2016 ROI
The number of young people reached by Junior Achievement’s (JA) financial literacy, workforce preparation and entrepreneurship programs has grown 726% since I came to Junior Achievement in 2001 – 6,841 to 56,489. During the 2017-18 school year we project reaching 58,000 students.

Reaching more students is important. Doing it well is critical. Therefore, every other year we survey students, teachers and volunteers to answer three questions:

1. Does JA work?
2. Do JA students, teachers and volunteers want JA to continue?
3. How can JA improve?

Junior Achievement staff distributes surveys to random students, teachers and volunteers. The completed surveys are returned to JA and sent to a bookkeeping firm for data entry. The results are displayed in this ROI.

We know that JA works. Students, teachers and volunteers appreciate the value of the JA programs. JA is doing a good job and can continue to improve.

Steve St. Amand
President
Junior Achievement of North Florida
STUDENTS
JUNIOR ACHIEVEMENT

JA MADE STAYING IN SCHOOL IMPORTANT

VERY IMPORTANT 87%
IMPORTANT 9%
NOT VERY IMPORTANT 4%

JA MADE THE FOLLOWING SUBJECTS MORE IMPORTANT

Math 70%
Reading 60%
Social Science 50%
Writing 40%
Science 30%
IS IT REALLY WORKING?

HOW MUCH DID YOU LEARN FROM THE JA PROGRAMS?
A LOT  86%
A LITTLE  10%
NOT MUCH  4%

JA HAS MADE YOU SEE THAT WHAT IS BEING LEARNED IN SCHOOL CAN BE USED IN THE REAL WORLD?
YES  82%
A LITTLE  16%
NOT AT ALL  2%

DID JA VOLUNTEER HELP YOU UNDERSTAND BUSINESS AND ECONOMICS?
YES  87%
A LITTLE  12%
NOT AT ALL  1%

DO YOU THINK JA ACTIVITIES WERE INTERESTING?
YES  97%
NO  3%

WOULD YOU LIKE JA IN YOUR CLASS NEXT YEAR?
YES  94%
NO  6%

STUDENTS SAY THAT
JA helped them understand the link between school and work.

Because of JA:
• Learning is relevant
• An education is valuable
• School is important
• Graduation becomes essential

“What I have learned in JA’s programs will stay with me forever. This class teaches so much information...It gets you ready for the real world and for future jobs.”

Sharon,
12th Grade JA Student
**Junior Achievement**

### JA Program Compliments/Enhances Your Classroom Curriculum

- **Compliments:** 43%
- **Enhances:** 27%
- **Both:** 30%
- **Neither:** 0%

### Would You Participate in JA Again?

- **Yes:** 95%

### Would You Recommend JA to Other Teachers?

- **Yes:** 95%

### Have You Participated in JA Before?

- **Yes:** 64%
- **No:** 36%

### Effective Learning Experience for Students?

- **Very Effective:** 60%
- **Effective:** 33%
- **Somewhat Effective:** 5%
- **No Answer:** 1%
WHAT ARE TEACHERS SAYING?

BENEFITS OF JA JUSTIFY THE TIME AND RESOURCES DEVOTED TO IT

<table>
<thead>
<tr>
<th>Option</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>YES, DEFINITELY</td>
<td>76%</td>
</tr>
<tr>
<td>MOSTLY</td>
<td>22%</td>
</tr>
<tr>
<td>SOMEWHAT</td>
<td>2%</td>
</tr>
<tr>
<td>NO, DEFINITELY NOT</td>
<td>0%</td>
</tr>
</tbody>
</table>

STUDENTS HAVE A BETTER UNDERSTANDING OF BUSINESS/ECONOMICS AFTER JA

<table>
<thead>
<tr>
<th>Option</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>YES, DEFINITELY</td>
<td>78%</td>
</tr>
<tr>
<td>MOSTLY</td>
<td>16%</td>
</tr>
<tr>
<td>SOMEWHAT</td>
<td>6%</td>
</tr>
<tr>
<td>OTHER</td>
<td>0%</td>
</tr>
</tbody>
</table>

HOW EFFECTIVE WAS THE JA VOLUNTEER?

<table>
<thead>
<tr>
<th>Effectiveness</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>VERY EFFECTIVE</td>
<td>68%</td>
</tr>
<tr>
<td>EFFECTIVE</td>
<td>18%</td>
</tr>
<tr>
<td>SOMEWHAT EFFECTIVE</td>
<td>9%</td>
</tr>
<tr>
<td>OTHER</td>
<td>5%</td>
</tr>
</tbody>
</table>

STUDENTS HAVE A BETTER UNDERSTANDING OF THE LINK BETWEEN SCHOOL AND WORK BECAUSE OF JA

<table>
<thead>
<tr>
<th>Option</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>YES, DEFINITELY</td>
<td>58%</td>
</tr>
<tr>
<td>MOSTLY</td>
<td>27%</td>
</tr>
<tr>
<td>SOMEWHAT</td>
<td>10%</td>
</tr>
<tr>
<td>OTHER</td>
<td>5%</td>
</tr>
</tbody>
</table>

TEACHERS WHO ARE in the classroom everyday said:

- Students have a better understanding of business/economics because of JA
- JA is an effective learning experience
- JA is a worthwhile use of class time
- They would recommend JA to other teachers and would again participate in JA

"Including Junior Achievement programs into my curriculum has been very beneficial to my students. The programs provide real world applications and hands on learning. The presenters and JA staff are professional and well trained. We appreciate the time, talents and funds provided to educate our students on financial literacy and the economy. We appreciate all of the hard work and coordination that brings our Business & Finance Academy curriculum to life!"

Phyleshia Jones, Director
VyStar Academy of Business & Finance
Jean Ribault Senior High School
Teacher of the Year 2015-16
### Effectiveness of JA Program for Students

<table>
<thead>
<tr>
<th>Effectiveness</th>
<th>Very Effective</th>
<th>Effective</th>
<th>Overall Effective</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall Effectiveness of JA Program for Students</td>
<td>58%</td>
<td>42%</td>
<td>100%</td>
</tr>
<tr>
<td>How Effectively JA Prepared You for the Classroom</td>
<td>56%</td>
<td>43%</td>
<td>99%</td>
</tr>
</tbody>
</table>

### Did You Find Participating in JA Personally Rewarding? (Yes/No)

<table>
<thead>
<tr>
<th>Response</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>100%</td>
</tr>
<tr>
<td>No</td>
<td>0%</td>
</tr>
</tbody>
</table>
IS IT WORTH THE TIME?

WOULD YOU VOLUNTEER FOR JA AGAIN?

YES  96%
NO   4%

WOULD YOU RECOMMEND VOLUNTEERING FOR JA TO YOUR CO-WORKERS OR FRIENDS?

YES  98%
NO   2%

JA INCREASED STUDENTS’ INTEREST IN THE FOLLOWING

WORK CAREERS  82%
STAYING IN SCHOOL  48%

BENEFITS OF JA PROGRAM JUSTIFY TIME & RESOURCES DEVOTED TO IT?

YES, DEFINITELY  80%
MOST OF THE TIME  14%
SOME OF THE TIME  6%

LOCAL BUSINESS PEOPLE
who serve as JA volunteers said:

• JA increased students’ interest in work and careers
• JA is effective
• JA is worth the time and effort
• They would recommend JA to other business people and would again participate in JA

“A few minutes of your time may seem meaningless, but to a child it means the world. You may forever change the course of someone’s life. That is priceless.”

Ruth Wright
PwC
ROI

JUNIOR ACHIEVEMENT

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