

Welcome!

Learning in-person, online, or a mix of the two?

JA programs will be there this school year!



Junior
Achievement®

Inspiring Tomorrows™

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The entire content of this tool kit can be found on the JA of Southeast Texas website at www.jahouston.org.

Why JA? And Why Now?

The economic fallout from the COVID-19 crisis has impacted everyone. Junior Achievement (JA) recognizes that students are growing up in a time of uncertainty and the importance of **inspiring** and **preparing young people to succeed in a global economy**. Knowledge is power, and Junior Achievement's proven approach will give Generation Z that power in the form of financial capability, career and work readiness, and entrepreneurship. These skills will not only improve their lives but will bolster their families, their communities, and our nation.



JA's unique approach is designed to help with volunteer-delivered curriculum, aligned with state and national standards, that is provided at no cost to schools. These programs are designed to engage students in grades K-12 on subjects that will prepare them for the transition to post-secondary education, work, and adulthood. JA programs focus on critical life skills, such as how to manage money, how to prepare for a job or career, and how to start a business.

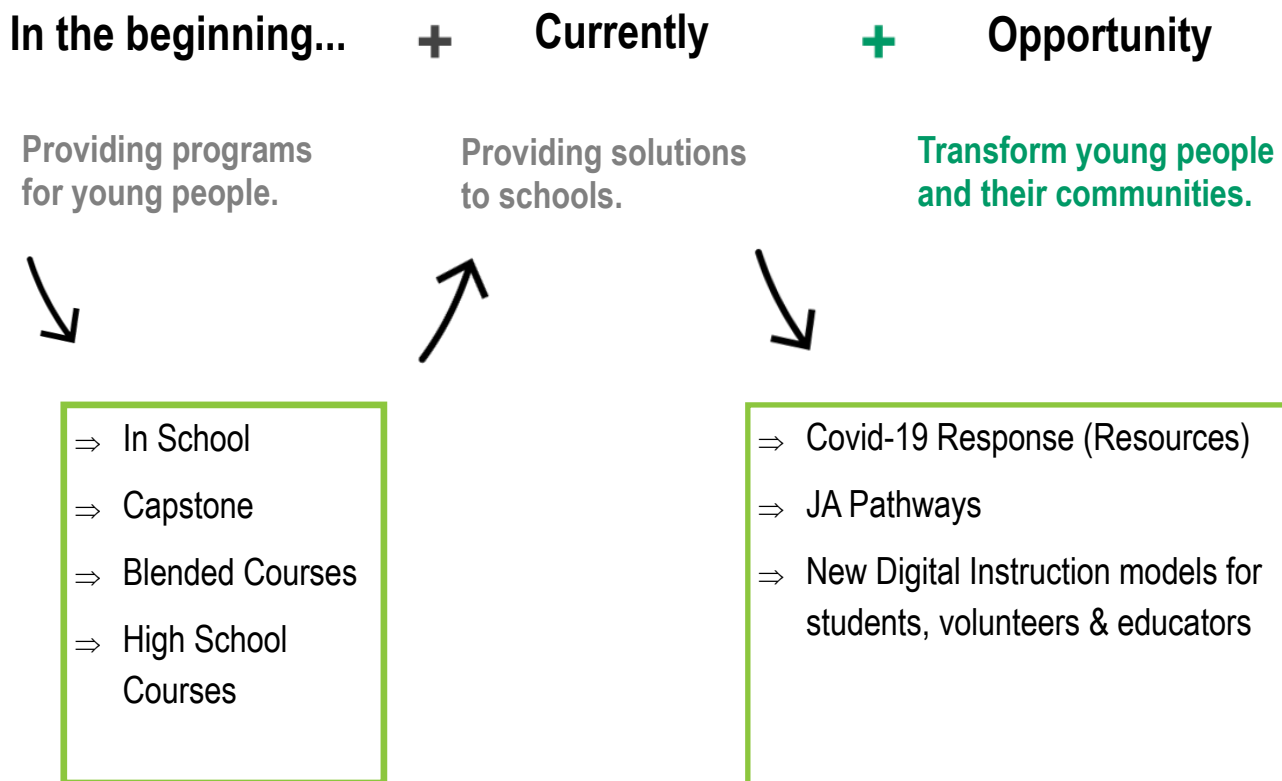
Together, We Can Achieve Anything!



Junior Achievement is committed to...

- ⇒ Meeting students and communities where they are.
- ⇒ Listening and learning so that we can do better in supporting diversity, equity and inclusion in everything we do.
- ⇒ Helping to transform communities through Financial Literacy, Work and Career Readiness, and Entrepreneurship

We are meeting the changes with solutions to lead us into the future.



Why Volunteer for JA?

Volunteers embody the heart of JA, bringing a message of inspiration to students and empowering them to make connections between what they learn in school and how it can be applied in the real world.

Our volunteers deliver programs to help students understand the importance of staying in school, expose them to different career paths in multiple industries, and provide opportunities for development of transferable soft skills, as well as providing practical tools to facilitate their future success.

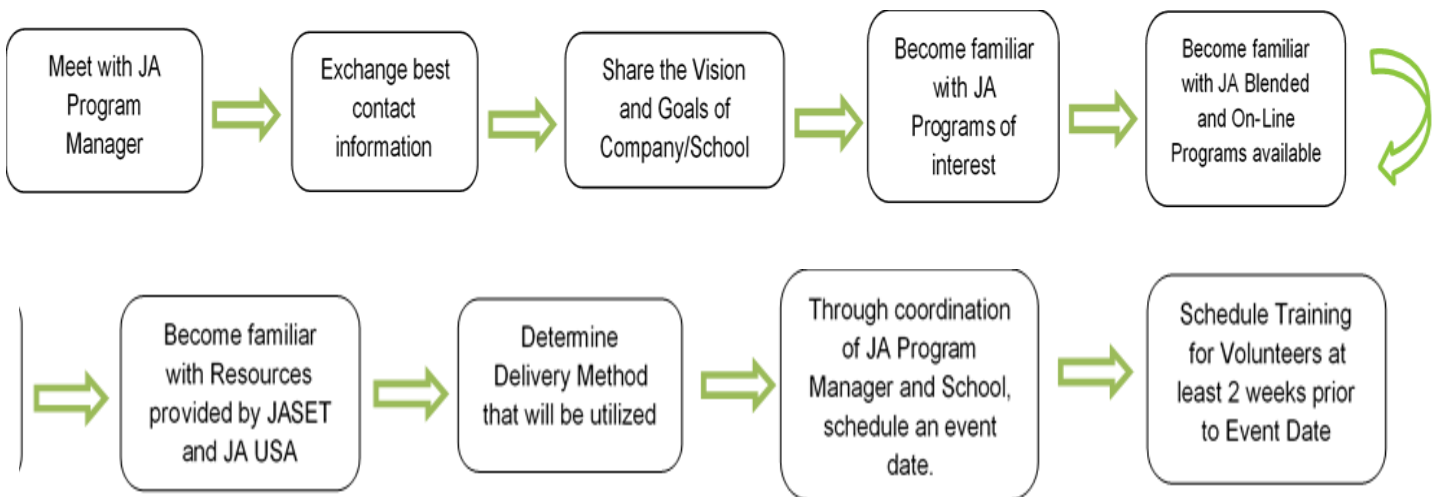
As a JA volunteer, you can help lay the foundation for grades K-12 students to succeed in a global economy, expand their vision for the future, and make a difference where it really counts!



