

Junior Achievement Discovery Report

Abstract

Our client, Junior Achievement of Central Upstate New York (JACUNY), described their main business problem as being retention and attracting volunteers. Junior Achievement is a national organization with over 100 area offices. With the assistance of volunteers and business partnerships, Junior Achievements educates over four million students nationally by connecting what students learn in school to outside the classroom. The main focus of Junior Achievement is educating young students on financial literacy, entrepreneurship, and career readiness in order to help them reach their boundless potential. In order to help JACUNY increase the number of volunteers and volunteer retention, our team has researched the industry and Junior Achievement, as a whole. This report includes SWOT analysis, competitive analysis, market analysis, targeting, positioning, segmentation, and a brand audit. Our team has analyzed these research and provided insights. Our next steps are to use these insights to provide the JACUNY team with a marketing strategy to get a solution to their problem.

SWOT Analysis

Program Reach: Junior Achievement impacted millions of students across the U.S. by providing critical education in financial literacy, work readiness, and entrepreneurship. Programs like JA Finance Park® and JA Titan® helped students simulate real-world financial decision-making and entrepreneurship experiences.

- Strengths
 - Junior Achievement has a strong brand presence and is recognized worldwide for its contributions to youth education and development.
 - Global Network: With operations in over 100 countries, Junior Achievement's vast global network allows it to reach millions of students across different regions, providing critical educational services that cater to diverse cultural and economic contexts. This worldwide presence not only increases the organization's reach but also enhances its ability to share best practices and scale successful programs across regions.
 - JA offers a broad array of programs that are tailored to meet essential needs in financial literacy, entrepreneurship, and work readiness. By integrating these into its curriculum, JA prepares students for real-world challenges, equipping them with the skills they need to thrive both

professionally and personally.

- Corporate Partnerships: Strong connections with businesses and sponsors provide valuable resources, funding, and volunteer support. (Bank of America, JP Morgan Chase, Paychex, CNA, Monro, LeChase, Five Star Bank, American Packaging Corporation, etc).
- Volunteer-Based Model: The use of professionals from various industries as volunteers enhances the program by providing real-world experiences and mentorship to students.
- Weaknesses
 - Dependence on Donations and Volunteers: Junior Achievement relies heavily on external funding sources, including corporate donations and philanthropic support, which can fluctuate based on economic conditions and changing corporate priorities. This dependency can limit the organization's ability to scale consistently across regions. Additionally, the reliance on volunteers means that program quality may vary depending on volunteer availability and expertise.
 - The quality of programs might differ across regions due to reliance on local volunteers and resources, affecting student experiences.
- Opportunities
 - Utilizing Digital Learning Platforms: Junior Achievement has a huge chance to develop its digital products due to the growing demand for remote learning, especially in the wake of global events like as the COVID-19 epidemic. A wider range of people can be reached by JA by creating strong virtual learning resources, including students who live in distant places and might not have access to in-person programs. In addition to improving learner engagement, these digital tools can also help accommodate various learning preferences.

Strategic Steps:

 - Invest in the development of interactive e-learning modules.
 - Partner with technology companies to develop and scale digital tools for students.
 - Expand JA's presence on online learning platforms like Coursera or Khan Academy.

- Expansion into Emerging Markets: Emerging markets offer tremendous expansion opportunities for Junior Achievement. By adapting its programmes to meet the individual financial and entrepreneurial needs of students in these places, JA can make a lasting impact on communities with high youth unemployment rates and limited access to educational resources.

Strategic Steps:

- Conduct market research to identify the unique needs of students in emerging economies.
- Collaborate with local governments and businesses to ensure program relevance and sustainability.
- Leverage the JA global network to transfer successful initiatives from one region to another.

- Threats

- Competition from Other Educational Organizations: With the rise of various organizations offering similar education programs, JA faces competition in attracting funding, volunteers, and students.

Strategic Steps:

- Strengthen partnerships with existing corporate allies and attract new sponsors through targeted outreach.
- Focus on unique, hands-on learning experiences that competitors may not offer, such as internships and direct mentorship opportunities with business leaders.
- Continuously evaluate and improve program effectiveness by collecting feedback from students, teachers, and partners.
- Changing Educational Priorities: As schools and governments prioritize other educational areas like STEM (Science, Technology, Engineering, and Mathematics) or digital literacy, there is a risk that JA programs in financial literacy and entrepreneurship may lose support. JA must position itself as an integral part of a well-rounded education system.

