



JA BizTown®

Presented by



2022-2023 BizTown Evaluation Report



JA BizTown Evaluation Overview

Purpose

Junior Achievement of Greater Kansas City works with the Urban Education Research Center to examine the impact and implementation of the BizTown program. The evaluation examines the program's impact on student knowledge, skills, and attitudes related to financial literacy, economic principles, and work and career exploration and preparation, as well as teacher perceptions of program impact and implementation.

Data Collection

During the 2022-2023 program year, data were collected from online student surveys administered at the conclusion of the JA BizTown simulation and teacher surveys completed within approximately one week of the simulation. This report reviews the findings from both surveys.

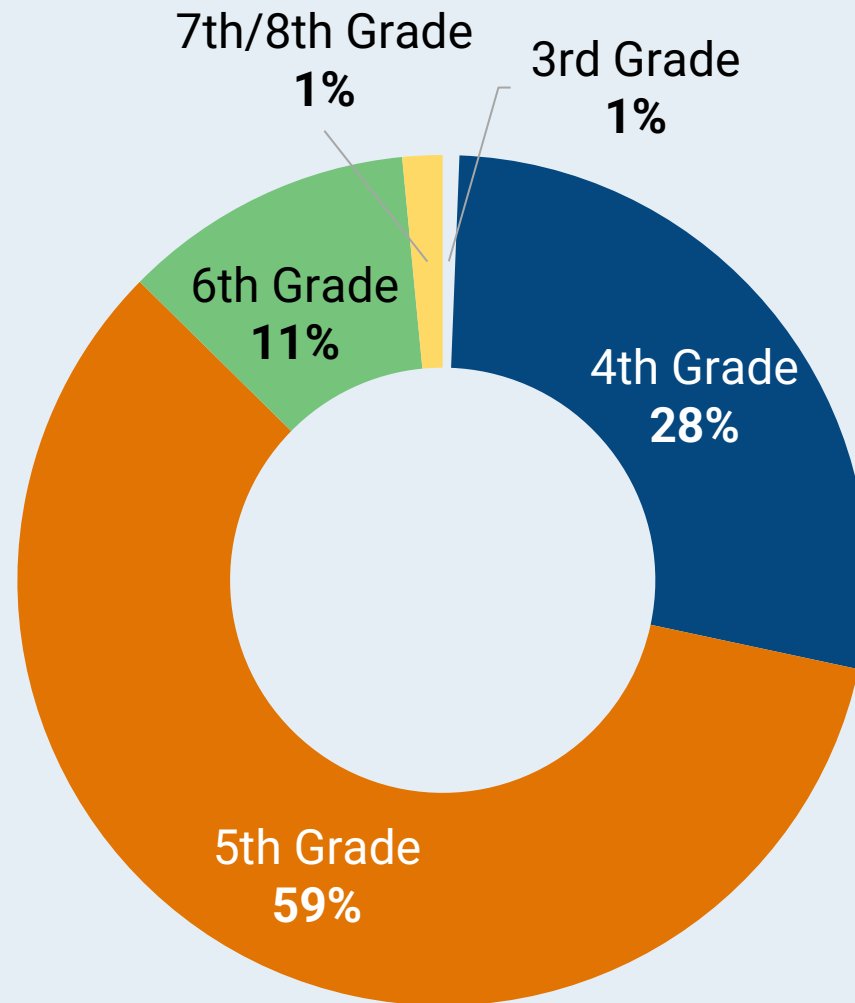


Student Survey Results

Before and After Junior Achievement

How Junior Achievement Helped Me

Percent of Students by Grade Level



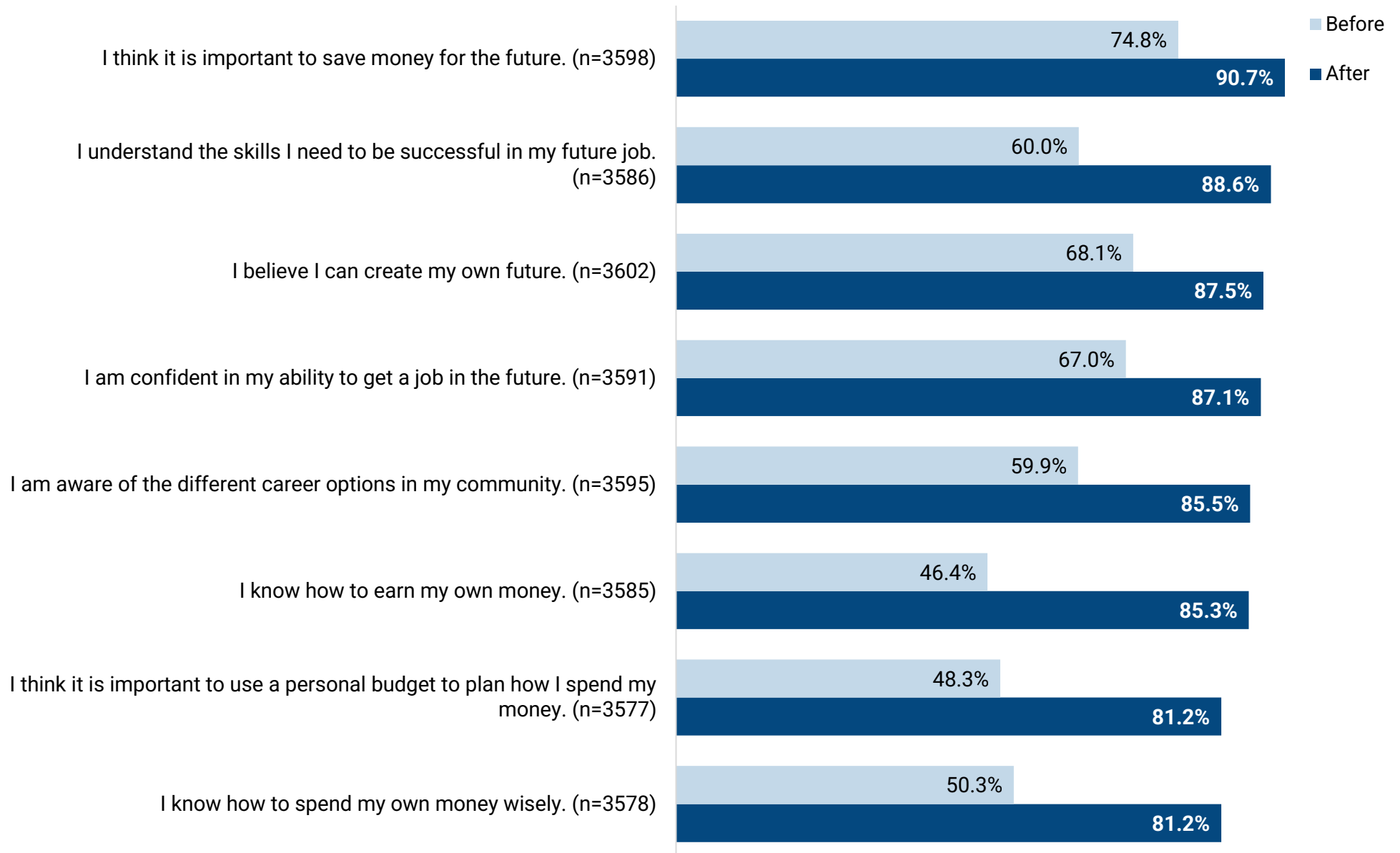
Student Survey Results – Before and After Junior Achievement

How true was this for you before and after JA?		Not at all	Not Very	Somewhat	Mostly	Very	Mostly + Very	Difference
I know how to earn my own money. (n=3585)	Before	9.0%	13.4%	31.2%	26.2%	20.2%	46.4%	+ 39%
