throughout the US, millennials aren't starting nearly as many new enterprises as baby boomers were creating at the same age.
- 87% of high school students say they want to start a business, but don't believe they have the skills to do so.
- Almost half of high school students say owning your own business is "too risky."
- In our Region, annual business closures often outpace business startups, while these small businesses employ 40-50% of the working population.



JA ALUMNI **START BUSINESSES AT A RATE OF 2.5X** THAT OF THE GENERAL POPULATION



JA STUDENTS KNOW WHAT IT MEANS TO **INCREASE REVENUE AND MANAGE EXPENSES** TO MAXIMIZE A BUSINESS OR PERSONAL P&L

## THE JA STUDENT JOURNEY TO ENTREPRENEURSHIP

### ELEMENTARY SCHOOL

Learn start-up concepts

Plant the seeds of entrepreneurial thinking

Develop critical 21st century skills

### MIDDLE SCHOOL

Explore entrepreneurship as a career path

Assess their entrepreneurial potential

Learn what it takes to bring an idea to fruition

### HIGH SCHOOL

Use technology to develop and practice innovation, capitalization, marketing and leadership skills

Work as a collaborative team running a live business

Use entrepreneurship as a means to benefit the community



## WHO WE ARE:

Junior Achievement's purpose is to prepare and inspire young people to succeed in a global economy.

Our programs, delivered in collaboration with educators and community volunteers, empower youth with skills, knowledge and confidence to unlock greater economic opportunity—challenging them to envision what's possible if they work hard and dream big.

JA programs, when consistently delivered over the course of a student's educational journey, will have an impact on the complex challenges facing our Region, including poverty, unfilled jobs in growth industries and business generation.



“JA PLAYED A ROLE IN MY OWN CAREER PATH AND GAVE ME THE OPPORTUNITY TO EXPERIENCE THE REAL-WORLD FIRST HAND. **NOT ONLY DO JA MENTORS EXPOSE YOUNG PEOPLE TO THE VARIETY OF PROMISING CAREERS AVAILABLE TO THEM, THEY PROVIDE A PATHWAY TO GET THERE.** THIS PROMOTES CONFIDENCE, WHICH CAN OFTEN BE THE DIFFERENCE BETWEEN A LIFE IN POVERTY AND A LIFE OF PROSPERITY AND PURPOSE.”

— JOHN BAKER, PRESIDENT, ACC BUSINESS AND FORMER JA BOARD CHAIRMAN



# VOLUNTEER OPPORTUNITIES

## **JA ELEMENTARY, MIDDLE AND HIGH SCHOOL TRADITIONAL PROGRAM DELIVERY**

1-8 HOURS OVER MULTIPLE WEEKS

Volunteers receive all the materials and training they need to lead multiple, 45-minute classroom lessons focused on a particular grade level or content area.

## **JA IN A DAY**

4-5 HOURS IN ONE DAY

Volunteers bring the JA elementary school curriculum to life for an entire elementary school in one day. One or two volunteers will be assigned to a classroom, and will deliver JA lessons during core academic classes. JA in a Day is a great way to impact the community while providing employees with an engaging team-building experience.

## **JA JOB SHADOW**

4 HOURS IN ONE DAY

Allows organizations to host a group of students for a worksite visit to showcase the variety of careers available within their company and review the qualities of a desirable employee.



## **JA FINANCE PARK VIRTUAL**

3 HOURS OVER MULTIPLE WEEKS

This middle/high school financial literacy and career awareness program includes 13 lessons in the classroom and a real-life simulation where students receive a career and various life circumstances, and then navigate our economy within their budget. The teacher and volunteer will work together to help deliver 3 of the in-classroom lessons, typically over a few weeks.

## **JA COMPANY PROGRAM**

1-2 HOURS A WEEK OVER MULTIPLE WEEKS

Provide teens with a hands-on opportunity to create and run a real business venture. Whether in the classroom or after-school, volunteers assist the students with product development, sales, supply chain and liquidation.



VOLUNTEERING WITH JUNIOR ACHIEVEMENT IS SO REWARDING,

**I AM NOT SURE WHO GAINS MORE FROM THE EXPERIENCE: ME OR THE KIDS!** TO KNOW

THAT I AM MAKING A LASTING DIFFERENCE IN THE LIVES OF YOUNG KIDS BY HELPING THEM UNDERSTAND THEIR ROLE IN THE COMMUNITY AND BUILDING A FOUNDATION OF SUCCESS IS BY FAR THE MOST IMPORTANT THING I CAN DO FOR THEM.

**– DR. ALLEN VAALA, RETIREE, EASTMAN KODAK AND ROCHESTER INSTITUTE OF TECHNOLOGY NTID**



# MORE ENGAGEMENT OPPORTUNITIES

## JA STOCK MARKET CHALLENGE

ROCHESTER, APRIL

After multiple lessons in the classroom on the fundamentals of investing and the importance of the capital markets, students spend a day engaging with industry experts and ultimately put their skills to the test in a high-paced trading environment.

## JA YOU'RE HIRED!

ROCHESTER, SYRACUSE & UTICA, SPRING

A student/business networking event based on the JA Career Success® program. After participating in seven classroom-based lessons, students and mentors perform various activities that increase awareness and proficiency of the soft skills needed to be successful in any career.

## JA BOWL-A-THON

ROCHESTER & SYRACUSE,  
VARIOUS DATES IN SPRING

Join JA for a fun evening of comradery or competition, including food, drinks and prizes. A great team building event or networking opportunity. Teams from all aspects of our economy come together to raise money for JA programs and for a good time.



