

Junior Achievement of South Central PA

President's Report

STEM Summit is going national!

Special points of interest:

- Simons Foundation provides \$140,000 to expand STEM Summit nationally.
- LeTort Trust adds \$50,000 with multi year gift.
- PeoplesBank adds \$30,000 via EITC.
- Harley-Davidson adds \$15,000 thru foundation.
- Stabler Foundation adds \$20,000.
- Stewart & Tate adds another \$20,000 EITC.
- York Water Company adds \$15,000 thru EITC.

Last year the Director of Communications for the National Academy of Science in Washington DC attended one of our STEM Summits. She was incredibly impressed. This fall, she shared her story with a person from the Simons Foundation. It turns out the Simons Foundation was looking to expand their outreach into Kto12 STEM education and was looking for a program like ours.

We received an inquiry in November, and by December had reached an agreement on a roll out plan for the STEM Summit nationally. The idea is to help five area offices pilot the STEM Summit in 2015-16 and then an additional five offices in 2016-17.



Students at Spring Grove High School participating in the Chemistry experiment observing Elephant Toothpaste.

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We've begun the recruiting phase and currently have seven offices interested in the five slots. JA of Central PA and JA of Nashville have committed to piloting. JA of Maryland, JA of Portland, OR, and JA of Delaware Valley are close to deciding. JA of Washington and JA of New Jersey are in the early stages of interest.

The interest level is huge, and this could become one of the largest R&D programs developed within JA. Assuming the 10 offices are operational, we'll be reaching over 50,000 students nationally with the STEM Summit.

It is really exciting for our area to be the lead on this amazing program. Within our area, we already have 26 days booked for next year.

A 330 page implementation guide has been developed to provide area offices with details on how to launch a STEM Summit.

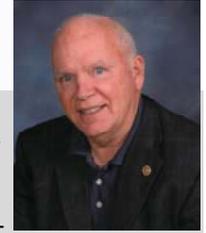
Junior Achievement **STEM** Summit

Implementation Guide




Observations from this office:

by Tom Russell



“JA ... a new perspective”

It's hard to believe that we are in our 53rd year of operation. What's even harder to believe is the new perspective that educators have towards us.

It's not just one district, but nearly every one. It's not just districts where we were already popular, but it's also districts who barely knew us.

If I were to guess on the cause, I would say it is the STEM Summit. It has clearly changed the way schools view Junior Achievement. They are really looking at us as a service provider in a big way! Let's look at some examples.

Central York School District has always been one of our best districts. There are over 5,500 students in the district, and last

year we reached 3,600 or 65%. (Remember our market share is 25%) Well this year they added JA in a Day for 8th grade and REAL LIFE for 12th grade. That's another 750 students. So we'll reach about 4,300 students or 78%.

Cumberland Valley School District has nearly 7,600 students in the district. Last year we reached 1,959 or 26%. This year we added STEM Summit, and next year we are adding JA BizTown, REAL LIFE, and a bunch of in-class elementary programs. That will be another 2,500 students. So we will reach 4,500 students next year, which is 60% penetration.

South Eastern School District is smaller. They have 3,100 students, and last year we reached 1,236 which was 40%. This year we are adding REAL LIFE and JA in Day for 7th and 8th grade. That's another

700 students, which will get us to around 2,000 or a market share of 64%.

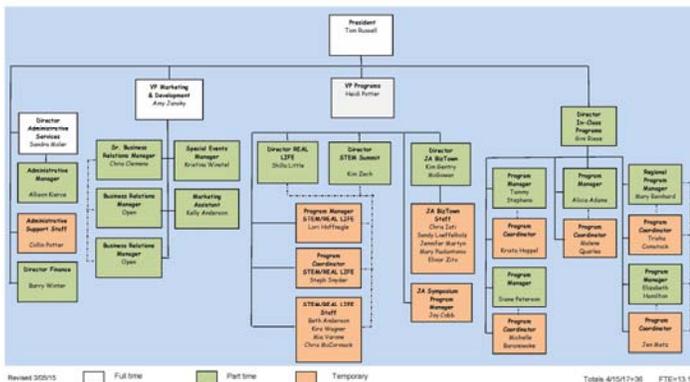
It's amazing! Our credibility with educators has gone from being good to great. We are truly in a different place.

What is a bit humbling is the realization that we have an enormous responsibility. The opportunity that presents itself also creates some real challenges.

Sustainability is important. We have to manage our growth and maintain the quality of our delivery that has given us this opportunity. The new perspective requires us to strive for perfection in everything that we do.

