

Agency: Commerce, Community and Economic Development**Grants to Named Recipients (AS 37.05.316)****Grant Recipient: Junior Achievement of Alaska****Federal Tax ID: 92-0045091****Project Title:****Project Type: Equipment and Materials**

Junior Achievement of Alaska - Statewide K-12 Business Education Program

State Funding Requested: \$60,000
One-Time Need**House District: Anchorage Areawide (16-32)****Brief Project Description:**

Funds will be used to support 80 Junior Achievement of Alaska (JAA) economic education classes throughout Alaska. 40 classes will be in Anchorage, Kenai, Fairbanks, and the Mat-Su Valley. Another 40 classes will be JAA's rural Alaska initiative, intended to provide K-12 economic education to students in communities on the North Slope, Northwest Alaska's Region, the YK Delta, Southeast and Southwest Alaska.

Funding Plan:

Total Project Cost:	\$380,000
Funding Already Secured:	(\$320,000)
FY2013 State Funding Request:	<u>(\$60,000)</u>
Project Deficit:	\$0

Funding Details:

Funding Details: JA Alaska does not currently receive any federal or state funding and is not a United Way organization. 40% of JA's budget is raised from special event fundraisers. 40% is raised from corporations and individuals, and 20% comes from grants which are renewed on a year-to-year basis. JA Alaska is a 501(c)3 organization.

Detailed Project Description and Justification:

Alaska has one of the worst dropout rates in the country. During the 2009-2009 school year, the Department of Education informed the public that 33% of students in Alaska are not passing high school. In rural villages the dropout rates are dismal, ranging from 33% to 79%.

53% of employers report that demonstrating an understanding of global markets and economic and cultural effects of globalization is an emerging content area affecting work-readiness. 97% of high school graduates who went into the workforce without a college degree state that real-world learning and more relevant coursework would have better prepared them for the workplace.

Since the beginning of the financial crisis, the demand for JA programs in Alaska's classroom has increased from parents and teachers. JAA is tasked daily with the training and recruitment of quality volunteers in over 43 communities. The largest increase in demand is at the middle school level, where there is a need for more career-related learning opportunities. JAA's programs bring the word of business into the classroom, which makes it an ideal fit for teachers and administrators.

JA is requesting funding to support 40 programs in Anchorage Area schools to meet the increasing demand for the program during the 2012-2013 School year.

Junior Achievement of Alaska recognizes the complexity of the challenges confronting Alaska Native youth and believes that education, early intervention and a united community effort are the prerequisites for providing a vision for Alaska Native children that will allow them to grow into productive, successful adults. To this end JA of Alaska has launched the Rural Alaska initiative -- a powerful project that provides a vehicle for motivating and preparing Alaska Native youth for lifelong success.

JA of Alaska is passionately committed to a statewide rollout of the JA Alaska Native Initiative to ensure that the benefits of this powerful program accrue to Alaska native children across the state. The JA rural Alaska initiative will offer programs to K-12 students in rural communities. The JA curricula provide relevant and age-appropriate lessons to students at each grade level. Using concepts and ideas students can relate to, lessons are embedded within the traditional JA curricula and cover a variety of important topics targeted specifically to Alaska Native youth. Specific program enhancements include:

Selected traditional JA curriculum delivered by an Alaska Native volunteer

Volunteer Role Models

Parental & Community Outreach

Program Enhancements to be considered, but not limited to

Training video

Parent video

Role model video

Take home game supporting class instruction

In order to meet the demand for the program in rural Alaska, JAA plans to recruit volunteers from the community to teach 40 programs in communities in the following regions: SW Alaska, North Slope Communities, Kodiak and YK Delta schools.

Volunteers will present Junior Achievement programs, which correspond to Alaska State Learning standards. JA's programs provide practical information about the global economy and its effect on students' lives. They also explore personal finance and students' education and career options based on their skills, interest, and values. It also demonstrates the economic benefits of staying in school.

Funds are needed for materials, insurance, franchise fees, recruiting, training, service and administration. So far \$400,000 has been raised to support this program and others. Junior Achievement is requesting \$70,000 from the State of Alaska for these 2 programs.

Funding from the state would allow educational opportunities available to all villages and schools, not only those that can afford it. As a solution-provider, Junior Achievement has limited corporate resources, and additional resources are needed for program start-up, until local connections and fundraising efforts can begin. Right now is the time to start preparing young people for their future, and cannot wait the 2-5 years for corporate interests to gain traction.

Implementation plan

JAA would like to begin the implementation of rural programs during the 2012-2013 school year. We would start with

communities where we could identify volunteers, then expand the program to other regions the following year.

Evaluation Plan JAA will use pre and post tests to measure the effectiveness of the program in the classroom. The tests will be administered by the volunteer, and collected interpreted by JA Worldwide's evaluation system. The results will produce a quantifiable increase in knowledge. JAA's goal is to increase knowledge by 20%. JAA will track the classes to ensure they are being implemented according to a nationally adopted model for quality assurance, and will use nationally adopted training methods for all of the volunteers. JAA will provide support to teachers and volunteers throughout the duration of the program.

Why now?

JAA is here as a solution provider to both educators and employers. Junior Achievement is one of a few non-profits who use independent, Third-party evaluation to gauge the impact of its programs. Since 1993 independent evaluators had conducted studies on JA's effectiveness. Findings prove that JAA has a positive impact in a number of critical areas, one being decreasing the high school drop-out rate.

Project Timeline:

July 1, 2012 to June 30, 2013

Entity Responsible for the Ongoing Operation and Maintenance of this Project:

Junior Achievement of Alaska

Grant Recipient Contact Information:

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Has this project been through a public review process at the local level and is it a community priority? Yes No