- If schools and governments prioritize other educational areas over entrepreneurship and financial literacy, JA programs might lose support and interest from educators.
 - Advocate for the inclusion of entrepreneurship and financial literacy as essential components of school curricula.

- Build coalitions with other educational organizations to highlight the long-term value of these subjects for economic development.
- Economic Downturns: Economic crises can reduce donations, sponsorships, and overall funding for non-profit educational organizations, affecting program delivery.
 - Diversify funding sources by exploring new partnerships with government agencies, foundations, and individual donors.
 - Develop contingency plans to adjust program delivery during periods of funding instability.

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- Response to COVID-19: During the pandemic, JA adapted by offering virtual learning solutions, ensuring continued program delivery despite the challenges of in-person restrictions. The Achievement Foundation provided financial assistance to JA Areas to help them weather the economic challenges caused by COVID-19.
- Awards and Recognition: Junior Achievement was recognized with several prestigious awards, including being a certifying organization for the U.S. President's Volunteer Service Award, which highlights the impact of volunteers across the nation.

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Competitive Analysis

Porter's Six Forces

- Threat of new entrants
 - Costs of starting a nonprofit
 - Monetary
 - There is not a specific amount or even range for the cost to start a nonprofit. Costs can vary depending on the organization and state.
 - Money to start a nonprofit usually comes from the founders, board members, volunteers, community members, or other interested parties.
 - In order to operate a nonprofit, each organization must be registered with the state. Filing fees include articles of incorporation, charitable registration, business registration etc. Nonprofits that want to solicit donations from local residents must register with the state before doing so.
 - [Nonprofit Startup Resources](#)
 - In order for an organization to be recognized as a 501(c)(3), they must file an exemption application with the IRS
 - These exemption purposes are for charitable corporations. In this case, charitable organizations include ones that do relief of the poor, distressed or underprivileged; advancement of religion, education, or science; erecting/maintaining public works, eliminating prejudice and discrimination etc.

- Since it is recommended to consult an attorney with filling out the forms, organizations may incur an additional cost for this consultation. However, these costs can vary greatly.
- Mission Driven Leaders
 - In order for success in the nonprofit sector, every organization needs mission-driven leaders. These leaders have to have to be highly skilled in their respective fields, but also need to be deeply passionate about the causes they serve. Qualities of mission driven leaders include deep passion, strong emotional connection, resilience, and vision and purpose. With these types of workers leading an organization comes increased staff morale. If leaders are passionate and follow the organization's mission in every way possible they can inspire more care and commitment from employees. Nonprofits that have mission driven leaders and employees may also see more donor trust and sustained growth.
- New Entrants
 - The Moving Forward Family Shelter opened by the Volunteers of America upstate New York. The new facility is an emergency family shelter that can host up to 58 families. This new facility doubles the size of the existing space available for families in need of temporary housing in Monroe County.
- Volunteer Loyalty
 - When it comes to activities for nonprofit organizations, they are largely based on volunteerism. Therefore, loyalty and satisfaction of volunteers is vital. Loyalty helps the volunteers to create an emotional connection and get invested in the mission of the organization. Many respondents volunteer in ordering for the benefit of themselves and their community. Therefore organizations should focus on ensuring that volunteering efforts are benefitting both of those things. In order to increase loyalty, nonprofit organizations should improve donor satisfaction and organizational identification. Organizations should also empower and educate volunteers on their cause in order to motivate them.
 - Literature related to loyalty to nonprofit organizations is insufficient.
- Insights
 - With Rochester being such a heavily populated nonprofit community, not many new organizations are being opened at this

time. This also may be due to the fact that there are many costs associated with starting a new organization.