What is a JA Coordinator?

A JA Volunteer Coordinator is the link between recruited JA volunteers and the JA programs at work. The JA Volunteer Coordinator represents their organization by aligning the goals of their company/school with volunteer efforts.

What that looks like



Communication between you and your JA staff member is critical to the success of this partnership. Your JA staff member is the one you will contact if you need any help at all! If for any reason you are having difficulty contacting your JA Staff member, please call the Houston JA office at 713-682-4500.

"Coming together is a beginning; keeping together is progress; working together is Success"

Roles & Responsibilities

Corporate Volunteer Coordinator

Meet with your JA Program Staff

- Communicate your volunteer or class goal
- Learn and discuss existing volunteer opportunities
- Discuss the company's preferred means of implementation (JA in a Day or Traditional)
- Discuss company's preferred means of delivery (Face to Face, Virtual Live Remote, or Virtual Recorded Video)
- Determine training dates, times, and location (All new volunteers must attend training)
- Exchange best means of communicating

Recruiter

Educate and engage employees to become involved as a JA volunteer

- Schedule an information session
- Distribute Flyers/Posters in prominent areas
- Reach out to past volunteers
- Send all volunteers the Volunteer Registration Form, Social Media Documents and Consent Forms

Motivator

Inspire potential and existing volunteers to support the JA mission

- Notify volunteers of training date(s) and time(s)
- Send reminder to volunteers one week prior and again 2 days prior to the event
- Have past volunteers share their experiences
- Encourage volunteers to work together preparing material if team teaching
- Share JA Resource Documents supplied by JA

Liaison to JA Staff

- Keep JA Staff updated on recruiting status
- Send JA Program Manager all collected JA Volunteer Registration Forms, Social Media Releases, and Consent Forms
- Keep JA Board Member informed of progress
- Inform JA Staff of any issues
- Confirm logistics of the event (arrival, lunch, sign-in, etc.)

Support

Provide all information & answer questions for all company volunteers

- Provide volunteers links to volunteer videos and resources provided by JA staff
- Be available to encourage and answer questions for the volunteers
- Feel free to escalate to JA Staff liaison on questions about process and JA Programs

Recognition

Don't forget to say thank you

Ideas:

- Send thank you emails
- Provide volunteers with certificates
- Publish the volunteer's accomplishments in company newsletter or website
- Host a volunteer appreciation event

Roles & Responsibilities

Parent Volunteer Coordinator

Meet with your JA Program Staff

- Communicate your volunteer or class goal
- Learn and discuss existing volunteer opportunities
- Discuss the school's preferred means of implementation (JA in a Day or Traditional)
- Discuss company's preferred means of delivery (Face to Face, Virtual Live Remote or Virtual Recorded Video)
- Determine training dates, times, and location (all new volunteers must attend training)
- Exchange best means of communicating between Coordinator and JA staff

Recruiter

- Engage Parent volunteers at PTO or PTA meeting
- Schedule a virtual information session
- Share JA marketing material, such as flyers and videos with employees
- Reach out to past volunteers
- Send all volunteers (past and new) the Volunteer Registration Form, Social Media Documents and Consent Form
- Your local JA staff member is available to provide ideas to help generate involvement within your school

Motivator

- Notify volunteers of training date and time
- Send reminder to volunteers one week prior to event and again 2 days prior
- Have past parent volunteers share their experience to encourage new volunteers
- Encourage volunteers to work together preparing material if team teaching
- Share JA prepared Documents supplied by JA staff to help facilitate a successful experience for volunteers

Liaison to JA Staff

- Keep JA Staff updated on recruiting status
- Send JA Program Manager all collected JA Volunteer Registration Forms, Social Media Releases, and Consent Forms
- Keep school administration informed of progress
- Inform JA Staff of any issues
- Confirm logistics of the event (arrival, lunch, sign-in, etc.)

Support

- Provide volunteers links to volunteer videos and resources provided by JA staff
- Be available to encourage and answer questions for the volunteers
- Feel free to escalate to JA Staff liaison any questions about process and JA Programs

Recognition

Ideas:

- Send thank you emails
- Publish the volunteer's accomplishments in school's newsletter or website
- Display a wall of recognition in the school highlighting parent volunteers
- Host a volunteer appreciation event

Roles & Responsibilities

High School Volunteer Coordinator

Meet with your JA Program Staff

- Communicate your volunteer or class goal
- Determine volunteer opportunities for your group
- Discuss the school's preferred means of implementation (JA in a Day or Traditional)
- Discuss company's preferred means of delivery (Face to Face, Virtual Live Remote, or Virtual Recorded Video)
- Determine training dates, times, and location (All new volunteers must attend training)

Motivator

- Encourage and assist students to review JA materials
- Notify student volunteers of training date and time
- Send reminder to student volunteers one week prior to event and again 2 days prior
- Encourage student date volunteers to work together preparing material if team teaching
- Share JA Resource Documents supplied by JA staff to help facilitate a successful experience for volunteer students

Support

- Provide volunteers links to volunteer videos and resources provided by JA staff
- Be available to encourage and answer questions for the student volunteers
- Feel free to escalate to JA Staff liaison any questions about process and JA Programs

HS Preparation

- Approve student participation with school administration
- Secure date(s) chosen for event with school administration
- Recruit students to participate
- Schedule date for formal training and material distribution with JA staff
- Provide information concerning program logistics that includes dates, schedule, plans for lunch, etc. (many elementary / middle campuses will allow high school students to eat at school cafeteria with ID, especially students on free/reduced lunch plan)
- Send all volunteers (past and new) the Volunteer Registration Form, Social Media Documents, Consent Form, and any other documents required by your particular school.
- Confirm transportation for your students

Liaison to JA Staff

Communicate the needs and known information effectively

- Keep JA staff updated on recruiting status
- Send JA staff all collected JA Volunteer Registration Forms, Social Media Releases, and Consent Forms
- Inform JA Staff of any issues
- Confirm logistics of the event (arrival, lunch, sign-in, etc.)

