

ENSURING THE FUTURE OF NEW JERSEY THROUGH JA

We are proud to celebrate 100 years as a Mission and look forward to our next 100 years of empowering young people for success. Junior Achievement of New Jersey (JANJ) is committed to remaining on the cutting edge of youth education with a steadfast belief that career readiness is the key link to the future success of our students and our state's economy. Thus, we are embarking on a Centennial Campaign to raise \$1,000,000 to develop a Career Pathways Center (CPC), ensuring the sustainability of JA's career readiness programs.

CAMPAIGN VISION: *To inspire hundreds of thousands of students who participate in JA to become productive working citizens within the state's economy.*

JA CAREER PATHWAYS CENTER (CPC)

Imagine a generation where young people, no matter their circumstances, have the opportunity to match their personal interests to future careers. The JA Career Pathways Center will provide a unique opportunity for 7th to 12th graders in New Jersey to engage in detailed career exploration.

The JA Career Pathways Center, which will be located in the JA Education Center, will be dedicated to fueling young peoples' imagination. Infused with state-of-the-art technology, this immersive, hands-on experience will inspire middle and high school students to own their future and seize tomorrow's opportunities by exposing them to in-demand careers in New Jersey. This innovative career pathways platform will be a valuable resource as a singular program and will be integrated into JA programs: Finance Park, Women's Future Leadership Forums, Career Success Workshops, Hackathons, and Inspire Career Expos.

STUDENT TAKEAWAYS

- Understands their personality assessment as it relates to their suggested career pathways.
- Gains knowledge in career pathways related to their personalities and interests.
- Receives an overview of educational opportunities to plan for school choice or post-secondary education.
- Grasps important tips for resume building, next steps, and goal setting.
- Has access to resource guides and further career exploration and planning.
- Inspires students to achieve career goals resulting from exposure to all industries with a clear path on how to achieve success.
- Empowers young people to believe New Jersey is an economically sound community to work and live.
- Learns national, state, and local employee trends.

INNOVATIVE PROGRAM

- Provides a personal assessment that suggests the career cluster that best suits their personality.
- Depicts career clusters and career maps that demonstrate pathways to opportunities in the New Jersey marketplace and beyond.
- Explores post-secondary education requirements and opportunities.
- Reinforces connections between education and career pathways.
- Raises awareness for and connects New Jersey's workforce to its pipeline.
- Streamlines JA's programs and enhances student learning experiences at the JA Education Center.
- Aligns with New Jersey Student Learning Standard 9 for 21st Century Life & Careers.





100 YEARS. 100% READY.™

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JA CENTENNIAL INVESTMENT OPPORTUNITIES

Named Sponsor JA Education Center \$1,000,000
(or \$200,000/a year for 5 years) (1 Available)
Support the operations and innovations of the JA Education Center and its future programs' enhancements. Naming rights for 10 years, with permanent plaque recognition.

Named Sponsor JA Career Pathways Center \$450,000
(or \$150,000/a year for 3 years) (1 Available)
Support the operations and innovations of the JA Career Pathways Center and its future program enhancements. Naming rights for 7 years, with permanent plaque recognition.

Named Technology Sponsor \$150,000
(or \$50,000/a year for 3 years) (1 Available)
Support technology enhancements of the JA Career Pathways Center. Naming rights for 3 years, with permanent plaque recognition.

Centennial Special Events Sponsor \$100,000

Career Cluster Partner \$45,000
(or \$15,000/a year for 3 years) (17 Available)
JA Career Pathways Center Industry Partner underwriting the program operations. JA Career Pathways Center industry branding opportunities and recognition for 3 years.

TIMELINE

July 2019 – May 2020

Fundraising Phase

June - August 2020

Construction

September 2020

Program Pilot

October 2020

Ribbon Cutting Event

November 2020

JA Career Pathways Center Program Commences



CAREER CLUSTER PARTNERSHIP OPPORTUNITIES

- Agriculture, Food & Natural Resources
- Architecture & Construction
- Arts, A/V Technology & Communication
- Business, Management & Administration
- Education & Training
- Entrepreneurship
- Finance
- Government & Public Administration
- Health Science
- Hospitality & Tourism
- Human Services
- Information Technology
- Law, Public Safety & Security
- Manufacturing
- Marketing, Sales & Service
- Science, Technology, Engineering, & Mathematics
- Transportation, Distribution, & Logistics

OUR IMPACT

As JA celebrates its 100th anniversary, the New Jersey operation continually creates cutting-edge technology-based education and experiential learning programs that are powered by a diverse network of thousands of volunteer role models who are invested in today's youth.

The JA Education Center is the hub and headquarters of this powerful Mission with tens of thousands walking through its door each year.

JANJ has grown over 400% in student reach over the past 15 consecutive years while maintaining a balanced budget. Annually, 82,000 K-12 students are reached statewide through 1 million JA instructional contact hours. JA in New Jersey is an award-winning and best practice JA operation, and a recognized solution provider that meets academic standards and graduation requirements at no cost to schools and students' families. JA takes great pride in preparing tomorrow's workforce to be 100% ready to ensure our state's economic success.

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