- Although there is not much research on volunteer loyalty, it is clear that in order to retain volunteers, they need to be invested in the mission of the organization, just like the leaders and employees.
- Bargaining power of suppliers
 - Number of businesses in Rochester
 - In 2024, there are a total of 35,892 total businesses in Rochester. There are 439,622 employees and 33% of them are white collar workers. The largest job counts by occupation are administrative and office support and executive, managers, and administrators.
 - Ease of switching (have to retrain and get them to invest)
 - It is more cost efficient for nonprofits to retain volunteers. With low retention rates, they continuously have to advertise and search for more volunteers. When they acquire new volunteers they have to retrain and motivate the volunteers. These both cost time and money for the organization.
 - Insights
 - In this case, the suppliers are the business owners or HR representatives that have yearly requirements for their employees to volunteer for local non profits. Most blue collar businesses can not afford to send their employees to volunteer. Therefore, only 33% of the workforce in Rochester are at companies that could possibly have their employees volunteer on company time.
 - When leadership of a local business decides to switch the nonprofit they support and send volunteers to, that nonprofit now has to spend money and time recruiting and training volunteers in order to follow through with their missions.
- Bargaining power of buyers (volunteers)
 - Dependence on volunteers
 - The Rochester community greatly requires the assistance of volunteers and giving. Research done by Americorp shows that Rochester has the second highest percentage of population that volunteers among cities with 45.6%. This information proves that nonprofits in Rochester rely heavily on volunteers for assistance.
 - Demands of students and volunteers
 - Junior Achievement of Central Upstate New York reached 16,619 students during the 2023-2024 school year. JACUNY did this with the assistance of 368 volunteers.
 - Insights

- Due to the high prevalence of nonprofits and the generosity of the Rochester community, nonprofits depend on volunteers in order to help follow through with the mission of the nonprofit.
- JACUNY only has 11 full time employees. In order to be able to educate 16,619 last school year, they need assistance from volunteers.
- Threat of substitutes
 - In this case, substitutes include any nonprofit organizations in the Rochester area that companies can choose to have their employees volunteer for instead of JA.
 - Rochester is seen as a very philanthropic community. According to research, there are 1,201 nonprofits in the City of Rochester and 11.2 nonprofits per 10K population. This data shows that companies and individuals have many options for volunteering around Rochester.
 - Insights
 - The threat of substitutes in this case is other nonprofits in the area. Due to the large number of nonprofits in the Rochester area, business leadership have many options when deciding where to send their employees to volunteer. The greater number of nonprofits lessens the chance of companies sending their employees to volunteer for Junior Achievement.
- Competitive Rivalry
 - Organizations in Rochester that educate high school students on business
 - Rochester City School District Career and Technical Education(CTE) program: This program offers Rochester City School students grade Kindergarten through twelve the opportunity to participate in career focused programs based on the students' interests. These students are able to gain industry specific skills in order to prepare them for their next career steps after high school. Many business programs including entrepreneurship, business law, and finance are offered.
 - Online business programs/simulations
 - Young Founders Lab: A simulation program founded and run by Harvard Business entrepreneurs. This simulation encourages young students to create their own startup and get hands-on experience with their business.
 - College Programs: Many prestigious colleges around the country have pre college business programs for high school students. Allows students who have an interest in business to further explore

- the field through online programs and remote internships. One example is the Georgetown Pre College Internship
 - Knowledge Matters: Online business simulator that provides educators with interactive curriculum to help to teach students.
- Insights
 - The Rochester area has very few similar options to discovery centers like Junior Achievement. Alternatives include programs through Rochester City School District, online college programs, and online business simulators. JA does not have any competitors in the area that have the same mission and experience.
- Compliments
 - What products or services complement your business?
 - Digital Marketing Platforms: May be used in both recruiting volunteers and students. Without marketing there would be a large decrease in brand awareness, so it is important that the community is aware of the nonprofit.
 - Expert guidance: With guidance from industry professionals, students can receive real life advice, information, and skills.
 - Donors
 - Volunteers
 - Current Partnerships: Nonprofits could not survive without the support and generosity of local businesses. These partnerships support some of the financial needs of companies and also encourage/require their employees to volunteer.
 - For JACUNY this includes PAYCHEX, Mark's Pizzeria, RG&E, St. John Fisher University, Wegmans, Lechase etc.
 - What products or services do you complement?
 - Local school districts: Pairing with local school districts will help to implement the teaching and learning done in the classroom into real life scenarios. That application of skills may allow students to perform better in the classroom.
 - Local businesses: When local businesses pair with JA or other nonprofits and share their goodwill, it could positively affect their company. The public generally likes when companies are conscious and do good for the community.

