



# JUNIOR ACHIEVEMENT IMPULSA PROGRAM OVERVIEW



*Junior Achievement’s Hispanic Initiative will be the partner of choice for businesses, educators & policy makers seeking to expand workforce and economic development of Hispanic students. Junior Achievement is widely respected and valued for providing experiences that promote skills, understanding and perspectives Hispanic students will need to succeed in a global economy and to become productive contributing members of society.*

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Thank you for your interest in the Junior Achievement Impulsa. For further information please contact Margarita Rodriguez-Corriere at 303-260-6282 or at [mcorriere@jacolorado.org](mailto:mcorriere@jacolorado.org)

Junior Achievement Impulsa sponsored by:



## JA IMPULSA HISTORY

In 2005, Junior Achievement - Rocky Mountain Inc. was one of four U.S. JA offices to receive a grant from the Goizueta Foundation to underwrite the costs of launching the JA Impulsa (JA Impulsa) beginning in the 2006/07 school year.

Locally, Hispanic students account for more than 50% of our school's drop out rate. This large number of Hispanic drop outs indicates the necessity to improve the understanding among these students in establishing the connection between their education and the "economics of life." This vital idea was the driving force behind the launch of the JA Impulsa and our mission to encourage Hispanic youth to stay in school by inspiring them to embrace free enterprise and prepare for success in a global economy. The success of the JA Impulsa is crucial to the future of the Hispanic community and the economic vitality of all Coloradans.

We would like to recognize the following companies for their pioneering support of the JA Impulsa: Qwest Communications, Key Foundation, Xcel Energy Corporate Citizenship Foundation, the Janus Foundation and Daniels Fund.

## PARENTAL OUTREACH

A key element of the JA Hispanic Parental Outreach are the bilingual materials sent home and workshops that JA Impulsa provides to promote parental understanding and involvement in schools.

The following additional tools will be implemented by the JA Impulsa:

- Each student receives a bilingual postcard after each lesson with two questions about what they learned that day.
- Each student receives a postcard with upcoming JA Impulsa Parent Workshop dates and times.
- Parent Workshops provide step-by-step bilingual parent guidebooks that parents use to help their child succeed in school.





El gran número de estudiantes hispanos que no terminan el colegio indica la necesidad de mejorar el rendimiento académico de los estudiantes hispanos en Denver. JA reconoce dicha necesidad e incorporó la “Iniciativa Hispana” cuya misión es crucial para el futuro y la vitalidad económica del estado de Colorado.

## RESULTS

2007/08 was a successful year for JA Impulsa which achieved the following:

- 256 Impulsa classes taught
- 154 new Hispanic volunteer role models recruited
- 6,000 Hispanic students received JA Impulsa programs



## GOALS

JA Impulsa will assist in the development of more young people that value education and have the skills and knowledge to access opportunity and succeed in a global economy.

## WORKFORCE READINESS

### Demands are strengthening

- Highly competitive global environment
- Workforce is entering a period of realignment
- Colorado is home to industries requiring highly educated workforce

### Supply is weakening/Colorado Paradox

- Less than 70% of Colorado 9th graders graduate from high school 4 years later
- Less than half of Colorado African-American and Hispanic 9th graders will graduate from High School
- Colorado ranks 42 in the number of low-income students going to College

*State Accountability Report 2005/06*



## OUR COST

- Colorado Researchers found that adults that did not graduate from high school were very unlikely to earn enough to be self-sufficient.
- The estimated number of dropouts from the class of 2006 in Colorado was 16,145. If those students had graduated, the total lifetime additional income to Colorado's economy would have been \$4.1 billion.

*MetLife Foundation, January 2007*





## CLASSES WE OFFER

### Elementary School

The Elementary School Programs include six sequential themes for kindergarten through fifth-grade students. Students learn the basic concepts of business and economics and how education is relevant to the workplace. Every program involves six lessons of approximately 45 minutes each.

#### KINDERGARTEN

Ourselves introduces the economic roles of individuals. JA uses compelling stories about helping, working, earning, and saving along with hands-on activities to engage students. **Sponsored by: Post-News Charities.**

#### 1ST GRADE

Our Families discusses the role of families in the local economy. JA volunteers use a combination of pictures, stickers, and flashcards to engage students in activities about needs and wants, jobs, tools and skills and interdependence.

#### 2ND GRADE

Our Community examines responsibilities and economic opportunities available within a community. Through hands-on activities, students learn about workers, the work they perform, why workers are paid, what taxes are, and where to save money.