Recognition

- Provide certificates
- Publish the volunteer's accomplishments in school's newsletter or website
- Host a volunteer appreciation event

Formulating a Recruitment Strategy

MAKE IT FUN! - Start by having a plan

What will you do to engage previous volunteers?

- JA can provide you with a list of previous volunteers along with their email addresses.
- Have the highest ranking officer or leader provide a encouraging volunteer recruitment letter, which helps ensure the email will be read by recipients.
- Make sure your past volunteers are aware far in advance of recruitment so they can be networking with other potential volunteer about JA.

Recruitment is most effective when:

- Create a volunteer “Kick-Off” event which will engage and recruit members/volunteers.
- Invitations come from upper management and an RSVP is required.
- Incorporate upper management and returning volunteers in program.
- At least 3-4 weeks notice of recruitment event is given.
- Reminder calls or e-mails are sent out a day or two before event.
- Use social media to connect volunteers and promote JA.
- Encourage employees to bring friends/relatives as volunteers and possibly include a prize incentive.
- Establish good communication and always follow-up.
- Share JA videos on company portals, screens, intranet, new employee engagement, etc.
- Capture teacher, student and volunteer quotes and share in the company / school newsletter .
- Create a leadership group whose function is to recruit new volunteers .
- Include JA as a resource in the corporate/school volunteer opportunity list .

Additional Tips:

- Host a year-end volunteer recognition lunch for volunteers and to show your appreciation.
- Use it as a tool to allow retired employees an opportunity to stay engaged.
- When pairing volunteers, it is always advantageous to pair new volunteers with veteran volunteers.



Your JA Liaison will be happy to help you formulate more ideas for recruitment!

Best Practices

Each year we host our JA Volunteer Coordinator's Luncheon. This luncheon gives us a chance to share what might be new programmatically or with our processes, but most importantly, gives our JA Volunteer Coordinators a chance to share their best practices with one another. The information below are notes from previous meetings.

What will you do to engage previous volunteers?

- Have the company president, board members, managers, and principals send out emails/communication, provide a letter to encourage volunteers, host a recruitment breakfast, and give a speech regarding support of JA
- Use social media and newsletters to connect with volunteers and promote JA. Include JA as a resource in our volunteer opportunity list place. Share JA videos on company portals, screens, intranet, school marquee boards, PTO meetings, new employee engagement, etc.
- Capture teacher, student and volunteer quotes and share in the company newsletter (Vopak)
- Create a volunteer "Kick-Off" event (ice cream social) which will engage and recruit members/volunteers for the JA volunteer opportunities. (Halliburton)
- Provide lunch & learn to provide information, volunteer training, and survey/feedback session
- Host a year-end volunteer recognition lunch for volunteers and give an appreciation gifts (gift cards/t-shirts) and certificate (Forum Energy)
- Use it as a tool to allow retired employees an opportunity to stay engaged
- Make sure your past volunteers are aware far in advance of recruitment so they can be networking with other employees about JA

How can you empower returning volunteers to recruit new volunteers?

- Host an ice cream social or recruitment event to attract new volunteers and provide information about JA.
- Create a leadership group whose function is to recruit new volunteers (Woodforest National Bank).
- Encourage employees to bring their friends/relatives as volunteers (one new person each year) include a prize incentive.
- Provide JA Video, personal experience testimonies, reward & recognition ceremonies (Vopak).
- Establish good communication and always follow-up (CenterPoint Energy).
- Put JA advertisements/videos on the screens in elevators or TVs around office, posters in the lobby/cubicles about participation to generate interest (Bechtel).
- Provide Jr. Mint candy boxes logoed with JA in bowls on their desks to trigger conversations about their JA experience.
- Have previous volunteers/ retired employees an opportunity to stay engaged by sharing their personal experience/ testimonials with new volunteers.
- Inner office media -Use your Communications Department to send an email through your company leader's email address that way the email comes from the leader/boss and is more likely to be read (Comerica Bank).
- Pair new volunteers with veteran volunteers.

Best Practices

What creative ways have you shared the impact of Junior Achievement?

- Award special “bucks” or incentives for those that share their impact stories
- Earn tickets through volunteering for major prize drawings
- Share teacher testimonials, quotes from volunteers, and number of students impacted
- Promote the JA website/Inner office media (Forum Energy)
- Host volunteer recognition events/training at JA offices (WoodForest Bank)
- Pitch the programs to new hires (i.e. will teach them better presentation skills)
- Promote JA through internal competitions with the Bowl-a-Thon then highlight the participants skills in the company newsletter (LyondellBasell)
- Create brochure of thank you notes and quotes from students

How do you build support through JA volunteering?

- Executive support to encourage volunteers. Ask managers to help encourage volunteering, reward employee volunteers (take off the rest of the day if work is caught up), and provide small trainings. (Halliburton)
- Make a big deal out of their participation. Have management send thank-you notes to the volunteers, host award ceremonies, give out certificates, etc. (WoodForest Bank)
- Host a JA luncheon/award ceremony to recruit volunteers and spread the message (CBI)
- Diversify your volunteer base, leverage a facility for JA Job Shadows, earn HOA seat from volunteering (Centerpoint)
- Bowl-a-thons are so much fun and best company event, have employees take time to share their work experience at meetings, tap into leadership to support volunteering. (Burnett Specialties)
- Have a guest speaker to talk about the impact of volunteering/being a student who received JA
- Have the CEO of the company or another prominent company member on the JA Board
- Use JA as an opportunity to encourage team building
- Send mass emails from company leadership with current information on JA in weekly newsletters

What are your best practices?