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Market analysis (Gary)

- Identifying market:
 - Corporation in Rochester and surrounding area that are willing to partner with JACUNY to be part of the BIZ Town and Finance Park
 - Corporations that are willing to offer their employees' working time to volunteer.
- PESTEL Analysis
 - Political
 - New York State Financial literacy Bill, bill number A09652 states that "The department shall require that a school district incorporate in each of the grade six through eight financial literacy instruction for pupil enrolled in such grades" (New York State Assembly, 2021)

Insight: The passing of this bill will bring in more students into the Discovery Center, therefore, the presence and impact of the JACUNY in the local community will be more significant. As a result, we would have the ability to bring in more exposure for the businesses that partner with us and further expand their impact in the local community from volunteering in the programs.

- Economic
 - Latest labor market report from the Federal Reserve published on Sep 6th, 2024 showed an unemployment rate of 4.2%, which is higher than this time one year ago, which was at 3.8%. (BLS, 2024)

Insight: Applying this to our situation, this impact is negative. Theoretically speaking, higher unemployment rate means companies are sizing down their employees which makes the workload per employee go up. Therefore, corporations and employees would be less willing to give up their working time for volunteering

- On September 18th, 2024 Federal Reserve lowered the interest rate by 0.5%, first rate cut since the start of rate hike in March 2022. Aimed to control the unemployment rate (FOMC, 2024)

Insight: This has the potential to counteract the phenomenon above, since rate cut would incentivize corporations to hire more. But the effect of rate cuts takes time to impact the labor market, and currently we have insufficient evidence to conclude its impact on our project.

- Social (Demographic)
 - According to the data of Estimate population by age from New York State department of health of New York State excluding NYC, there is a decreasing trend in population in the younger generations. (2024)
 - age from <1 to 9: 11.09% of total population
 - Age from 10 to 19: 12.39% of total population
 - Age from 20 to 29: 13.02% of total population

Insight: This is an opportunity for JACUNY. With an aging population, there will be a shortage of labor in the future for the local community and economy. For the local businesses that will be most significantly affected, it is in their interest to have the younger generations to be more capable and ready when they enter the workforce. And that is exactly what JACUNY is here to offer! Our focus on educating the younger generation with financial literacy, entrepreneurship and workforce readiness align with their interest perfectly. Therefore, local businesses partnering with JACUNY to offer volunteers is essentially benefiting their future outlook.

- Technology
 - By partnering with JACUNY, the company is generating a positive impact on the local community, especially the younger generation. And if we add in the help of social media, to spread the community impact one can generate through volunteering, and highlighting the positive image of our partnering companies. Ultimately, aiming to attract more partnering companies.
- Environment
 - Does not apply
- Legal

- JACUNY meets the requirement for a IRS 501(c)(3) organization, which is the IRS standard for charitable organization. And the donations made to these qualified charitable organizations are tax deductible for the donors. (IRS, n.d)

Insight: This incentivizes donation, but the tax deduction aspect of the bill is limited to monetary donations.

- Potential Source of volunteer
 - Constellation Brands
 - Partnering with Hochstein School of music
 - Active engagement with the community
 - Employee Match Program
 - company matches employees' charitable contributions to qualified 501(c)(3) organizations 1:1 up to a maximum of \$5000 per year
 - Open for Charitable Partnership
 - Labella
 - Open for partnership for community engagement
 - Diamond Packaging
 - Active engagement and volunteering

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Segmentation and Positioning (Joy)

Demographic: local mid-large size businesses, Rochester, NY, Gen Z to Millennial employees OR successful volunteer organizations

Wegmans:

- They want “to be the best in the world at helping people live healthier, better lives through exceptional food.”
- They have collaborated with many other programs
- In their Impact Report in 2023, they listed having connections and events done with American Heart Association, Adaptive Baseball Programs and more. They have a section dedicated to education and youth support where they stated “Education creates opportunity. That’s why we’re focused on helping our youth through job and mentorship opportunities, support of after-school programs, and tuition assistance.”
- possible partner

Insight: Given their extensive efforts to support programs like AHA, ABP, and others, Wegmans aligns perfectly with our target audience. Their mission statement and strong emphasis on creating a positive impact through their platform make them a great partner.

