

Let Their Success Be Your Inspiration!



<http://www.jaky.org>

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Our Purpose

To educate and inspire
young people to value
free enterprise,
business, and
economics in order to
improve the quality of
life in our community



Our Mission



To ensure that every
child has a
fundamental
understanding of the
free enterprise system

About JA...

- Our Programs



- Our Volunteers

History of JA...

- Since the beginning in 1919, Junior Achievement has sought to improve the quality of lives of young people by inspiring them to value business, economics, and free enterprise.



Awareness

- Significant increase in providing school age children with this type of experience.



JA Kentuckiana Reaches...

- 27,000 students
- 1100 classes
- 126 schools
- 2000 volunteers



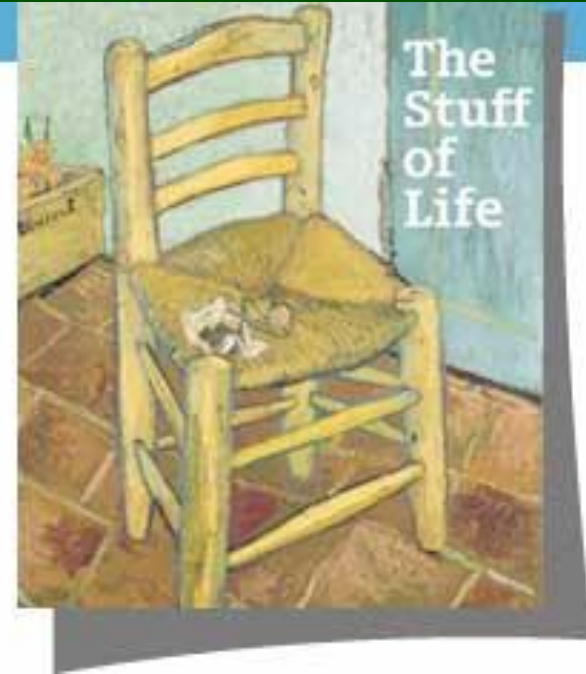
Competition

- Currently, there is no other organization that provides this type of educational alternative.



Objective of JA...

- It is our objective to continue to provide a quality experience through our volunteers for school age children.



JA Market Summary

- People in the educational field, from teachers to school board administrators.



- New programs to fulfill the need of high school age children.
- Targeted corporations to provide sponsorship.

Market Geographics

- Jefferson County- Main Focus
- Kentuckiana Schools- Public and Private



Market Demographics

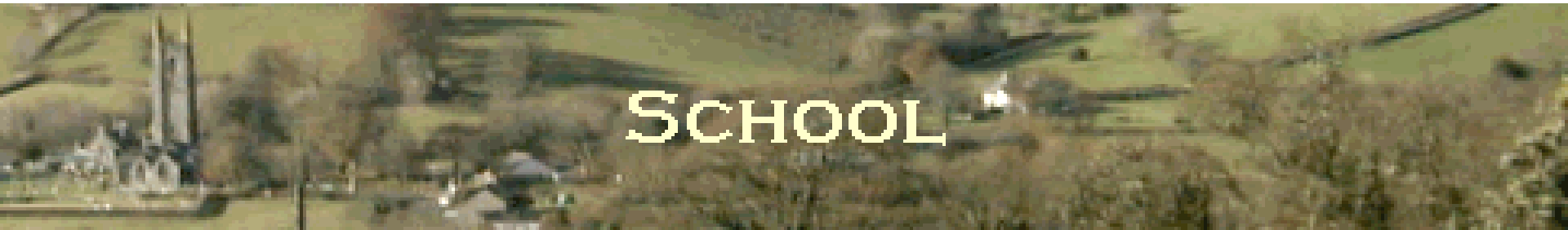
Teachers- primarily female and have the following common characteristics:

- Value educational opportunities
- Encourage professional volunteerism
- Some experience with JA
- Experience level: 1-35 years



Market Behaviors

November and December- Elementary Schools



Spring Months- High School & Middle Schools

Market Needs

Programs – To Bring
business reality to
the classroom



Market Trends

Non-Traditional ways to reach students



Market Growth

Potential is Infinite



Objective- Secure 50% more volunteers

SWOT Analysis

Strengths

- Recognizable Name
- Professional Volunteers
- Distinguished Alumni
- Corporate sponsorship
- Accepting Educational System
- Effective Programs



SWOT Analysis

Weaknesses

- Number of volunteers
- Speed of implementing change



SWOT Analysis

Opportunities

- College student volunteers
- Sponsor volunteers
- Press Coverage
- Newsletter
- Available classrooms
- Fundraiser and Sponsors
- Web-based Programs
- Partnership with other non-profit organizations



SWOT Analysis

Threats

- Future competition
- Academic Plan change
- Volunteer Effectiveness



Competition???

