

Strategic Framework 2023-2026

Vision: We envision a region where young people have the skillset and mindset to build thriving communities.

Mission: Inspire and prepare young people to succeed in a global economy.

Purpose Statement: Junior Achievement of Southeastern PA equips young people for economic mobility and the pursuit of their own ambitions.

In collaboration with educators, community organizations, and businesses, we ensure young people (5-25) have access to high-quality financial education and career-readiness learning experiences to **inspire** possibilities, **prepare** them for careers, and build skills to **succeed**. With a focus on under-resourced communities and expanded programming for middle and high school students, we provide foundational and scalable solutions that elevate all young people in Southeastern Pennsylvania to be **future-ready**.

INSPIRE

JA Introductory Learning Experiences - Develop an Interest (e.g. Career Speakers)

PREPARE

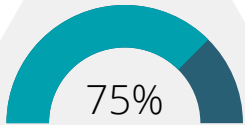
JA Core Learning Experiences - Build skills, behaviors & ultimately competencies (e.g. JA Economics for Success)

SUCCEED

JA Applied Learning Experiences - Demonstrate Mastery of competencies in a real-life situation (e.g. JA Company Program)

BY 2026, WE WILL...

Over the course of the next three years, JA SEPA will prioritize increasing our impact across the region.



Increase the number of young people served in under-resourced communities.



Expand existing and develop new strategic partnerships.



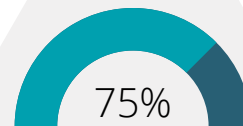
Implement an evidence-based approach to ensure young people have the skills and knowledge to pursue their own ambitions.



Diversify our staff, volunteers, board members, and vendors to better reflect the communities we serve.



Develop competency-based learning experience pathways with an opportunity to earn credentials.



Expand the number of middle and high school students served.



Strategically pilot opportunities to serve young people 18-25.



Ensure 80% of participants meet or exceed JA USA national benchmark data.



JA SEPA proudly serves greater Philadelphia, Berks County, and the Lehigh Valley.