

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: Other**

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

State Funding Requested: \$100,000**House District: Statewide (1-40)**

Future Funding May Be Requested

Brief Project Description:

Funds will be used to support K-12 economic education programs in Anchorage, Kenai, Fairbanks, and Mat-Su. Included in the grant is funding to support programs in rural Alaska. This would include, but not limited to schools in the North Slope, Northwest Alaska, the YK Delta, Southeast and Southwest Alaska.

Funding Plan:

Total Project Cost:	\$480,000
Funding Already Secured:	(\$380,000)
FY2014 State Funding Request:	<u>(\$100,000)</u>
Project Deficit:	\$0

Funding Details:

Junior Achievement of Alaska is a 501 (c)(3) non-profit organization. 45% of the project budget is raised from special event fundraisers in Alaska, 40% is raised from corporations and individuals in Alaska, and 15% comes from grants which are renewed on a year-to-year basis. JA Alaska is not a United Way organization.

Detailed Project Description and Justification:

JA Alaska is requesting funding to support K-12 economic education in statewide communities. This funding would support three important goals for Alaskans.

Goal #1 - IMPROVE HIGH SCHOOL GRADUATION IN ALASKA. According to a third party evaluation, students who experience JA are more likely to graduate from high school. By investing in Junior Achievement's educational program, Alaska is ensuring that more young people graduate from high school. JA's programs begin in Kindergarten and follow up to twelfth grade. JA is not a drop-out prevention organization, but JA prepares young people for success in the workforce by teaching employability skills and knowledge, educates young people on the concepts of entrepreneurship and free enterprise, and empowers young people by ensuring they have financial literacy skills that will help them achieve their goals.

Earning a high school diploma is the first step for young people in becoming successful adults. By providing a ready-made curriculum, JA is providing a vehicle for companies to send employees into schools to talk to kids about the resumes, credit scores, budgets, staying in school, etc. JA's programs support economic development by educating young people on the free enterprise system. By increasing the number of young people that graduate from high school Alaska is ensuring a future population of dedicated workers and self-sufficient members of society. In the future, this will decrease the number of Alaskans reliant on social service programs, and lessens the burden on the State of Alaska. In order to accomplish this, JA

is requesting funding from the state to support program materials, program implementation and staff support. Staff will be recruiting additional resources to support programs in place to ensure sustainability. Programs will be implemented in 43 Alaskan communities and reach over 9,000 students during the 2013-14 school year.

GOAL #2 - INCREASE THE NUMBER OF WORKFORCE READY HIGH SCHOOL GRADUATES. The second goal JA seeks to accomplish with this grant is to increase the number of young people who graduate from high school with skills necessary for entering the workforce. According to a third-party study, 53% of employers report that demonstrating an understanding of global markets and the economic and cultural effects of globalization is an emerging content area affecting work-readiness. 97% of high school graduates who went into the workforce with a college degree state that real-world learning and more relevant coursework would have better prepared them for the workforce. 94% of educators agree that Junior Achievement prepares young people for the workforce, and 84% of young people agreed that JA helped prepare them for the workforce. 58% of employers stated that students hired less than one year out of high school were deficient in employability skills. Junior Achievement is here as a solution provider to the business community and to educators.

GOAL #3 - GROW SUPPORT FOR THE RURAL ALASKA INITIATIVE. The final program that funding from the State of Alaska would support is the Rural Alaska Initiative. JA is passionately committed to ensure the benefit of JA occur in rural village schools statewide. Funding would support K-12 relevant, hands-on programs that provide economic education in over 25 rural village schools including 7 rural schools in Kodiak, 11 rural schools in the Kotzebue region, and 7 schools in the North Slope program. Native regional corporations have contributed approx. \$30,000 to sponsor JA in village schools in their regions, but additional funding is needed in order to include all classrooms, not just those who can afford it. Funding will be used to contact, recruit, and train volunteers, purchase curriculum, train teachers, staff support to ensure programs are being held to the program implementation model provided by JA USA (ensures quality programs are taking place), testing to prove the effectiveness of the program, funds for fundraising support to grow the base of donors, franchise fees, and registration for each classroom.

IMPACT - JAA would provide support and implement programs in Alaska during the 2013-14 school year. Beginning July 1, 2013 JA would recruit and train volunteers, prepare program materials and registration correspondence. Programs would begin in September 2013 and run through May 2014. Approximately 7,500 K-12 students would be served in Anchorage, Fairbanks, Mat-Su, Juneau, Kenai/Soldotna, Valdez, and Kodiak. Approximately 2,000 K-12 students would be reached in 25 village schools in the Kodiak region, the Northwest, North Slope, Southeast, YK Delta, and Southwest communities.

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 classroom teacher, and re-administered and collected by the volunteer. JA staff will report the scores using JA USA's scoring system. The result will be a quantifiable increase in knowledge. JAA's goal is to increase test scores by 20% after JA has been presented in the classroom. 2012-13 school year programs showed an average increase of 33% in hub communities, 44% increase in rural village schools.

JAA will track classes to ensure programs are being implemented according to a nationally adopted model for quality assurance, and will use nationally adopted training methods for all volunteers. JAA will administer feedback surveys from classroom teachers and volunteers to maintain quality implementation. All programs are subject to a third party audit to verify volunteer participation.

WHY NOW? The demand for JA has increased 145% overall statewide. As a solution provider, Junior Achievement has limited corporate resources and additional resources are needed for programs in new areas and to help increase the number of young people prepared for the workforce in Alaska. Now is the time to start preparing young people for their

futures. Junior Achievement is one of a few non-profits who use independent, third-party evaluations to gauge the impact of its programs. Since 1993 independent evaluators have conducted studies on JA's effectiveness. Findings prove that JA has a positive impact in a number of critical areas, one important area is increasing high school graduation rates. All programs correlate and support Alaska State Learning Standards, and support Common Core standards.

Project Timeline:

July 1, 2013 - June 30, 2014

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

Flora Teo

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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