	After	1.8%	2.6%	10.3%	30.2%	55.1%	85.3%	
I know how to spend my own money wisely. (n=3578)	Before	9.6%	12.5%	27.5%	25.3%	25.0%	50.3%	+ 31%
	After	2.3%	3.3%	13.3%	30.9%	50.3%	81.2%	
I think it is important to use a personal budget to plan how I spend my money. (n=3577)	Before	10.6%	14.3%	26.7%	23.7%	24.6%	48.3%	+ 33%
	After	2.4%	3.2%	13.2%	29.7%	51.5%	81.2%	
I think it is important to save money for the future. (n=3598)	Before	4.2%	6.1%	14.9%	22.8%	52.0%	74.8%	+ 16%
	After	1.4%	1.7%	6.2%	14.5%	76.2%	90.7%	
I am aware of the different career options in my community. (n=3595)	Before	5.8%	9.8%	24.5%	28.4%	31.5%	59.9%	+ 26%
	After	1.8%	2.7%	10.0%	25.7%	59.8%	85.5%	
I am confident in my ability to get a job in the future. (n=3591)	Before	4.3%	8.5%	20.2%	28.1%	38.9%	67.0%	+ 20%
	After	1.7%	3.0%	8.3%	24.7%	62.4%	87.1%	
I understand the skills I need to be successful in my future job. (n=3586)	Before	5.4%	9.8%	24.8%	28.8%	31.2%	60.0%	+ 29%
	After	1.2%	2.4%	7.8%	26.5%	62.1%	88.6%	
I believe I can create my own future. (n=3602)	Before	4.9%	7.9%	19.1%	25.2%	42.9%	68.1%	+ 19%
	After	1.6%	2.6%	8.3%	21.1%	66.4%	87.5%	

Items in order as appeared in survey

How true was each of these things for you before and after Junior Achievement?

percent of students selecting either "mostly true" or "very true"