- Host JA Job Shadow events to bring the kids to us (Microsoft)
- Volunteer at JA Finance Park
- Media Department creates promotional items to encourage volunteering
- Scheduling JA Days to work with the bank schedule and with plenty of time for recruitment and training (WoodForest Bank)
- Create “Whole School” partnerships (ExxonMobil)
- Focus on STEM with programming to gain higher management support (Chevron Phillips Chemical)
- Participate in “JA in a Day” events
- Impress on employees how teaching JA helps their presentation and leadership skills (CBI)
- Focus on recruiting Young Professional Groups/Young Professional Development Committees/New Hire Groups/ Interns

Checklist for JA Volunteer Coordinator

WHAT	DATE
Schedule a date and time to meet with JA Staff	
Receive school and number of classroom information (Class Request) from JA staff	
Schedule a date(s) and time(s) for volunteer recruitment/ lunch & learn (if needed)	
Schedule a date(s) and time(s) for volunteer training	
Send out recruiting invitation and track responses	
Send volunteer list to JA staff (include contact information)	
Coordinate Distribution of JA materials for volunteers	
Send out a reminder to volunteers for the JA event. Include JA coordinator information and volunteer resources	
Send class completion forms to JA staff	
Return all unused material if needed	
Recognize volunteers for making a difference and volunteering with students	

JA of Southeast Texas

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Resources

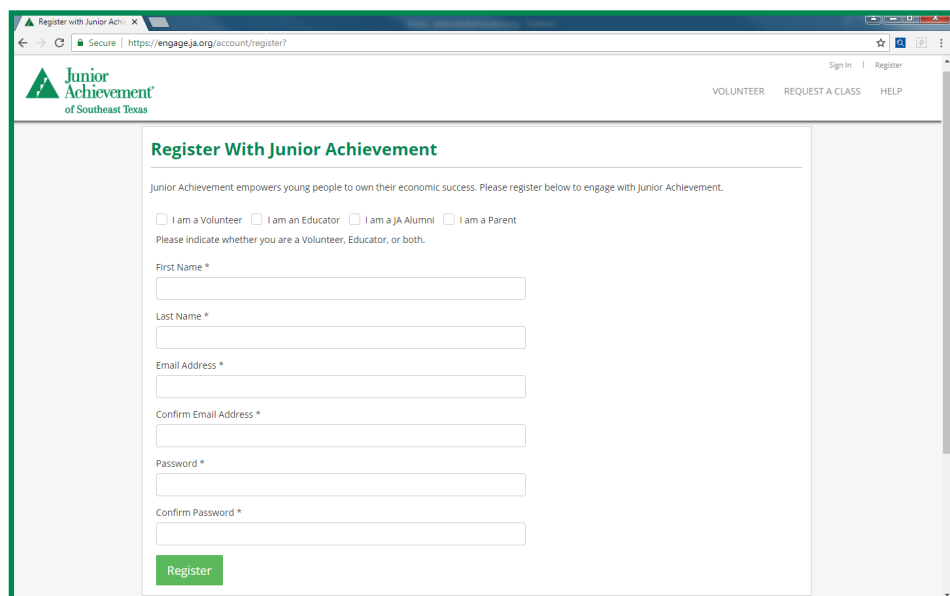
DocuSign

Junior Achievement of Southeast Texas is pleased to use DocuSign for all of our Volunteer Registration Forms, Conduct & Social Media Forms (for returning volunteers), and Class Completion Forms. Using DocuSign has proven to be a fast and effective way to collect volunteer information and we thoroughly encourage all company and school volunteer coordinators to utilize it going forward.

For any additional questions about DocuSign forms, reach out to your JA representative.

JA Engage Volunteer Registration

The following screen image will guide you through the easy registration in our new interactive system, JA Engage. After we have processed your registration (may take 24 hours), you will be able to access and edit your profile, address, and gift information. If you are a classroom volunteer, you will be able to view, request, and verify classes.

A screenshot of a web browser showing the registration page for Junior Achievement of Southeast Texas. The page title is "Register With Junior Achievement". It includes a navigation menu with "VOLUNTEER", "REQUEST A CLASS", and "HELP". The registration form contains several fields: "First Name *", "Last Name *", "Email Address *", "Confirm Email Address *", "Password *", and "Confirm Password *". There are also radio buttons for "I am a Volunteer", "I am an Educator", "I am a JA Alumni", and "I am a Parent". A green "Register" button is at the bottom of the form.

<https://engage.ja.org/>

Volunteers are the



of Junior Achievement



THANK YOU for going through this process and proactively managing your information! We appreciate your partnership and commitment to empowering the future for students in our communities.

Junior Achievement of Southeast Texas DIGITAL MEDIA POLICY

In order to ensure the health, safety, and success of JA students, volunteers, and staff, this Digital Media Policy sets forth expectations and standards for digital interactions that JA volunteers and staff have with students and others.

ONLINE CONDUCT

JA volunteers and staff must communicate online appropriately, professionally, and respectfully, just as JA would expect them to communicate if they were present in person. Profanity, sexualized language, jokes, or images, or communications about adult topics, drugs or alcohol, are never appropriate when working with students of any age, whether it be in written communications, streaming video, or otherwise over the Internet.

It is expected that volunteers' online interactions with students are strictly related to the role of business mentor. JA volunteers and staff must limit their communication with students solely to official JA-administered or JA-sanctioned platforms, and meetings and other interactions with students on a one-to-one basis should be avoided. Volunteers and staff should not "friend," "follow," "add," "accept," or privately correspond with students online or through any digital channel, including via text, e-mail, or any social media platforms, such as Facebook and Twitter. Any online misconduct or conduct that falls below the standards expected by JA can result in immediate and permanent dismissal as a JA volunteer.

SOCIAL MEDIA CONDUCT

All online actions, including on personal social media accounts, should be presumed public. Followers may record or take screenshots, making even private communications and accounts—and even deleted posts—susceptible to being shared publicly.

The only social media interaction with students should occur through a JA-administered social media platform as part of a JA program and with the consent of students' parents. JA volunteers should not communicate with any students through any platform not directly controlled by JA. Admins, editors, and account holders of JA social media accounts must keep all personal social media separate from the JA social media profiles they manage.

FACTUAL CONTENT

Information can spread quickly online and can easily be misinterpreted or taken out of context. Any posts that reference JA or link to a JA website should reflect JA in a positive light and include only accurate public information.

PHOTO USE

Taking unauthorized photographs/videos of members or participants, guests, volunteers, students or children is prohibited. JA volunteers and staff should refrain from sharing these photos/videos, whether on personal social media accounts or otherwise. If pictures are needed for JA's website, flyers, social media, etc., they are to be taken by designated/approved staff only and must be accompanied by a signed photo release form to be kept on file.

