

JA Capstone Investor's Report Fiscal Year 2016

Executive Summary

A sincere thank you goes out to our champions of Junior Achievement of New Jersey (JANJ) Capstone Programs, **JA BizTown®** and **JA Finance Park®**. During the 2015-2016 school year, 16,186 students in 771 classrooms statewide received these high-impact financial literacy educational programs at no cost. JANJ's programs, with Capstones being no exception, are changing the lives of New Jersey's young people.

The JA Education Center, Edison, NJ

In December 2015, JANJ strategically relocated both Capstone programs to the Raritan Center Business Park in Edison, NJ. With both programs under the same roof, the newly named JA Education Center is a beautiful, secure, transformative learning environment for our students. This new facility is ideally located for JANJ as a statewide organization and is accessible to our schools and volunteers. As it is a permanent location, it has significantly increased the efficiency and effectiveness of Capstone operations. For example, our education partners are able to plan their simulation field trips earlier than in years past, some even a year in advance. Visibility of the programs has also improved: JA BizTown volunteers are interested in coming back to support JA Finance Park, and vice versa, and educators and administrators returned to their schools with information about additional learning experiences for their students.

The opening of the JA Education Center also offers increased benefits to our corporate partners. In addition to JA having the ability to host expanded educational events, such as JA Career Success™ Workshops and educator trainings, our partners have the opportunity to host their own meetings and events in the *Training and Development Room*. In addition, significant branding opportunities are available throughout the facility, and with thousands of visitors annually, marketing platforms are elevated tremendously, all in an inspirational 21st century learning environment.



"I learned today is that "real life" is tough and budgeting/savings should be taken into consideration because it will help you a lot."
–Dennise, Linden High School



"The quality of the setting the past two years really didn't match the quality of the Finance Park experience. We would like our students to enjoy the program in an atmosphere that honors what they are learning, and where they are headed professionally."
– Educator, North Star Academy (Newark)

It is great to see educators watch their students with amazement at JA BizTown as they apply the lessons they covered in the classroom!

JA Capstones: Fulfilling the Need

JA BizTown and JA Finance Park supplement school-based curriculum and provide activities that connect education, work and community. These programs are recognized for their integration of 21st century life and career skills within a progressive learning structure that enables the teaching and reinforcement of the financial literacy, critical

thinking, collaboration and problem solving skills students need to earn and keep a job while simultaneously helping them meet the *NJ Student Learning Standard 9 for 21st-Century Life and Careers* graduation requirements. Thus, JA programs give financially challenged schools a no-cost way to provide their students with high-quality supplemental education geared to meeting NJ Department of Education designated student competencies.



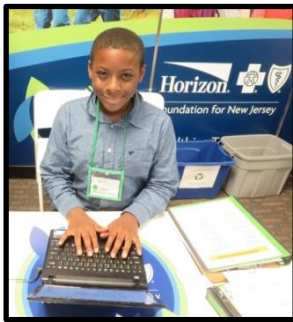
Many 'aha moments' happen in the NJM School of Budgeting! Students work with volunteers to create realistic budgets for their fictional lives, and shop for their households.

Program Overviews and Impact

JA BizTown® Overview

In its second full year of operation, JA BizTown enabled 5,012 4th – 7th grade students to experience first-hand what it is like to run an economy, manage businesses, and role play as adults through a total of 56 field trip simulation days. Prior to their day-long simulation experiences, students receive a

minimum of 13 hours of classroom lessons taught by their teachers. On average, JA BizTown students received 29 hours of curriculum per student, indicating our educators found incredible value in the curriculum that is provided at no cost, going above and beyond the program requirements. In fact, students received an average of 11 additional hands-on classroom lessons prior to their culminating field trip. In total, JA BizTown students received 148,868 hours of instructional time.