## JA TITAN OF BUSINESS CHALLENGE

ROCHESTER, MAY

JA's Titan program allows students the opportunity to become the CEO of a technology company by utilizing a real-time simulation model. Students work in "management teams" to analyze the impact of pricing, production, R&D, marketing and corporate philanthropy decisions, and how these variables affect competition, the economy and even their personal finances. Students will qualify to attend the day-long Challenge, will compete for cash prizes and college scholarships, and will be mentored by various business leaders and members of the prestigious Rochester Business Hall of Fame.



## GOLF OUTING TO BENEFIT JA

ROCHESTER, JULY

The fastest growing golf benefit in our Region, join the leaders and members of the Rochester Chapter of Financial Executives International to support JA's financial literacy efforts for youth.



## ROCHESTER BUSINESS HALL OF FAME

ROCHESTER, OCTOBER

The most prestigious business honor in our community, the Rochester Business Hall of Fame recognizes both current and former outstanding business leaders and entrepreneurs who have made innovative and extraordinary contributions to our Region.



## JA ENTREPRENEURIAL YOUTH SUMMIT

ROCHESTER & UTICA,  
NOVEMBER

Utilizing the content from the JA It's My Business® program, students work in small "incubators" with a mentor for the day, learning the fundamentals of starting a business and the skills to recognize and fill the needs around them. By the end of the day, students will develop a concept and present their idea to a judge.



# THE JUNIOR ACHIEVEMENT DISCOVERY CENTER AT KODAK CENTER

## HOW IT WORKS

To meet our Region's most pressing needs—including a lack of skilled workers in a variety of industries and unprecedented generational poverty—we're bringing two of Junior Achievement's most impactful, proven programs to our area. Our vision of the Junior Achievement Discovery Center: a state-of-the-art learning lab in the exciting new Kodak Center, home to JA BizTown® and JA Finance Park®.

Each program encompasses 13 lessons in the classroom followed by a visit to this "mini-city" with replica businesses and organizations that make up our economy. The JA Discovery Center will house various employer-sponsored storefronts to ensure economic and workforce relevance to our Region.

## JA BIZ TOWN®

Community volunteers help 5th grade students become active members of the economy as employees, working in one of the in-demand industries in our Region:

- Producing and selling products and services
- Borrowing money
- Hiring employees
- Analyzing an income statement
- Marketing their businesses

Students also spend time as consumers and citizens—making personal buying decisions with their paychecks, opening bank accounts, electing a mayor, and more.

## JA FINANCE PARK®

A few years later, middle and high school students take on new lives, with careers, credit scores, debt, families, and financial obligations. They once again become active members of our economy and receive guidance from volunteer role models to make the financial decisions that support the careers and lives they envision.

# THE IMPACT ON STUDENTS

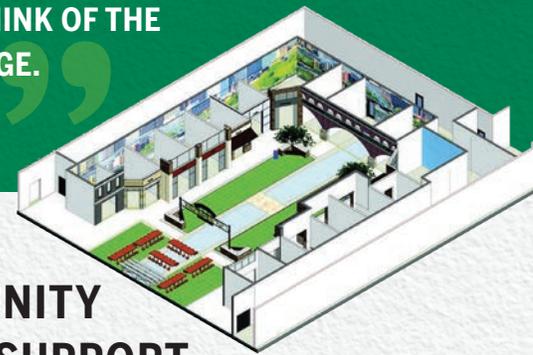
Data from third-party evaluations shows that JA BizTown® and JA Finance Park® students notably outperform non-JA students— and demonstrate a significant increase in overall financial, workforce, and entrepreneurial knowledge, along with positive changes in attitudes and behaviors.

- In Louisville, KY: math scores of a 4th to 5th grade cohort increased 5.8%, and college and career readiness scores increased 6.8% after participating in JA BizTown®. 79% of the participating middle schools reported increased attendance on simulation day.

- In Oklahoma: 90% of urban seniors said that their JA BizTown® experience in middle school “helped them realize the importance of staying in school.”
- Nationwide: In an evaluation of JA Finance Park® students, teachers and volunteers, the program was often viewed as a “wake-up call of the financial realities of adulthood.” More than a third of the participating students positively changed their attitudes or disposition toward all program topics.

“AS A CURRENT COLLEGE STUDENT, I REMEMBER BEING A JA BIZTOWN “EMPLOYEE” LIKE IT WAS YESTERDAY. IT WAS ONE OF MY ABSOLUTE FAVORITE EXPERIENCES FROM MIDDLE SCHOOL THAT I REMEMBER VIVIDLY. **I LOOK BACK NOW AND OFTEN THINK OF THE DIFFERENCE THIS PROGRAM MADE IN MY LIFE AT SUCH A YOUNG AGE.**”

-JA ALUMNA, HANNAH HENRY, JA OF KENTUCKY



## THE COMMUNITY SHOWS ITS SUPPORT

The JA Discovery Center will host 12,000 students annually. More than 6,000 students from Gates-Chili, Greece, Rochester City, Spencerport and Wheatland-Chili school districts are currently committed to participating in the programs.

JA has received endorsements from:

- City of Rochester Mayor Lovely Warren
- Greater Rochester Chamber of Commerce President and Chief Executive Officer Robert Duffy
- Leaders in workforce development, leading to financial incentives from New York State and Empire State Development.





# Junior Achievement<sup>®</sup>

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SERVING **25 COUNTIES** THROUGHOUT GREATER ROCHESTER, SYRACUSE, BINGHAMTON AND ELMIRA/CORNING

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