William Jennings Bryan
“Destiny is not a matter of chance; it is a matter of choice. It is not a thing to be waited for; it is a thing to be achieved.”

Steve Jobs
“And the only way to do great work is to love what you do. If you haven’t found it yet, keep looking. Don’t settle. As with all matters of the heart, you’ll know when you find it.”

Program Overview
Junior Achievement
JA BizTown
An experiential learning laboratory
Overview of JA BizTown

JA BizTown is an 8,000 square foot mini-city housing 14 business storefronts. Students participating in the JA BizTown program complete 16 lessons taught in the classroom. Classroom lessons prepare students to take on the challenge of running a business and managing their personal and business finances. Classroom preparation also encompasses career exploration, applying for a job and job interviews.

After completion of the classroom curriculum, students are fully prepared to take on the task of running JA BizTown for the day.

A trip to JA BizTown is an exhilarating five-hour simulated workday experience for students as they immerse themselves in the role of JA BizTown citizen for the day. CEO, CFO, Ad Executive, Bank Teller, Geologist, and Graphic Designer are just a few examples of the exciting job opportunities in JA BizTown. Students also take on the role of a business team member in addition to participating in the BizTown economy as a consumer during their lunch and shopping breaks.

What grade level is the STEM Summit designed for?

JA BizTown is designed for 5th or 6th grade. PA Common Core correlations are available upon request.

How many students can participate in a day?

The simulation is designed for 80 to 120 students per day. It can run with as low as 60 or as high as 135 students.

“America’s economic future lies with its next generation of workers and their ability to develop new technologies and products. This means we must strengthen math and science education in the U.S.”

-Craig Barrett, former Chairman Intel Corporation
JA BizTown has an extensive curriculum designed to prepare students for their simulation experience and to cover a wide range of state educational requirements.

Teachers have the opportunity to take lesson plans and incorporate them into their own teaching style. Additional extended learning opportunities are also available.

Students have 4 weeks (16 lessons) of classroom preparation prior to their JA BizTown visit, plus one lesson of follow-up activities to reinforce their experiences.

Students learn about how a community works together and how a business operates. They learn about jobs and careers. They fill out applications, interview for jobs, and then begin working as a team.

As part of classroom preparation, each shop’s business team develops its own business plan to include payroll expenses, advertising, business supplies, rent taxes and utilities. Each business team also completes a business loan application, writes a radio and newspaper advertisement, names their shop and creates a business slogan.

The simulation is a full-day program designed to give students an opportunity to literally run a community. A student CEO in each business coordinates the activities for their business. Parent volunteers are assigned to each business to act as a coach. They are not in charge of the shop, but rather provide guidance to the CEO and employees.

The goal for the day is for each business to pay off their bank loan.

At the beginning of the day, students gather in the town square for opening instructions. They then go to their business for start-up activities. Once that is completed, a town meeting takes place where the mayor is sworn in, and the city comes alive.
JA BizTown Shops:

There are 14 businesses in JA BizTown. When there is an extra large day of students, a 15th business, the International Shop is opened. The following are descriptions of the base businesses.

**Graphics Shop:**
The Graphics Shop is a STEAM inspired shop. Graphic Designers make signs for each business with various art supplies. Students can purchase photo souvenirs of their day plus other fun items. The Graphics Shop makes signs for all the businesses.

**BizNet News:**
Reporters write articles on the BizNet News online newspaper site. Advertising from each shop is also posted on the site.

**Bank:**
Each student deposits their personal payroll checks at the Bank and Bank Tellers process the transaction. The CEO approves all business loans and accepts business deposits toward repayment of business loans.

**Wellness Center:**
The Wellness Center consists of two STEAM jobs, a Biochemist and a Biologist. The Wellness Center gives out personal health insurance cards to each citizen and sells health related items.

**City Hall:**
The Mayor oversee the successful operation of JA BizTown. City Hall is also responsible for managing the voting, non-profit donations, helping to solve crimes in the town and payroll tax.

**TV Station:**
The TV Station produces a TV show that students, teachers and parents can view on our website. STEAM is part of the TV with the Meteorologist position. Each business will have their advertisement air on the TV show. Any student can be interviewed for feature stories.

**Radio Station:**
The Radio Station broadcasts music, advertising and news stories in are played on air, along with a chance to be a guest DJ. A JA BizTown song produced on a professional soundboard and aired that day.

**Realty Office:**
The Realty Office handles all Real Estate and Utility issues for JA BizTown businesses. CEOs sign rental agreements and Energy Scientists read meters and send out utility bills and complete several renewable energy science experiments.

**Lab Works:**
Lab Works Chemists start the day out with the Elephant Toothpaste Experiment. They then help the Manufacturing Managers manufacture slime, which they sell throughout the day.

**Construction Company:**
The Construction Company employees complete project assignments for JA BizTown. Projects include a park bench, measuring for doors and windows, and estimating carpet and wallpaper jobs.