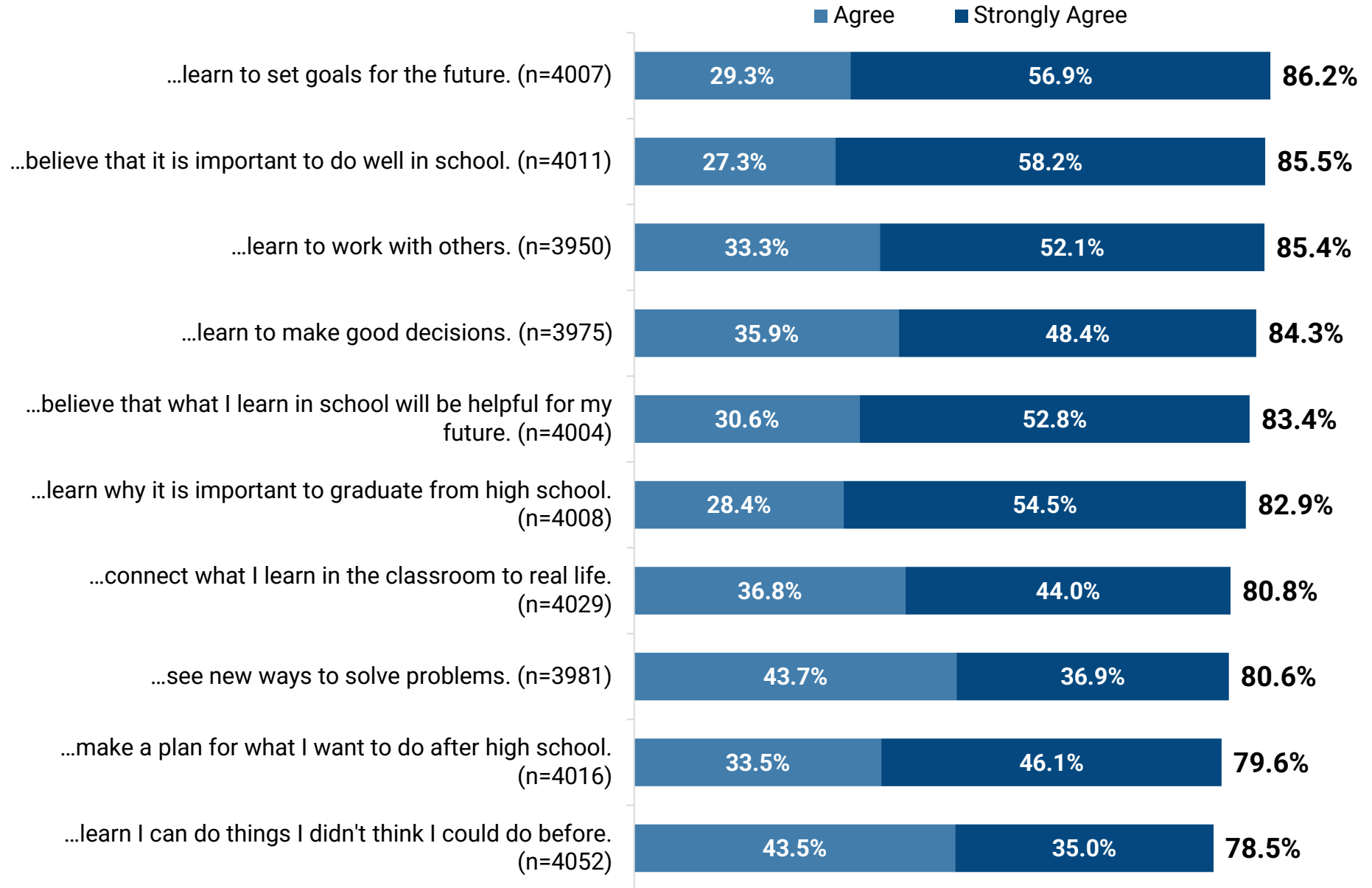
Items in descending order by total mostly + very true after JA

Student Survey Results – How Junior Achievement Helped Me

My JA experience helped me...	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree	Total
...learn I can do things I didn't think I could do before. (n=4052)	3.8%	2.9%	14.8%	43.5%	35.0%	78.5%
...make a plan for what I want to do after high school. (n=4016)	2.4%	3.8%	14.1%	33.5%	46.1%	79.6%
...see new ways to solve problems. (n=3981)	2.0%	4.0%	13.4%	43.7%	36.9%	80.6%
...connect what I learn in the classroom to real life. (n=4029)	1.9%	3.7%	13.6%	36.8%	44.0%	80.8%
...learn why it is important to graduate from high school. (n=4008)	2.2%	3.8%	11.1%	28.4%	54.5%	82.9%
...believe that what I learn in school will be helpful for my future. (n=4004)	2.4%	3.1%	11.0%	30.6%	52.8%	83.4%
...learn to make good decisions. (n=3975)	2.0%	2.8%	10.9%	35.9%	48.4%	84.3%
...learn to work with others. (n=3950)	1.9%	3.0%	9.8%	33.3%	52.1%	85.4%
...believe that it is important to do well in school. (n=4011)	2.0%	3.1%	9.4%	27.3%	58.2%	85.5%
...learn to set goals for the future. (n=4007)	2.0%	2.5%	9.3%	29.3%	56.9%	86.2%

Items in order as appeared in survey

My Junior Achievement experience helped me...



