

Junior Achievement Ireland

INSPIRING YOUNG MINDS





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Welcome to the Annual Report for 2019/20.



Welcome to the 2019/20 annual report of Junior Achievement Ireland (JAI). In my second year as Chairman I am delighted to share with you details of a whole range of JAI activities on schools and communities around the country. This report serves to underline the significant impact of early-stage entrepreneurship

education led by trained business volunteers from the world of work.

Like the rest of the country, JAI faced significant obstacles this year due to the impact of Covid 19, which caused the closure of schools in March. Despite this the JAI team trained, vetted, and supported more than 1,703 volunteers in 2019/20. These volunteers in turn facilitated programmes and events which involved 47,597 students across Ireland – my thanks to each and every one of those individuals – a tremendous level of voluntary involvement, particularly given the challenges posed by the Covid restrictions. I would also like to take this time to recognise the hard work and dedication of the JAI team who, in a very short space of time, have reoriented the organisation so that we are in a position to provide programmes in a virtual environment going forward.

As always the focus at JAI is to ensure that all resources are carefully managed to ensure we can maximise the number of students who will benefit from our activities. The results from this school year illustrate that point perfectly.

I would like to thank my colleagues on the board, on the finance committee, and on the various taskgroups that have provided significant time and expertise. My colleague directors are: Rosemarie Dizon, MetLife; Sinead Henshaw, Citi; Sandra Mollen, BNY Mellon; Paula Neary, Accenture; James O'Connor, Microsoft; Cathnia O'Muircheartaigh, NAPD and Patrick Spicer, Matheson. As directors we are passionate about the mission of JAI, dedicated to its continued success and are committed to the execution of our responsibilities.

Our governance is as always a focus and we are registered with the Charities Regulatory Authority and compliant with current companies' legislation. Our policies and procedures are in line with such legislation

as GDPR and the National Vetting Bureau (Children and Vulnerable Persons) Act 2012. We are very grateful for the support provided by Matsack Trust Ltd. for company secretarial services and I would like to take this opportunity to thank Paddy & his colleagues at Matheson for access to that expertise.

The directors and I will continue to work together to provide the leadership required to maintain a stable governance environment, especially as we work together through this challenging health situation. With this in mind I would like to acknowledge our CEO, her senior management team and all the JAI staff whose exceptional relationship management skills were only further evidenced when the school year came to an unfortunate premature end.

Due to the early closure of schools this year a substantial number of students whose teachers had requested JA programmes last year did not receive a volunteer into their classes. This is a regret, but one that was unavoidable when the safety of students and volunteers was our priority. The past few months have meant huge changes for the organisation and as we progress the development of a new blended learning approach we will ensure we are fully prepared for the new school year.

Finally I would like to sincerely thank all involved in inspiring and motivating young people. You have provided your time and expertise, and became role models for the world of work for tens of thousands of students across Ireland. Stepping up to a new challenge is brave and you should be proud that you have made a very real difference to young people in your communities. Please continue to promote JAI in your organisations and extoll the virtues of volunteering to your colleagues. Having volunteered myself multiple times I can vouch that the rewards they will receive are in multitudes.

On behalf of all of us at JAI, thank you for your continuing commitment to supporting our work.

With your ongoing support my colleague directors and I look forward to another successful year complimenting the work of teachers and families in motivating students to value their education and maximise their potential.

Alan Markey
Noden Pharma DAC,
Chairman, JAI

A MESSAGE FROM OUR CEO



On behalf of all the team at Junior Achievement Ireland (JAI) I would like to thank everyone who partnered with us to help build the all-important

connections between what students are learning in the classroom and what their futures in the world of work might look like.

By helping them to acquire and practice a host of skills and nurturing self-belief, our volunteers enable young people to consider their futures, think entrepreneurially, and apply the tools they will need to be financially capable adults.

Despite the premature end to in-school engagement we are delighted to report that 47,597 students around the country enjoyed Junior Achievement (JA) programmes facilitated by 1,703 volunteers from 168 supporting organisations. We are grateful to be able to answer so many requests from school leaders for programmes, and are determined to continue to work with our partners in industry and education in our combined efforts to promote the value of education and to inspire the next generation.

There is no doubt the latter half of the school year was an incredibly testing time for our partners in education, who had to migrate practically overnight to virtual classrooms. We have always appreciated the professionalism and commitment of our partners in education but their efforts in more recent times in providing reassurance and support for students, while endeavouring to ensure continuity of learning under the most difficult of circumstances has been incredible. In the face of such uncertainty, it has been empowering to see how students, teachers and business volunteers have continued to drive on.

As you would expect, here at JAI we are also adapting to ensure we can continue to serve young people in line with our mission. Driven by a shared belief in the importance of the work we do together our education and business partners have joined us to optimise the power of collaborative platforms and ensure we can continue to enable students' access to unique learning opportunities.

In April we made our JAI @ Home resources available online for use by teachers as well as those trying to engage children at home. The national final of our entrepreneurship competition with Údarás na Gaeltachta - Clár na gComhlachtaí – was hosted online successfully while Career Ready 2020-2022 was launched featuring online masterclasses and mentoring for senior cycle students. We also ran pilots of virtual versions of some of our primary and second level programmes in preparation for the new school year. While working in a virtual learning environment is a new departure, our commitment to adhering to school policies and following best practice in areas like safeguarding, as well as effectively communicating with students to provide positive learning experiences remains unchanged.

The amazing team at JAI has been working in recent months to adapt our model for use in a hybrid setting for the next school year. In this challenging environment, expanding the range of options – combining traditional and digital approaches – has proved to be both testing and exciting but we remain committed to ensuring our volunteers and our students enjoy working and learning together.

Now more than ever it is critical we work alongside educators to reassure young people that they can succeed in the world of work and to reinforce the value of education in helping them to realise their ambitions.

Helen Raftery
Chief Executive Officer, JAI

WHO WE ARE





JUNIOR ACHIEVEMENT IRELAND (JAI)

Junior Achievement Ireland (JAI) works in partnership with our supporting organisations to complement the work of schools by recruiting, training and managing business volunteers to work with students to inspire and motivate young people to make the most of their education.

Our twin aims are to encourage students to stay in school and to inspire students to maximise the opportunities that their education provides.

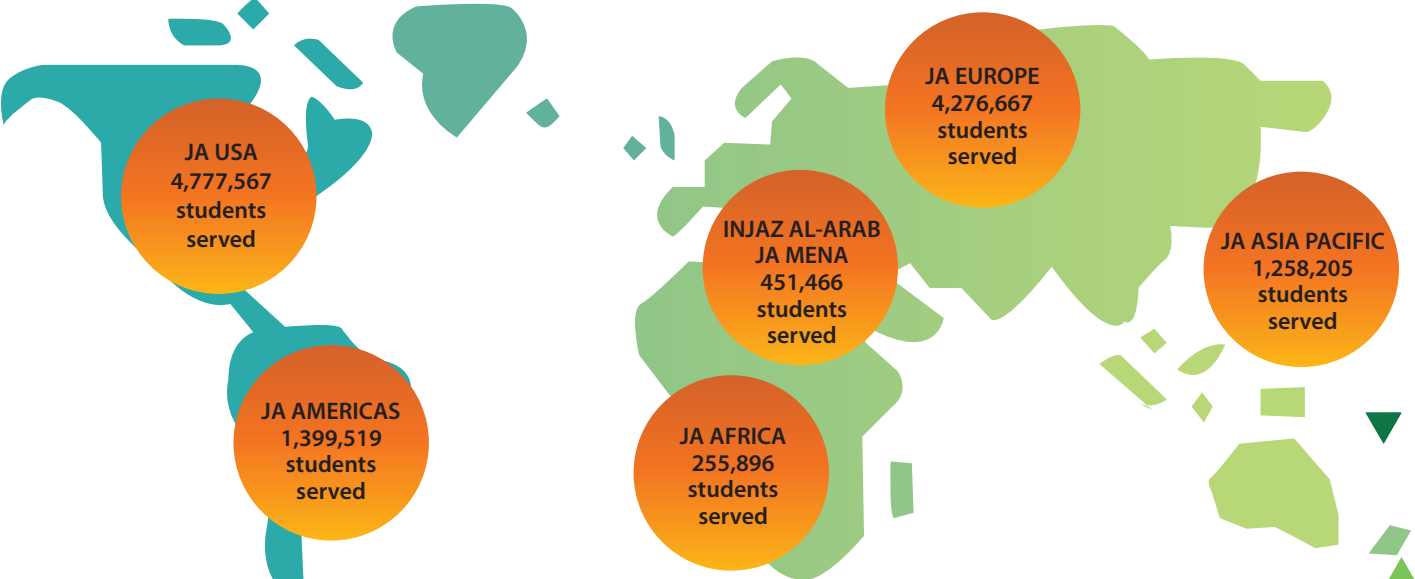
Established in Ireland in 1996 JAI has built up a strong demand from schools throughout the country and created successful partnerships with 170 leading organisations