"I hope I can come {to BizTown} again. It was a great experience. It felt like an actual job. I think when I grow up I will work for Horizon." Jada, Cordero School P.S. 37 (Jersey City)

At the completion of their classroom lessons, students traveled to the JA Education Center for their culminating field trip experience. To support students as they role played as adults on these field trip days, 938 adult volunteers gave the gift of their time and talents to coach and mentor students. A large majority of our volunteers represented our corporate partners. The remaining (nearly one half of our total) volunteers were parents from the schools participating in the program.

Fifty-four schools participated in 2015-2016, 31 for the first time. With a school retention rate of 82.8% over 2014-2015, our success is showcased by educators and administrators alike.

"Students who have JA BizTown and JA Finance Park are able to make connections with real life financial experiences through simulations that require perseverance. JA allows students to shine using their background knowledge of mathematics and additional resources provided by the JA program." – Educator, Lincoln School, Newark

Another success has been our BizTown Mayor participation. For simulation days, JA staff invites the Mayors from townships who participate in the program to "swear in" the Student Mayor. This year, mayors from New Jersey visited JA BizTown a total of 18 times, which not only generates press for the program but also leaves a lasting impression on the children and enhances an already meaningful experience.



Since its inception in 2013, JA BizTown continues to expand as word spreads throughout NJ schools about the high-impact program that connects classroom learning with real-world experiences for elementary school students.

Areas of Impact	2013-14 (Pilot Year)	2014-15	2015-16	3-Year Growth
Student Impact	212	2,776	5,012	2264%
Classrooms	8	125	252	3125%
Instructional Contact Hours	5,512	48,870	148,868	2600%

Students explore STEM career opportunities at JA BizTown. Examining bacteria slides at the Quest Diagnostics storefront is one of their favorite activities.

JA BizTown Outcomes

JA Capstone programs use a pre and post-test assessment method to measure the programs impact and effectiveness. Overall, JA BizTown students improved their average scores from 51% pre-test to 66% post-test. This reflects a 28% increase in student scores overall. Student knowledge grew the most in areas surrounding taxes, soft skills and budgeting. 97% of JA BizTown students say they will graduate from high school, with 94% of students planning to graduate from college.

JA BizTown Summary 2015-16

Student Participation in JA BizTown: **5,012**
 Classes: **252**
 Instructional Contact Hours: **148,868**
 Total Simulation Days: **56**
 School Retention Rate over 14-15: **82.8%**
 New School Involvement: **31**
 Number of Volunteers: **938**

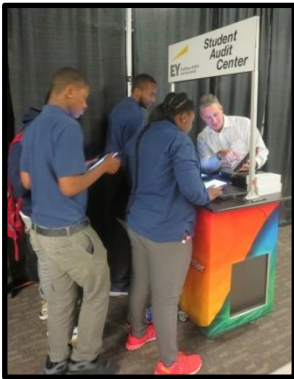


JA BizTown Tellers handle the financial needs of the citizens throughout their field trip, including depositing paychecks into checking accounts.

JA Finance Park® Overview

JA Finance Park continues to grow and significantly impact more New Jersey students annually. This year, with a 22% increase over last year, 11,174 middle and high school students experienced JA's financial literacy classroom lessons and culminating simulation experience. Led by 735 volunteers, 83 schools (16 that were new) participated, demonstrating the

program's continued popularity and demand. Reaching students in 17 counties across the state, JANJ continues to serve a diverse population of NJ's youth through the JA Finance Park program.



Students have their accounts audited before they make final payments.

With JA Finance Park Virtual, students from across the state can experience the Finance Park program without leaving the classroom. On average, students received 28 hours of curriculum per student, and educators continue to see Finance Park as a high-impact solution that helps students meet state graduation requirements in Financial Literacy (Standard 9). This is evident by the feedback we receive from our Educators, and the fact that 80% of schools from the previous year signed up for Finance Park in the 2015-2016 school year.

"I applaud the sponsors of the JA Finance Park Program... The simulation is the real "winning" touch! I observed my students working through the hard choices they are faced with from their life scenarios. The curriculum is right on target. My students demonstrated a substantial gain in knowledge as demonstrated by their pre/post assessment results." – Educator, Hillcrest Academy, North Campus, Scotch Plains



The utility bill is sometimes a surprise as students realize that the bigger the home, the higher bill.

