



Junior Achievement®





Work Readiness | Entrepreneurship | Financial Literacy

## Our Mission:

To **Educate** and **Inspire** young people to **Value**  
free enterprise, business and economics  
to **Improve** the **Quality** of their lives!



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## JA Worldwide<sup>®</sup> Facts

- ◆ 8.3 Million Students Worldwide
- ◆ 287,000 Volunteers
- ◆ 339,000 Classrooms
- ◆ 100 Countries



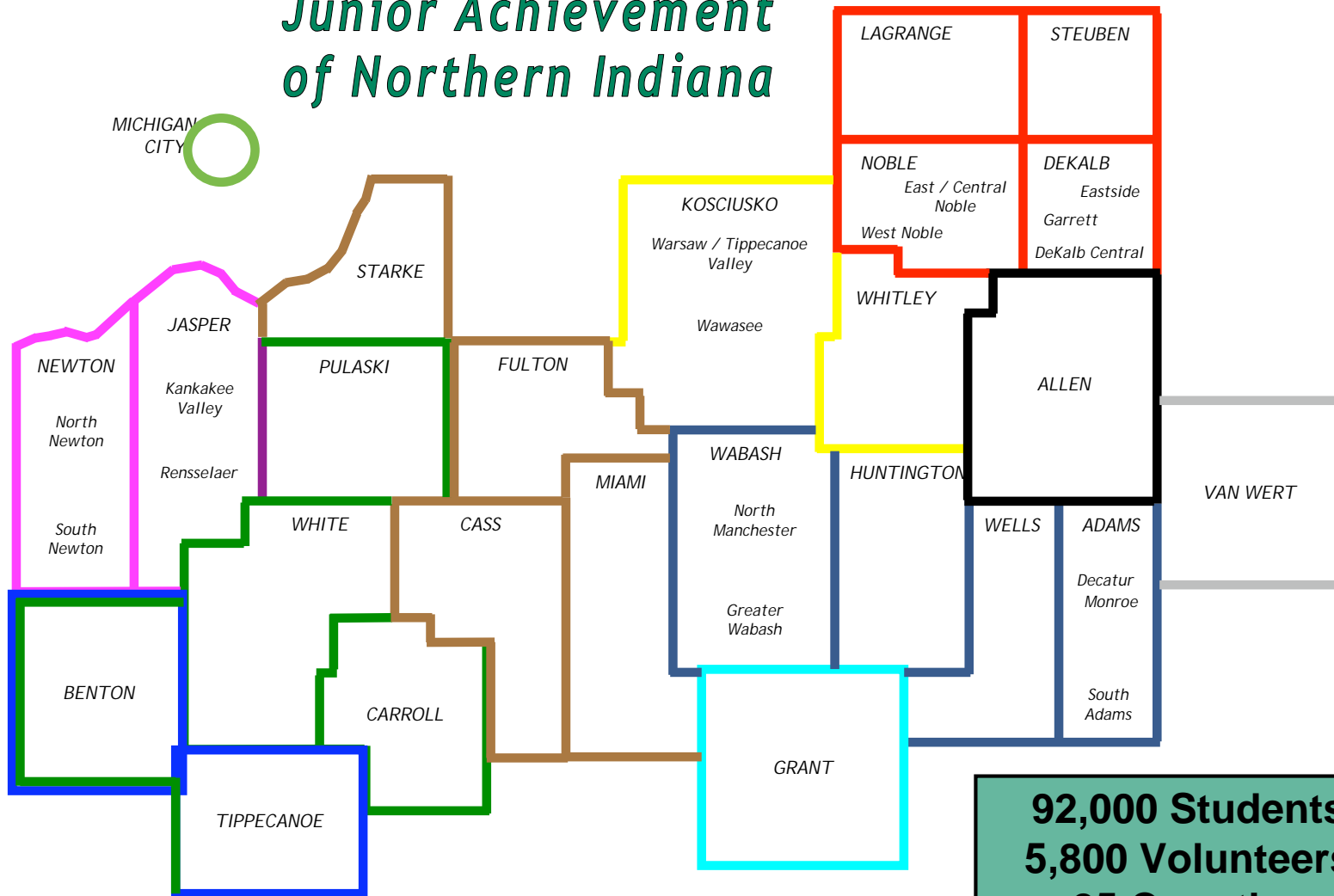
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## **JA of Northern Indiana (JANI) Facts**

- ◆ Local JA Merged with JANI in 2006
- ◆ #1 in U. S. for Market Penetration
- ◆ #3 in World for Economic Impact
- ◆ Pilot Site for Many JA Programs
- ◆ Over 50 Years of Experience