WORLDWIDE NETWORK

JAI is a member of Junior Achievement Worldwide (JAWW) one of the world’s largest educational non-profits, preparing young people for employment and entrepreneurship, delivering hands on, experiential learning in work readiness, financial literacy, entrepreneurship and the value of STEM.

Reaching more than 12 million young people last year, Junior Achievement is the leading NGO with the scale, levels of support from industry and education, and passion to build a brighter future for the next generation.

JA 100



MISSION

To inspire and motivate young people to realise their potential by valuing education and understanding how to succeed in the world of work.

VISION

To be recognised by our corporate partners and the education sector as the leading not-for-profit organisation providing innovative, impactful, enterprise and employability programmes for young people that are delivered by trained business volunteers.

VALUES

Belief in the boundless potential of young people.

Passion for what we do and honesty, integrity and excellence in how we do it.

Respect for the talents, creativity, perspectives of all individuals.

Belief in the power of partnership and collaboration.

Conviction as to the educational and motivational impact of relevant hands-on learning.

HOW WE WORK

ment Ireland
YOUNG MINDS



ENRSHIP

M/M wk 21
RZ unit 18
Spellings
A.L p 86
Fruits + Gifts 'Holy Spirit'
€20 Hoodie
Chat Buddy
"Tell - no blame"
Qs in SESE copy





JA PROGRAMMES

JA programmes begin at primary school level, helping children to see how they can impact the world around them, and continue through second level, helping students to see a future for themselves in the world of work.

Volunteers from business and industry are trained and supported to facilitate co-curricular activities and share their experience in the world of work with students. Our volunteers transform the content by embodying the underlying messages for the young people with whom they work – believe in yourselves and know you can make a difference in the world.

JA programmes are designed to be fun, hands-on, high-impact experiences that give young people the opportunity to connect what they are learning in school with what their future might look like in the world of work. These learning experiences inspire and motivate students to acquire and practice the skills they may need for future career success while they enjoy educational activities that revolve around the four core themes of financial literacy, employability, entrepreneurship, and the value of studying STEM.

Employability

JA's volunteer-led work-readiness programmes teach critical work skills that help prepare young people for their futures. Whether being mentored by skilled professionals, learning about the workplace, or developing business solutions during technical and business challenges, JA students acquire and practice the skills required to navigate an unpredictable future.

Financial Literacy

JA's financial-literacy programmes expose young people to smart saving and investing, thoughtful spending and credit, the role of taxes, the value of employment and community involvement, and the opportunities of global trade.

Entrepreneurship

Through JA's real-world entrepreneurship programmes, students understand the importance of developing entrepreneurial skills for future roles, as well as the value of 'intrapreneurship' and social entrepreneurship in today's economy and society. Students get involved in team working, negotiation, ideation and critical decision-making allowing them to practice skills and acquire knowledge which will be essential to their future careers.

The Value of STEM

With hands-on activities students journey through Science, Technology, Engineering and Maths (STEM), uncovering the future and exploring STEM skills and the role they play in the future of the business world.

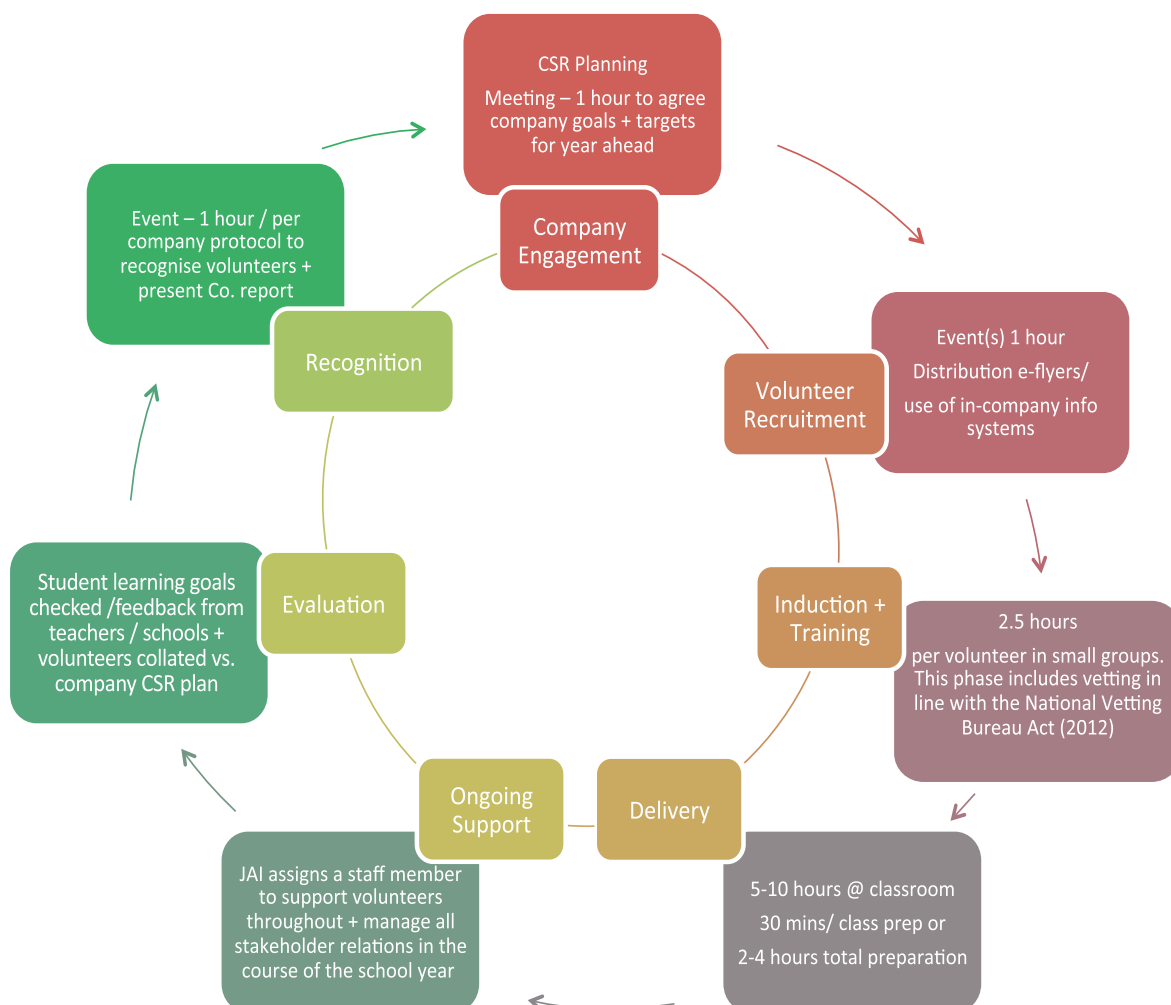
Programmes are facilitated by business volunteers over five or six 40-minute sessions and provide opportunities for students to develop the skills they need to:

- ◆ Work in small or large teams;
- ◆ Apply knowledge gained to everyday decisions;
- ◆ Appreciate the importance of studying STEM to their futures in the world of work;
- ◆ Analyse social and economic issues;
- ◆ Evaluate business decisions and issues and
- ◆ Appreciate the economic and personal value of staying in school.