Rochester Public Market:

- Their annual report shows how much they were able to contribute to the Rochester Public Market, establishing the SNAP token currency and having a positive impact on their audience
- “69% of SNAP customers report shopping more frequently at the Market due to the SNAP Token program and NY Fresh Connect coupons”
- Possible partner/ good people to advertise this program to

Psychographic: Organizations that focus on a community driven goal, giving back and fostering the next generation to improve themselves

Rochester Public Market (Friends of Rochester Public Market) :

- Their statement is to “advocate for and support a vibrant and successful Market, through programs and services that benefit and support farmers, vendors, shoppers, and the greater Rochester community.”
- Improving the market community, stating that “93% of SNAP customers report that their families are eating healthier as a result of shopping at the Market”.

Insight: By leveraging both demographic and psychographic segmentation, Friends of the Rochester Public Market is the ideal target, sharing our community-driven goals and fitting the profile of a successful nonprofit organization. Their past efforts have created a positive impact on their members in the community. JACUNY can collaborate with this group to share volunteer opportunities and engage their network. Since we aim to increase volunteer retention and reduce burnout, building more partnerships with organizations like this will help us connect with individuals who are passionate about making a difference.

ESL Federal Credit Union:

- Has a volunteer program called “Voluncare”.
- “ESL employees donate thousands of hours every year to great non-profit organizations like the Salvation Army, Habitat for Humanity, Foodlink, Lifetime Assistance, and the United Way. And we support them by providing opportunities for paid time off so they can make an even bigger impact.”
- “In 2019, 600+ ESL employees contributed more than 3,600 volunteer hours to 200+ different non-profits in the region. This included dozens of local schools, Foodlink, Meals on Wheels, Project Urge, Flower City Habitat for Humanity, Lollypop Farm, Ronald McDonald House, South Wedge Food Program, The Salvation Army, and many more!”

Insight: ESL has demonstrated a strong commitment to giving back through its past efforts in donations and providing volunteer opportunities for employees, reflecting a dedication to fostering the next generation— like JA. This presents a valuable opportunity for JACUNY to collaborate with ESL in engaging enthusiastic, returning volunteers.

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Positioning

Statistics:

DECA (2022-2023)

- 98% of DECA members report they gained skills in problem solving.
- 97% of DECA members report they learned how to communicate thoughts and ideas.
- 91% of DECA members report that participation in DECA prepared them academically for college and a career.
- 73% of DECA members report that DECA has influenced their career plans.
- 92% of DECA members report that DECA experiences empowered them to become an effective leader.

FBLA (2021-2022)

- 57% of FBLA members say the organization has a positive impact on their academic performance
- Skills developed by FBLA members: 40% leadership/decision making, 40% Critical thinking skills, 41% Collaboration/teamwork

Girl Scouts

- Girl Scouts exhibit stronger leadership outcomes than non-Girl Scouts, with percentages comparing them.
 - SENSE OF SELF- 80% GS, 68% NGS
 - POSITIVE VALUES- 75% GS, 59% NGS
 - COMMUNITY PROBLEM SOLVING- 57% GS, 28% NGS
- “79 percent of Girl Scouts participate in civic engagement activities, like community service and volunteering, compared to only 37 percent of non-Girl Scouts—that’s a 42 percent difference!”

- “84% of 4-H Alums are satisfied with their lives
 - Satisfaction increases w/ 4-H involvement:
 - 10+ years: 61% very satisfied
 - 5-10 years: 54% very satisfied
 - 1-4 years: 37% very satisfied”
- “78% of Alumni say 4-H impacted succeeding in work and career”
- “4-H’ers Are More Fulfilled by their Jobs and Financially Secure”
 - Your financial health: 65% 4H, 51% Non 4H
 - Ability to save money for security/retirement: 61% 4H, 48% Non 4H

JACUNY:

- “90% of JA Alumni report being confident in managing money”
- “51% of JA Alumni report owning their own business, versus 9% of the overall population”
- “Ninety-two percent report that JA was a great experience overall, and nearly as many (91%) report that JA motivated them to learn.”
- “In terms of aligning education with career outcomes, nearly three-in-four (73%) JA Alumni who graduated from college say they work in a field they studied in college (71% White JA Alumni, 72% Black JA Alumni, 78% Hispanic/Latino JA Alumni”

