

Vancouver Island News Group

Teaching the art of achievement

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Junior Achievement program brings business to the classroom

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For the past five weeks Sooke News Mirror publisher Rod Sluggett has been going back to school. This time though, he was the teacher not the student.

Sluggett was mentoring a group of Journey Middle school grade six students in the ways of business through a Junior Achievement program.

Thirty students from Ms. Gerow's class took part in the lessons.

The idea was to create a business from the ground up. They developed a business plan, gathered and sold merchandise, marketed and promoted their store Pocket Change, and did the final bookkeeping. Each facet of the business was taken on by a team of six students.

They gathered up used CDs and books, made flower pens and custom photos and opened their store in the school's multi-purpose room.

"I was warned it would be a challenging class," said Sluggett. "This class really came together, the kids were really amazing."

Pocket Change made \$153, with \$125 profit.

The students decided they were going to put the money to a good cause. They have sponsored an owl and a rabbit at WildArc.

"It really came together well," said Sluggett.

The whole philosophy of Junior Achievement Business Basics is to take a business idea and turn it into a reality. The participants discover the importance of individual performance and the value of teamwork.

Each Business Basics series program introduces core economic and business principles. Interactive discussions and class activities get students back to the basics so they can jump ahead into a prosperous future.

For over 50 years, Junior Achievement (JA) in British Columbia has been creating the kind of workforce that companies want to hire by serving as an advocate for business in B.C. schools.

It is the only organization in the province dedicated to bridging the talent gap and advocating a business career by delivering education programs to youth in elementary, middle and high schools.