The pedagogy is designed specifically for volunteers with limited or no experience of working with students. In situations where demand outstrips supply we always prioritise requests from DEIS schools and as part of their membership all our partners have access to the following:

- ◆ A choice of 14 structured primary and second level programmes for students 5-18 year olds
- ◆ Volunteers are vetted, trained, equipped and supported for the duration of the programme
- ◆ Excellent form of personal development for staff
- ◆ Enhanced presentation and communication skills for business volunteers
- ◆ Increased employee engagement and staff retention
- ◆ Establish a profile of corporate responsibility in the local community
- ◆ Helping develop work readiness among young people
- ◆ Providing role models & encouraging "at risk" young people to stay in education
- ◆ Achieving Corporate Social Responsibility objectives

IN COMPANY PROCESS



MEETING THE CHALLENGE

POST COVID WORLD

The results of a survey of partners in education before the end of the school year 2019/20 showed that educators are absolutely determined that their students will continue to engage with business volunteers in the belief that it is more important than ever that young people are reassured of the value of their studies and encouraged to continue to plan for an exciting future.

We are developing a new range of virtual volunteering programme options which will be available for the new school year. These programmes retain the benefit of traditional in-class JA programmes while adding extra flexibility for both volunteers and schools. Expanding the range of options for blended learning – combining traditional and digital methods – allows volunteers to facilitate programmes via smartboards in the students' classrooms. We look forward to rolling these programmes out in the next school year.

EARLY STAGE ENTREPRENEURSHIP

65% of students in primary school now will hold jobs in the future that don't currently exist. How do we prepare young people for their future when we don't know how what that future will look like?

While the future of the world of work is uncertain, it is clear that in the future, our workers and businesses will be operating in a changed economy.

A recent World Economic Forum Future of Jobs report unveiled a new top 10 emerging skills list in the workplace to include complex problem solving; critical thinking; creativity; people management; emotional intelligence and cognitive flexibility.

Early-stage entrepreneurship education provides opportunities for young people to develop the ability to think positively, to identify opportunities to make things happen, to have the self-confidence to achieve their goals, and to use their talents to build a better society.

Europe-wide research lists the following outcomes in support of early-stage entrepreneurship education, where participants:

- have an easier time securing a job than their peers
- earn higher salaries
- are more motivated in their careers than their peers
- are 4-5 times more likely to start their own businesses
- show more self-confidence
- more skilled at self-assessment
- make better higher education choices
- have higher rates of employability

THE “REAL” WORLD

Much research into the factors that influence young people and the choices they make while still within the formal education system refers to the difficulties encountered by students in seeing any relevance to what they are doing in school and what they see as the real world.

JAI volunteers deliver hands-on learning experiences that empower students to make connections between what they learn in school and how it can be applied in real life. Bringing business volunteers into the classroom once a week for five weeks helps students see a future for themselves in the world of work. The volunteers build up a rapport with the students and by sharing their own career journey, introduce students to the world of work. All the activities in which the students engage are aimed at encouraging them to think of their futures while acquiring and practicing entrepreneurial skills

JAI volunteers come from all walks of life. But they all have a common vision: sharing a message of hope and opportunity with each and every young person they reach. They are committed to the idea that as a community, we have a responsibility to ensure our young people are prepared for their futures.

ACHIEVEMENTS AND PERFORMANCE

STRATEGIC GOAL 2020

Junior Achievement Ireland (JAI) will be recognised by our corporate partners and the education sector as the leading not-for-profit organisation providing innovative, impactful, enterprise and employability programmes for young people that are delivered by trained business volunteers.

In pursuit of our overall strategic goal 2020 the following priorities are our focus:

Differentiate / Accentuate / Position

- ◆ To differentiate JA programmes and service to relevant stakeholders
- ◆ To build our profile with specific reference to our primary stakeholder groups and with a view to capitalising on JA 100
- ◆ To consider options for strategic alliances
- ◆ To position JA as the leading non-profit organisation providing enterprise and employability programming, including promoting STEM careers and financial literacy education.

Impact

To track and report the impact of JA programmes/activities by deploying an array of measurement methods, including reporting satisfaction ratings from our volunteers and supporting organisations.

Innovate

To design & develop our educational programmes in line with curricula, emerging trends & stakeholders needs, in order to future-proof JA programming and ensure student learning outcomes are retained as the focus of our work.

Best-in-class

To quality-assure our services and ensure we meet our stakeholders' needs by standardising and streamlining as many of our processes as possible. Applying and maintaining consistently high standards of excellence in recruitment and training of volunteers, relationship management, industry-education engagement, and related functions, will ensure JA continues to set standards as best in class.

Internal Capacity Building

To invest in core business functions, including but not limited to, HR, network development, educational programming, Public Relations and Information Technology. To support and empower JAI staff to succeed, both in achieving professional development goals and in meeting the targets set, while maintaining our high level of excellence in service and support to all our supporters.

Governance, Compliance & Risk

To ensure we are fully compliant with all company and other legislation in pursuit of our mission and to manage risk.

Future Plans

- ◆ Maximise our significant investment in Information Technology infrastructure, incorporating the ability to host JA educational activities to be facilitated by volunteers allowing us to support blended learning options for our schools, while ensuring an enjoyable, safe online learning as students interact with business volunteers.
- ◆ Progress our marketing plans strengthening our brand and building on initiatives such as The Entrepreneurial School Awards (TESA) in line with our commitments to complementing the work of schools, and in pursuit of our strategic priorities to enhance our profile and continuing to build our reputation as the agency of choice within the education ecosystem.
- ◆ Pursue opportunities to secure patronage and sponsorship for the development of JA Finance Park – with a particular emphasis on the development of the virtual park.
- ◆ Complete work on Strategy 2025 with our external stakeholders to map out the next phase of the organisation's development.



OUR IMPACT

Since 1996 JAI has worked with business leaders and school leaders all over Ireland. In that time, more than 30,000 business volunteers have enabled more than 900,000 students to enjoy JA programmes and workshops.

Despite the challenges posed by the premature closure of schools JAI recorded the following results in the 2019/20 school year.



47,597 students

in JA programmes & workshops



Partnered with

549 schools



Received the support of

168 organisations



1,703 volunteers

From the world of work

Entrepreneurship

ENTERPRISE IN ACTION



Supported by Citi Foundation JA Enterprise in Action encourages transition year students to examine the role of an entrepreneur and the benefits of entrepreneurial thinking in today's society. Over the course of a structured 5-week programme students review entrepreneurship and acknowledge the importance of developing entrepreneurial skills for future roles, as well as the value of 'intrapreneurship' and ethics.

"I found the programme really enjoyable and fun. It gave me the opportunity to use my industry knowledge in a way which helped the students learn more about the various enterprise topics. I also learned from the students and could see that the programme benefited us all".

Jamie Kelly, Volunteer,
Fexco

"The quality of the materials make it a pleasure to take part in the programme. The teacher was welcoming and the students were fun to be around and helpful in getting through the materials in a timely manner. I would highly recommend participation in the programme to anyone thinking of getting involved and afraid to take the leap".

Brenda Jordan, Volunteer,
Pramerica



A city is a place where a lot of people live, work, play, and go to school. So JAI volunteers help students build a city! Supported by Core the programme guides students to construct paper buildings, map out a city, plan their own restaurant business, create an advertising campaign and examine why banks are important.

2,000 3rd class students nationwide participated in Our City and developed a greater appreciation and understanding of business, enterprise and the variety of jobs that are available to them when they grow up.

“It was the most fun I’ve had volunteering. I would definitely be interested in partaking in another programme. The students were always happy to see me, and even made me a thank you card for my final session. The teacher was also a huge help, providing some much needed direction at times when the students became excited. Given that the school is in my local area in Dublin city centre, this made the experience all the more rewarding from a personal perspective.”

