

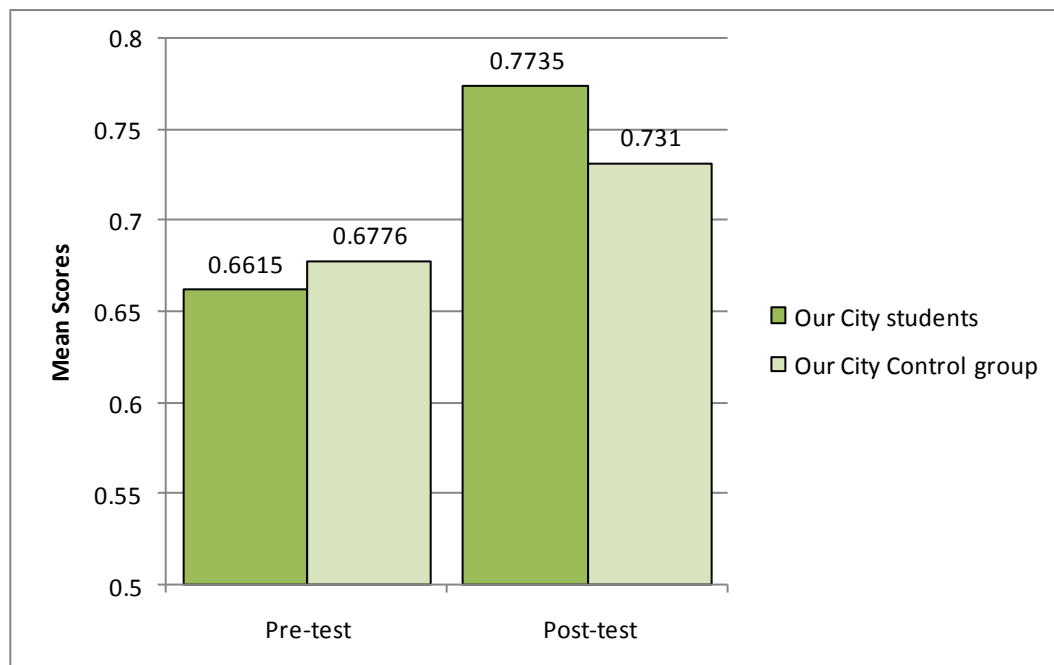
Overview

- In spring 2010, JA USA conducted a program evaluation of the elementary school program, *Our City*. The program, geared for third grade, introduces students to career options, the skills people need to work in specific careers, and how businesses contribute to a city.
- The evaluation was designed to measure the impact of the program on students' knowledge, skill development, and attitudes towards school. The report that follows summarizes the data obtained from students, teachers, and volunteers between January and July 2010.

Sample

- A total of 347 *Our City* students from six different states participated in the evaluation.
- The *Our City* evaluation included pre-/post-matched pairs from participating (202) and control students (145), along with 21 teacher/volunteer surveys.
- As evidenced by the table below, JA students know significantly more about the concepts of business, personal finance, and entrepreneurship than their non-participating peers. The average score increase from pre- to post-test, per evaluation site, for students participating in the *Our City* program was 10.5%.

Student Knowledge Gain



*Effect size was calculated for the difference in means on the post-test between the JA and non-JA groups producing an effect size of .21 for the *Our City* program. The *Our City* post-test means are statistically significant at a confidence level of 94.4. $p < .056$, $T = 1.9176$.

- In addition to knowledge gain, the evaluation assessed the impact of the JA program on key youth development outcomes. Results demonstrate that the *Our City* program has a significant impact on three youth development outcomes: self-esteem, communication skills, and goal-setting skills. JA students improved in each of these areas and had a higher level compared to their non-JA peers.

Attitudinal Impact

- At least seven out of 10 students reported that Junior Achievement “helped me to understand how to manage my money,” “helped me prepare for the future,” and “made me aware of career options.”
- Seven out of ten students participating in *Our City* program reported that “Junior Achievement made me realize the importance of staying in school.”
- The overwhelming majority of students (87%) reported that they “liked JA very much” or “liked it somewhat.”

Adult Survey Results

- The majority of adult respondents (teachers, volunteers, and JA staff) agreed or strongly agreed that activity concepts were age appropriate (98%) and stimulated student participation (94%).
- Adult respondents agreed or strongly agreed that students’ improved on a series of skills indicative of future academic and work success—teamwork, decision-making, critical thinking, interpersonal communication, and the ability to analyze financial information.
- The top skills that respondents identified student improvement in for the *Our City* program were decision-making (86% agree/strongly agree), the ability to analyze financial information (79% agree/strongly agree) and critical thinking (71% agree/strongly agree).
- The majority of adult respondents reported that the JA program helped prepare students for the world of work (72% agree/strongly agree), exposed them to new careers (83% agree/strongly agree), connected what they learned in the classroom to real life (95% agree/strongly agree), and helped students realize the importance of staying in school (83% agree/strongly agree).
- To assess program satisfaction, adult respondents were asked if they would recommend the JA program experience to colleagues or friends. Across the board, 100% of respondents agreed/strongly agreed with this statement.

I learned that you have to use a blue print before you build a building. – Student.

Owning a business is a big opportunity. – Student.



JA is a worthwhile endeavor. I believe in community involvement and frequently encourage my peers to participate in JA. I usually get a great deal more out of the program than I ever expect. – Volunteer

Students have a connection to the real world with another professional adult beside their teacher. - Teacher