# Junior Achievement of Northern Indiana

MICHIGAN  
CITY

**92,000 Students**  
**5,800 Volunteers**  
**25 Counties**  
**30 Local Boards**



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# Market Penetration

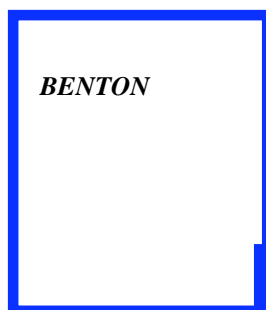
Allen County	67%
Newton County	56%
DeKalb County	50%
Wells County	47%
Benton County	45%
Michigan City	41%
Pulaski County	39%
Wabash County	37%

Adams County	36%
Van Wert County	34%
Jasper County	33%
Whitley County	31%
Kosciusko County	30%
Huntington County	29%
Noble County	29%
Fulton County	26%
Starke County	25%

Steuben County	25%
LaGrange County	22%
White County	21%
Tippecanoe County	18%
Carroll County	16%
Miami County	9%
Cass County	6%
Grant County	4%



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# Junior Achievement of Greater Lafayette

**5,000** Students  
Per School Year

Elementary, Middle,  
and High Schools





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## Deep Local Roots

- ◆ Program Began in Greater Lafayette in the 1950s
- ◆ Beginnings Traced to Many Community Leaders Including
  - ✧ Kirby Risk
  - ✧ Dr. William Sholty
  - ✧ Bob Whitsel, and Many Others





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# Greater Lafayette Board of Directors

## Executive Members

**Nick Varkonyi - Chair**

*Ivy Tech State College*

**Rick Davis - Past Chair**

*Henriott Group, Inc.*

**Tim Wilson - Treasurer**

*Mulhaupt's Inc.*

## Regular Members

**Corey Back - Purdue University**

**Mike Cassidy - Fortress Strategy Group**

**Jeff Christensen - State Farm Insurance**

**Joe Clark - Financial Enhancement Group**

**Trula DeWald - Purdy Companies**

**Chris Edwards - Lilly Tippecanoe Labs**

**Craig Everett - Purdue University**

**Stacie Gascho - Henriott Group, Inc.**

**Dan Gick - Lafayette Bank & Trust**

**Stephanie Guinn - Chase Bank**

**Dale Jones - Wildcat Creek Career Cooperative**

**Tom Kriebel - Regions Bank**

**Thomas McCully - Stuart & Branigin LLP**

**Brent Mithoefer - First Source Bank**

**Glade Montgomery - Jefferson High School**

**James Risk - Kirby Risk Corporation**

**Richard Rudman - The Lafayette Life Insurance Co.**

**Dana Smith - Greater Lafayette Commerce**



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# Beth Carroll - Development Manager





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# JA Throughout the Years

## THEN

- ◆ Nighttime Company Program
- ◆ Hands on Product Creation and Marketing
- ◆ The Famous Coat Hangers

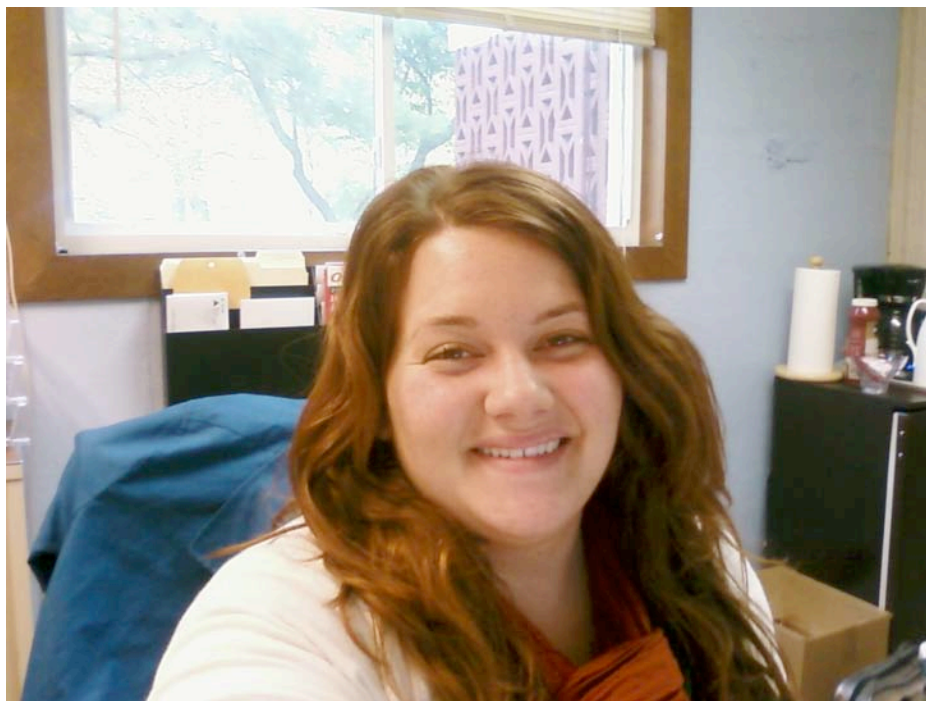
## NOW

- ◆ K-12 In-Classroom Education
- ◆ Programs at Each Grade Level Tied Directly to Indiana Academic Standards
- ◆ IC 20-30-5-19 (Personal Financial Responsibility Instruction)
- ◆ Two Types of Programs:
  - ✧ In-School Programs
  - ✧ Experiential Programs



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# Amanda Bosma - Program Manager





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# **Junior Achievement of Greater Lafayette**

## **Local Programs Promote:**

- ◆ Financial Literacy/Responsibility
- ◆ Work Readiness
- ◆ An Understanding of Free Enterprise/Market Economy



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## How Does JA Work?