JA organization built for 60,000 students

Junior Achievement of South Central Pennsylvania
Organizational Chart 2015-16



Current organizational plan for 2015-16 has room to support student growth

With the student growth this year, we knew that one of our challenges was going to be to support our volunteer needs going forward, especially with the expansion of REAL LIFE next year. We began in December adding additional staff to our organization in preparation for next year. This will allow them to be fully operational as we begin plans for next year.

Our current organization has a staff of 38. However, the utilization of part-time and temporary employees (those that work less than 500 hours per year) means that we only have 13 FTE's. (full time equivalents)

Our in-class team and our STEM Summit/REAL LIFE team should be able to support close to 60,000 students. The development team is built to raise \$1.35 million.

Our flex staffing model aligns incredibly well to the work load and provides an ability to recruit and retain high quality employees who are not currently interested in full-time positions.

11th year of JA Titan Challenge to be last

This year marked the 11th year of our JA Titan Challenge. That's an incredible run for a program. What makes it even more amazing is that the program is internet based. Imagine any technology platform lasting that long.

This year we shifted our York event to York College and ran it a week earlier because of the different schedules for spring break. The college was absolutely amazing in their support.



York College hosted this year's event in York.

The Harrisburg event followed on March 9th at Penn State Harrisburg.

With the lack of support of the program from JA USA, we have decided that this year will be our last full-blown Titan Challenge. We are considering some other options including a virtual competition for next year.

One thing for sure, we ended on a high with this year's event being one of the best that we have ever run.

Wines Around the World set for April 11th



The training center turns into a global village point of entry. Starbucks coffee and flaming deserts will return.

Hard to believe this is our 9th annual wine event. Thanks to Jeff Poet and Quality DOT, we made the decision nine years ago to move from a golf event to a custom event tailored to our facility. The result has been.... well... magical!

Last year we set a revenue record at \$116,000. This year we have set a goal of \$120,000.

What makes the evening special is the business casual nature where you truly can come and go, combined with excellent wines and food. This year's countries are France, Italy, Chile, Greece, and the great state of California.

We are still looking for great live and silent auction items. Please contact Kristina (kristina@jascpa.org) if you have an item. Also be sure to invite your friends and co-workers. This is an unbelievably fun event... that you won't want to miss!

JA USA presents us with 3 Star award



Four years ago, JA USA shifted their performance metrics to a 5 star system. Area offices could earn stars for (1) student increase, (2) ending year in the black, (3) current ratio above 2.0, (4) debt ratio above 4.0, and (5) six months cash on hand. For the first 3 years we earned two stars (student increase and ending the year in the black), and as a result were considered a "chronic underperformer". (Think of it as probation.)

This past year we finally earned our 3rd star by getting our current ratio above 2.0. So officially, we are off of probation! But we are still missing two of their stars for total debt and cash on hand. They basically are saying we are halfway there!

This past week our plaque arrived, and I must admit, it is really attractive. However, I didn't feel it reflected our true performance. So, I decided to add a few stars. Not two.... but three.

I added a star for market share, since we are #9 out of 118 offices with 25% compared to the national average of 9%. I added a star for the development of the STEM Summit and it going national. And I added a star for development of our newest program, REAL LIFE.

Now we have 6 stars out of 5... I think that's about right !!



A little tweaking of JA USA's award brings a smile to my face. 6 stars out of 5... that's what I'm talking about!

Press Conference set for April 1st



REAL LIFE is built off of the STEM Summit model. Held in the gym for all students at grade level. A daylong forum.

April is National Financial Literacy Month. What a better way to kick off our celebration than holding a press conference at Central York High School at the beginning of our two days of REAL LIFE.

Details are still being developed on the event, but please mark your calendars and plan on joining us at 8am on April 1st at the high school. We are inviting a number of state and local dignitaries and hope to create some real buzz nationally with the program.

Steve Schmidt, SVP Operations for JA USA will be attending, and we'll have a short press conference in the auditorium before offering tours of REAL LIFE.

We are inviting a number of schools to tour as well. Our goal is to sign up 25 days for next year. We currently have 17 booked.

Junior Achievement of South Central PA

Financial Recap:

Financial results continue to be tracking in a very positive direction. Thru the end of February, total revenue was \$891,409 compared to \$739,600 last year, which is an increase of \$151,808. Plan was \$866,500, which is a positive \$24,909 variance.

