



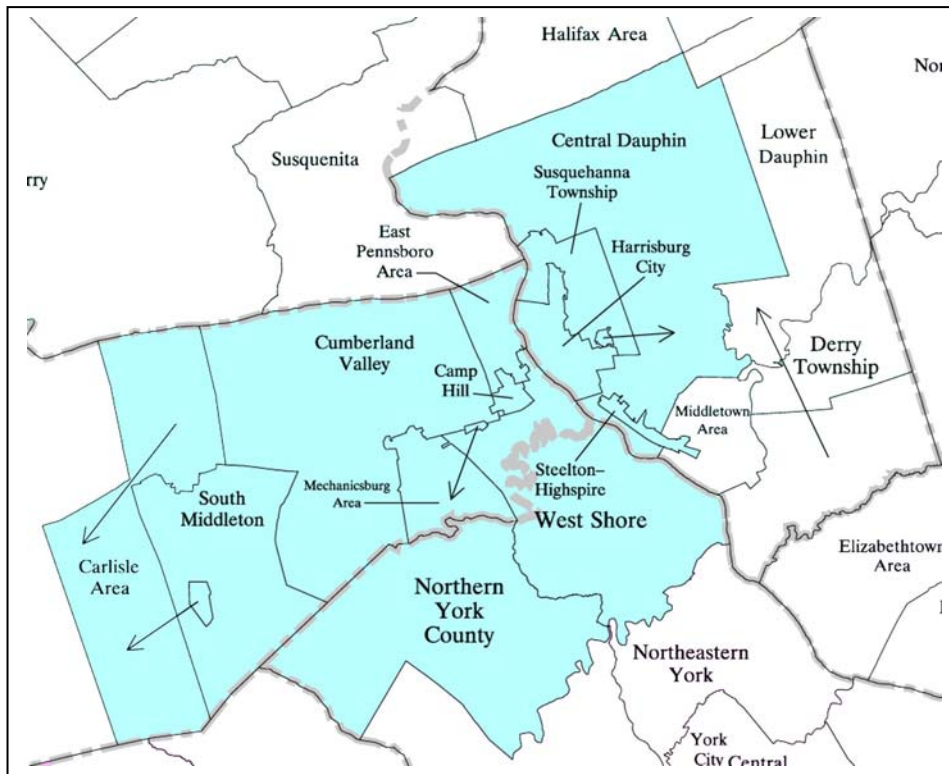
Junior  
Achievement®



empowering young people to  
own their economic success

# ORIENTATION GUIDE

## Greater Harrisburg Area Regional Council



Junior  
Achievement®  
of South Central Pennsylvania, Inc.

## Welcome

Thanks so much for your willingness to be a Regional Council member for Junior Achievement. Your personal commitment and involvement will be very helpful. To assist you understanding this role, we have prepared this brief Orientation Guide.

## Structure of Board of Trustees and Regional Councils:

Junior Achievement of South Central PA uses a traditional non-profit structure which includes a Board of Trustees and Regional Councils. The Board of Trustees has the responsibility of overseeing the operation and ensuring that the staff is accomplishing the objectives of the organization. The Board has fiduciary responsibility and governance for the organization.

In addition to the Board of Trustees, there are two Regional Councils: one in the greater Harrisburg area and one in the York area. Their purpose is to provide closer contact to companies in the community to help expand JA's outreach. You can think of this role as an ambassador for Junior Achievement within your sphere of influence.

## Role of Regional Council members

The role of a Regional Council member is to help provide ties to your company to promote Junior Achievement. This includes helping JA staff make connections to individuals to expand on program and fund raising efforts. Included in this effort would be:

- Helping JA staff recruit volunteers for programs.
  - In-class volunteer opportunities
  - STEM Summit opportunities
  - Challenge at Finance Park opportunities
  - JA Symposium opportunities
- Helping JA staff promote our fall bowling special event.
  - Recruit teams for bowling
  - Assist in soliciting t-shirt and bowling sponsorships
- Helping JA staff promote the spring wine tasting special event.
  - Attend the wine event
  - Assist in acquiring silent auction items
  - Encourage colleagues and friends to attend event
- Promoting JA within your personal sphere of influence.
  - Identify additional networking leads for JA staff
  - Identify other business leaders who might be willing to join our Regional Council
  - Identify potential In-kind donations
  - Promote JA within your school district
  - Promote JA with vendors, customers, associations, and clubs

To summarize, we are looking for you to help us answer this question: "What would I be willing to do within my sphere of influence to help promote the efforts of JA in our community?" Working with JA staff, our hope is that you will find this role to be rewarding and worthwhile. After all, the bottom line is the student. What can we do to make a difference?

