



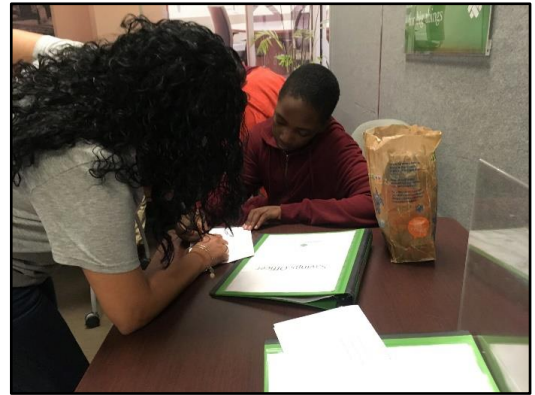
# Educator Overview

## JA BizTown®

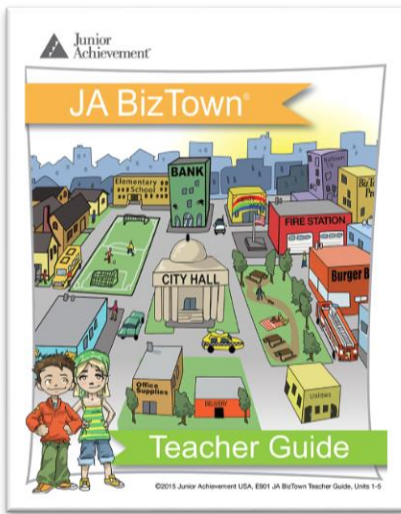
### JA BizTown®

JA BizTown gives students in grades four through six the opportunity to run banks, manage restaurants, read utility meters, use debit cards, and even vote. Turnkey classroom materials have been created with teacher input and are provided by Junior Achievement USA, along with teacher training and professional development opportunities.

JA BizTown combines in-class learning with a daylong visit to a JA BizTown facility—a fully interactive, true-to-life simulation where students learn the fundamental relationship between academics and life beyond school. JA BizTown helps students envision the possibilities of what they can be by helping them see the value of staying in school. JA’s interactive curriculum engages and excites students, leading to stronger critical-thinking and decision-making skills and greater self-confidence.



### Following participation in the program, student will be able to:



- Discuss the roles they play as citizens, workers, and consumers in their community and relate those roles to the free enterprise system.
- Discuss the importance of citizen rights and responsibilities in a community.
- Demonstrate a basic understanding of the free enterprise system.
- Build money-management skills through a practical knowledge of economic concepts and banking practices.
- Develop an understanding of basic business practices and responsibilities.
- Display the soft skills necessary for successful participation in the world of work.

“JA BizTown taught me how I can make a lot of money when I grow up – by working hard. The best part of the day was making decisions for myself.” – Jade, JA BizTown Student

### JA BizTown Simulation

Elementary school students are not old enough to drive, work, vote, or be the boss. But that does not stop them from operating banks, managing restaurants, writing checks, using debit cards, and voting for a mayor at JA BizTown. Through role-play, this exhilarating, daylong simulated experience helps students connect the dots between classroom learning and real life. Students assume various roles, including CEO, CFO, utility worker, restaurant owner, reporter, disc jockey, lawyer, and postal carrier.

As “business owners,” students learn to:

- Responsibly manage staff, financial resources, inventories, and customers.
- Work as a team.
- Account for business expenses and take in enough money to make a profit.
- Balance their professional and personal responsibilities.

As “consumers,” students learn to:

- Make wise financial decisions.
- Write checks, use debit cards, and balance their checkbooks.
- Make deposits into their bank accounts.
- Manage their *JA BizTown* income by first purchasing what they need before buying what they want.
- Understand their relationship as consumers in a free-market economy.

“The students had an opportunity to experience real-world tasks and make real-world decisions. It is impressive to watch students with different backgrounds and abilities rise to the occasion and work together to achieve a common goal.” —JA BizTown teacher

## JA BizTown Works!

The program’s comprehensive curriculum was developed in partnership with educators and reinforces and supplements Common Core State Standards. Through formal third-party evaluations, data shows that *JA BizTown* students significantly outperform their non-participating peers on assessments and demonstrate a significant increase in overall content knowledge.

- 97 percent of teachers would recommend *JA BizTown* to other educators.
- 96 percent of teachers believe *the JA BizTown* curriculum helped them meet curriculum objectives and state standards.
- 98 percent of students report they now realize how important it is to stay in school.

“JA BizTown was a great way for kids to learn about everyday business. It taught them the importance of responsibility and how their actions could make an impact on the rest of the business and community. Our team enjoyed helping out —JA BizTown volunteer

## How to Get Involved

For details on how to implement the JA BizTown program at your school, visit JA of New Jersey’s website, [www.janj.org](http://www.janj.org), or contact Mia Moares, Director of Capstone Programs 360 Pear Blossom Drive, Edison, NJ 08837 | P 862.202.5645 | F 609.419.0581