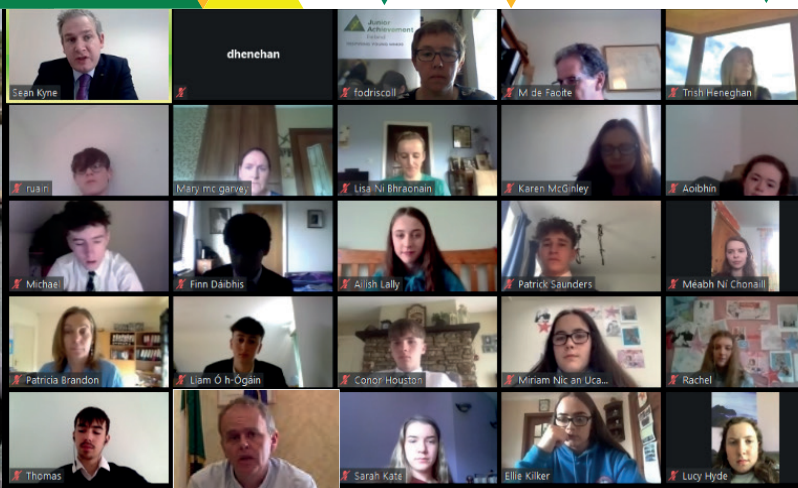
Shane Kiernan, Volunteer,
Core

“The children thoroughly enjoyed the Junior Achievement Programme and definitely developed a worthwhile basic understanding of aspects such as city planning, zoning, designing a menu and considering the business elements involved in starting up a restaurant.”

Eleanor O’Grady, Teacher
Scoil Chaitríona Senior, Renmore, Galway



CLÁR NA gCOMHLACHTAÍ



With local business volunteers acting as mentors and expert guides, Údarás na Gaeltachta Clár na gComhlachtaí provides opportunities for students aged 15-18 to enhance their understanding of the fundamental principles of enterprise and the market economy.

767 Transition Year students attending second level schools in the seven Gaeltacht regions across Cork, Galway, Donegal, Kerry, Mayo, Meath & Waterford created, operated and managed their own businesses as they moved from idea generation, to finance and production, progressing to marketing and sales.

The National Final took place virtually and saw regional final winners participate in online interviews following the submission of a detailed business report and creative promotional video, a true test of each student company's communication, digital and business skills.

The National Final was held online this year and we were delighted to be joined the Minister for Education and Skills, Joe McHugh TD, Minister of State for Gaeilge, Gaeltacht and the Islands, Senator Seán Kyne and Údarás na Gaeltachta, Príomhfheidhmeannach, Mícheál Ó hÉanaigh were on hand to commend the students on their work, and to share messages of encouragement and support.

Rí na bhFocal claimed the top award for their work on developing an Irish language board game that can be adapted to be played by children of all ages. The National Final winners from Pobalscoil Chorca Dhuibhne, Daingean Uí Chúis, Co. Kerry went forward to represent Ireland with distinction at the JA Europe Company of the Year Competition hosted by JA Portugal during a live virtual event.

“Our school was delighted to take part this year again in Clár na gComhlachtaí. The programme allowed the students to develop entrepreneurial skills and get an insight into the real business environment. Thanks to Junior Achievement and Údarás na Gaeltacht for this great opportunity.”

Sean Mac Suibhne, Principal,
Coláiste Na Carraige, Carrick, Co. Donegal

“Údarás na Gaeltachta Clár na gComhlachtaí, helps our students to improve life skills such as their communication and listening skills, decision making and presentation skills. They love to see their business idea turn into reality, even if they have to overcome setbacks in the process. The programme helps to foster a sense of entrepreneurship in them.”

Marie Ní Mhóráin, Teacher,
Coláiste Pobail Acla, Achill, Co. Mayo

Employability

CAREER SUCCESS



In partnership with Accenture, JA's employability programme integrates the Accenture Skills to Succeed Academy (S2S), a digital platform for use by senior cycle second level students. Effective Communication. Teamwork. Personal Brand. Interview Skills. Students practice and develop these skills as the JA business volunteer demonstrates their relevance to school, to work, and to life.

“The Career Success module was excellent and very relevant to Transition Year students. I think the students really benefited in preparing them for interviews and also for work experience.”

Ann McGreevy, Teacher,
Coláiste Éinde, Salthill, Galway

“I really enjoyed the programme and working with the students. It was a challenging experience which took me out of my comfort zone. I feel this particular program is very practical and teaches lots of life skills to the students which is vital for the working world”.

Eimear Whelan, Volunteer,
St. Dominic Credit Union

CAREER READY



Career Ready is managed by JAI on behalf of the Citi Foundation to enable 30 specially-selected senior cycle students' involvement each year in a range of activities designed to increase their work readiness including: being paired with a business mentor for 18 months, visiting workplaces, attending masterclasses, participating in an overseas educational trip and completing work placements.

This unique initiative is supported by a wide array of business and industry leaders who see the benefit for students as they come to recognise their potential, develop their employability skills, enhance their academic progress and introduce them to the world of work.

The 2017-2019 cohort comprised thirty students from St. Paul's CBS, North Brunswick St; Loreto College, Crumlin and Our Lady of Mercy, Beaumont.

"Career Ready has been an incredible opportunity for students to gain insights into the working world from a wide range of industries and professionals. Volunteer mentors from 'the real world' really do have a significant impact in helping students see the relevance of their studies and their post-school choices. Volunteers share their career journey which is vital not only in opening the students' eyes to the possibilities that are out there but also underlines the need to be driven and focused."

Mary Kelleher, TY Coordinator,
Loreto College Crumlin, Dublin 12

"Career Ready has changed my mind on the career I would like to pursue after school, I didn't consider a business or tech type career before but now I definitely will. I have been researching the grad programme and different courses, I have gotten a lot of motivation for my future."

Nadia Smith, Student, Our Lady of Mercy College,
Dublin 9

Financial Literacy

FINANCE YOUR FUTURE



Finance Your Future, developed with the generous support of MetLife Foundation, explores earning potential, balancing personal budgets, future planning, risk and insurance. By practicing these skills, senior cycle second level students come to realise the importance and impact of their education on their future.

990 students participated in Finance Your Future programme this year with a pilot of the programme taking place in a virtual classroom during term three.

“I found presenting the Finance your Future programme to be really worthwhile and I thoroughly enjoyed my time with the students in St. Aidans Community College. It was great to give back to my local area and help the TY students learn about how they can finance their future. By presenting the programme I felt that it was beneficial to both the students and myself as we both learned a lot from each other during the 5 weeks.”

Daniel Savage, Volunteer,
PWC

“This programme was a really positive experience for my students. Kelly, our volunteer was accessible to the students, interested, and encouraged all students to get involved in the discussions and team based activities she organised. She really helped students to understand the value of education.”

Sandra Keating, Teacher,
Presentation Secondary School, Waterford



The exciting world of science is all around us! Energize, delivered in partnership with Gas Networks Ireland, encourages 6th class students to continue with science in second level education and beyond and introduces them to the career opportunities available to them in the future.

Energize enabled 3,400 students to explore the world of science; health and wellbeing, forensics, energy, safety and light in a fun and exciting way.

"The students in St. Damian's thoroughly enjoyed fun, hands-on activities as part of the Junior Achievement programme. All materials were provided and Christina came well prepared with engaging lessons. The lessons are very apt and suitable for sixth class with clear links to the Irish curriculum. I would recommend these workshops to any school interested in STEM activities."

Sinead Counihan, Teacher,
St. Damian's National School, Dublin 12

"I had an amazing experience while delivering Energize, it allowed me to feel that I was giving something back to the community. The students were engaging in every activity, they were eager to learn and expressed interest about the world of work. It is a great way to motivate young minds to work hard and show them the importance of skills gained at school that are used in their progressive development in the future."

Jolanta Zinkeviciute Hoey,
Volunteer, Icon

THE POWER OF DESIGN



The Power of Design is an interactive design workshop for both primary and second level students, which was initiated in 2015 as part of Dublin City Council's Pivot Dublin submission.

