

NEWS RELEASE

FOR IMMEDIATE RELEASE

March 11, 2026

For More Information, Contact:

Ed Grocholski
Junior Achievement USA
(719) 540-6165
ed.grocholski@ja.org

Junior Achievement Responds to AI's Expected Impact on Future Jobs

**Organization's Focus on Career-Connected Learning to Promote Economic Mobility
for Gens Z and Alpha Despite Rapidly Changing Economy**

Colorado Springs, CO – Today, Junior Achievement USA (JA), a world leader in experiential learning proven to help better align education to real-world outcomes, announced a new strategic approach aimed at better preparing current and future students for the expected impact of AI on jobs. Under the title, "[Education for What's Next](#)," Junior Achievement is placing greater emphasis on ensuring today's Generation Z and Gen Alpha students are equipped with the durable skills needed to succeed tomorrow in a world where AI and automation will make it more difficult to get that first job, or even have a job in occupations that can be replaced by technology.

"We can't afford to wait to see how AI impacts jobs to start preparing students for what comes next," said Junior Achievement USA CEO Jack Harris. "What we know is that durable skills, like critical and creative thinking, collaboration, communication, and continuous learning, are going to be essential to navigate our rapidly changing economy. Junior Achievement has a long track record of providing students with those skills, and we are looking for partners to ensure this challenge is being tackled on a systemic level."

According to the Brookings Institution, economic mobility – the ability of each new generation to do as well or better as the preceding one – has declined 45 percent for Americans over the past several decades. Numerous factors, including technological advances and globalization, have contributed to this decline. With the anticipated impact of AI on jobs, this trend is expected to worsen in the coming years.

As part of its new strategy, Junior Achievement is placing greater emphasis on promoting life experiences that are linked to increased economic mobility. According to [the Camber Collective](#), these include mentorship during adolescence, pursuing education or training past high school, obtaining a college degree in a high demand field, and starting a business. [Recent research](#) by Ipsos of Gen Y & Z Junior Achievement Alumni (former JA students) shows majorities of alumni credit Junior Achievement for influencing their decisions related to these kinds of life experiences.

A full overview of the approach can be found at [JA.org/Next](https://www.ja.org/Next).

About Junior Achievement USA

Junior Achievement is education for *what's next*. As a strategic partner working in collaboration with educators, employers, investors, leaders, and the communities they serve, we are dedicated to helping students achieve academically today and economically tomorrow. As a leader in experiential learning operating on a national scale with over a century of experience, we are driving toward lasting change. This means ensuring a generation of students has the transferable skills and competencies needed to navigate a rapidly changing world. By delivering career-connected learning, we are invested in accelerating economic mobility through education. By helping students become confident, capable, and connected today, we can ensure they have access to opportunity-filled futures tomorrow. Junior Achievement reaches more than 4.8 million students annually across nearly 100 U.S. markets, and is part of JA Worldwide, which serves over 19.9 million students in more than 100 countries. Learn more at www.ja.org.