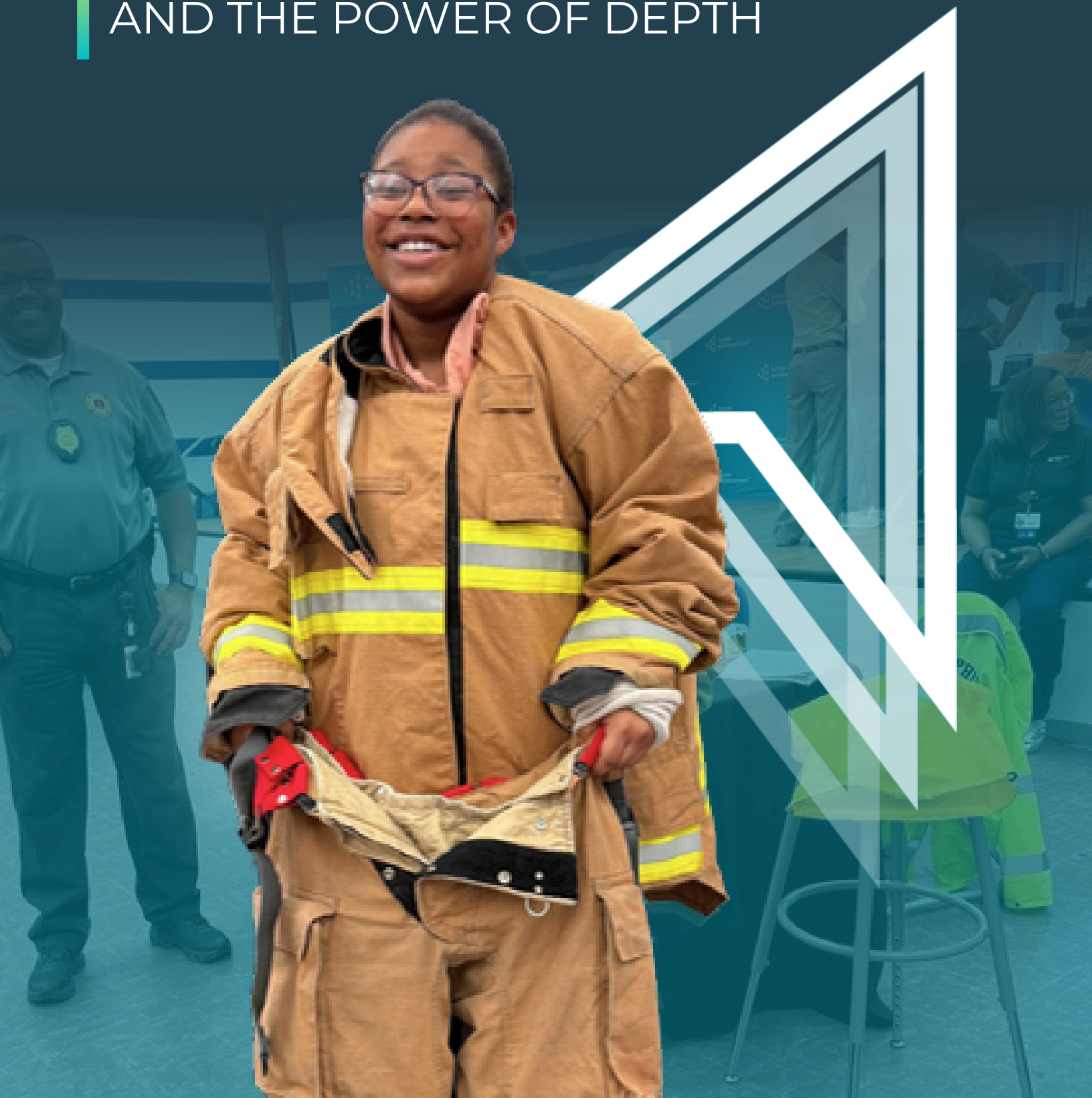
Junior Achievement®

BUILT TO LAST

TRIPLE PLAY, LAYERED LEARNING, AND THE POWER OF DEPTH



DEAR FRIENDS,

Something big is happening here at Junior Achievement of Memphis and the Mid-South.