This year 1,344 students learned about the importance of design in day to day life and the career opportunities in this field as well as received an introduction to the use of design as a tool for positive change. The Power of Design is supported by Dublin City Architects and the Centre for Excellence in Universal Design (CEUD),

"I thoroughly enjoyed my experience with the workshop. The class were fun and enthusiastic about the activities and designs. It was nice to see their understanding about different careers grow particularly after the career inventory activity."

Mark Lacomber, Volunteer, Optum

"The workshop was relevant to future career prospects of the children and relevant to everyday aspects to which children are exposed but didn't understand and for which they now have a more in-depth understanding."

Gavin McKenna, Teacher,
St. Joseph's CBS Primary School, Dublin 3



JAI partnered with Jaguar Land Rover (JLR) to launch the 4x4 In Schools Technology Challenge to raise awareness, interest and enthusiasm for STEM careers through the practical application of engineering, design & technology, mathematics and science.

The initiative, with its hands-on approach to learning, inspires students to broaden their skills, putting into practice their classroom learning and pushing the boundaries of their knowledge. It introduces students to basic electronics and coding, challenging them to develop their understanding and skills in technology that is the core of automotive development in companies today.

Students in eight schools worked to design and build, to exacting specifications, a radio-controlled four wheel drive vehicle. 10 industry mentors were recruited, vetted and trained by JAI to work with the students in the course of the challenge. Following months of work in their schools, six student teams, their teachers and mentors enjoyed a very successful national final hosted by the Engineering Department, Technological University of Dublin (TUD). Industry volunteers from several organisations gave their time to ensure all the students enjoyed a positive experience. Judges included volunteers from Engineering In Motion, Engineers Ireland, JLR, Junior Cycle for Teachers (JCT), Irish Air Corps, Penn Engineering, Sanofi and TUD.

“Taking part in the 4x4 challenge helped me develop confidence, problem solving skills along with a greater insight into graphic design and modelling. It helped me choose the subjects that I would like to study for the leaving cert.”

Student, 4x4 In Schools Technology Challenge

“I really enjoyed the whole programme but in particular the design stages, manufacturing and pit challenge at the National Final. Thank you to everybody involved for giving us this opportunity.”

Student, 4x4 In Schools Technology Challenge



The Futurewize and Smart Futures initiatives, facilitated by volunteers from STEM industries, are aimed at inspiring second level students to explore a new world of career possibilities that are opened up through the study of STEM related subjects.

Working with 12-14 year olds these volunteers serve as role models and highlight the importance and relevance of STEM subjects and their links to a huge range of potential career pathways. The content maps across four strands of the Junior Cycle science curriculum: Earth and Space, Chemical World, Physical World and Biological World and are each related to the world of work.

Run in partnership with Science Foundation Ireland (SFI) Futurewize and Smart Futures have reached nearly 24,000 students nationwide over the last three years.

“I really enjoyed the class, the students were very involved in each lesson and it was great to see that they were curious about STEM and wanted to know more about it!”

Grace Aribasoye, Volunteer, PM Group

“I was very impressed with the experience the students had. They were very excited and telling other teachers about it. This is a really excellent worthwhile programme”

Martha Nolan, Teacher,
Gorey Community School, Wexford

Stakeholder Feedback

STUDENTS



JA programmes inspire and motivate students to maximize their potential by valuing their education and seeing a future for themselves in the world of work. Student learning goals are evaluated regularly.

73%

feel different about the world of work after the Our City programme

80%

have a better understanding of how important it is to manage their money after the Finance Your Future programme

81%

are more likely to continue to study Science after the Energize programme

82%

have a better understanding of how to succeed in the world of work after the Career Success programme

TEACHERS



The support and feedback of our partner schools and teachers is instrumental in ensuring the educational impact of JA programmes.

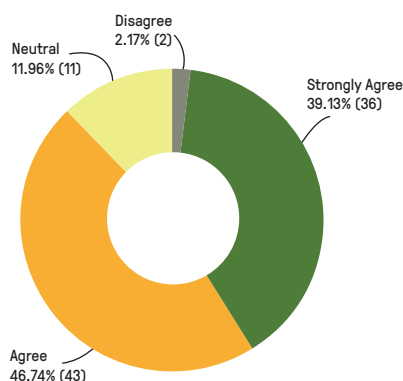
Thank you to the 96 teachers from 87 schools nationwide who completed our survey this year.

97% of respondents said their students responded well to the opportunity to work with a business volunteer while

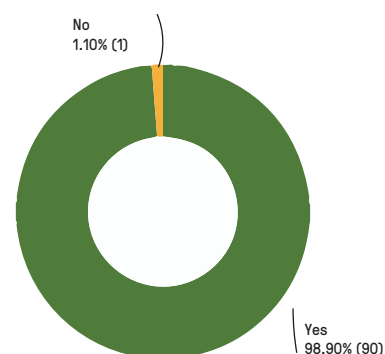
86% believe the JA experience increased their students' understanding of the value of staying in school while

96% said it enhanced the relevance of their students' in-classroom learning.

The JA experience increased my students' understanding of the value of staying in school



Would you recommend a JAI programme to your colleagues?



BUSINESS VOLUNTEERS



JAI volunteers are role models from the working world who donate their time and expertise to inspire the next generation.

263 respondents provided feedback on their JA experience this year. With thanks to all those who took the time to share their views, some key findings include:

98%

said JAI staff provided the required level of preparation

95%

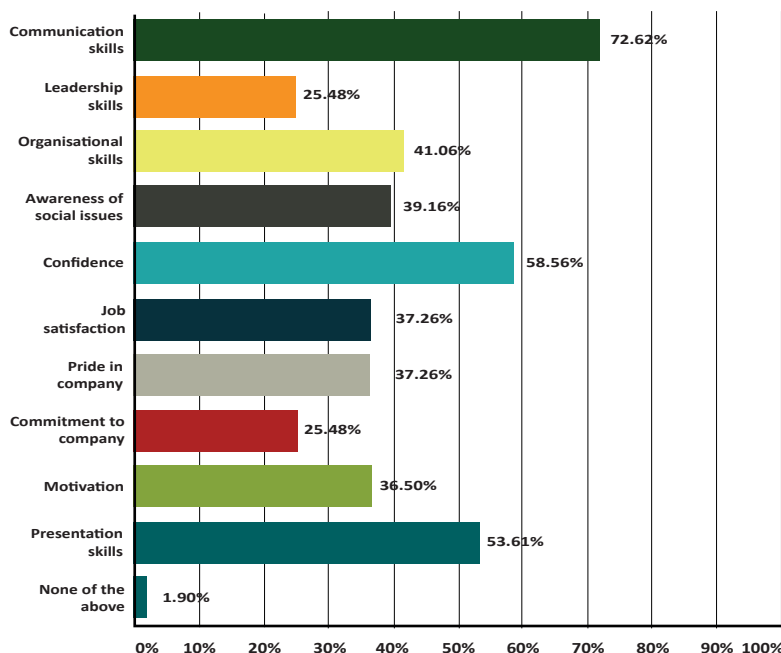
believe students responded well to the opportunity to work with a business volunteer

98%

would volunteer for JAI again

99%

would recommend volunteering with JAI to colleagues



Volunteers reported the following benefits after their JAI experience:

73% found their participation enhanced their communication skills

59% reported a boost in confidence

53% reported improved presentation skills

41% reported improved organisational skills

37% felt enhanced pride in their company as well as job satisfaction



Investing in the Future: Inspiring Young Minds

By Kaitlyn Platt, Delivery and
Programme Manager at Avanade

After completing the first session of the Our World programme, I found myself reflecting on what I expected of the programme versus what my experience was.

A bit of truth time – **I am not great with children.** Some people have an absolute knack. I, however, lack that completely.

Now a bit of history. I moved to Dublin, Ireland, from Ottawa, Canada at the end of September 2019. In an effort to better integrate with the office and the city, I said yes to pretty much everything: including Junior Achievement Ireland.

My expectations: I had little knowledge of Junior Achievement, but I truly believed it was primarily targeted at high school aged students.

How wrong I was.

And more importantly, **how glad I am that I was wrong.**

After some back and forth with Junior Achievement the class I was paired with were made up of eleven year olds.

