



Junior Achievement® of The Upper Midwest, Inc.

Junior Achievement
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Legal Name: Junior Achievement of the Upper Midwest, Inc.
Also known as: Junior Achievement of the Mankato Area
Classification: Education
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The Mission of Junior Achievement is to inspire students to succeed in a global economy. Junior Achievement educates and inspires young people to value free enterprise, business and economics to improve the quality of their lives. More than 5,000 students participate in JA programs on an annual basis from the communities of Mankato, North Mankato, Eagle Lake, St. Clair, Mapleton, St. Peter, Amboy, Good Thunder, Lake Crystal, and Nicollet.

Successful

JA students demonstrate a significant understanding of economics and business concepts-particularly those who participate in programs in consecutive grade levels.

Teaches Life Skills

- Enables students to explore career opportunities, gain an appreciation for our free enterprise system and acquire valuable life skills including financial literacy but most importantly understand the relationship between school and workplace success.

Programs

Elementary: Engaging themes help children in grades K-6 learn economic concepts. Each theme builds on the previous and stresses the relationship between school and future success.

JA Biz Town (typically 6th Grade): Students operate a replica of a real city and learn how to become productive citizens in a community.

Middle Grades: Emphasizes the importance of education and staying in school while introducing students to economic concepts and information about the world of work.

High School: Strives to help students develop the knowledge, skills, and attitudes necessary to become productive citizens and workers with a focus on financial literacy, entrepreneurship and workforce readiness.

JA Business Challenge (11/12th grade): This web-based business simulation at its core where students learn how to make price, production, capital investment, marketing and research, and development decisions for a fictional Cyberpen product. Additionally, they have the opportunity to earn scholarships for their post-secondary career.

Role Models

Volunteers from the business community present the materials and serve as role models to help our young people better understand economic concepts in order to become successful in the workplace and life. During five to seven 25-45 minute visits to the classroom, volunteers have the opportunity to share personal and business experiences while teaching hands-on business activities, which are a part of the provided JA curriculum.

Teacher Supported

Teachers welcome JA's resources because they enhance the learning environment and reinforce the classroom curricula. The Junior Achievement program is provided free to K-12 teachers to help young people think critically, solve problems and apply basic skills.

A Brief History

Theodore Vail, president of American Telephone & Telegraph; Horace Moses, president of Strathmore Paper Co.; and Senator Murray Crane of Massachusetts founded Junior Achievement in 1919. Its first program, *JA Company Program*, was offered to high school students on an after-school basis. In 1975, the organization entered the classroom with the introduction of *Project Business* for the middle grades. Since that time, JA has expanded its activities and broadened its scope to become the leader of in-school economic education programs for students in grades K-12.

For additional information please call the Junior Achievement office at (507) 387-9609