



BRIGHT FUTURES FOR ALL BC'S YOUTH

JABC
STRATEGIC PLAN
2019–2023



MESSAGE FROM OUR PRESIDENT & CEO



Founded over 60 years ago, JA British Columbia has an amazing team of over 800 volunteers and staff who help deliver important educational programs to students across British Columbia. Our impact on the lives of Canadian youth can be seen from classrooms and craft fairs to corporate boardrooms.

Long term, JA Alumni are better positioned for the workforce. Based on a Boston Consulting Group study, 75% of alumni stated that JA had a significant impact in the development of their financial literacy and decision making skills, and 63% said JA had a significant impact on their decision to stay in school and enroll in post-secondary education. Also, JA alumni are 50% more likely to open a business.

Our new strategic plan, *Bright Futures for all B.C.'s Youth*, is the beginning of a new era for JABC. Our purpose is: **to inspire, prepare and empower B.C. youth for lifelong success.** *Bright Futures* outlines a new direction for our organization to leverage our expertise and commitment to address the changing educational needs of B.C. youth. *Bright Futures* will expand our services, increase our profile and ultimately strengthen the impact of our organization on B.C.'s youth and economy.

Developed with extensive input from important stakeholders, *Bright Futures* is a vital roadmap for achieving our long-term aspiration for all B.C. youth to have access to a JABC program. To this end, it sets out our goals for the next five years and outlines tangible strategies to meet them.

We are motivated to move forward with this exciting plan to transform JABC into a more effective and innovative organization, and make the future bright for all B.C.'s youth.

Sheila M. Biggers

President & CEO, JA British Columbia

January 2019

Vancouver, British Columbia

OUR MODEL OF CHANGE

What We Know

- The best way to reach the most students is through the educational system
- Volunteers enhance classroom learning to help prepare B.C. youth for the workforce
- Learning is best when it's experiential, relevant, repeated, and gives students personal choice
- Students are successful when they can set a goal, identify a path forward and believe in their ability to achieve it
- Youth will need digital, financial, people, creative, analytical and problem solving skills for lifelong success
- People who create their own economic success contribute to their communities

Therefore JABC Programs:

- Focus on financial literacy, work readiness and entrepreneurship
- Align with B.C.'s curriculum and support teachers' learning outcomes
- Are delivered by trained volunteers who bring their experience into the classroom
- Are experiential, utilize digital technologies and offer student choice
- Expose youth to a breadth of career options, and teach goal setting and planning
- Incorporate creativity, communication and problem-solving skills

After a Program, Youth:

- Are more optimistic about their future
- Are more financially literate
- Are better prepared to chart their future
- Have started developing skills for long-term success

Because of JABC:

- B.C. youth are inspired, prepared and empowered to create their own economic success over their lifetime... and B.C. prospers!



BACKGROUND & PURPOSE



ABOUT JA BRITISH COLUMBIA (JABC)

JABC is a member of JA Canada and JA Worldwide. As the first JA charter in Canada and JA's first international chapter, JABC has been a leader in youth business education programs for over 60 years. We are dedicated to preparing people who will create and shape the jobs of the future, foster stable economies, contribute to a healthy community and enjoy lifelong success.

Our programs focus on **financial literacy**, **work readiness** and **entrepreneurship** and are requested by educators across British Columbia. Thanks to the funding of generous donors, programs are delivered, free of charge, by local volunteers who provide their real-life experiences to students.

OUR REACH

In the 2017-2018 school year, JABC delivered close to 1,500 programs, with the assistance of over 800 volunteers. Focusing on youth in grades four to 12, JABC delivered programs in 55 of B.C.'s 60 school districts and reached over 10% of all students in these grades. JABC employs staff across the province, including B.C. Interior, B.C. North, Metro Vancouver-Fraser Valley and Vancouver Island.

OUR FUTURE

We have created a new five-year (2019-2023) strategic plan called *Bright Futures for all B.C.'s Youth*.

This plan is based on a number of environmental considerations in our province, including a growing technology sector, a changing world of work for today's youth, an increasing Indigenous population and a new school curriculum.

OUR BENEFICIARIES

Primary: B.C. Students Students who take our programs learn critical financial literacy skills, how to chart their own path to educational and career success, and how to establish and run their own businesses.

Secondary: All British Columbians As JA students graduate and become active contributors to the provincial economy as employees, employers and entrepreneurs, all British Columbians benefit.

OUR ESSENTIAL PARTNERS

Educators B.C. teachers and administrators invite volunteers to deliver JABC programs in their classrooms across the province.

Volunteers JABC relies on over 800 active volunteers to deliver programs and share their knowledge with students.

B.C. Business Companies across British Columbia provide the leadership, financial support and volunteers required for JABC's success.

Philanthropists and B.C. Government Individual philanthropists, the government, and private foundations are significant supporters of JABC.

Alumni People who have taken JABC programs can also be advocates, ambassadors, volunteers and donors.

Indigenous Communities JABC will rely on relationships with Indigenous leaders to broaden our reach into these communities.