ELEVEN YEAR OLDS.

Imagine my panic. But, as a professional, I was ready to power through. Its five sessions, 40mins per session on topics I am very comfortable with.

I walked into my first session completely nervous. I hoped I wouldn't speak too fast, use words I couldn't define easily, or do something embarrassing or ridiculous. I'd really never done anything like this – my days of mentoring including high school students, university students, and new hires. What on earth could I tell a bunch of 11 year olds about my job? Hell, I can't even explain my job to my parents. "I'm a professional problem solver," I would say, "Except my problems can usually be fixed with technology!" Lol, what? No idea.

I've delivered presentations to potential clients, to difficult clients, to even more difficult leadership, I've been a teaching assistant, a case competitor, and a panellist. Nothing in the world prepared me for the wide eyed, comment-less stare of a class of 11 year olds.

In an instant, I found myself becoming more animated, talking slower and more deliberately, asking open questions, praising and encouraging participation ... and getting just as excited as they were getting about the topic and the game about resources they got to play.

I left that first session knowing I could do this, and I could do this well ... but more importantly, I was loving it. I looked forward to my next session, I looked forward to seeing my kids again.

The next four sessions passed in a flurry of hilarious improv, super star students, big idea presentations, and silliness that I think on fondly whenever I think of that class.

You may not know much about Junior Achievement – but this programme targets less privileged areas, with the intention to keep these kids in school and show them how big and exciting the world is. I don't think I have known many more noble causes than this, but all of a sudden I felt myself invested in them and their futures. I want them to succeed so badly.

I don't know what I really expected coming out of the experience – but after getting to immerse myself in a city that I'm not from, and give back in any way I can ... I'm not sure I have had a more rewarding experience.

A special thank you to Avanade UK & I, Microsoft, Junior Achievement, and the best teacher I could ask for in Sarah. We had a ton of fun, and I cannot wait to meet my next class.

Volunteering is an amazing option for giving back – your time is invaluable, and most organizations can help connect you to organisations that need someone just like you. Better yet, talk to your company about Junior Achievement, you could be the difference.

Highlights Reel

THE ENTREPRENEURIAL SCHOOL AWARDS (TESA)



The Entrepreneurial School Awards (TESA) accreditation was awarded to 94 primary and second level schools from around the country who were recognised for their outstanding commitment to entrepreneurship education at the inaugural summit hosted by Microsoft.

The TESA Summit, which was ably led by Master of Ceremonies Dr. Aoibhinn Ní Shúilleabháin, was an ideal opportunity to celebrate the work of educators across Ireland in developing entrepreneurial skills in students and to share best practice in a unique and inspiring venue. Entrepreneurship education covers all activities that seek to give individuals the skills, knowledge and attitudes required to achieve the goals they set for themselves to live a fulfilled life.

Delivering the keynote Professor Tom Cooney, Professor in Entrepreneurship at Technological University Dublin and convenor of the TESA evaluation panel said: **“Entrepreneurship education affords many benefits to young people on an individual and team level. Students acquire life-skills such as identifying and evaluating opportunities,**

using available resources to develop an idea, joining or building a team of people with different abilities, staying positive when faced with challenges, applying creative thinking to solving problems and learning from failure as well as success”.

A range of specially-commissioned masterclasses were enjoyed by all attendees. They included Microsoft’s Digital Transformation workshop, a Design Thinking Sprint led by Professor Jonathan Levie and his team from NUI Galway, and a Microsoft workshop on Ed Tech for 21st Century Educators.

Gort Community School in Co. Galway was announced as the overall winner, while the other category award winners, based on enrolment size, were: Darley National School, Cavan; Our Lady of Consolation School, Dublin 5; St. Ursula’s Primary School, Waterford and Mercy College, Sligo.

Gort Community School went on to represent Ireland at The Entrepreneurial Schools awards, which took place in Helsinki as part of the European Vocational Skills Week.

MY FUTURE MY BUSINESS FOR CORK STUDENTS



The 'My Future, My Business' project, supported by the Tomar Trust, offered 850 1st and 4th year students from nine second level schools in Cork City and County an opportunity to complete a six week programme to consider future careers and gain insights into real-world working environments. This year students enjoyed visiting participating companies such as RED FM, McKesson Healthcare, Vienna Woods Pairc Ui Chaoimh, EPS Group, Blizzard Entertainment; Voxpro; Wisetech; CoreHR and Teamwork.

Volunteers within our host organisations found the Workshops in the Workplace to be rewarding, as well as an effective way of providing students with an overview of careers and opportunities that are available to them in the future.





In the seventh year of the 'Be Work Ready' programme for second level students, 40 Barclays volunteers worked with 108 senior cycle students from three schools, Presentation Convent Secondary School Dublin 8, O'Connell's CBS Dublin 1, and Trinity Comprehensive Dublin 9 to encourage help students identify their skills, think about what success means to them, and practice their communication skills. The workshops culminate in mock interviews hosted in Barclays' offices which provide students with the chance to prepare and practice for their future entrance to the world of work.

"I feel like I learnt more about my future because I thought more about my skills. I felt a little nervous about the interview but afterwards I felt good and more confident for my next interview. After the talk I felt more informed and now my pathway to my career is clearer."

Student, O'Connell's CBS,
North Richmond Street, Dublin 1

"The Be Work Ready programme improves students' communication skills, inspires students to focus on their future and gives them real life experience of the working world. It is an amazing opportunity for the students to see a formal professional environment but it is seen as attainable for them."

Amy Lawlor, Teacher,
O'Connell's CBS, North Richmond Street, Dublin 1

GALWAY STUDENTS PLANNING ON SMART FUTURES



Students from Merlin College were welcomed to Galway City Council by Councillor Mike Cubbard, Mayor of Galway after their Smart Futures programme where they learned about the development plans for Galway into the future. Galway City Council partnered with JAI to help students of all ages to understand the important role that education will play in shaping their futures. Over 300 students took part in the partnership project this school year and learned from volunteers about the diverse range of careers available in the local authority and the role that Galway City Council plays in their community.

3 YEAR BRIDGE TO EMPLOYMENT FOR LIMERICK STUDENTS



Johnson & Johnson Vision and JAI, in collaboration with Ardscoil Mhuire, Corbally and Thomond Community College, Moylish Park, launched the Bridge to Employment (BTE) programme which will serve 50 transition year students through to the completion of their Leaving Certificate.

Over the three years of this project, students will be given the opportunity to participate in a range of activities such as work experience placements at Johnson & Johnson Vision, visiting third level campuses, attending workshops, receiving valuable career advice from J&J mentors and also participating in JAI's 'Career Success' programme. This unique opportunity will provide the selected students with a comprehensive level of support and guidance as they progress through senior cycle.

The first year of the programme was signed off in style as the students participated in a motivating webinar featuring Nicola Connolly-Byrne from I AM Positive Mindset.



This year more than 500 students in schools across the country were guided through interactive workshops on climate change by volunteers from the Environmental Protection Agency (EPA) during Science Week.

The EPA environmental workshop is just one of many opportunities afforded to students thanks to the EPA's support of JAI since 2016. In that time 134 volunteers have reached more than 3,200 young people through JA programmes designed to encourage young people to remain in education and help them to develop the skills they need to succeed in a changing world.

In their work with the volunteers, students learned fun facts about the science of global warming and climate change and its implications in Ireland and across the world. The students went on to participate in hands-on activities which included creating a tornado in a jar and building a weather vane.

The students also heard findings from the latest climate change research which shows that Ireland's climate is changing in line with global patterns.

WEXFORD COUNTY COUNCIL OPEN STUDENTS' EYES TO CAREER CHOICES



Transition Year Students from Presentation Secondary School received a fantastic introduction to the world of work at the 'Wexford County Council Careers Expo'. The inspiring Careers Expo was an opportunity for the students to learn about working life in Wexford County Council and the roles in the different departments.

The event kicked off with talks from staff within the Council who spoke about the roles available within the community as well as their own educational and career paths. The students then participated in workshops that explored the connection between what the students are studying at school and the working world, entrepreneurship and ethical decision making in business.