Items in descending order by total agree + strongly agree

Teacher Survey Results

Impact of the Classroom Curriculum

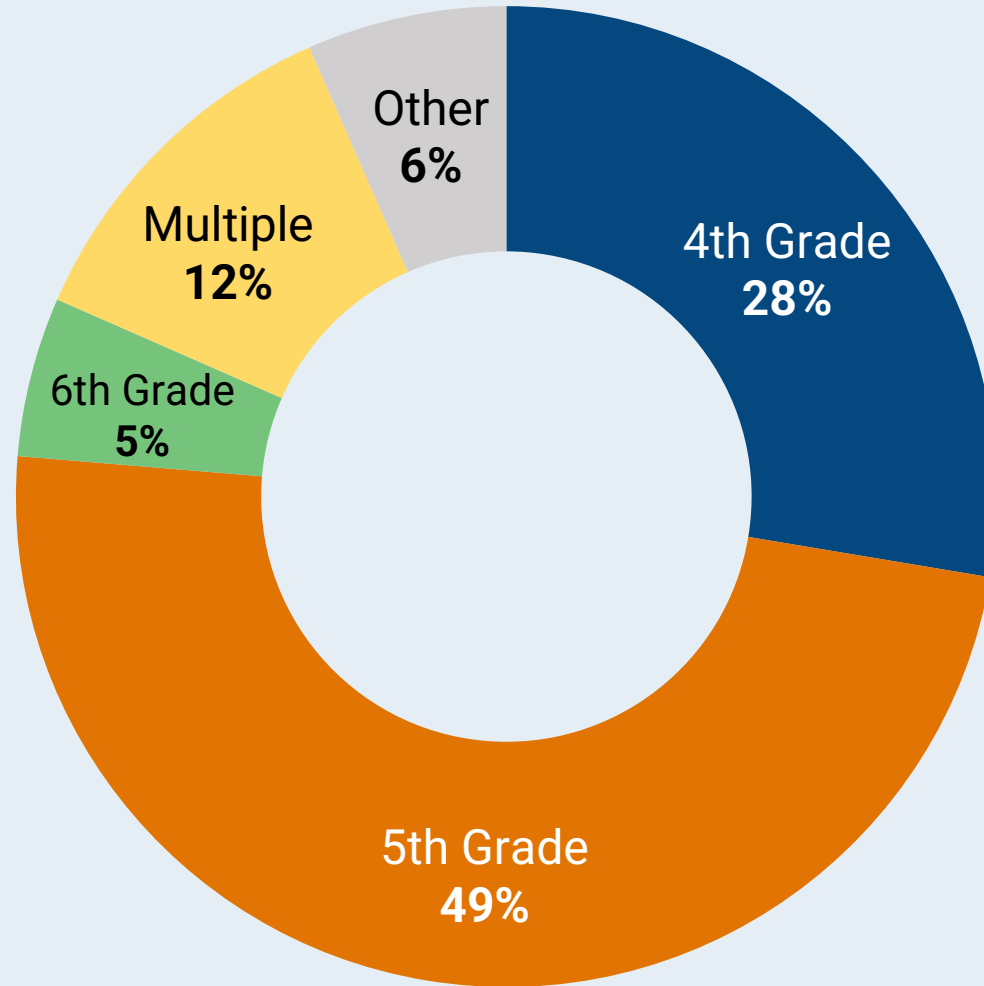
Skills Demonstrated at JA BizTown

Overall Impact of JA BizTown Program

About the Teacher Experience

Teacher Comments

Percent of Teachers by Grade Level

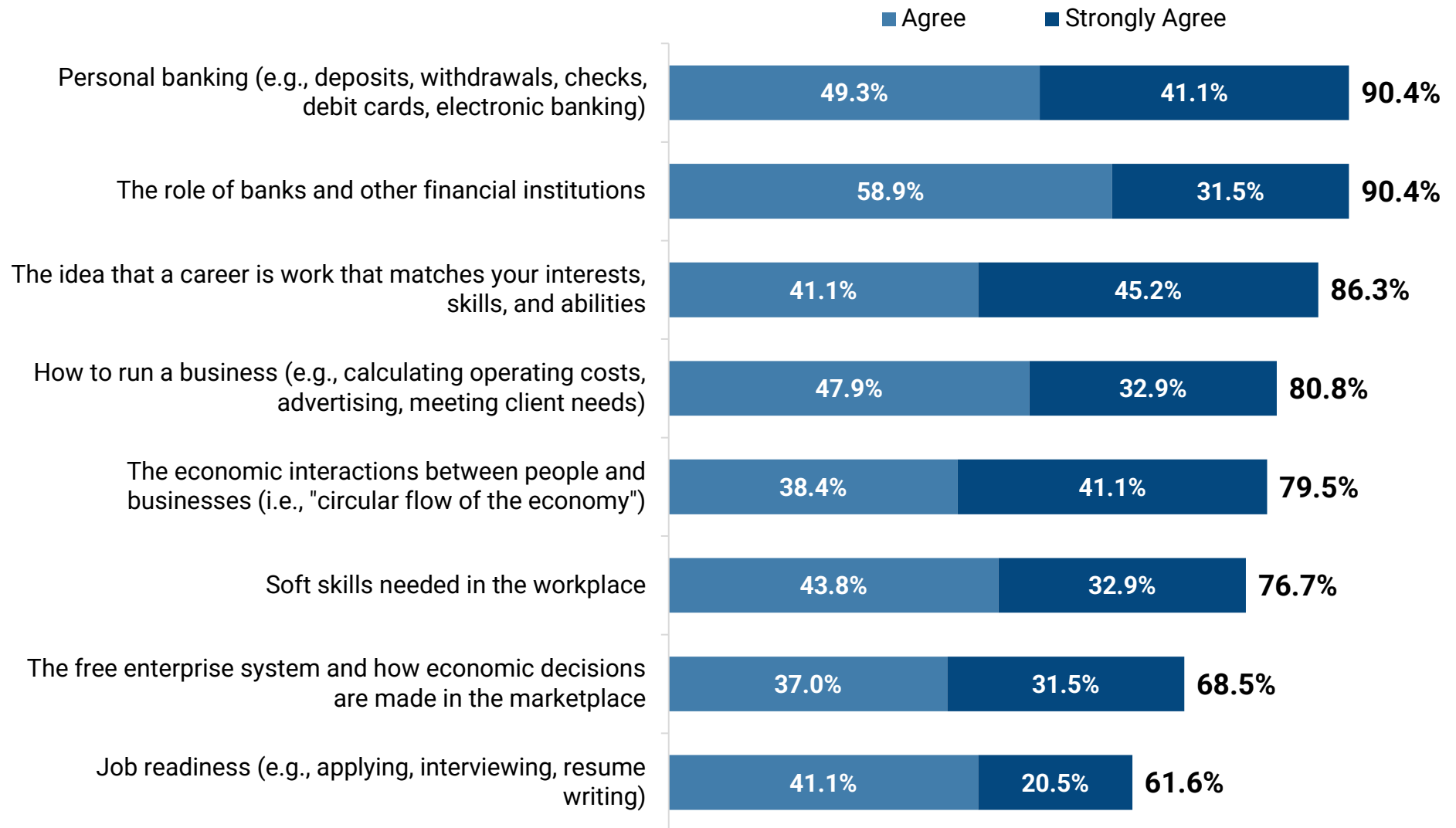


Teacher Survey Results – Classroom Curriculum

My students grew in their knowledge of the following concepts as a result of the CLASSROOM CURRICULUM (n=73):	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree	Agree + Strongly Agree
The role of banks and other financial institutions	4.1%	1.4%	4.1%	58.9%	31.5%	90.4%
Personal banking (e.g., deposits, withdrawals, checks, debit cards, electronic banking)	2.7%	0.0%	6.8%	49.3%	41.1%	90.4%
The economic interactions between people and businesses (i.e., "circular flow of the economy")	1.4%	4.1%	15.1%	38.4%	41.1%	79.5%
The free enterprise system and how economic decisions are made in the marketplace	1.4%	6.8%	23.3%	37.0%	31.5%	68.5%
The idea that a career is work that matches your interests, skills, and abilities	1.4%	2.7%	9.6%	41.1%	45.2%	86.3%
Soft skills needed in the workplace	1.4%	4.1%	17.8%	43.8%	32.9%	76.7%
Job readiness (e.g., applying, interviewing, resume writing)	1.4%	13.7%	23.3%	41.1%	20.5%	61.6%
How to run a business (e.g., calculating operating costs, advertising, meeting client needs)	1.4%	5.5%	12.3%	47.9%	32.9%	80.8%

Items in order as appeared in survey

My students grew in their knowledge of the following concepts as a result of the classroom curriculum (n=73):