We have long shared the increasing numbers of students and schools we serve across 71 counties in Tennessee, Mississippi and Arkansas. But now we have also begun to focus on how to increase our impact on each of the students we serve, including what happens when they participate in three Junior Achievement programs in the same school year. **We call it our JA Triple Play, and we're beginning to see the change that can happen for our children when administrators, classroom teachers and the students themselves make that kind of deep commitment, especially over time.**

A school becomes a Triple Play school when they participate in three or more Junior Achievement programs in one school year. Even more powerful is the Layered Learning that comes when a school commits to teaching at least one JA program per grade level across three consecutive years.

As Gestalt Community Schools CEO Yetta Lewis put it, her high schoolers "already know the language of business, things like target audience and cost to create a product or service. They reflect on language that starts as early as elementary school, but now it makes sense to them."

That's the whole idea. Rick Fogelman, a Junior Achievement Board Member, said it simply after his first day teaching JA in a Day at Jackson Elementary: it starts with "learning the basic language of careers." Give a student that vocabulary early, and build on it year after year, and by high school they're not just familiar with economic concepts – they're fluent in them.



Above: JA High School Heroes from Power Center Academy High School, a JA Triple Play School.

On the cover: A student from Power Center Academy Southeast getting hands-on learning at JA Inspire Career Exploration Fair.



Students from Maxine Smith STEAM Academy, a JA Triple Play School, running JA BizTown.

Inside this report, you'll see which of our school partners have reached each of those levels, and you'll meet Dr. Lawrence Hudson, Superintendent of the Western Line School District in Mississippi, who is going all-in on Junior Achievement programming from kindergarten through 12th grade as part of his district's push for statewide recognition.

Because, let's face it, **to be able to choose a future of economic mobility and build the career you want, you need a firm foundation, including some language and concepts, first.** From second graders playing a pizza-making game at JA in a Day to learn about costs and profits to a high schooler perfecting a business plan they started in the eighth grade, we help our children build their vocabulary and their skills, year by year, class by class.

We know how to do this work; years of perfecting the JA curriculum and developing relationships with educators at the neighborhood, city, county and state levels have shown us how best to collaborate for our students' success.

Now we need to keep adding more Triple Play schools and layered learning opportunities for ALL of our children, no matter where they live. We can do it, with your help.

Think of it as helping us build the vocabulary of the American dream.

Sincerely,



LEIGH MANSBERG
President & CEO



CONGRATULATIONS TO OUR TRIPLE PLAY SCHOOLS

JUNIOR ACHIEVEMENT TRIPLE PLAY SCHOOL:
when one school participates in three or more JA programs in the same school year.

1,030 STUDENTS REACHED

ARLINGTON MIDDLE

JA BizTown · JA Finance Park · JA It's My Future

1,009 STUDENTS REACHED

GERMANSHIRE ELEMENTARY

JA BizTown · Career Speaker Series · JA in a Day

746 STUDENTS REACHED

PCA HICKORY HILL HIGH

Business & Technology II · Career Success · Economics 2.0 · Entrepreneurial Mindset · High School Heroes · It's My Job

