

COMMUNITY-DRIVEN BANKING WEBINAR SERIES:

# REIMAGINING PURPOSE-DRIVEN EMPLOYEE VOLUNTEERISM

# ABA MEMBER APPRECIATION Month



# Housekeeping Announcements

- Webinar is being recorded.
- Slides and recording will be emailed.
- Ask questions through the chat.
- We'll get to questions at the end!

# Today's Agenda

- State of Corporate Volunteerism – Laura Goodman, JA USA
- Banker Panel: Crafting a Purpose-Driven Employee Volunteer Program
- Q&A
- SNEAK PEEK: New Volunteerism Infographic!



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# Successful Corporate Volunteerism

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# Happy National Volunteer Appreciation Month!



# Junior Achievement USA

## Mission:

- To inspire and prepare young people to succeed in a global economy.



## Vision:

- A world in which young people have the skillset and mindset to build thriving communities.



## Reach

- In the 2023-2024 school year, JA USA reached 4,630,710 students with a network of 153,526 volunteers visiting 19,719 schools.



# What is the Challenge?

Our educational system focuses on students achieving academically. However, this does not always align with being “future ready”, such as preparing students to reach their economic potential by making informed decisions about education after high school, work and career, money management, and more.

JA is uniquely positioned to deliver end-to-end solutions that accelerate economic opportunity and mobility...



**AUTHENTIC & ENGAGING  
REAL-WORLD CONNECTIVITY.**



**TRACK RECORD OF EXPERTISE  
IN EXPERIENTIAL LEARNING.**



**TRUST & CREDIBILITY WITH  
SCHOOL DISTRICT PARTNERS.**



**UNDERSTANDING OF SKILLS  
NEEDED FOR FUTURE OF WORK.**





**Enhancement  
Content & Curriculum**



**Experiential  
Learning Centers**



**Integrated  
Instructional Models**



**New Workforce  
Pathways**

**...with a suite of  
differentiated product  
segments that provide for  
differentiated outcomes.**

# Trends in Volunteering



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# Trends in Volunteering



- Post-pandemic, organizations are placing a greater emphasis on volunteer wellbeing (building relationships, offering resources, creating opportunities to connect).
- Aligning to volunteer personal interest with incentives tied to tracking volunteer time/activity.
- Noticeable increase in skills-based volunteering, preference for shorter volunteer experiences (vs. multi-hour), and events happening during the work day.
- Incorporation of technology to prepare for and deliver the experience.

# Trends in Volunteering



- Volunteerism is ON THE RISE!!!
- Gen X and Millennials lead in volunteerism rates.
- Gen Z also actively volunteering, particularly motivated by making a difference in their communities and seeking flexible opportunities.
- Intergenerational volunteering is on the rise, fostering collaboration between different age groups.
  - \*Great opportunity for team building, talent recruitment and retention
- Sustainability and environmental continue to be a focus.



# JA Area Focus



- JA Areas are EAGER for volunteers, and they are investing in dedicated staff to build and support long term relationships.
- Recruiting volunteers based on their expertise in career clusters and job categories.
- Rise in competition volunteering and various support roles.
- New volunteering at entry level supports retention and builds confidence for older grades.
- Updated volunteer portal and reporting with JA's Level Up Technology Initiative. Focus on turnkey supports "videos are a volunteer's best friend."

# What's Working?

- Working directly with your local JA Area to build a relationship, explore preferences and right-size the opportunities.
- Volunteering in teams or working with other businesses / partners
- Embracing a return to volunteerism so it's incorporated into your office culture and ethos.
- Trying new experiences.

# How can banks partner with JA locally to move the needle on CRA goals and deliverables?

- JA Areas can help you to identify and engage with a school that meets the 51% or more free and reduced lunch criteria. These are schools we are often already involved in.
- JA Area will provide training, materials, access to resources and support throughout your experience.
- JA Area can help with volunteer recognition.

# Types of JA Volunteer Experiences

# Volunteer Model:

## *In the Classroom*



**Facilitator:** the volunteer acts as a guest teacher managing all aspects of learning experience delivery. The educator acts as a partner and support in the classroom, assigning grades and assisting with classroom management.



**Guest Speaker:** using a topical facilitation guide, volunteers visit the classroom to present on content related to the learning objectives. This includes speaking as a subject matter expert (SME) or speaking to personal experiences.



**SME Video:** the educator leverages volunteer-produced videos that help students tackle challenging concepts.



**Coach:** used most often with longer learning experiences like JA Company Program, the volunteer supports the students as they tackle a project or independent learning objectives.