**Planet Earth:**
Planet Earth has two popular STEAM positions, a Geologist and an Environmental Scientist. They have various experiments and "digs" that are part of their job descriptions. The business sells many earth-friendly items throughout the day.

**BizTee:**
BizTee is a STEAM inspired shop manufacturing and printing screen-printed t-shirts for students to purchase. Various designs are available.

**Restaurant:**
The Restaurant provides beverages and snacks to students during their break times. The Nutrition Researcher is a STEAM position and conducts a nutrition experiment. This shop accepts only JA BizTown cash.

**Distribution & Delivery Center:**
The Distribution & Delivery Center provides all of the supplies and forms for the JA BizTown businesses. It is the only wholesale business. Package Handlers deliver packages and mail throughout the day.
The Need

There is a growing concern in the U.S. over student performance in the areas of math and science. In 2012, the Programme for International Student Assessment (PISA) shows that since 2009, students in the United States have slipped from a ranking of 25th to 31st in math and 20th to 24th in science proficiency. Interestingly enough, a 2012 Raytheon Corporation survey of middle-school students found that 56% would rather “eat broccoli” and 44% would rather “clean their room” than “learn math or science.”

The goal is to help students realize the importance of matching skills, interests, and abilities with careers. The STEAM career exploration strategy helps students realize that jobs can be fun and rewarding.

The Solution

Junior Achievement has added a variety of STEAM positions that offer fun, interesting, hands-on job responsibilities. STEAM career exploration at JA BizTown is intended to showcase science and math in the real world and to get students to think about careers in these fields.

Although there is educational content built into the jobs, the primary goal is to create an interest in students for the subject matter, not necessarily to give them in-depth knowledge of each career. The ultimate goal is for students to leave JA BizTown inspired and enthusiastic to learn more about science, technology, engineering, arts, and math.
**STEAM Career Exploration**

Each of the positions listed below has specific job duties that demonstrate the relevancy of math and science in the real world. The job responsibilities are enriching and engaging. The goal is not to teach science or math, but to help inspire students’ interest in careers that they may not have considered before and to realize the significance of math and science education.

By creating jobs that are interesting, JA BizTown will ignite a spark in young people, demonstrate the relevancy of math and science, and give students an opportunity to experience these careers first-hand.

- Environmental Scientist – Planet Earth
- Geologist – Planet Earth
- Meteorologist – TV Station
- Nutrition Researcher - Restaurant
- Project Designer - Construction
- Property Appraiser – Realty/Utility Business
- Package Handler – Distribution & Delivery Center
- Energy Scientist – Realty/Utility Business
- Customer Service Manager – Bank
- Biologist – Wellness Center
- Chemist – Lab Works
- Graphic Designer – Graphics Shop
- Architect – Construction
- Director – TV Station
- Bio-Chemist – Wellness Center
- Photographer – BizNet News
- Editor – BizNet News
- Music Producer – Radio Station
- Camera Operator – TV Station
- Reporter – BizNet News
How to get involved?

Business Involvement:

Junior Achievement of South Central PA is pleased to be able to make this program available to local schools. The program costs approximately $45.00 per student to run. We charge schools $15.00 per student and rely on the business community to cover the remainder of the cost.

Sponsorship Opportunities:

Exclusive BizTown Sponsor - $50,000/year
Sponsor logo on doors to JA BizTown and other recognition opportunities.

Exclusive Shop Sponsor / Street Sign Sponsor - $25,000/year
Sponsor logo sign in business or business name on street sign in JA BizTown and other recognition opportunities.

Shop Sponsor - $5,000
Sponsor logo sign in business.

If your business would rather focus on STEM sponsorships, we have a wide range of sponsorship opportunities. These are joint sponsorships with our STEM Summit High School program. Your business recognized in both the JA BizTown and STEM Summit programs.

STEAM/STEM Sponsorship - $25,000 and up
Special recognition in JA BizTown and logo on all STEM Summit and JA BizTown STEAM materials.

STEAM/STEM Sponsorship - $10,000
Logo in JA BizTown and logo on all STEM Summit materials and JA BizTown brochure.

STEAM/STEM Sponsorship - $5,000
Logo on all STEM Summit materials and JA BizTown brochure.

STEAM/STEM Sponsorship - $1,000
JA provides scaled recognition based on the level of support.

Donor Recognition:

One of the challenges is trying to equitably recognize donors based on the size of their gift and their donor intent. Junior Achievement has a number of opportunities to recognize donors. This includes:

- In BizTown
- JA’s Website
- Annual Report
- Program Brochures
- Social Media (Facebook & Twitter)

For information on support levels, contact Kim McGowan at kim@jascpa.org.

Comments from Educators:

“We don’t get enough opportunities to expand learning beyond the walls of our classroom—it is so important for kids to see and learn in a real-world setting.”
– Teacher

“My teachers have loved this program from day one—it makes best use of classroom time and engages every student—even students who are normally less able to engage in classroom learning.”
– School Administrator
For more information on supporting JA BizTown and its STEAM initiative,
Contact Kim McGowan at Kim@jascpa.org