JA Finance Park in New Jersey has a unique story of growth and success. When we began the program operation in 2008, the Capital One/JA Finance Park mobile unit, made up of 21 kiosks, was loaned to JANJ through a partnership with Capital One and JA USA. In 2012-13, after years of successful implementation and an increasingly high demand from educators, the loaned unit was gifted to JANJ by Capital One. JANJ relocated the program to areas around the state during the school year and now has a permanent home in the JA Education Center.

Areas of Impact	2012-13	2013-14	2014-15	2015-16	4-Year Growth
Statewide Student Impact	3,943	8,060	9,135	11,174	183%
JA Finance Park Simulated City	2,285	4,792	5,096	5,813	154%
JA Finance Park Virtual Online	1,058	3,268	4,039	5,361	406%
Classrooms	191	346	393	519	171%
Instructional Contact Hours	94,632	193,840	243,996	310,838	228%



"I want to stay a kid as long as I can!" Zaniyah, Lincoln School, Newark

JA Finance Park Outcomes

JA Finance Park Educators administer a pre- and post- test survey to all participating students which features a variety of knowledge and behavior questions surrounding personal financial literacy. Students improved their average scores from 53% pre-test, to 72% post-test. This reflects a 34% increase in overall scores. Students scored the highest increase in areas of knowledge-based questions surrounding net monthly income, budgeting and paying yourself first. 98% of students feel that they will graduate from high school, with 93% agreeing that they will graduate from college.

Additionally this year, our JA Finance Park team had the opportunity to participate in a JA USA and Capital One usability study this year. More than 750 students, educators, and volunteers were surveyed at the Education Center during Finance Park simulations. We will receive the study's results in 2017 and will share with all stakeholders.

JA Finance Park Summary 2015-16

- Student Participation in JA Finance Park: **11,174**
- Classes: **519**
- Instructional Contact Hours: **310,838**
- Total Simulation Days: **64**
- School Retention Rate over 14-15: **80%**
- New School Involvement: **16**
- Number of Volunteers: **735**



"There are two insurance types for a house: Replacement Cost and Cash Value. Now I know the difference." Faith, Metuchen Christian Academy

Volunteer Impact



JA is a volunteer-driven organization. Our volunteers bring JA programs to life, and share their personal life and career stories along the way. JA Capstone volunteers build on the work educators have already done in the classroom and help drive the program through their mentorship, leadership and support. As mentioned previously in this report, for many of our students, they have not yet had the opportunity to meet and learn from an adult role model. It is life changing when an adult believes in you, takes the time to be a mentor, and shows that you matter. The impact on the volunteer is just as meaningful.

JA volunteers feel incredible satisfaction and pride for making a difference in the lives of our young people. As is often reported, volunteering makes the giver happy, builds self-confidence, and provides a greater sense of purpose. In addition to the psychological benefits of volunteering, through their commitment to

JA, our role models are enhancing their communication, leadership, presentation, and collaboration skills – all of which are important to one’s professional career – as they work with a small group of students at JA BizTown or JA Finance Park. Further, it deepens one’s commitment to our community. The ultimate reward in volunteering for JA, however, is truly the impact it is making on young people, inspiring them to dream big and reach their fullest potential.

“Today’s experience volunteering was very fulfilling to say the least. I had an opportunity to connect with a group of middle school students and collaborate on different ways they could strengthen their person finance knowledge in order for them to be successful in their adult futures.” Volunteer, JA Finance Park



It is thanks to the dedication of our volunteers that each simulation at the Education Center is successful!

This school year, we had a total of **1,673 volunteers**, including individual volunteers, and many from companies new to volunteering with JANJ. Of this, 460 volunteers were parents from participating schools. Engaging parents helps support the program growth, but also directly demonstrates the JA mission to an audience who may not be familiar with the impact of the program.