# Volunteer Model:

## *For Simulations and Competitions*



**Event Volunteer:** volunteers' complete competition-specific tasks while on-site to help execute the event. Examples include floor traders and print station volunteers at the JA Stock market Challenge.



**Guide (simulation and workshop):** using facilitation guide, volunteers support students and guide their work through simulations and on-site workshops.



**Judges:** volunteers review submissions, observe presentations, and attend exhibitions, grading students on a rubric to contribute to the calculation of their competition score.



**Site Host:** volunteers host students for a Job Shadow experience at their place of work; organized by one host and supported by additional volunteers.



**Coach:** an educator or volunteer who coaches students and accompanies them to the competitions.



# JA Finance Park AI Financial Assistant



Education



WHAT CAN I HELP YOU WITH TODAY?

What should I consider when thinking about college?

Consider how a college can help you grow and think critically while providing practical, hands-on learning experiences. Think about the importance of choosing an institution that aligns with your life goals, values, and financial needs.



## Continuing Professional Education (CPE) Course

Required by many working professionals to maintain their professional competence and provide quality professional services. This course includes review content and preparation to obtain a CPE certificate for the topic of your choice.

\$100

Select



## Language Class



## CPR Training

Earn certification in CPR, an emergency lifesaving procedure performed when the heart stops beating.

\$77

Select



## Lecture Series

Attend a series of 4 lectures by experts in an area of interest

\$100



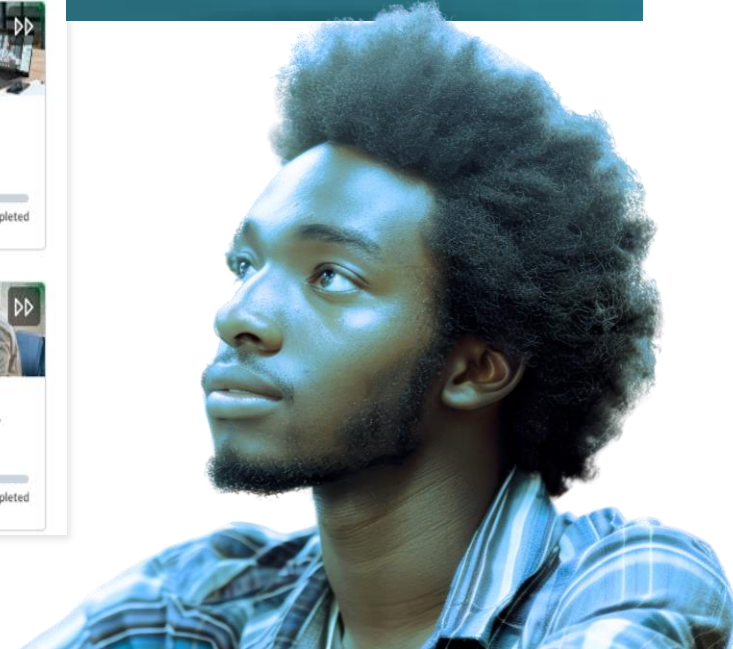
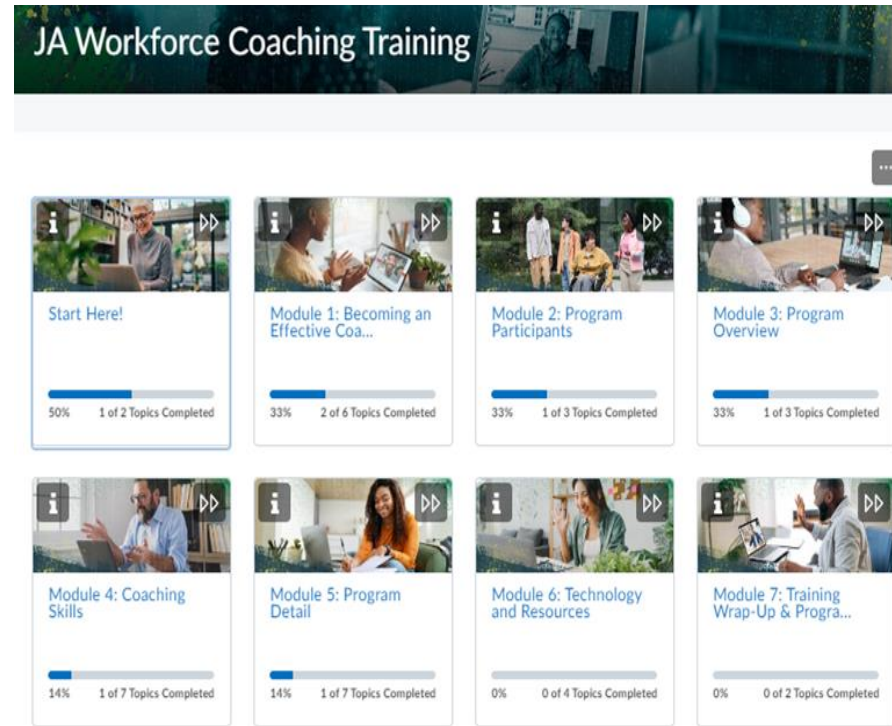
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# New 1:1 Coaching Model