## Regional Council meetings

At JA, we value the time that you provide to us as a volunteer. As a result, we try hard to make your time as a Regional Council member productive. One way we do this is by limiting the number of meetings. We plan on meeting twice per year: once in January as a mid-year checkpoint and once in June at the end of the school year. The meetings are intended to be opportunities to share best practices and ideas with other Regional Council members. Should you need to step down from your role as a regional council member or have any professional changes, we certainly understand and simply ask that you update us and help us secure a replacement if necessary.

## Regional Council updates

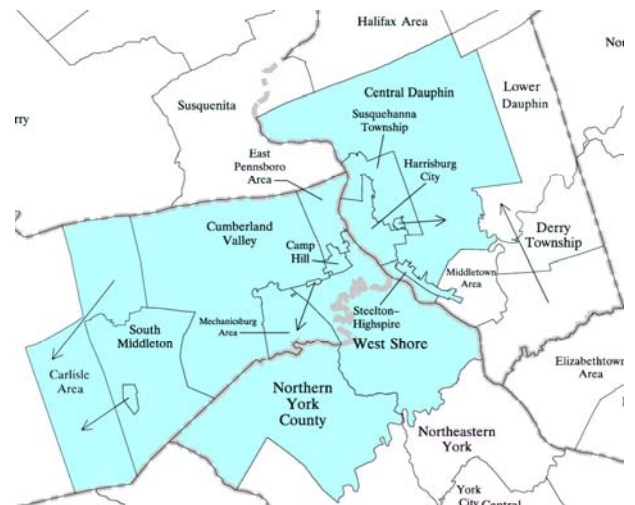
To keep you informed on JA's progress and opportunities to be involved, JA staff provide a number of communication updates. These include:

- President's Report – a quarterly email newsletter intended to provide both financial and program updates to Board of Trustee and Regional Council members.
- JASCPA180 email - a monthly email focused on the region which highlights key accomplishments and needs.
- JA staff contact – one of JA's marketing and development team will be assigned to be a liaison to you. They will periodically status with you on the phone or in person to explore ways for further engagement.

## Greater Harrisburg Regional Area

The Greater Harrisburg Area Region is comprised of 12 school districts. These include:

- Carlisle Area District
- South Middleton District
- Cumberland Valley School District
- Mechanicsburg Area School District
- Northern York School District
- West Shore School District
- East Pennsboro School District
- Central Dauphin School District
- Harrisburg City School District
- Camp Hill School District
- Steelton-Highspire School District
- Susquehanna Township School District



# Things to know about JA of South Central PA

## Mission / Purpose

JA's purpose is to inspire and prepare young people to succeed in a global economy.

## JA's Elevator speech

“Junior Achievement empowers young people to own their economic success. Our volunteer delivered, K-12 programs focus on work-readiness, entrepreneurship and financial literacy. We use experiential learning to inspire kids to dream big and reach their potential”

## Facts about JA of South Central PA

- A \$1.1 million 501c3 non-profit that has been in operation since 1961
- One of 124 offices of a national organization based out of Colorado Springs, Co.
- Serve 5 ½ counties: York, Cumberland, Franklin, Adams, Perry, and the western half of Dauphin County
- There are 165,000 students in our market in 43 school districts
- Reached over 38,000 students in the 2012-13 school year
- Market share of 24% which is 11<sup>th</sup> in the U.S. (National average is 9%)
- Main office is at 610 S. George Street in York, PA
- Harrisburg office located within Harrisburg Regional Chamber office at 3211 Front Street, Harrisburg, PA.
- Website is [www.jascpa.org](http://www.jascpa.org)
- President – Tom Russell

