

DRAFT

JA Be Entrepreneurial™

Evaluation Results

April 2009

Overview

- *JA Be Entrepreneurial*, a new high school program, focuses on challenging students, through interactive classroom activities, to start their own entrepreneurial venture while still in high school. One of ten JA programs designed with the specific needs of upper grade students in mind, *JA Be Entrepreneurial* provides useful, practical content to assist students to transition into becoming productive, contributing members of society.
- In fall 2008, JA Worldwide piloted *JA Be Entrepreneurial* in selected schools throughout the nation. At that time, JA contracted with a non-profit research and consulting firm to assess the effectiveness and implementation of the *JA Be Entrepreneurial* through a mixed method evaluation design that incorporated data obtained through surveys, classroom observations, and interviews/focus groups.

Student Impact

- Overall, the students demonstrated an understanding of fundamental aspects of entrepreneurship. For example, between 81 and 93 percent of the students responded correctly to questions about ethics, small businesses in the U.S., innovation, and employee success.
- Across all sessions, the majority of the students (at least 70 percent for each session) agreed that the ideas presented in each session were interesting, that each session contained information that was valuable, and that they knew more about building a business after each session.
- Students appreciated the opportunity to be introduced to the concept of entrepreneurship in a way that seemed relevant to their lives.
- Students reported an increased confidence in their ability to start their own business plan (80 percent) and prepare a business plan (79 percent).

Teacher and Volunteer Impact

- Teachers and volunteers felt that the program was successful in introducing students to entrepreneurial concepts and skills and that it encouraged students to consider their futures.
- A majority of the teachers across the seven program sessions (91-100 percent), agreed that the content was accurate, that the sessions contributed to their curriculum, and that the content addressed the subject standards required by their state, district, and school.
- The volunteers found great value in the real-world applicability of the program content and appreciated the opportunity to provide mentorship and share personal and local examples with their students.

It helps bring these ideas to life. As a teacher I have to focus to get them interested in theory, but this really left me making a connection, getting practical applications. – (Teacher)



This program makes entrepreneurship seem like a more attainable goal. Most of the time when you think about people starting a business it seems really hard. With this you see the pros and cons of it and realize all that has gone into it. – (Student)

I'm an entrepreneur, so I've done what this is all about. In fact, I would give this teaching guide to a couple of my guys in the business with me. I think it's very good. – (Volunteer)

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