## Career Navigation Coaching

Career Navigation Coaching is a new model designed to help young adults between 16-22 navigate the space between not working and work.



# JA Character Model



# Let Us Help You!

- Our JA Areas coordinate experiences between the classroom and corporate office every day.
- We are here to make your experience turn-key and volunteering a value-add to your employee experience.
- To find a JA Area near you, visit:  
<https://jausa.ja.org/about/locations>
- Or, email [Laura.Goodman@ja.org](mailto:Laura.Goodman@ja.org)



# VOLUNTEER *APPRECIATION*



# THANK YOU

Your impact is making a difference —thank  
you for helping **build a brighter future.**



# Managing a Purpose Driven-Employee Volunteer Program

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## Banker Panel:

- Brandon Jones, SVP & National Director of External Affairs, Comerica Bank
- Gina Sian, SVP and Head of Making Life Better Institute, Regions Bank



# New Volunteerism Infographic!

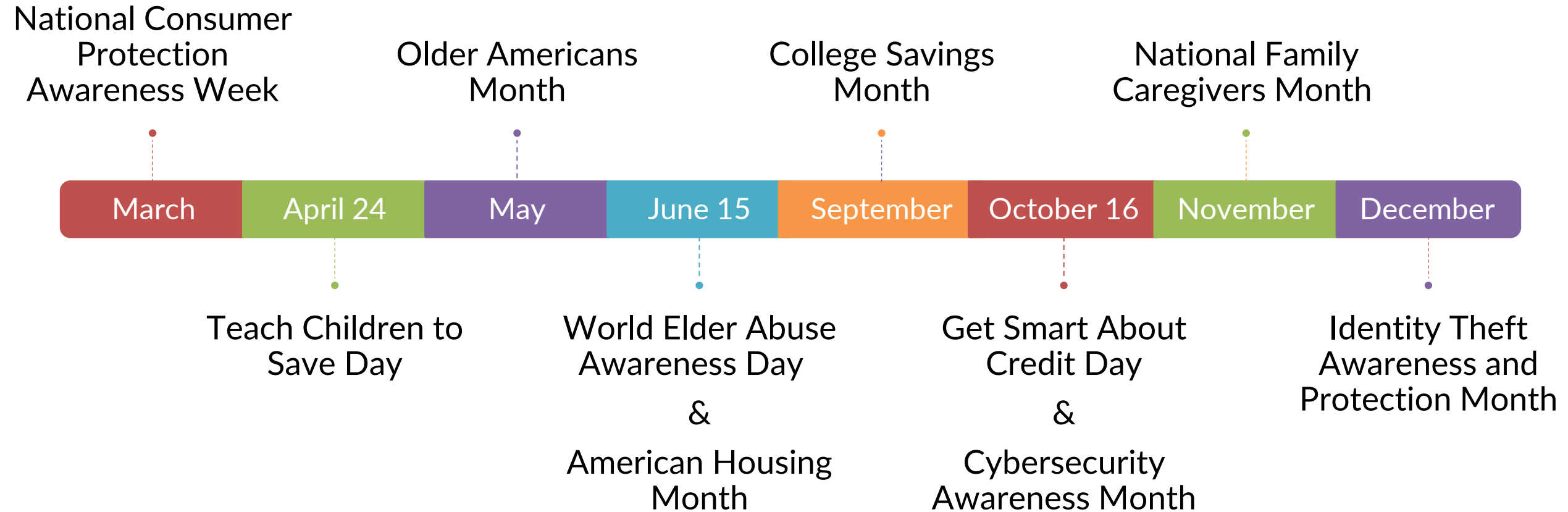
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# Important Consumer Awareness Observances





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