Volunteers now have the opportunity to impact students in grades 5-12 in the JA Education Center on a given day. Several organizations “took over” the whole facility for a day to impact students in both Capstone Programs, reaching up to 200+ students and encouraging team-building and community engagement within their groups.

Looking Ahead

A well-known leader in the field of financial literacy, career readiness, and entrepreneurship education, JANJ is also a nationally recognized and award winning JA area and a proud member of JA USA, which soon will be celebrating its 100th year.

As a strategic organization, the future is bright for Junior Achievement of New Jersey. With the start of the 2016-17 school year, JANJ has begun implementing a new three-year strategic plan which includes significant growth in JA Capstone Programs. As we embark on this new phase of the JANJ story, we invite all of our partners, friends, and JA champions to visit the new JA Education Center. Many organizations have begun holding meetings, presentations, and team-building events at the Center – our doors are open for tours, events and meetings.

By signing up to be a volunteer for a day, sharing the JA information with a local school district or serving as a board member or storefront sponsor, there are various ways to support the JA mission and help our organization reach 68,000 students across New Jersey for the upcoming school year with 18,000 of those students being part of our Capstone programs, JA BizTown and JA Finance Park.



"It's those unexpected expenses that pop up in life, like an injury and the medical bills that might go along with it", one student observed at the Nokia "That's Life" kiosk.

Thank you to our Partners!

JA BizTown Investors

MetLife Foundation (Title Sponsor), Ashland, Inc., ETS, **Horizon Blue Cross Blue Shield**, **Investors Bank**, **NJ Credit Union League**, **Quest Diagnostics**, Santander, Synchrony Financial, **UPS**, **Walmart**.

JA Finance Park Investors

Capital One Bank (Title Sponsor), ADP, **Allstate**, Argo Turboserve, Bayer, **Budd Van Lines**, Citi, Crowe Horwath, ETS, EY, Fidelity Investments, Franklin Templeton, HSBC, Kearny Bank, Kinder Morgan Foundation, KPMG, NJ Bankers Association, **New Jersey Manufacturers Insurance Company**, **Nokia**, Novartis, Prudential, **PSEG**, PWC, Santander, **State Street Foundation**, TD Ameritrade, Tyco, Valley National Bank, **Walmart**.

JA Education Center Investors

ADP, Wells Fargo



**Bold indicates a branding partner.*

Capstone Volunteer Partners

ADP, Advance Realty, Allstate, AOL, AT&T, Bristol Meyers Squibb, Capital One, Cisco, Citi, Croda, CrossKnowledge, Deloitte, NJ Department of Education, ETS, Federal Business Centers, Fidelity Investments, Foresters, FPA NJ, Franklin Templeton Investments, Fujifilm, Horizon, HSBC, Investors Bank, Johnson & Johnson, Johnson Controls, Kearny Bank, KPMG, Magyar Bank, MetLife, Microsoft, Morgan Stanley, NJ SIM Foundation, NJ Credit Union League, New Jersey Manufactures Insurance Company, Nokia, Novartis, Provident Bank, Prudential, PSEG, PricewaterhouseCoopers, Quest Diagnostics, Robert Wood Johnson Foundation, Santander, Synchrony Financial, TD Ameritrade, The Hartford, TriState Capital, Tyco, UBS, UPS, Valley National Bank, Verizon, Wells Fargo, Withum Smith & Brown, Zebra Pen.



Smiling faces are a good way to bring in new customers! JA BizTown allows students to practice and further develop their soft skills.



"Life is what you make it. Education is so important! I love to shop and buy but I know that if I want a good life, I need a good education, career, and salary." -Davon, Paterson Charter School



In addition to a checking account, all students open a savings account at JA BizTown. Having a savings account reminds them of the importance of making wise purchases.



"I learned how to invest my money and how to save and spend on things that I really need." - Abdullah, New Brunswick High School

For more information regarding JA BizTown and JA Finance Park, please contact:
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