JA VOLUNTEERS WHO POST OR MANAGE "OFFICIAL JA PROFILES"

Any online platform, website, or social media account used by JA volunteers or staff for JA promotion or for JA related communications is an "Official JA Profile." As the exclusive property of Junior Achievement, JA will retain all Official JA Profiles when the volunteer/staff associated with the profile ends his or her relationship with JA for any reason.

Two or more JA volunteers/staff must have access to "admin" status on each Official JA Profile. Each JA volunteer/staff who manages or has access to Official JA Profiles will provide the username and password to the social media profiles to the local JA office.

JA volunteers/staff agree to cooperate in good faith with JA to ensure that JA has the ability to access and control all Official JA Profiles. Any JA volunteer/staff who reasonably suspects misconduct related to social media or any violation of this policy must report these suspicions immediately to the appropriate local JA representative.

----- Name (Print) _____	_____ Parent/Guardian Name (Print)
Signature _____	_____ Parent/Guardian Signature (Individually and on behalf of Volunteer if Volunteer is Under 18)
Date: _____	Date: _____

JA Volunteer Media Release and Consent

Junior Achievement USA and Junior Achievement of _____ (collectively “JA”) engage with volunteers (“JA Volunteer”) to deliver educational programs in-person and online. JA Volunteers deliver these programs using content provided by JA (“JA Materials”), but may also create content for use with these programs (“Volunteer Created Materials”). In presenting the JA Materials or the Volunteer Created Materials, the Likeness (defined below) of the JA Volunteer may be captured and reproduced. This JA Volunteer Media Release and Consent (the “Agreement”) (1) authorizes JA to use the Likeness of the JA Volunteer, (2) clarifies the ownership of JA Materials and Volunteer Created Materials, and (3) grants JA a license to use the Volunteer Created Materials as described below. For good and valuable consideration, including the opportunity to serve as a JA Volunteer, I agree as follows:

JA Materials

I understand that JA is the sole and exclusive owner of all right, title, and interest in and to all JA Materials, any media embodying the JA Materials, and any derivatives of the JA Materials. If it is ever determined that I own any rights in the JA Materials contrary to what I have represented herein, I hereby irrevocably assign, transfer and otherwise convey to JA all right, title, and interest in the JA Materials.

Volunteer Created Materials

I grant JA, a perpetual, non-exclusive, irrevocable, sublicensable and royalty-free right to copy, distribute, publicly display, publicly perform, create derivative works, edit, enhance, publish and use the Volunteer Created Materials in any medium and in any manner throughout the world.

I represent and warrant that all Volunteer Created Materials furnished by me are free of third-party content or materials, unless I have express written permission from all rightsholders, including the right to license such content to JA hereunder. I confirm that such Volunteer Created Materials do not infringe upon any copyright, trademark, trade dress, rights of privacy or publicity, patent rights or third party contract rights and do not contain libelous or scandalous matter.

My Likeness

JA may use my name, voice, image, picture, silhouette, and other aspects of my likeness (“Likeness”) in any recording, video, still-image, photograph, or other form of media without restriction, in connection with its use of JA Materials, Volunteer Created Materials, and JA programs, or for any purpose related generally to JA, including commercially and in connection with the creation and use promotional materials, advertising, and publicity.

I will not sue, dispute, challenge, or institute proceedings against JA for using the Volunteer Created Materials or my Likeness and I hereby waive all legal and equitable rights I may have as well as all claims, damages and expenses arising directly or indirectly from the same. I agree to indemnify, defend and hold JA harmless from any and all actions, damages and liabilities (including attorneys’ fees and costs) that may arise by or in connection with a breach of my representations herein. I am under no obligation to sign this Agreement but so voluntarily understanding that this Agreement is binding on, and shall benefit, JA, me and our respective (as applicable) heirs, devisees, legatees, representatives, guardians, conservators, administrators, successors, assigns, agents, transferees and estates.

----- _____ Volunteer’s Name (Print)	_____ Parent/Guardian Name (Print)
_____ Volunteer’s Signature	_____ Parent/Guardian Signature (Individually and on behalf of Volunteer if Volunteer is Under 18)
Date: _____	Date: _____

Volunteer Conduct Standards

Each year Junior Achievement staff shall convey these standards in writing to all volunteers prior to their first visit to the classroom. Staff shall review these standards verbally, as well, with volunteers teaching for the first time.

Junior Achievement (JA) serves youth. JA volunteers teach valuable lessons in their program delivery and especially in their conduct with students. Adult misconduct with or in the presence of youth carries serious consequences. Because Junior Achievement cares that its volunteers have healthy, appropriate relationships with the youth they serve, it has established the following standards.

1. Young people look to adults for examples of appropriate behavior. JA volunteers must use appropriate language and model honorable behavior, such as respect, integrity, honesty, and excellence. Profanity or sexualized language or jokes are inappropriate when working with students, regardless whether it occurs face-to-face, over the Internet, or by any other means. JA strictly forbids violating any state law regarding interactions with youth; for example, providing them alcohol or legal or illegal drugs, or coaxing them into illicit relationships over the Internet or otherwise.
2. Volunteers should avoid all contact with students beyond a business handshake.
3. Interactions with students must both be appropriate and appear appropriate. It is expected that volunteers' interactions with students are at all times appropriate and professional, and are strictly related to the role of business mentor. It is unacceptable to seek or engage in one-to-one meetings with students at any time.
4. Volunteers are responsible for the quality of interactions. Students often find it difficult to state discomfort or objections. Volunteers must be especially sensitive to physical and verbal cues that youth provide.
5. Volunteers will be presenting, facilitating and discussing various programs, content and ideas with students that are likely owned by JA, its licensors or the students. A primary purpose of the JA programs is to encourage creativity by the students. By working with JA and the students, Volunteer agrees that they do not obtain any intellectual property rights therein, will not seek ownership in or to contest those intellectual property rights, and will not attempt to secure trademark, patent or other intellectual property rights or registrations therein without prior written consent from Junior Achievement USA.

The aforementioned standards do not represent a comprehensive list. Other actions not included could result in suspension or dismissal as a volunteer. JA volunteers also must read and comply with JA's Digital Media Policy.