OUR PURPOSE

**TO INSPIRE, PREPARE, AND EMPOWER
B.C. YOUTH FOR LIFELONG SUCCESS**

STRATEGIC PRIORITIES



Four strategic priorities will allow us to achieve our goals and ultimately increase our number of programs delivered by 50%:

PRIORITY 1

Define, Measure and Communicate Impact

- Adopt JABC *Model of Change* as a framework for our organization
- Gather feedback from students, educators and alumni to evaluate our impact
- Communicate our impact with supporters, volunteers, government and other key partners

PRIORITY 2

Deliver Relevant Programs

- Implement regular program evaluation and updates
- Deepen engagement with educators and industry partners
- Expand high demand JABC programs

PRIORITY 3

Engage Volunteers and Alumni

- Increase resources and support for volunteer recruitment and training
- Implement alumni programming to extend impact and cultivate engagement

PRIORITY 4

Explore New Delivery Models

- Investigate partnerships to extend reach and impact
- Adopt suitable program model for Indigenous communities
- Enhance digital programming

**JABC'S LONG-TERM AIM IS FOR
ALL B.C. YOUTH TO HAVE ACCESS TO
A LIFE-CHANGING PROGRAM.**

OUR GOAL



TO INCREASE PROGRAM DELIVERIES BY 50%, FROM 1,356 TO 2,034, BY 2023

WE WILL DO THIS BY:

1. INCREASING CLASSROOM-BASED PROGRAMS ANNUALLY FROM 1,356 TO 1,942 BY 2023

Increasing the number of classroom-based programs will help alleviate the lengthy waitlists in 1/3 of school districts across B.C. in 2018.

WHY WE WILL DO THIS

It is important for youth to be aware of the financial, career and technical skills they need, as well as the careers that will be in demand when they graduate.

According to the World Economic Forum 2016 Jobs Report, 65% of students entering school will be employed in jobs that don't yet exist. Young people can expect to have multiple careers throughout their lifetime and students need to develop the vocational and financial skills required to adapt.

B.C.'s new school curriculum has an increased focus on financial literacy and work readiness. JABC has a meaningful role to play in providing teachers with options to meet their learning objectives, and prepare youth for the opportunities awaiting them in B.C.'s job market.

JABC programs help students develop the financial management, analytical, problem solving and people skills required for lifelong success.



2. DELIVERING JABC TECHWORKS TO FIVE REGIONS ANNUALLY IN B.C. BY 2023

JABC TechWorks is a one-day, multi school program exposing youth to technology-related careers. Delivered to students in grades nine to ten, it highlights new career options and the educational pathway required to access these careers.

Within five years, this program is planned to reach students in Vancouver, Victoria, Kelowna, Northern B.C. and Surrey-Fraser Valley. This is equivalent to 62 program deliveries annually.

WHY WE WILL DO THIS

In B.C., the fastest growing sector today is technology and our province is facing a skills shortage in this area. Over 106,000 people work in the B.C. tech industry, more than the oil, gas, forestry and mining sectors combined.

Because of tech growth and the pace of innovation, youth need to develop skills to allow them to adapt and find success where and when they graduate. JABC TechWorks encourages youth to pursue skills to equip them for this future.



OUR GOAL



3. DELIVERING 30 PROGRAMS IN INDIGENOUS COMMUNITIES ACROSS B.C. BY 2023

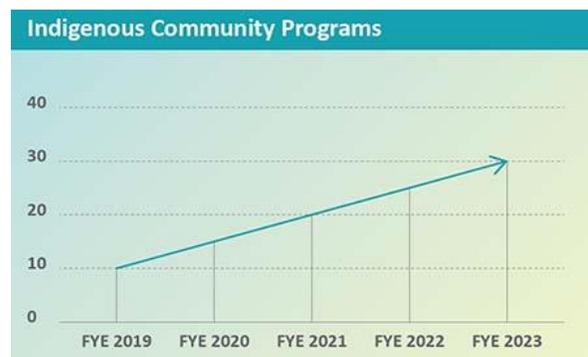
Under our new Indigenous Initiative, we will expand our reach by bringing JABC's programs to Indigenous schools. JABC is committed to opening doors for Indigenous learners, by providing access to community-based, culturally accessible educational programs focused on building financial literacy, career readiness and entrepreneurial knowledge and skills.

WHY WE WILL DO THIS

Indigenous youth are the fastest growing population in Canada. From 2006-2016, the number of Indigenous youth increased by 39% compared to just over 6% of other Canadian youth.

With a significant education gap between Indigenous people and other Canadians, there is increasing interest in delivering financial literacy and entrepreneurship programs in Indigenous communities. In May 2017 JABC delivered *Dollars with Sense* to First Nation Trustees, and 100% indicated they would like to see the program delivered in community schools.

By taking JABC programs in their own communities, Indigenous youth can take an active role in their own futures, which will help improve the lives of future generations and contribute to the economic empowerment of Indigenous people.



GET INVOLVED



With *Bright Futures for all B.C.'s Youth*, JABC will be able to deliver more classroom-based programs, expand JABC TechWorks and bring more programs to Indigenous communities across B.C.

TO MEET JABC'S GOALS TO INCREASE THE NUMBER OF PROGRAMS DELIVERED BY 50%, JABC REQUIRES:

- **A VOLUNTEER BASE OF 1,200**
 - **AN ANNUAL BUDGET OF \$4.2 MILLION**
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DONATE



All JABC's programs are offered free of charge to schools thanks to the generosity of our donors and sponsors. We have a variety of ways to donate and support the goals of *Bright Futures for B.C.'s Youth*.

Visit jabc.ca/donate to learn more.

VOLUNTEER



JABC relies on hundreds of volunteers annually to share their expertise and deliver programs to B.C. youth. Volunteer opportunities are available around the province, in cities and small communities.

Visit jabc.ca/volunteer to learn more.

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