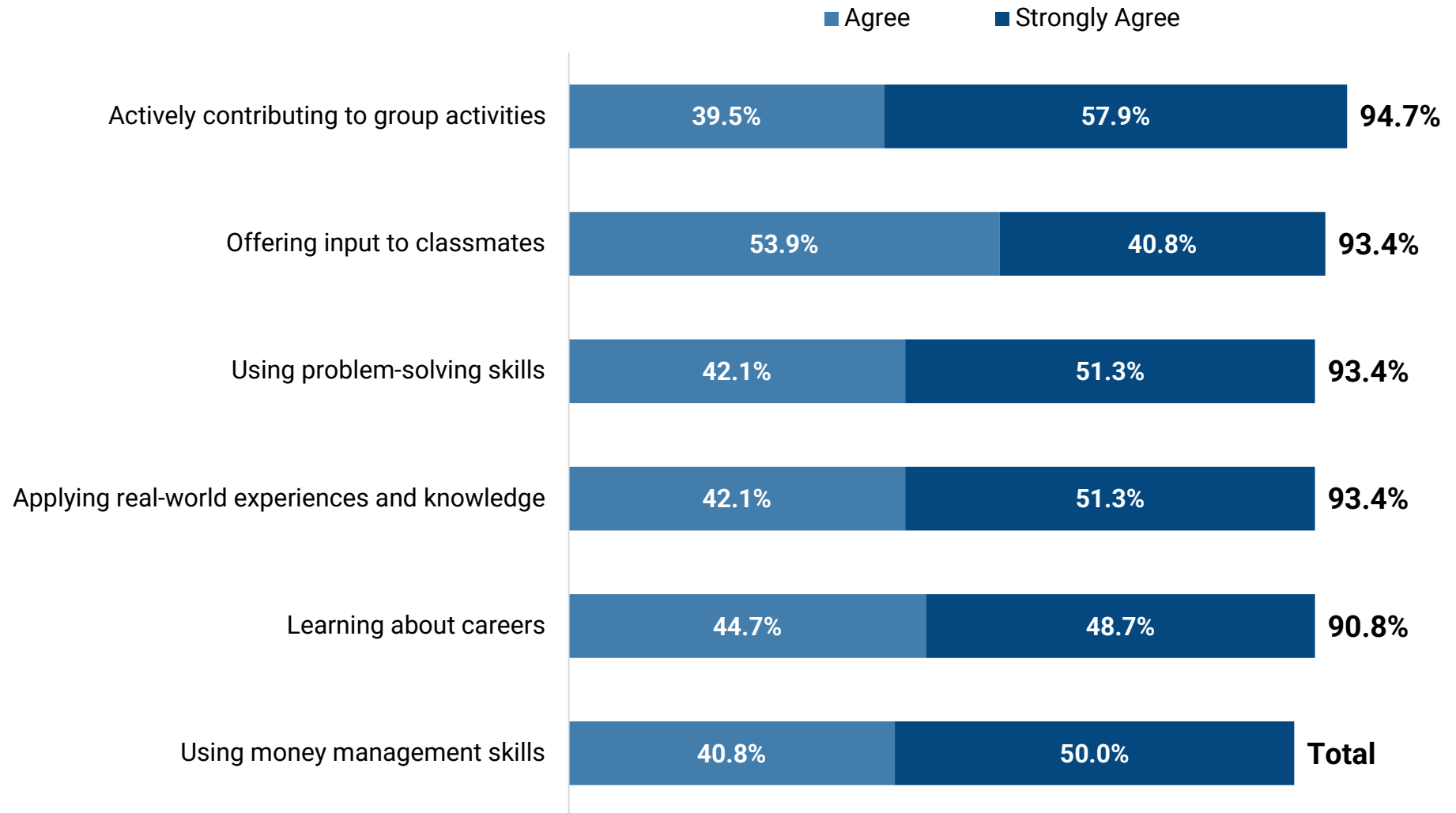
Items in descending order by total agree + strongly agree

Teacher Survey Results – JA BizTown Simulation

During the JA BizTown simulation, my students demonstrated the following things (n=76):	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree	Agree + Strongly Agree
Actively contributing to group activities	0.0%	1.3%	1.3%	39.5%	57.9%	97.4%
Offering input to classmates	0.0%	1.3%	3.9%	53.9%	40.8%	94.7%
Applying real-world experiences and knowledge	0.0%	1.3%	5.3%	42.1%	51.3%	93.4%
Using problem-solving skills	0.0%	0.0%	6.6%	42.1%	51.3%	93.4%
Learning about careers	0.0%	2.6%	3.9%	44.7%	48.7%	93.4%
Using money management skills	0.0%	1.3%	7.9%	40.8%	50.0%	90.8%

Items in order as appeared in survey

During the JA BizTown simulation, my students demonstrated the following things (n=76):