542 STUDENTS REACHED

HANLEY ACADEMY K-8

JA BizTown · Career Speaker Series · JA in a Day

512 STUDENTS REACHED

KEYSTONE ELEMENTARY

JA BizTown · Career Speaker Series · JA in a Day

504 STUDENTS REACHED

WINCHESTER ELEMENTARY

JA BizTown · Career Speaker Series · JA in a Day

TRIPLE PLAY SCHOOLS

CONTINUED

390 STUDENTS REACHED

MAXINE SMITH STEAM ACADEMY

JA BizTown · Career Speaker Series · JA Finance Park · JA It's My Future 1.0

375 STUDENTS REACHED

HICKORY RIDGE MIDDLE

Career Speaker Series · JA Finance Park · JA It's My Future 1.0

374 STUDENTS REACHED

PCA HICKORY HILL MIDDLE

JA BizTown · Career Speaker Series · JA Finance Park · JA It's My Future 1.0

200 STUDENTS REACHED

E.E. JETER K-8 SCHOOL

JA BizTown · Career Speaker Series · JA Finance Park

182 STUDENTS REACHED

LOWRANCE K-8 SCHOOL

JA BizTown · Career Speaker Series · JA Finance Park

158 STUDENTS REACHED

IDA B. WELLS ACADEMY

JA BizTown · Career Speaker Series · JA Finance Park

JOIN THE JA TRIPLE PLAY MOVEMENT.

Scan the QR code to bring JA programs to your school.

"IT STICKS WITH THEM"

THE VIEW FROM A LONGTIME JA EDUCATION PARTNER

Gestalt Community Schools have gone way beyond Triple Play status – the five schools in this Memphis charter network now use Junior Achievement curriculum from Kindergarten through 12th grade. (There will soon be seven Gestalt schools; two more K-8 schools are planned for Jackson, TN.)

Gestalt CEO Yetta Lewis sees the benefits throughout the network, but especially once her students get to high school. Power Center Academy (PCA) high schoolers "already know the language of business, things like target audience and cost to create a product or service," she said. "They reflect on language that starts as early as elementary school, but now it makes sense to them."



JA High School Heroes from Power Center Academy High School practicing the JA in a Day curriculum before they begin facilitating the program in K-5 classrooms across the region.

At the end of each school year, she judges a Shark Tank-like business competition at PCA, with prizes for Business Plan of the Year – a plan that students begin working on through their JA curriculum as early as middle school.

"They do a business plan in eighth grade, but by high school, the [students] have the knowledge base to really pressure-test their ideas."

"Another benefit of Junior Achievement is the volunteers and experts we can put in front of [students]," Lewis said. "We've had a lot of partners we met through Junior Achievement who were able to say, 'Not only are we going to give them feedback, we're going to take them under our wing.' This summer we have students who are working with a consultant from Simmons Bank on the financial model for their business plan."

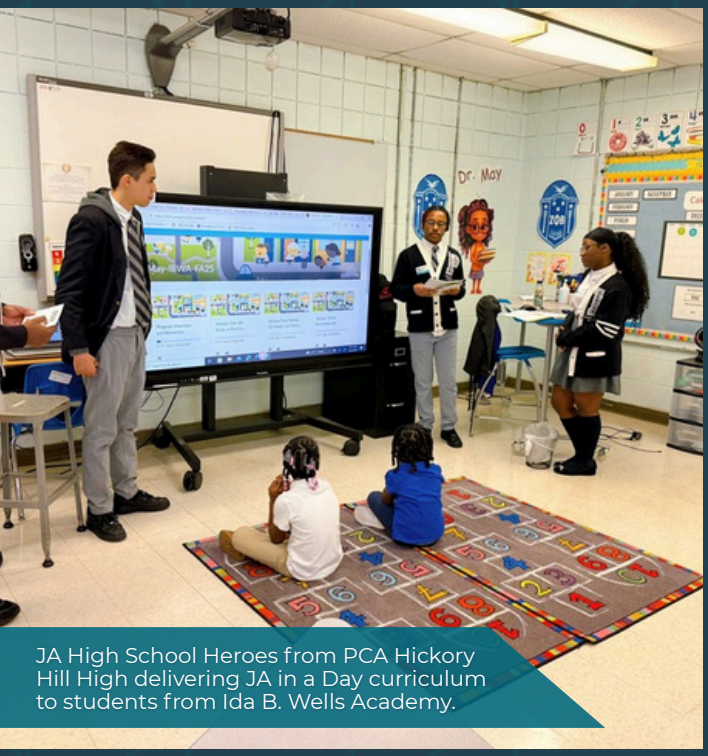
Even if a child doesn't eventually become an entrepreneur, Lewis is clear about the benefit of multiple years of the layered learning curriculum Junior Achievement provides. **"JA gives them a set of tools for problem-solving, especially the ability to solve problems in your local context or community."**