Expenses were \$830,187 which is up from last year's \$703,331; an increase of

\$126,856. However the budgeted expenses were \$834,658, so we are \$4,470 below plan.

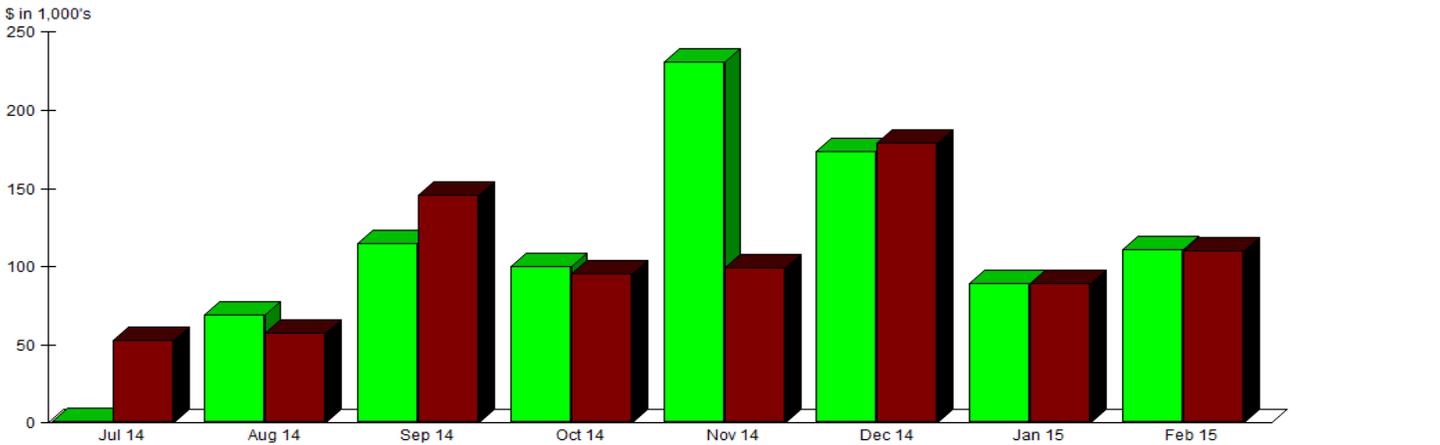
Net income thru February was \$61,221 compared to last year of \$34,981 which is \$26,240 better than last year. Plan was \$31,842 so net income was \$29,379 better than plan.

On the balance sheet, we have \$185,351 in cash and \$90,703 in receivables.

Current assets of \$282,748. Current liabilities were \$52,799 so our Current Ratio is 5.35 which is up from 4.9 last month. The line of credit is completely paid down.

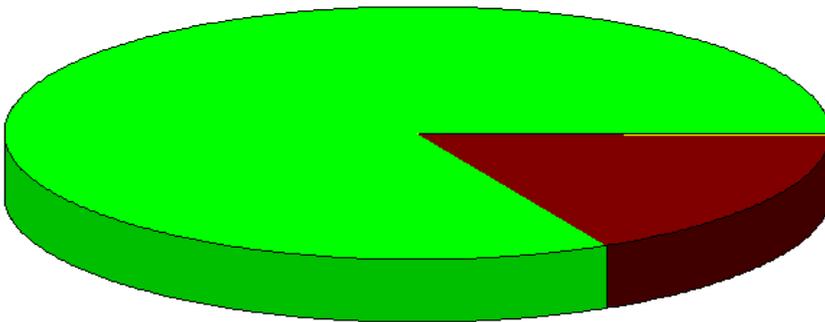
With eight months complete, we are continuing to be ahead of our plan. There are still four months remaining and we must continue to work hard to achieve our goal. However, this is by far the best financial position we have been in for years.

Income and Expense by Month
July 2014 through February 2015



Income Summary
July 2014 through February 2015

4100 · CONTRIBUTED CAMPAIGN REVENUE	82.71%
5800 · FUND RAISING REVENUE	17.29
4650 · INTEREST INCOME	0.01
Total	\$891,409.19



Expense Summary
July 2014 through February 2015

7200 · SALARIES & WAGE RELATED EXPENSE	59.91%
7400 · PROGRAM EXPENSES	19.80
8100* · NON-PERSONNEL EXPENSES	7.38
8500 · MISCELLANEOUS	6.38
8200 · OCCUPANCY EXPENSE	5.62
7830 · FUND RAISING	0.92
6560 · PAYROLL EXPENSES	0.01
Total	\$830,187.65