Junior Achievement takes all complaints of misconduct seriously. Credible allegations of misconduct will be promptly reported to the appropriate authorities. During any such investigation, the JA volunteer will not perform services as a JA volunteer. If an investigation determines misconduct occurred, it will result in the immediate and permanent dismissal as a JA volunteer.

Any JA staff member or volunteer who reasonably suspects misconduct must report these suspicions immediately to the appropriate JA staff person within their JA Area.

----- *Sign and return* -----

I have received copies of Junior Achievement's Volunteer Conduct Standards and Digital Media Policy and have read, understand, and will abide by these standards. Please return this form to your JA Area.

By signing this, I hereby certify that I have never been charged with violence, or any type of charge involving a child or young person, or, if I have, that I have fully disclosed in writing the facts regarding such a charge to my local JA Area.

Signature:

Date:

Name:

(please print)

ACKNOWLEDGEMENT OF JA VOLUNTEER POLICIES

Before participating in any Junior Achievement (JA) digital programs or events, each JA volunteer (and parent/guardian if the volunteer is under 18) must review the JA Digital Media Policy, the JA Volunteer Media Release and Consent, and the JA Volunteer Conduct Standards and initial and sign below to confirm receipt and agreement. Current versions of each of these documents are attached and/or are available at [\[insert link\]](#). These documents are intended to ensure that proper standards are followed, appropriate consents and permissions are obtained, and intellectual property and other interests of JA and its students are protected, as outlined below.

JA Digital Media Policy

Initial _____	<p>By initialing this box and signing this Acknowledgement, you are confirming you have read the JA Digital Media Policy and you agree to and accept its terms and conditions.</p> <p>The JA Digital Media Policy sets forth expectations and standards for interactions among users of JA digital platforms, including JA volunteers and JA students. The Policy addresses conduct standards for online learning, digital interactions involving students, use of personal social media, unauthorized use of photos and videos, and use of official JA profiles.</p>
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JA Volunteer Media Release and Consent

Initial _____	<p>By initialing this box and signing this Acknowledgement, you are confirming you have read the JA Volunteer Media Release and Consent and you agree to and accept its terms and conditions.</p> <p>The JA Volunteer Media Release and Consent authorizes JA to use your name, image, and likeness as a JA volunteer. You are also agreeing to grant JA a license to use any materials or content you create and/or supply as a JA volunteer for JA's use with its programs, and you are confirming that such materials do not infringe or violate the rights of anyone else.</p>
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JA Volunteer Conduct Standards

Initial _____	<p>By initialing this box and signing this Acknowledgement, you are confirming you have read the JA Volunteer Conduct Standards and you agree to and accept its terms and conditions.</p> <p>The JA Volunteer Conduct Standards set forth the conduct and behavior expectations JA has of all JA volunteers. These standards exist to ensure JA volunteers maintain healthy and appropriate relationships with JA students and protect the integrity of JA's programs. As part of the standards, you are agreeing not to claim ownership or other rights in work product created by or with students in connection with your service as a volunteer. Lastly, you are certifying that you have never been charged with any violent crime or any crime involving minors.</p>
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_____ Volunteer's Name (Print)	_____ Parent/Guardian Name (Print)
_____ Volunteer's Signature	_____ Parent/Guardian Signature (Individually and on behalf of Volunteer if Volunteer is Under 18)
Date: _____	Date: _____



Sample Organization Emails

Sample Company Email 1

To:

From:

Re: Junior Achievement: Making a Difference

We are extremely fortunate to work for a company that holds the future of our youth to such a high standard that making a difference by investing our time has become not just an opportunity, but an obligation. Despite the unfortunate events surrounding the COVID-19 pandemic, here at (insert your company name), we want the community around us to know they have our support. Having a presence in the community by way of volunteering builds a relationship that can be beneficial to all parties involved. Imagine a volunteer opportunity where your career is the dream job for some student. How special would that be? Concerned about safety measures to volunteer? JA has virtual opportunities available!

This is an opportunity for us to come together and help motivate a generation of kids as a company standing on the principles of making a difference. We have a chance to give the one thing that is not promised which is time. Choose to be an example amongst your peers by taking the initiative to empower a child. If you still need convincing, take a look at some of the reasons you should consider being a volunteer.

- Volunteering with JA can improve your presentation skills
- Volunteering boosts moral and builds comradery
- Volunteering gives you the opportunity to connect with your community
- Volunteering sets a good example for others around you

Sincerely,

Sample Company Email 2

Hello All,

Are you someone that enjoys volunteering but cannot find the time? You may even be concerned if your company will support your passion and desire to make a difference. After the unfortunate arrival of COVID-19, perhaps you are concerned with safety and how volunteering will affect you? Well due to our (company name) understanding the importance of volunteering and the benefits of doing so, we have joined hands with Junior Achievement to give back to the community with **virtual** impact options. Often times, we dive so deep into our work lives that we forget what we do and why we do it can actually inspire the next generation. We are in a position to create a day of empowerment for a group of student's right in this community.

These moments of impact will last a lifetime and give you and your peers more reason to be proud of the company you work for and the people you work with. Be the difference in a child's life by making the step to volunteer and be the example this company and community needs to inspire greatness. Look below at a few of the benefits from volunteering.

- Volunteering allows you to meet new people within your company with like minds
- Volunteering can also create new and exciting opportunities
- Volunteering with JA can improve your presentation, time management & organization skills
- Volunteering boosts moral and builds comradery
- Volunteering gives you the opportunity to connect with your community
- Volunteering sets a good example for others around you
- Volunteering helps to get all departments involved for a day of impact
- Volunteering allows you to show your company you stand with them

Questions?

Contact **[your name here]**.

We look forward to seeing you in the classroom!

Sample Company Email 3

To:
From:
Re: *Volunteers Needed for Junior Achievement*

All employees of _____ have the opportunity to participate in Junior Achievement this semester. For those of you not familiar with JA, it is the World's largest organization dedicated to giving young people the knowledge and skills they need to own their economic success, plan for their futures, and make smart academic and economic choices.

We have an opportunity to safely instill hope and confidence after the ill-fated residue of COVID-19 to a community of people who could benefit from our hand of support.

Some of the benefits of becoming a JA volunteer include:

Making a Difference	Improving time management skills
Uncovering hidden skills and talents	Increasing your self-confidence
Improving presentations skills	Connecting with your community

Volunteers will teach the JA Classes on **Friday, October 20th**. You will be trained and supported throughout the experience. All materials, lesson plans and activities are provided.