"When they come back from JA BizTown (in sixth grade), there's some aspect of community that they feel like they have a window into now, and it sticks with them."

Becoming this deeply involved with Junior Achievement isn't just about field trips, of course; educators must become active participants.



Students from Power Center Academy Hickory Hill and Southeast at their JA BizTown Town Hall meeting.


JA High School Heroes from PCA Hickory Hill High delivering JA in a Day curriculum to students from Ida B. Wells Academy.

"Junior Achievement provides rich, curated material and great resources, because professional development for teachers is so important," Lewis said. "The folks that work for Junior Achievement come from the education sector and understand the daily lives of teachers and how JA fits in. It never feels like an add-on."

She's also clear about the power of using multiple parts of the Junior Achievement curriculum. "To have JA in only one section or grade level breaks the continuity of the power of what it could be."

> **"We realized you've got to create a pipeline for this work in order to see a 12th grader create a successful business plan or to say 'I might not want to run my own business, but I do want to do something here in Memphis.'"**
> **-Yetta Lewis,** *CEO, Gestalt Community Schools*

LAYERED LEARNING

Layered Learning schools deliver one JA program per grade level across three consecutive years — building on what students learned the year before. The result is not three separate programs but one cumulative curriculum arc. As more schools have completed their three-year commitment, the reach of this model has grown dramatically.

The longer a school stays in, the more students benefit — and the deeper the learning goes.

13
SCHOOLS
FOUNDATION YEAR 2023-2024

6,626
STUDENTS
2024-2025 PROGRAM YEAR

11,824
STUDENTS
2025-2026 PROGRAM YEAR

SCHOOL	YEAR 1 (2023-2024)	YEAR 2 (2024-2025)	YEAR 3 (2025-2026)	TOTAL STUDENTS (YEAR 3)
COMPASS COMMUNITY SCHOOL - BERCLAIR	JA BizTown	Career Speaker Series (6th-8th)	JA Finance Park Entry	126
COMPASS COMMUNITY SCHOOL - FRAYSER	JA Biztown (6th)	Career Speaker Series (7th)	JA Finance Park Entry (8th)	75
E.E. JETER K-8	JA in a Day & JA Biztown (5th)	Career Speaker Series (6th)	JA Finance Park Entry (7th)	252
FORD ROAD ELEMENTARY	JA in a Day (K-3rd)	Career Speaker Series & JA in a Day (K-4th)	Career Speaker Series & JA in a Day (4th-5th)	1,406
GERMANSHIRE ELEMENTARY	JA in a Day & Career Speaker Series	JA in a Day & Career Speaker Series	JA in a Day, Career Speaker Series, & JA BizTown	3,379
HANLEY PREK-8 ACADEMY	JA in a Day (K-3rd)	JA in a Day (all grades)	JA in a Day & Career Speaker Series (all grades)	1,463
PCA HICKORY HILL HIGH	Career Speaker Series	Business Communication	Business and Tech 2 & JA High School Heroes	947
IDA B. WELLS ACADEMY	Career Speaker Series	JA Our Regions (4th)	JA Our Nation & JA BizTown (5th)	415
JACKSON ELEMENTARY	JA in a Day (K-3rd)	JA in a Day (1st-4th)	JA in a Day (2nd-5th)	964
LAROSE ELEMENTARY	JA in a Day	JA in a Day	JA in a Day	599
LEVI ELEMENTARY	JA in a Day	JA in a Day	JA in a Day	897
LOWRANCE K-8 SCHOOL	JA BizTown (6th)	Career Speaker Series (7th)	JA It's My Future 1.0 (8th)	161
BALMORAL RIDGEWAY ELEMENTARY	JA Our City (3rd)	JA Our Region (4th)	JA BizTown (5th)	140



“IT GAVE US ALL SUCH A GOOD FEELING ABOUT OUR SCHOOLS.”

