

LEARNING EXPERIENCE BRIEF

JA It's My Future[®] 1.0

JA IN A DAY

► Work and Career Readiness

JA It's My Future offers practical information about preparing for the working world while still in middle school. Upon completing the learning experience, students will be able to research potential careers in keeping with the interests and skills they hope to develop, and learn how to plan for and keep a job. Students will develop the personal-branding and job-hunting skills needed to earn a job.

The JA in a Day model, based on core content from *JA It's My Future*, consists of five 45-minute sessions led by a volunteer. At the conclusion of the *JA It's My Future* JA in a Day, students will be able to represent themselves professionally, research potential careers, and learn how to plan for a job by writing a resume and conducting themselves appropriately during an interview. They will recognize the importance of technical and soft skills in meeting employer expectations and keeping a job.

Join Junior Achievement's national network of volunteers and help students in your community connect the dots between what they learn in school and the "business of life"—work readiness, entrepreneurship, and financial literacy.

CURRICULUM OUTLINE

My Brand

Students learn that they have their own personal brand and that the brand they build today will reflect on them in the future. They examine well-known logos to learn how individuals and companies create their brands and build their reputations. They assess their personal characteristics to define their own brands and then develop logos to represent themselves.

LEARNING EXPERIENCE HIGHLIGHTS

- Five 45-minute sessions
- Mix of hands-on and digital resources engage student in experiential learning
- Work readiness content tailored specifically for middle school students
- Redesigned Guide for Volunteers and Teachers for easy delivery of the JA in a Day model.