David Minogue from Wexford County Council said: "it was a pleasure working with students from Presentation Secondary School; the workshop was designed to challenge and inspire students as they plan ahead for their future careers as they explored entrepreneurship, roles within the council and were given an opportunity speak to staff from the council. Their level of focus on their future was very impressive."

SAFETY FIRST



At the beginning of the school year JAI in partnership with Gas Networks Ireland called for entries to its carbon monoxide safety poster competition from all the students who completed the in-classroom Energize programme. The popular initiative raises awareness of Carbon Monoxide and the dangers that it can pose in our homes.

Congratulations to our three term winners from Ballybrown National School, Limerick; Stanhope Street National School, Dublin 7 and Gaelscoil Uileog De Búrca, Claremorris, Co Mayo. Each winning submission won an iPad for their class generously donated by Gas Networks Ireland.

DUBLIN STUDENTS CELEBRATE BEING CAREER READY

Students from three Dublin schools - St. Paul's CBS, North Brunswick St; Loreto College, Crumlin and Our Lady of Mercy, Beaumont - graduated from the unique Career Ready programme for senior cycle students at a special event hosted by AIB at its new HQ on Molesworth Street, Dublin 2.

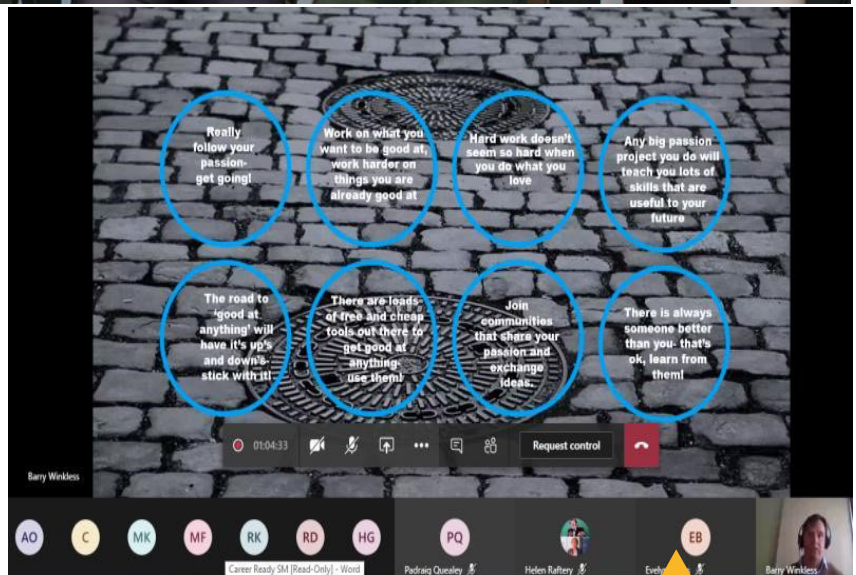
We were delighted that Lord Mayor Tom Brabazon was able to join the celebrations and his address underlined for the students how proud we all are of their achievements as we joined with their teachers, mentors and families to wish them every success in the future.

The overall aims of this Citi supported Career Ready initiative are to help students to recognise their potential, to develop and increase their employability skills, support their academic work and introduce them to the world of work over the course of 18 months.



A NEW COHORT GOES VIRTUAL

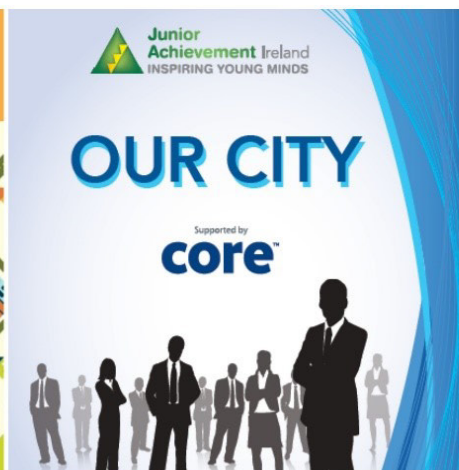
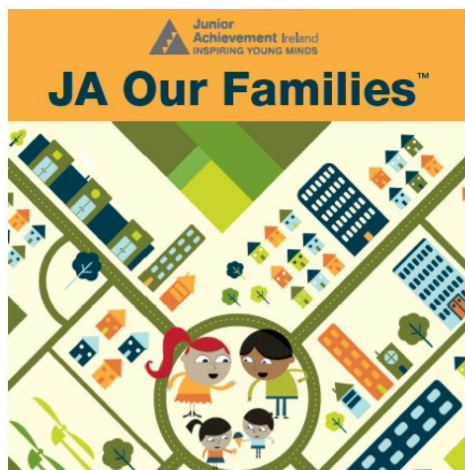
Due to the effects of the public health situation 72 mentors and students took part in a virtual 'meet and greet' and participated in a fascinating Masterclass on The Future of Work from Barry Winkless of Cpl during the launch of Career Ready 2020-2022.



JAI @ HOME RESOURCES

While recognising that every school, and every student, had varying degrees of access to resources and online capabilities JAI did what we could to assist in the continuity of student learning after schools closed prematurely. To that end we made a portfolio of our academic resources available online for use by teachers and those home schooling. The resources were all aligned with the formal curriculum, easy-to-use and had been successfully facilitated by thousands of volunteers in schools nationwide. The resources were modified for use in self-directed learning or reshaped as an extended learning opportunity to allow for use in the home.

We were delighted that our JAI @ Home Resources website page was visited 9,000 times over the following months.



INSPIRING STUDENTS TO SHAPE THEIR FUTURE



Designer Marta Sikora virtually delivered The Power of Design workshop to students in Our Lady of Consolation National School, Dublin 5 as they explored design careers, how the world around us is designed and what they would do if they had the power to make their world work better.

Since its launch in 2015 5,000 students have participated in the workshop, supported by Dublin City Council and The Centre for Excellence in Universal Design (CEUD), facilitated by 212 design volunteers. The initiative is going nationwide in the next school year.

FINANCIAL LITERACY TO THE FORE



Students from Rosemont Secondary School, Sandyford practiced their money management skills through a blended learning version of the Finance Your Future programme, which is supported by the MetLife Foundation.

Volunteer Morganna Pearse from Microsoft facilitated a pilot of the programme through MS Teams and the students thoroughly enjoyed real-to-life topics like balancing their own personal budget, learning about importance of saving as well as an introduction to pensions.

Thank you to Morganna and Rosemont Secondary School for assisting us as develop our blended learning programmes which will be ready for the next school year.

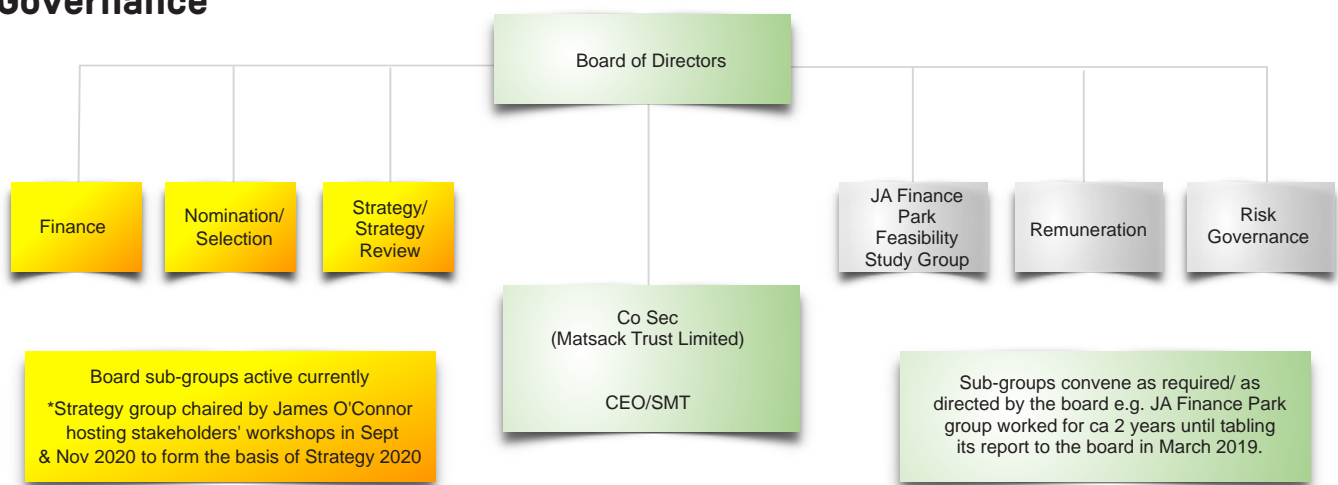
Legal Purpose

The main object for which the company is established is to develop and implement and assist in the development of economic education programmes for young people.