The educational system itself cannot compare to JA



Student Rewards and Benefits



- Creates and fosters workforce readiness
- Helps students become better citizens
- Encourages students to stay in school
- Allows students to interact with representatives from the business community
- Gives students a positive role model

Volunteer Rewards and Benefits

- Professional and personal development
- Involvement in children's education
- Builds valuable job skills
 - Communication
 - Organization
 - Presentation



JA Curriculum

3rd through Grade 12 Programs



Our City

Our Nation

Enterprise in Action

Our Finances

CITY ZONES

City News

How to be a front reporter

Today's lesson

Steps to Success

MEXICAN RESTAURANT

Working In A City



Junior Achievement

OUR CITY

Teacher Overview

- Objectives
- Materials
- Activities
- Assessment



Junior Achievement

Ready for Intermediate and Secondary

Level 100

Certificate of Achievement

OUR CITY

Working In A City

Junior Achievement

BLUEPRINT

City Zones

How to Read a Blueprint

You Can Bank on It

Junior Achievement

Mystery Guest

Junior Achievement

About the Lessons

- Generally, they supplement the elementary school social studies program and build on the themes of business, free enterprise, staying in school, and economics
- Specific lessons are designed to have students understand the role of family in the local economy, assess career opportunities, understand international trade, and learn job skills



Keys to Success

- Dedicated volunteers
- Reaching educators
- Ability to change as needed
- Corporate sponsors
- Successful Programs



Critical Issues

- Our most significant issue is maintaining a group of dedicated volunteers that can support the volume of classroom time we attempt to secure.
- We must be able to implement change quickly and effectively.



Marketing Strategy

- Develop relationships to promote the programs we offer as well as recruit effective volunteers.

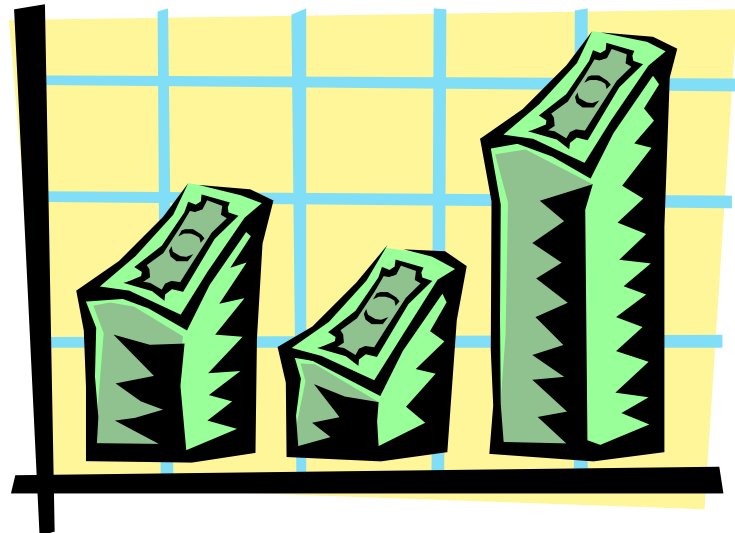


Marketing Objectives

1. Double the number of students that will experience our programs. (approximately 27,000 students experience the JA program annually. We currently have dedicated 2000 volunteers in 126 schools.)
2. Target 10 corporate sponsors to provide 5 volunteers each.

Financial Objectives

- Increase corporate sponsors by 20%
- Increase public contributions by 50%
- Meet our financial obligation for operation for the fiscal year



Target Markets

- 3rd Grade
- 5th Grade
- 8th Grade
- High School



Positioning

**We deliver our
message through
our business
professional
volunteers**



Strategies

Tactics

- Leverage Sponsors for volunteers
- Use College Student Volunteers
- Secure classroom opportunities
- Secure non-traditional classroom opportunities

Programs to Implement

- Provide newsletters to parochial and public schools
- Quarterly press releases to media outlets
- Engage PTA's
- Engage Sponsor employees with volunteer opportunities
- Engage College fraternities, sororities, and organizations with volunteer opportunities
- Develop Web-based programs
- Implement after school programs
- Partner with other non-profit organizations

Marketing Mix

- Product- Programs
- Place- School System & JA Downtown Facility
- Price- Minimal to Schools
- Promotion- Radio, Press Releases, E- Newsletters, Word of Mouth



Research

- A study of market trends and changing demographics is helpful data to maintain when designing new programs and identifying opportunities to implement programs.



Financials

- The cost to support JA's current staff and operations is \$9850 per month.
- Junior Achievement feels it there will a 10% cost increase associated with the current plan to increase volunteers and classroom opportunities.
- This cost increase is associated with supplies.

Break-even Analysis

- Currently all of our cost are fixed.
- Our monthly budget consist of 3 part-time employees, 1 full-time employee, utilities, supplies, and office lease.



Sales Forecast

- Expected Donations
\$130,000



Expense Forecast

• Building Lease	\$13200
• Telephone	1200
• Utilities	3600
• Supplies	2400
• Salaries	96000
• Insurance	600
• Misc	<u>1200</u>
• Total	\$118,200



Controls

- Begin to execute this plan beginning in May 2005
- Monitor our activity monthly and adjust our intensity as needed.

Implementation

- Our current staff has been tasked as program managers to ensure the execution of our plan.
- Programs will be initiated and tracked for progress.
- Any major deviations or modifications will be reported to the board.
- Our office manager is responsible for maintaining operational cost at or below budget.

Marketing Organization

- Our marketing organization -Board of Directors.
- Responsibilities based on expertise.
- Weekly meeting's discussion consists of execution versus target.
- Modifications to our current plan must have 80% consensus.



Contingency Planning

- Engage a group of dedicated volunteers
- Junior achievement staff is trained
- Equip the teacher with the material and a delivery method.



Thank You!

***Together We Can
Help Educate Tomorrow's
Future Business Leaders***