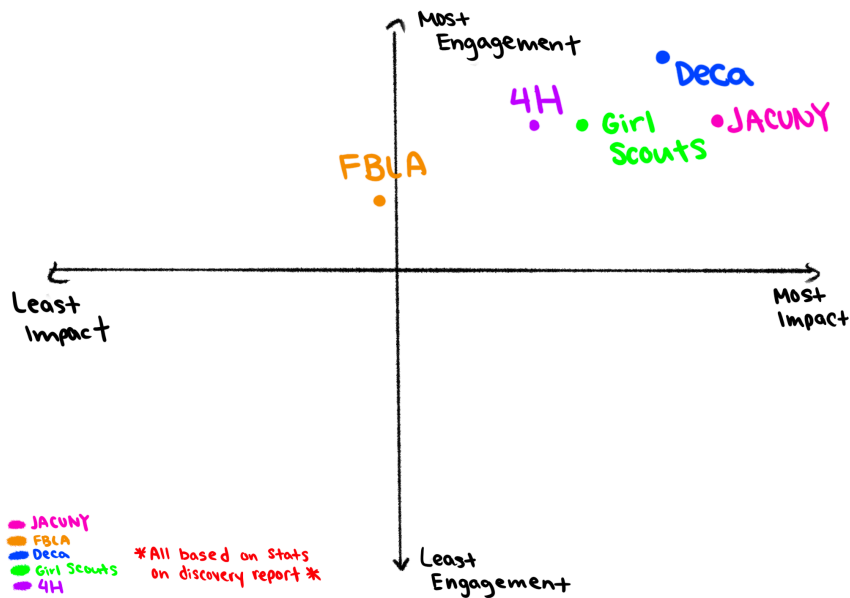
Positioning Map:

Companies to plot: DECA (Distributive Education Clubs of America), FBLA (Future Business Leaders of America), 4-H, Girl Scouts

** These companies all have similar values and goals to JA **

Y Axis: Impact (Low to High)

X Axis: Engagement (Low to High)



Insight: Using data from the impact reports across different competitors, we plotted companies based on their engagement and impact. FBLA's statistics are weak, hovering around 50%, which ranks them lowest among the four competitors, including JA. In contrast, DECA, a well-known nonprofit that helps high school and college students prepare for careers in business, emerges as the market leader. JACUNY stands positioned between these extremes, offering room for growth and partnership opportunities.

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Targeting Strategies

Concentrated marketing strategy: Focus is maximizing volunteer growth from local mid to large size white collar businesses

Company resources:

- Heavy reliance on volunteers/donations from outside parties to help grow there organization
 - Their financial resources are very limited and quite frankly not in their control, so there is no major review stream. Therefore a lack of financial resources.
 - They also lack human/employee resources. They heavily rely on volunteers which makes it difficult to gauge if every child is getting the same experience and service quality that all of the volunteers are providing.
 - They do have a great national reputation with over 100 physical offices all throughout the country.
 - They also provide several different programs/guides for volunteers and companies
- Junior Achievement is limited in some resources but they can make up for that in other ways. Promoting the individual programs they offer is a great way for future volunteers to recognize their mission. It also allows them to focus on which businesses are the best match for the programs they offer so they can find the most suitable volunteers.

Product variability:

- JA Connect : A free program they offer for children to learn at a self-guided pace and develop financial literacy skills, entrepreneurship, etc..
- JA Tools for Success: Offers five modules online for students to learn at their own speed. Each module can be used individually and is estimated to take 45 minutes.
- JA Company Program Pop-Up - This program is slightly more advanced. It is created for middle and high school students that involves establishing a pop-up

venture. Students learn about the elements of a successful business, the Four P's of Marketing, and much more.

- JA Hand in Hand video series: This is a series of educational videos that helps student learn about financial literacy
- JA Our Neighbor video series: This is a video series meant for grades K-5 and teaches them about careers, entrepreneurship, and money management

All of these programs are unique to each other. They offer many different teaching techniques for different materials and different age levels. This allows volunteers to pick through a wide variety of programs for which they wish to guide.

Market variability:

- One of their major competitors in upstate New York is DECA. DECA has a similar mission that is meant for an older audience because it still overlaps with JA's target audience.
- DECA vs JA:
 - DECA: Their goal is to prepare high school and college students for careers in marketing, finance, hospitality, and management.
 - JA: Their goal is to teach elementary level and middle school students about the global economy and prepare them through financial literacy, money management, and entrepreneurship.
- Although JA and DECA compete for volunteers, JA can use the age difference to their advantage. Volunteers for JA are able to be less qualified to teach material to younger kids as opposed to DECA volunteers which must be more qualified to teach harder material to older students. This has shown to favor Junior Achievement within the last year as they had 700 volunteers for 6,400 members this past year, and DECA had 6,400 members with 150 volunteers.