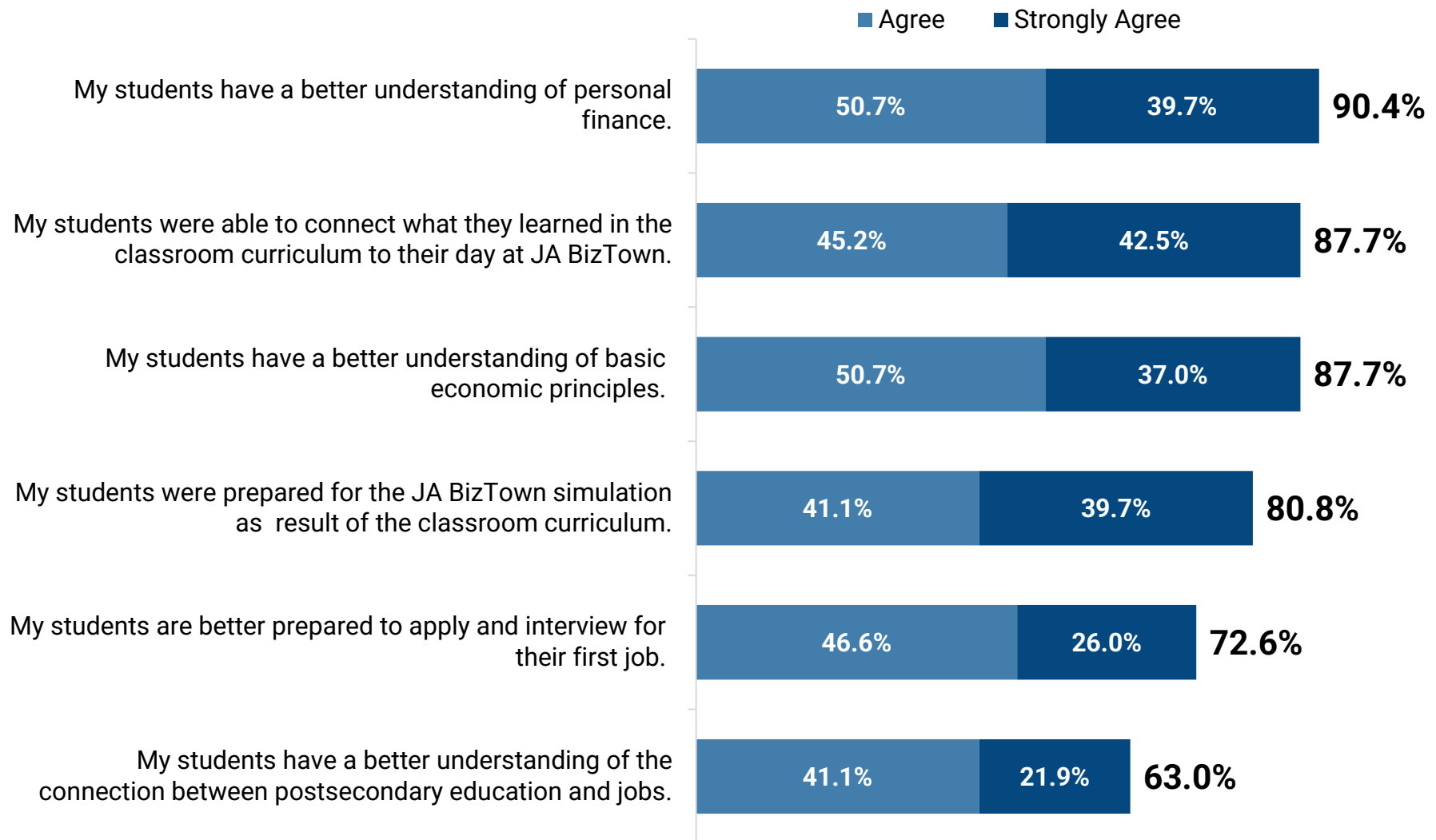
Items in descending order by total agree + strongly agree

Teacher Survey Results – Overall Impact of JA BizTown Program

About the overall impact of the JA BizTown program: (n=73)	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree	Agree + Strongly Agree
My students were prepared for the JA BizTown simulation as result of the classroom curriculum.	1.4%	5.5%	12.3%	41.1%	39.7%	80.8%
My students were able to connect what they learned in the classroom curriculum to their day at JA BizTown.	0.0%	4.1%	8.2%	45.2%	42.5%	87.7%
My students have a better understanding of personal finance.	1.4%	4.1%	4.1%	50.7%	39.7%	90.4%
My students have a better understanding of basic economic principles.	0.0%	5.5%	6.8%	50.7%	37.0%	87.7%
My students have a better understanding of the connection between postsecondary education and jobs.	1.4%	11.0%	24.7%	41.1%	21.9%	63.0%
My students are better prepared to apply and interview for their first job.	2.7%	11.0%	13.7%	46.6%	26.0%	72.6%

Items in order as appeared in survey

About the overall impact of the JA BizTown program (n=73):



