



JA IGNITING THE AMERICAN SPIRIT Executive Summary

Ignite student :

"JA showed me that everyone has their own box of tools for success. JA also showed me how to operate all of those tools, and have proven they are behind me as I build something great for my future."

Ignite volunteer :

"I taught the same JA program to two groups of students, one at a low-income school and one at a high-income school. I learned that with the right financial education, low-income students can make as sound of financial decisions as high-income students. All they needed was the same opportunity to learn about financial literacy and wealth-building concepts."

Ignite teacher:

"JA has done a phenomenal job of motivating students and helping them understand the real world."

Our Theory of Change

If JA...

- ⇒ Saturates five low income feeder systems with classroom programs and enriching capstone experiences like Young Ameritowne, JA Finance Park and JA Business Week,
- ⇒ Better prepares volunteers to be successful in the classroom,
- ⇒ Trains teachers in personal financial literacy,

Then students will...

- ⇒ Demonstrate proficiency that will equal or exceed the proficiencies of higher income peers in financial literacy and economics,
- ⇒ Have better attitudes about education and work, and
- ⇒ Experience higher graduation rates compared to past students at their schools.

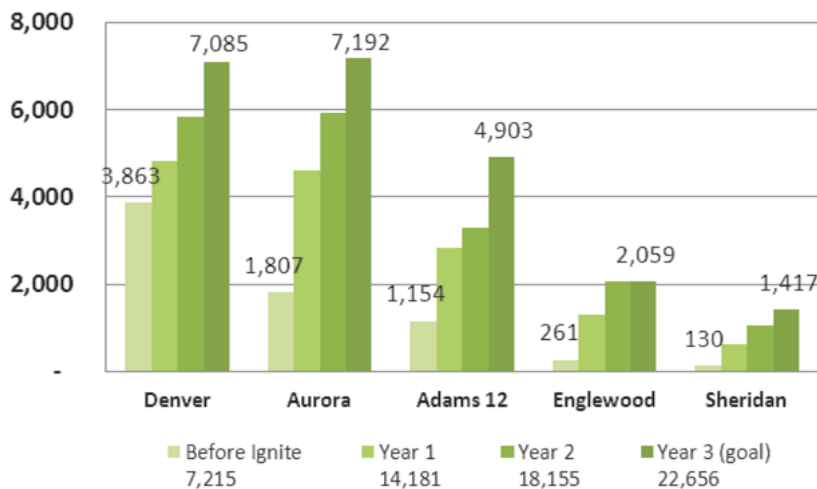
Year 2 Progress

Ignite programs reached 18,155 K-12 students in 44 schools in five low-income feeder systems in 2011/12.

Ignite programs will reach 22,656 students in 2012/13, or 81% saturation. Since the launch of Ignite, 10,917 students are new to JA programs.

Ignite schools are 74% free/reduced lunch and 71% minority with a 60% high school graduation rate.

Ignite Student Reach Increases



Capstone programs reached 2,000 Ignite students in 2011/12.



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Ignite gives students the opportunity to participate in Capstone Programs

- Young AmeriTowne
- JA Finance Park
- JA Business Week

JA Business Week student:

"Participating in JA Business Week is the best thing I could of ever done. I learned that having your own business is hard but not impossible. I feel like that one week prepared me for my entire life and plans."

The Ignite project was made possible thanks to the significant financial support from:

- Adolph Coors Foundation
- Anschutz Foundation
- CenturyLink
- Daniels Fund
- Nelnet
- Newmont Mining Corporation
- Suncor Energy
- Walmart Foundation

Volunteer training showing promise

The *Ignite* training model is now being used as the model for JA offices across the country.

- 83% of volunteers agreed they were confident in their ability to work with students; up from 79% two years ago before the new training.
- Volunteer training, however, may be leading to higher expectations of the teacher; 71% of volunteers felt their teacher was engaged in the programs; down from 89% last year.

Teacher training is gaining momentum

One-third of *Ignite* teachers have been trained; nearly all said that it improved their instruction.

- 89% say they would incorporate financial literacy into curriculum compared to 21% before
- However, in a follow up survey six months after the workshop, teachers are not consistently applying the concepts in their classrooms.

Ignite Students and Teachers were largely satisfied

(Data provided by The Evaluation Center, University of Colorado Denver)

- 76% of 4th graders and 64% of 7th and 10th grade students felt that the JA volunteer explained things in a way they could understand
- Teachers reported that one of the greatest impacts of JA was instilling upon students the importance of school to be successful in life

Student attitudes and learning are seeing positive changes

JA students show a 21% knowledge gain... *Ignite* students show a 24% knowledge gain.

"Over time, 4th and 7th grade students showed improved attitudes on all but one scale. Seventh grade *Ignite* students showed statistically significant improvement from year one to year two on "Value Place on School". While the increase in attitude scores for *Ignite* students still fall behind those of comparison students from higher income control schools; overall there is an upward trend from year 1 to year 2 on most attitudes." (Data provided by The Evaluation Center, University of Colorado Denver)

⇒ **4th grade *Ignite* student knowledge and attitude improvement is encouraging.**
4th grade *Ignite* students scored highest on "Value Placed on School"

⇒ **Middle School student knowledge gains held steady and attitude results are mixed.**
7th and 10th grade *Ignite* students scored highest in "Career Aspirations"

⇒ **High School program results are inconclusive, but we know that *Ignite* student plans for post-graduation improved.**

"Seventy percent of 7th and 10th grade *Ignite* students planned to attend a 4-year college; this represents a **5% increase from last year.**"

Prove and Improve

- Develop a clear program implementation strategy for schools
- Communicate and use findings with JA volunteers
- Augment Personal Financial Literacy Teacher Training
- Refine evaluation