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Brand Audit

Brand Elements:

JA's brand elements include a logo featuring six paper planes representing wings, formed into a slanted triangle facing Northeast, with three planes at the bottom, two on top, and one at the very top. The colors used are green, white, and teal blue. The font is a simple, clean font with upper and lowercase letters. Their icon consists of paper planes flying in a formation, and the slogan is "Boundless Futures Through Education."(JACUNY)

Social Media:

Instagram: JA has 391 posts, 325 followers, and follows 513 accounts. Their bio includes their address, a link to their webpage, and the message, "Inspiring & preparing young people to succeed in a global economy. Volunteer opps for individuals or groups." The engagement on posts is quite low, with most receiving between 0 to 10 likes, typically falling in the range of 0-4. Comments are rare, with most posts having none and a few receiving 1 or 2. They have shared 3 reels/videos and used 30 tags. Notably, the address listed on their Instagram page differs from their 200 W. Ridge address. (Instagram)

LinkedIn: JA has 734 followers on LinkedIn. With the exception of some posts, the average like count varies from 6 to 30 likes. Average reposts range between 2 to 5, and they typically receive 1 to 4 comments per post. JA averages 1 to 4 posts on LinkedIn each month. (LinkedIn)

Facebook: JA has 657 followers and 640 likes on Facebook. The page mentions "volunteer" immediately in the introduction. They post 8 to 16 times a month, making Facebook their most active platform. Most posts receive between 0 to 4 likes, with the highest receiving 13. Comments range from 0 to 2, and there are very few reposts or shares. The tone is enthusiastic, informative, and community-focused, celebrating events, highlighting student achievements, and encouraging volunteer work. (Facebook)

Twitter: JA follows 640 accounts and has 402 followers on Twitter. They post between 3 to 8 times per month, with no consistent pattern, as posts depend on JA's events. Reposts on Twitter range from 0 to 4, and likes on posts vary from 1 to 16. (Twitter)

Overall, JA maintains a positive, professional, educational, and motivational tone across all social media platforms.

Website:

The JA website consists of multiple pages, with about seven available on the first initial homepage that appears when you click the website link. Every page on the website

provides a range of information about programs, events, volunteer opportunities, and resources that JA of CUNY offers. The first thing you see their slogan, followed by “getting started opportunities,” with volunteering as the top choice. The site also features a chat box named “Janna” and has clear navigation with accessibility features. It includes seven main sections: Home, About, Programs, Events, News, Donate Now, and Get Involved. The website loads in approximately three seconds and works seamlessly on mobile devices. It receives 89.1K organic search traffic and 2.7K paid search traffic (JACUNY & Semrush).

Search:

When searching "Junior Achievement" on Google, the first result is the main JA USA page, not the JA of Central Upstate NY. JA of CUNY appears as the second link on the search results page, which may vary based on location. Other important keywords include "JA BizTown," "BizTown," and "JA." (Semrush)

Reputation:

It's difficult to find reviews specifically for JA of CUNY, as most reviews are focused on JA NY in New York City.

Emails:

JA does not appear to send out a newsletter, as no email information was found regarding this. For inquiries, the contact email is lisa.pignato@ja.org, which is also where the "Contact Us" form directs for more information or questions about JA.

Apps/Games:

JA offers eight apps on the Apple Store, primarily designed for iPad use rather than mobile or computer devices. The apps include JA Interactive (3.2 stars based on 5 ratings), JA Titan (5 stars with 1 rating), JA BizTown (5 stars with 3 ratings), FinQuest (5 stars with 6 ratings), JAE Events, DreamPlanSucceed (5 stars with 1 rating), JA Robo Sellers, and SGME. Some of these apps were created by JA, while others are developed in partnership with JA. Additionally, there are seven games focused on career, money, and future planning available on JAConnect. (Apple App store)

Location:

The company is located at the Kodak Center, Eastman Business Park, 200 W. Ridge Road, 3rd Floor, Rochester, NY 14615. It is a three-minute walk from the RTS 22 bus stop. The facility is clean and well-maintained, and it is easy to find and navigate.

Reference:

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