The drawing has a place of honor on the desk in Rick Fogelman’s office: It shows the sinking of the Titanic, from the movie, by Bryan, a second-grader from Jackson Elementary, who was part of the first class Rick and his Fogelman colleagues taught through JA in a Day.

“It was touching and so unexpected,” Rick said of the gift, which was labeled, “To Rick from Bryan.” “I had mentioned to him at one point during the day that I thought he was really a great artist.”

The drawing is a constant reminder for Fogelman, a Junior Achievement Board Member and Co-CEO of Fogelman Properties, of why he’s such a devoted supporter of Junior Achievement of Memphis and the Mid-South – and how special that first day at Jackson Elementary was.

“It gave us all such a good feeling about our schools,” he said.

Jackson Elementary is one of Junior Achievement's Triple Play standouts, because their ongoing participation in JA in a Day gives their students a chance to encounter important economic concepts over three or more years, cementing their knowledge.

"**We talked about what a community is, and what it takes to make a community successful,**" Fogelman said. "We talked about occupations. There was a pizza-making game where you had to put ingredients on a pizza, but we also talked about where the ingredients come from and how you pay for the workers who make the pizza. Then you have to figure out how to sell it for more than it cost to make it."



Rick Fogelman helping a student with the Pizza Game during JA in a Day at Jackson Elementary.

Learning the basic language of careers and the economy are the first steps in a commitment to layered learning that is built into all Junior Achievement programs, which is why it's so important for schools to become long-term partners with JA and their volunteers.

That layered learning is powerful: The second-graders that Rick and his colleagues taught all those years ago have continued to learn more each school year about how to choose a career, understand money and build their community.

For Fogelman, his company's multi-year commitment to volunteering for Junior Achievement is "a way of giving back, a way of fulfilling JA's mission to make every child world ready," he said.

"It really feels like we're making an impact."

A MISSISSIPPI DISTRICT GOES ALL-IN WITH JA

When Dr. Lawrence Hudson, the Superintendent of the Western Line School District in Avon, MS, near Greenville, went to hear Junior Achievement CEO Leigh Mansberg speak to his local Rotary several years ago, he already knew that his goal was to earn the prestigious designation of Mississippi School District of Innovation.

What he heard at Rotary gave him the idea for some of the tools he knew he'd need to achieve his goal.

"You have to have programs for every student, and JA has programs for kindergartners all the way through 12th grade," he said. "I knew Junior Achievement was the piece I needed because they also collaborate with the community to gain support, bring people in. I knew they were everything I needed to get this recognition approved."

The district was recognized, and Dr. Hudson will begin his collaboration with Junior Achievement in the fall of 2026, including JA in a Day for his K-5 students and JA BizTown in the sixth grade. "Then we'll move into seventh and eighth grade curriculum and when they get to high school, students will actually take semester courses for college credit through Junior Achievement," he said.

He's excited about the learning to come for the more than 1,700 Western Line students.

> **"In a couple of years, you're going to have to catch me. I'm on the move!"**
> **-Dr. Lawrence Hudson,** *Superintendent, Western Line School District*



Dr. Lawrence Hudson (center right) and the Western Line School District team on a visit to Junior Achievement.