In pursuit of this aim:

- Our organisation is a company limited by guarantee registered as Junior Achievement/ Young Enterprise Limited since 05/03/1996 with CR0. The Company Registration Number is 245655.
- We are governed by our Constitution as amended by special resolution on 2 March 2016.
- CHY number issued by Revenue Commissioners: CHY 11921.
- At the board meeting held on 15th February 2017 it was agreed that Matsack Trust Limited would be appointed as Company Secretary, replacing the CEO who formally resigned as Company Secretary at the same meeting.
- Board membership is currently nine. Each board member is listed as director with the CR0.

Governance



Board sub-groups are established to serve specific functions (e.g. Finance) and others are convened on an ad-hoc basis (e.g. Strategy Development Group). The work of each group is covered by a terms of reference approved by the board.

- JAI is a signatory of the Governance Code Principles Statement (www.governancecode.ie) and included on the Register of Compliance for The Code of Governance.
- JAI is signed up to the Statement of Guiding Principles on Fundraising (www.ictr.ie).
- A calendar of meetings is scheduled a year in advance with the board normally meeting on a quarterly basis. Our AGM is usually held in May.
- Annual targets are agreed with the board and updates provided quarterly at each board meeting.
- Board meetings review progress versus success metrics and board sub-groups.
- Succession planning is in place – the Vice Chair assumes Chair. In line with good practice in succession planning and to maintain a strong board, candidate-directors are nominated in line with our recruitment and nominations process under the leadership of the Vice Chairman.
- The CEO is accountable to the board and entitled to attend all board meetings (CEO is not a director).
- The Finance Committee meets quarterly (and as required) to submit reports to the board.
- The board is relatively diverse, i.e. comprises directors from an array of industries and with a mix of public and private sector experience and expertise.
- Junior Achievement Ireland (JAI) is affiliated to Junior Achievement-Young Enterprise Europe (JA-YE Europe - www.ja-ye.org) and JA Worldwide (JAWW - www.jaworldwide.org).

Nine directors, each serving in a voluntary capacity are listed below, including appointment dates:

- Alan Markey, Noden (Chair) 22/10/2014
- Andrew Moore, AIG 05/02/2020
- Cathnia Ó Muircheartaigh, NAPD 06/03/2019
- James O'Connor, Microsoft 29/08/2018
- Paula Neary, Accenture 10/06/2019
- Patrick Spicer, Matheson (Vice Chair) 28/07/2015
- Rosemarie Dizon, MetLife 23/10/2019
- Sinead Henshaw, Citi 27/04/2016
- Sandra Mollen, BNY Mellon 19/10/2016

Five expert volunteers serve on the finance committee:

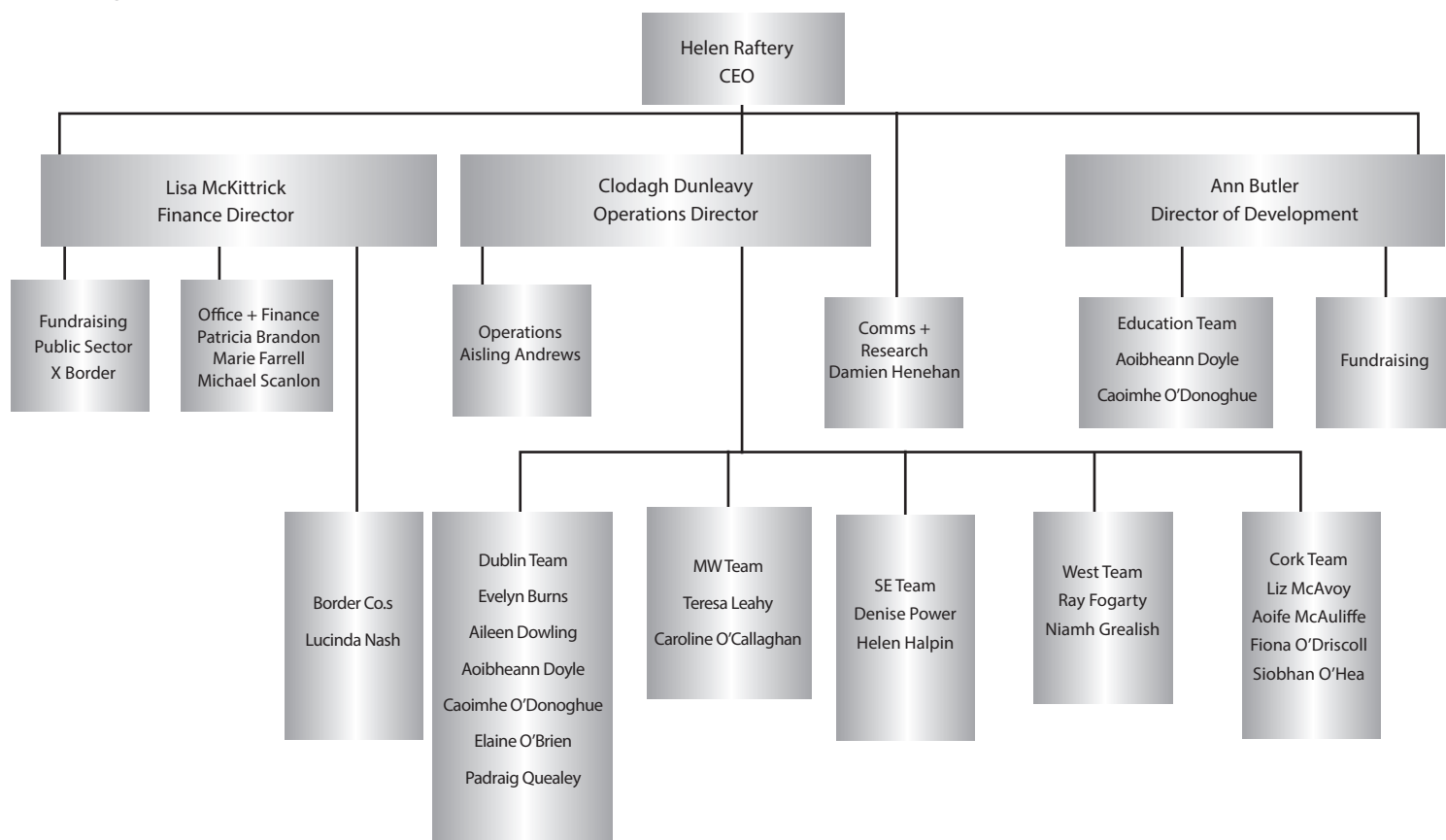
Director Andrew Moore, (Chairman); Alan Cuddihy, Grant Thornton (formerly Deloitte); Alan O'Brien, EY; Claudia Strauss, AIB & David Woodward, Accenture,

Two additional volunteers serve as Trustees on our pension fund.

The JA Finance Park steering group was overseen by four other expert volunteers.

A team of experts from Deloitte carried out an extensive review and audit of our IT. We are grateful to all of these volunteers for their time and expertise.

Organisational Structure





**Junior
Achievement** Ireland
INSPIRING YOUNG MINDS

We would be delighted to hear from you if you have any queries, suggestions or comments on any of our programmes, please email info@jai.ie

Junior Achievement Ireland, Homestead, Sandyford Road, Dundrum, Dublin 16

Registered in Dublin, Ireland. Company Registration No. 245655. Charity No. CHY 11921.