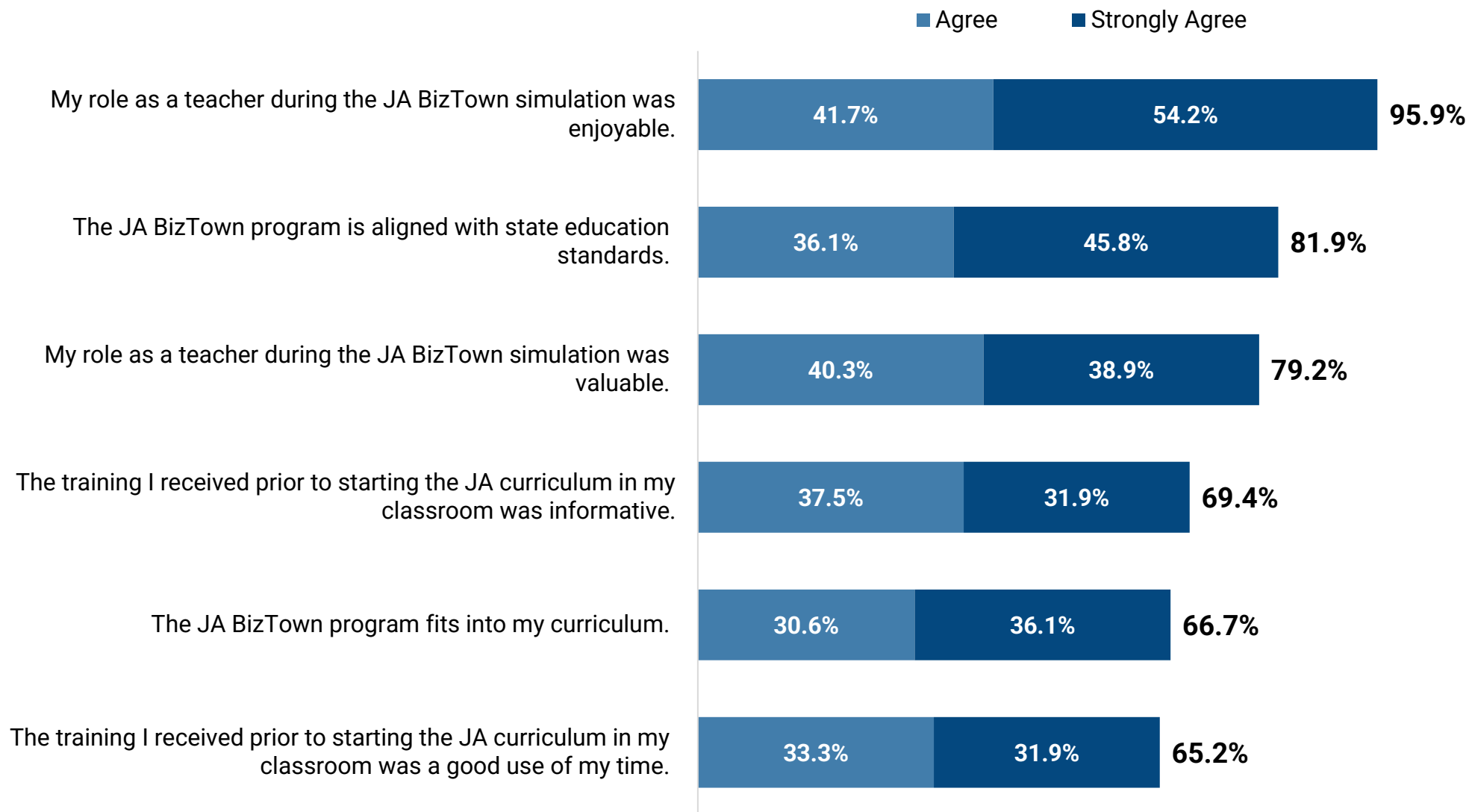
Items in descending order by total agree + strongly agree

Teacher Survey Results – About the Teacher Experience (n=72)

About your experience as a teacher with JA BizTown (n=72):	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree	Agree + Strongly Agree
My role as a teacher during the JA BizTown simulation was valuable.	0.0%	1.4%	19.4%	40.3%	38.9%	79.2%
My role as a teacher during the JA BizTown simulation was enjoyable.	0.0%	0.0%	4.2%	41.7%	54.2%	95.9%
The training I received prior to starting the JA curriculum in my classroom was informative.	1.4%	6.9%	22.2%	37.5%	31.9%	69.4%
The training I received prior to starting the JA curriculum in my classroom was a good use of my time.	0.0%	5.6%	29.2%	33.3%	31.9%	65.2%
The JA BizTown program fits into my curriculum.	6.9%	9.7%	16.7%	30.6%	36.1%	66.7%
The JA BizTown program is aligned with state education standards.	1.4%	1.4%	15.3%	36.1%	45.8%	81.9%

Items in order as appeared in survey

About your experience as a teacher with JA BizTown (n=72):



Items in descending order by total agree + strongly agree