Training for volunteers will be available on **Wednesday, October 4th at 9:00 a.m. and 2:30 p.m.** at _____. If you have volunteered in the past, you are encouraged to attend and share your experiences, but it is not mandatory. Training is mandatory for all new volunteers.

Please join us at our Recruiting Event!

Date:
Time:
Location:

(Add pertinent information – ex: If Upper-Management will be attending or food will be served.)

If you are unable to attend the Recruiting Event but are interested in learning more, please reply to the email with your



Sample Flyers

Volunteer Frequently Asked Questions Sample Flyer

VOLUNTEER FAQs



Volunteers embody the heart of Junior Achievement, bringing a message of inspiration to students throughout greater Houston and southeast Texas. As a volunteer, here is what you can expect whether you're teaching in-person or remotely:

Will I have to develop lesson plans?

No, Junior Achievement provides a program curriculum, along with a virtual volunteer guide to facilitate the process. Your role is to introduce activities that demonstrate key concepts, then share your work and life experience with students.

Will I receive virtual training?

Yes, a member of the Junior Achievement staff will conduct an in person or virtual training to ensure you are prepared for your virtual classroom experience. No teaching experience required! Just a willingness to prepare for each session and a desire to work with students.

What is required to volunteer?

You will be asked to sign a registration form, volunteer conduct standards form, media release, and digital Media Policy; additionally, some districts may require a background check.

Will the teacher be in the virtual classroom?

Yes, the teacher should remain in the standard or virtual classroom at all times and will handle any discipline.

How often do I visit my virtual class?

Typically a volunteer will deliver one 30 - 50 minutes session each week; however, times will vary by program.

Who do I contact if I have questions?

At your training, the JA Program Manager will provide you with contact information and is available to answer any questions you have during the program implementation.



Inspiring TOMORROWS[®]

VOLUNTEER RECRUITMENT

(Sample Flyer)



The benefits of volunteering, whether in-person or remotely, are enormous to you and your community. The right match can help you:

- Make a difference
- Increase self-confidence
- Improve networking
- Improve time management skills
- Uncover hidden skills and talents
- Improve presentation skills

Junior Achievement creates partnerships with community volunteers to empower and motivate students in grades K-12 to implement curriculum focusing on three key content areas: entrepreneurship, financial literacy, and workplace readiness.

All we need is your enthusiasm, life experience, and a willingness to teach children about how you took chances and shot for the stars and JA will handle the rest!

SIGN UP TODAY!



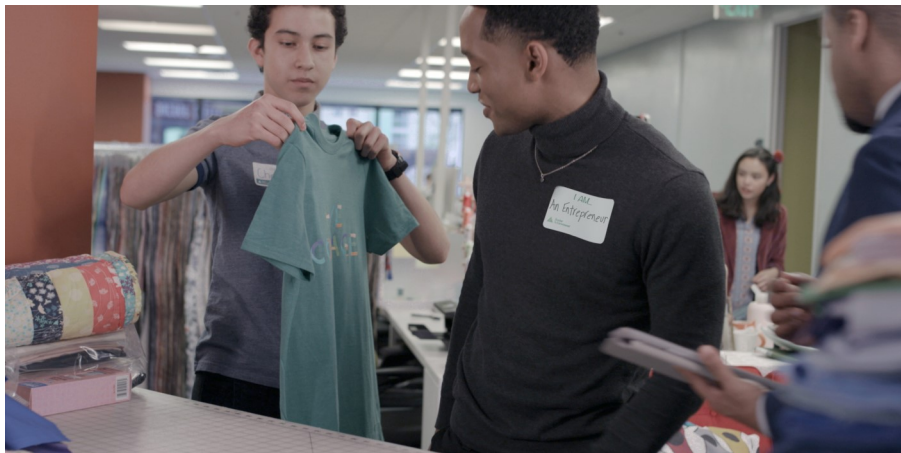
JA Brand Resources, Videos, and Training Links



Become a JA Virtual Volunteer



Together We Can Achieve Anything



Inspiring Tomorrows



JA Brand

Junior Achievement of Southeast Texas' (JA) corporate partners invest in the mission and valued opportunity to engage employees in sparking student success. **Our supporters deserve recognition for their engagement. Community involvement builds customer and employee loyalty;** we welcome the opportunity to work with you to communicate the impact of your good work.

JA's branding team strives to work directly with the communications teams from companies that provide significant support in order to **understand their unique marketing and communications needs and to effectively leverage and promote our donors' support for greatest benefit.**

Major funding partners and volunteer providers are asked to connect their appropriate communications professional with [Carla Crowe](#), Director of Relationship Management, to create an annual publicity plan.

Below are just some ways JA can recognize your support in empowering the students of greater Houston:

- ⇒ Social Media
- ⇒ Online Communication
- ⇒ Print Communication
- ⇒ eMarketing
- ⇒ Traditional Media
- ⇒ Internal/Employee Communication
- ⇒ Targeted Strategic Communications



Follow Us: @JA_SET



JA Program Resources

JA provides the volunteer valuable resources to help with the preparation and teaching of each Session. See directions below to locate these resources.

For K-5 JA Programs:

Log in to: [Crossknowledge](https://jainspire.na.crossknowledge.com) (<https://jainspire.na.crossknowledge.com>) with:
username: **JASET.VOL** and password: **P@ssword**

Find **My JA Courses** on the left column, select **Resources** and then click on the JA program name with the Learning Channel. On the new and improved learning channel, volunteers will have access to resource videos including training for each session of the program, digital assets to use during their presentations, a copy of the volunteer guide and tips for the volunteers.

For the JA Programs and Training Videos listed below, search on YouTube.com and type the video name:

- ⇒ Kindergarten – JA Ourselves
- ⇒ Leading a JA Session Introduction
- ⇒ Leading a JA Session Activity
- ⇒ Preparing for your JA in a Day (2:14 minutes)
- ⇒ Teaching Tips for Junior Achievement Programs
- ⇒ JA in a Day: Tips and Tricks Logistics
- ⇒ Traditional: Tips and Tricks Logistics
- ⇒ JA Elementary Classroom Management Part 1
- ⇒ JA Elementary Classroom Management Part 2

Filming Guidelines for JA Program Volunteer Videos

Video Framework:

- ⇒ Videos should feature an articulate, poised and comfortable presenter.
- ⇒ Videos should be 10 minutes maximum for career exploration videos or JA program content delivery; 3 minutes maximum for short topic videos.
- ⇒ If sharing at a national level, JA USA may create a bumper for the video that includes an opening and closing graphic that directs the viewer to visit the JA site to learn more.
- ⇒ Volunteers must submit a JA Media Release form and know that JA may share all or part of their video submission and that by their submission they agree to this and that JA owns the video.