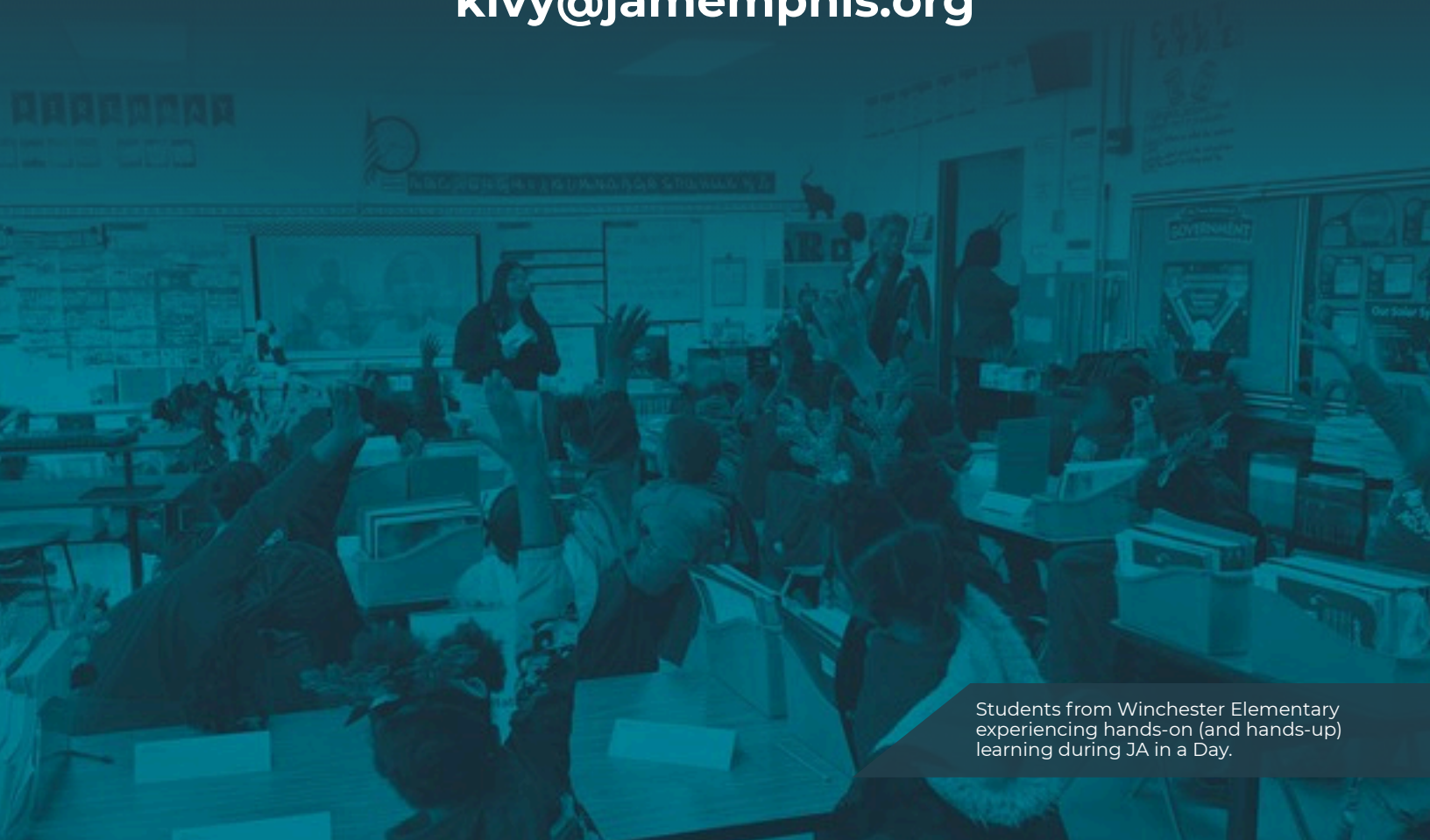
Junior Achievement®

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BRING THE POWER OF JUNIOR ACHIEVEMENT TRIPLE PLAY TO YOUR SCHOOL.

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Students from Winchester Elementary experiencing hands-on (and hands-up) learning during JA in a Day.