- ◆ JA Provides the Materials
- ◆ JA Provides the Volunteers
- ◆ JA Trains **ALL** Volunteers
- ◆ Volunteers Must Abide by JA Conduct Standards
- ◆ Volunteers Connect Business Experiences with JA Materials





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## Value of JA to Schools

- ◆ JA has **READY TO GO** programs
- ◆ JA has pre-developed class materials
- ◆ JA has programs for Grades K-12
- ◆ JA programs meet existing state standards





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# Win/Win for Schools

- ◆ No burden on local taxpayer
- ◆ No additional burden on teachers
- ◆ Courses easily integrated into existing curriculum
- ◆ Programs address statutory obligation for financial responsibility education



**Junior  
Achievement®**

## Junior Achievement Programs

**Kindergarten - 12th Grade Overviews**

Amanda Bosma, Program Manager • P.O. Box 6844 • Lafayette, IN, 47903 • Phone: 765-449-0571 • <http://lafayette.ja.org/>



### ELEMENTARY SCHOOL PROGRAMS

**JA Ourselves** uses compelling stories read aloud by the volunteer, along with hands-on activities, to demonstrate helping, working, earning, and saving.

**JA Our Families** emphasizes the roles people play in the local economy and engages students with activities about needs, wants, jobs, tools and skills, and interdependence.

**JA Our Community** explores the interdependent roles of workers in a community, the work they perform, and how communities work.

**JA Our City** studies careers, the skills people need to work in specific careers, and how businesses contribute to a city.

**JA Our Region** introduces the relationship between the natural, human, and capital resources found in different regions and explores regional businesses that produce goods and services for consumers.

**JA Our Nation** introduces students to business operations and economic issues in the United States.

**JA More than Money** teaches students about earning, spending, sharing and saving money, and businesses they can start or jobs they can perform to earn money.

### CAPSTONE PROGRAMS

#### **JA BizTown**

Elementary school students are not old enough to drive, work, vote, or be the boss. But that doesn't stop them from operating banks, managing restaurants, writing checks, and voting for mayor at JA BizTown!



**JA Finance Park** helps students build a foundation for making intelligent, lifelong personal financial decisions through hands-on, realistic site-based experiences. The program includes in-school, teacher-led activities culminating in a visit to Lincoln Finance Park and a post-visit assessment.



### MIDDLE SCHOOL PROGRAMS

**JA Global Marketplace** provides practical information about the global economy and its effect on students' lives.

**JA Economics for Success** explores personal finance and students' education and career options based on their skills, interests, and values. It also demonstrates the economic benefits of staying in school.

**JA America Works** provides students with examples of how business and entrepreneurship affected the economic development of the United States during the 19th century.

**JA It's My Business** encourages students to develop four key characteristics of an entrepreneur: Fill A Need, Know Your Customer and Product, Be Creative and Innovative, and Believe In Yourself.



### HIGH SCHOOL PROGRAMS

**NEFE Financial Planning Program** introduces students to the importance of making wise financial decisions. The program demonstrates the importance of planning, goal setting, and thoughtful decision-making within the context of personal financial decisions. Five required, volunteer-led sessions. Twenty-four additional teacher-led sessions are available.



**JA Success Skills** helps students identify and demonstrate the work-readiness skills needed to research, get, and keep a job and to develop innovative personal strategies to achieve lifelong learning pursuits and career opportunities.

**JA Titan** introduces critical economics and management decisions through an interactive web-based simulation.

**JA Job Shadow** meets the needs of a diverse group of high school students by providing engaging, academically enriching, and experiential learning sessions in work-readiness education and career perspectives.

**JA Economics** examines the fundamental concepts of micro-, macro-, and international economics.



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## JA Local Funding

- ◆ Contributions
- ◆ Special Events
- ◆ Grants/Foundations
- ◆ No Government Funding
- ◆ JANI Pays Local Staff Costs



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# What Can You Do To Support JA?

<http://lafayette.ja.org>

- ◆ Volunteer to Teach a Class – Call 449-1630
- ◆ Encourage Your Friends to Volunteer for JA
- ◆ Provide Financial Support for a Child (\$25.00) or a Class (\$750.00)



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# THANK YOU!!



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