Tips for Presenting on Screen:

- ⇒ Think of yourself as being in front of a group of students.
- ⇒ At the beginning of a presentation, look at the camera and hold a smile for about 4-5 seconds. Do the same at the end.
- ⇒ Welcome viewers, introduce yourself, and share your name. You can include a brief description of where you work and what you do.
- ⇒ Speak clearly and louder than you think necessary, not yelling, but not using quiet conversational tones. Project your voice a bit.
- ⇒ Refrain from references such as “good morning” or “good afternoon” since the video may be viewed at any time of the day.
- ⇒ Sometimes it’s helpful for the on-screen presenter to ask a question and pause to allow for “think time”.
- ⇒ It’s a best practice if one person can hold the recording/filming device while a second person is in front of the camera.
- ⇒ The on-screen presenter should wear work-appropriate clothing and avoid wearing logos for national retailers.
- ⇒ Review the camera angle so that the view is straight on, not tilted up or down, and not too close or too far away.
- ⇒ Choose a filming location with minimal visual and audio distractions. A solid wall or backdrop with a company logo is preferred.

Due to copyright and legal issues, only use the materials and resources associated with the JA Program. Avoid using / showing other name-brand products, assets, etc.

Volunteer Videos should be uploaded to the JA Drop Box



JA Programs

Junior Achievement Programs

For the 20-21 School Year

Elementary School Programs- 5 lessons, 45 minutes each– all include digital assets!

4th- [JA Our Region®](#) - Features the economic/business resources found in state and regional economies.

5th- [JA Our Nation®](#) - Introduces the concept of globalization of business as it relates to the various careers students may choose to pursue, and the need for students to be entrepreneurial in their thinking.

3rd-5th- [JA More Than Money®](#)-(After School Program) Teaches students about earning, sharing, saving, and spending money in a fun, interactive format. 6 lessons .

Middle Grade Programs (6th-8th Grade)- 6 lessons, 45 minutes each

[JA Global Marketplace®](#) - (Blended learning) Is designed to provide practical information about the key aspects of the global economy, what makes world trade work, and how trade affects students' daily lives.

[JA It's My Business®](#) - (After School Blended learning) Students learn entrepreneurial skills that support positive attitudes as they explore and enhance their career aspirations. 6 lessons

[JA It's My Future®](#) - (Blended learning) provides practical information about preparing for the world of work.

[JA Your Career, Your Future](#) - Enables industry professionals to visit and speak to students in a classroom about their careers and career paths.

[JA Career Speaker Series](#) or [JA Career Exploration Fair](#) Introduces students to industry professionals and possibilities within the world of work. **Available for K-12**

Capstone Programs

4th-6th- [JA BizTown®](#) - This program combines in-class learning with a day-long visit to this fully-interactive simulated town facility.

4th-6th- [JA BizTown Adventures](#)-Is a culminating experience for students that follows the JA BizTown curriculum. Fifth and sixth-grade students gain an understanding of various aspects of running a business as they take on the roles of chief executive officer, chief financial officer, marketing director, sales manager, and consumer via five online, self-guided adventures.

6th-12th- [JA Finance Park® and Virtual Finance Park](#) - Are month-long economics education programs that introduces personal financial planning and career exploration. At the culmination of this program, students visit JA Finance Park virtually or physically to put into practice what they've learned about economic options and the principles of budgeting.

Junior Achievement Programs

High School (grades 9-12) Programs– 5-7 lessons, 45 minutes each

JA Career Success® - Equips students with the tools and skills required to earn and keep a job in high-growth career industries.

JA Company Program® - Is an in-school or after-school curriculum that focuses on analyzing and exploring personal opportunities and responsibilities within a company. 12 lessons

JA Personal Finance® - (blended learning) Introduces students to importance of making wise financial decisions.

JA Titan® - Introduces critical economics and management decisions through an interactive Web-based business simulation.

JA Job Shadow - JA Job Shadow is a visit for the students to a professional work environment. JA Reverse Job Shadow allows business professionals to enter the classroom.

JA Kick Start Your Future- Conference enables local businesses to host, teach, and mentor students about valuable life skills. Volunteers who are recruited to mentor and speak to the students will lead one or more of the activities.

JA Excellence through Ethics a 60- to 90-minute learning experience where students meet and interact with a local executive or business professional and learn the importance of ethics and ethical decision making and how ethical and unethical choices affect everyone in a community. **Available for 6-12th grade.**

JA It's My Job (soft skills)-will help students understand the value of professional communication and soft skills, making them more employable. **Available for 6-12th grade.**

JA High School Heros: provides leadership development opportunities to high school students who deliver JA programs in elementary schools. This program is an optional addition for which JA Areas can receive 2–4 Instructional Contact Hours per student, awarded only for hours beyond standard volunteer training for high school students.



Overview JA High School Experience Semester Long Courses

The JA High School Experience is a series of semester-long, experiential, blended learning courses designed to empower students to own their economic success. Through a combination of instructional approaches, students' progress from foundational principles through application, synthesis, and immersion in JA's three pillars: entrepreneurship, financial literacy, and work and career readiness. Rich with partnership opportunities, students, teachers, school, and corporate partners all benefit.

Each course is accompanied by state-creditable instructional content (IC) that include projects and support career pathways that most closely align with JA areas of expertise. The courses are primarily teacher-taught with volunteer engagement opportunities throughout. The courses are accessed online through JA Connect™, the JA learning platform, and offer a variety of digital and printed materials. The courses have a flexible design, allowing teachers to implement course content through a range of instructional approaches. The high school blended courses are divided into themes and each theme includes four sessions of instructional content and a project. Each course also incorporates a business-based case study, which integrates interdisciplinary lessons on core principles.

Links for Complete Course Descriptions

[JA Financial Literacy](#)

[JA Business and Technology 1](#)

[JA Financial Capabilities 1](#)

[JA Entrepreneurial Mindset](#)

[JA Marketing Principles 1](#)

[JA Economics](#)

[JA Business and Technology 2](#)

[JA Financial Capabilities 2](#)

[JA Business Communications](#)

[JA Marketing Principles 2](#)



We appreciate you!



Junior
Achievement®

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