#### 3RD GRADE

Our City considers economic development, local business and career opportunities. Students construct paper buildings, map out a city, write newspaper articles, plan their own restaurants, and examine why banks are important.

#### 4TH GRADE

Our Region explains the economic/business resources found in state and regional economies. Students discover the natural, human, and capital resources in Colorado and in regions of the United States. **Sponsored by: EnCana Oil & Gas**

#### 5TH GRADE

Our Nation studies business operations and economic issues in the United States. Students role-play business ownership, interview for jobs, produce a product using different methods of production, create product advertisements, and conduct an annual stockholders' meeting. **Sponsored by: Pepsi Bottling Group**

#### DOLLARS AND \$ENSE

This program is for students in grades 3-5, builds upon StartUp teaching students about earning, sharing, saving, and spending money. They manage a bank account, identify businesses they can start or jobs they can perform to earn money, survey personal and job skills, learn about the SMART system and ethical business practices.

## Middle School

The Middle School Programs reinforce the value of education and teach students about the economic benefits of staying in school. Every program involves seven lessons of approximately 45 minutes each.

### JA ECONOMICS FOR SUCCESS

Students explore personal finance and their education and career options based on their skills, interests, and values. Sponsored by: Great-West Life

“ Taken from an E-mail to Jaime DiPaolo, a JA Impulsa Volunteer ...

*I can tell you that the children took to you and the way you personalized the material for them in a manner unlike any I have seen before. We need more Hispanic male role models like you for our kids. The children wanted to CALL you, but they were satisfied with being able to e-mail you!*

”  
—Diana Hernandez  
5th grade teacher

## High School

The High School Programs help students make informed, intelligent decisions about their future, and foster skills that will be highly useful in the business world. With a wide range of programs, Junior Achievement teaches various concepts from microeconomics and macroeconomics to free enterprise, entrepreneurship and financial literacy. Every program involves six to eight lessons of approximately 45 minutes each.

### JA PRESENTS THE NEFE HIGH SCHOOL FINANCIAL PLANNING PROGRAM

This program helps students make informed decisions about the effective use of income to reach personal financial goals. Activities cover income, spending and credit, saving and investing, and risk management.

### JA SUCCESS SKILLS

Students develop interpersonal effectiveness and problem-solving strategies necessary for the workplace. Students undergo individual interpersonal skill assessment, set benchmarks, and then practice and develop these skills.

### JA CAREERS WITH A PURPOSE

Students are introduced to the importance of seeking careers that help them realize their life potential or noble purpose.



# JA IMPULSA PARTICIPATING SCHOOLS

School District	School Name	07-08 Classes
DPS	Archuleta Elementary School	6
DPS	Barney Ford Elementary School	6
DPS	Barnum Elementary School	6
DPS	Beach Court Elementary School	3
DPS	Castro Elementary School	15
Adams 14	Central Elementary School	14
DPS	Cheltenham Elementary School	13
DPS	College View Elementary School	16
DPS	Columbian Elementary School	1
DPS	Columbine Elementary School	2
DPS	Doull Elementary School	4
DPS	Dupont Elementary School	4
DPS	Ellis Elementary School	4
Private School	Escuela Guadalupe Elementary	5
Private School	Escuela Tlateloco Elementary	4
DPS	Force Elementary School	3
DPS	Gilpin Elementary School	1
DPS	Goldrick Elementary School	22
DPS	Green Valley Elementary School	1
DPS	Greenlee Elementary School	12
DPS	Gust Elementary School	4
DPS	Holm Elementary School	1
DPS	John Amesse Elementary School	6
DPS	Johnson Elementary School	17
Jeffco	Lumberg Elementary School	8
DPS	Maxwell Elementary School	4
DPS	McGlone Elementary School	6
DPS	Mitchell Elementary School	3
Archdiocese of Denver	Presentation of Our Lady	9
Adams 14	Rose Hill Elementary School	10
DPS	Schenck Elementary School	1
DPS	Smith Elementary School	3
Jeffco	Stein Elementary School	7
DPS	Valdez Elementary School	3
DPS	Valverde Elementary School	10
DPS	Bruce Randolph Middle School	18
DPS	Kepler Middle School	4

## JA IMPULSA PARTICIPATING SCHOOLS

School District	School Name	07-08 Classes
DPS	Kunsmiller Middle School	5
DPS	CEC Middle College High School	1
DPS	Contemporary Learning Academy High School	1
DPS	Florence Crittenton High School	1
Mapleton	MESA High School	6
DPS	North High School	2
	South High School	2
DPS	West High School	1
<b>Total</b>		<b>275</b>





Junior Achievement Impulsa sponsored by:

