



Impact That ▶ **INSPIRES**





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SPECIAL THANKS



LOCAL
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PRESIDENT'S CORNER



To Inspire. It's no easy feat, but so important. Middle School is the abyss between youth and pre-adulthood where you feel stuck. I guess that's why it's called "Middle" School. We all can agree; our students need guidance. They need something that ignites passion and helps them shape and form their future selves. Through research conducted nationwide, 8th grade was identified as the best opportunity to help a child begin to define their future career. It's the perfect age for mentorship and guided experiences, as they are beginning to select their coursework for high school. The question becomes, how can you truly demonstrate to a 13-year-old what it's like to actually work for a company? How can you help them envision all the opportunities that are within any given industry?

This is where Junior Achievement steps in; it's what we do! As the liaison between the business world and education, we created JA Inspire, an event like no other, to bridge the gap between the classroom and the workforce. For almost 3,000 students and educators combined, JA Inspire unleashes an experience of full immersion into the world of work. Working with economic experts, we identified the 9 industries that would showcase the wide-range of opportunities that are available to our future graduates. We partnered with over 150 businesses to bring a hands-on, interactive, experiential learning experience to those students. Our in-classroom career exploration curriculum helped students to prepare for their JA Inspire experience by guiding them through a process of identifying their likes, dislikes, strengths, and weaknesses. Upon identifying these key elements, students were given a customized list of ideal jobs to explore during their experience.

I want you to imagine arriving to a huge convention center and walking into a space filled with companies demonstrating what it's truly like to be a nurse, an engineer, a financial planner, a farmer, and even a rocket scientist! No long presentations and more than just brochures and handouts. I'm talking rocket ships, cranes, Humvees, fire trucks, mock emergency rooms, animals, and even virtual reality stimulations! Students were equipped with a workbook to interview exhibitors about their careers, including, skill, salary, and education requirements. They were able to do a hands-on activity at each exhibit to see what it would really feel like to "do" the job. Can you imagine getting to work on a power line or fly a plane when you're in the 8th grade? Or learning a hospital needs attorneys, accountants, and marketing to operate? How about learning all professionals who work in construction are not just carpenters, and agriculture professionals include food scientists and veterinarians?

Seeing their eyes of wonder and hearing their comments of amazement is something myself, JA staff, and any person in attendance that day will never forget. As a community, we should all be proud of what we accomplished that day. It was the day a future educator, scientist, lawyer, accountant, banker, nurse, doctor, or contractor realized... **"I can do anything and anything is possible."** An event of this size requires the dedication, organization, and hard work of an entire community, but the lasting results and unforgettable impact make all of it worthwhile. I sincerely thank you for being a part of it all; it was pretty cool.

Inspired,

A handwritten signature in black ink that reads "Jayme Hayes".

Jayme Hayes
President & CEO
Junior Achievement of the Eastern Shore

THE ▶▶ EXPERIENCE

JA Inspire is more than a career fair.

It's a hands-on experience designed to connect students to the world of work. At JA Inspire, students are exposed to local industry and career opportunities by:

- ▶▶ Using their hands and learning by the art of doing; often using equipment or tools used on a job
- ▶▶ Building connections with top-notch local business and industry leaders

The full program consists of three segments: **Pre-experience in-classroom sessions presented by the classroom teacher, the hands-on JA Inspire experience, and an in-classroom post-experience debrief and reflection.**

PROGRAM OVERVIEW

The JA Inspire curriculum is based on 4 core session topics and supported by six curriculum videos.

The classroom teacher guides students through the curriculum to ensure students are prepared and equipped to explore career interests and ask questions about the skills required to obtain those careers.

▶▶ CAREER PLANNING STARTS WITH YOU

- Students recognize career clusters that match their skills and interests.
- Students identify industries and jobs that offer opportunities.
- Students identify companies they want to learn more about at the JA Inspire experience.

▶▶ MAKING THE MOST OF JA INSPIRE

- Students assess their soft skills and identify need for improvement.
- Students prepare questions they want to ask and practice asking them.
- Students create an elevator pitch.
- Students express their expectations of the upcoming event.

▶▶ JA INSPIRE THE EXPERIENCE

- Students participate in hands-on activities, often using actual equipment or tools used on a job.
- The experience is designed to transform students' abstract ideas about work into tangible ambitions and plans, and to build their soft skills.

▶▶ DEBRIEF AND REFLECTION

- Students evaluate personal goals and priorities based on their JA Inspire experience.
- Students identify next steps, including exploration of high school coursework and other research.
- Students compose thank you notes to businesses of their choice.



For more information on the JA Inspire curriculum visit [our website](#)



WHY WE ▶ INSPIRE

Students who have an idea of what they want to do after high school, based on their self-awareness and exposure to business opportunities, are much more likely to take relevant courses, stay in school, and graduate.

"JA Inspire gets you in the mindset where you feel like you could do anything!"
-Mardela Middle School Student



"One thing that inspired me was that there are so many jobs that can fit for many different people, and that shows me there is a great/perfect job for me."

- Bennett Middle School Student



"It wasn't really just one single thing. It was everything. Seeing all these different products and designs that have come out of these people doing their jobs just really inspired me to be successful in life so that I can do the things that they are doing."

- Stephen Decatur Middle School Student

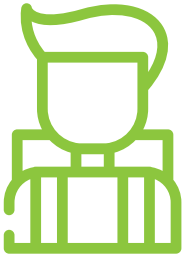


"I was inspired by the endless opportunities and the many ways to approach them. Being able to get a better understanding of what I want to go into. I felt inspired to continue along the path that I want to go on."

- Mardela Middle School Student



BY THE ▶ NUMBERS



Our impact reached
2,916
STUDENTS

through hands-on,
experiential learning
opportunities

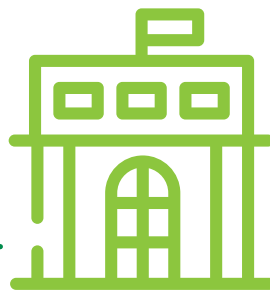
We served **6 COUNTIES**

Caroline County - **460 students**
Dorchester County - **369 students**
Somerset County - **237 students**
Talbot County - **347 students**
Wicomico County - **1,013 students**
Worcester County - **490 students**



from the shore

20
SCHOOLS



represented the
shore at JA Inspire.

Caroline County Public Schools

- Colonel Richardson Middle School: **145 students**
- Lockerman Middle School: **315 students**

Dorchester County Public Schools

- Maces Lane Middle School: **167 students**
- North Dorchester Middle School: **181 students**
- South Dorchester School: **21 students**

Somerset County Public Schools

- Crisfield High and Academy: **70 students**
- Washington High and Academy: **124 students**

Private Schools

- Holly Grove Christian School: **43 students**
- Seaside Christian Academy: **10 students**
- Wicomico Day School: **5 students**

Talbot County Public Schools

- Easton Middle School: **283 students**
- St. Michaels Middle and High School: **64 students**

Wicomico County Public Schools

- James M. Bennett Middle School: **330 students**
- Mardela Middle and High School: **99 students**
- Pittsville Elementary and Middle School: **80 students**
- Salisbury Middle School: **210 students**
- Wicomico Middle School: **289 students**

Worcester County Public Schools

- Pocomoke Middle School: **83 students**
- Snow Hill Middle School: **80 students**
- Stephen Decatur Middle School: **315 students**

Programs

- Grace Center for Maternal and Women's Health: **2 students**

During the JA Inspire experience...

85%

of students learned about a new career.

78%

of students were introduced to a new business at JA Inspire.

70%

of students had at least one presenter inspire them to research a career.

BY THE ▶ NUMBERS cont'd



80
community and
business members,
and local leaders
VOLUNTEERED

Our volunteers dedicated

310



HOURS

to inspiring our future workforce

140
EXHIBITORS



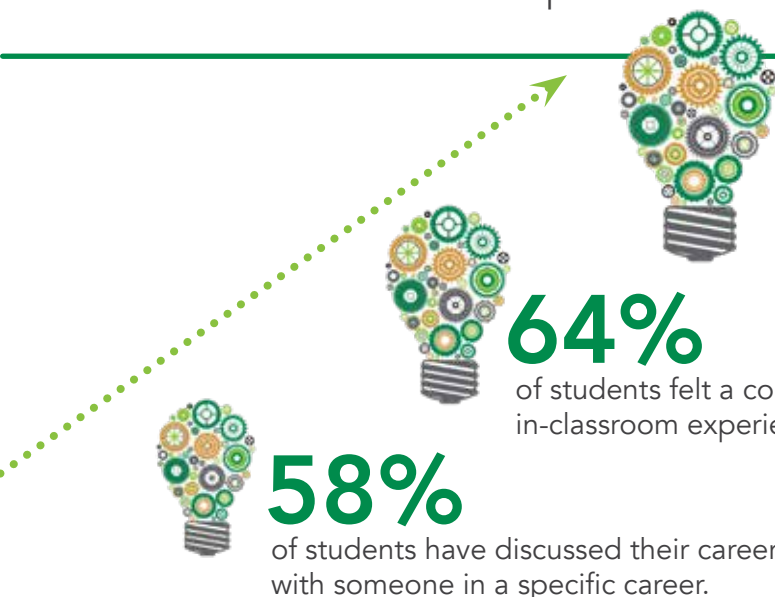
came together to inspire,
empower, and encourage
our students

Exhibitors by Industry

- .7%** Aeronautics/Aerospace
- 7.9%** Agriculture/Aquaculture/
Environmental
- 11.4%** Business/Professional/
Financial Services
- 10.7%** Communication/Arts/IT/
Web Development

Exhibitors by Industry

- 13.6%** Education/Law/Human
Services/Public Safety
- 20.7%** Health Services
- 10%** Hospitality/Food
Industry/Tourism
- 17.9%** Manufacturing/
Engineering/Skilled Trades



After the JA Inspire experience...

83%

of students felt they had more tools to make an
informed decision about their high school plans.

▶ TESTIMONIALS

At the conclusion of JA Inspire, students are excited about their future. They have a better understanding of the courses they need to take in high school, a plan for post-secondary education, and a clear pathway to a career.

"The one thing that inspired me most was seeing all the different careers and people, and knowing that my future is full of limitless possibilities!"
- Easton Middle School Student



"The one thing that inspired me the most was how many young people were there, because if they can do it then I can do it!"
- Mardela Middle School Student



"The surgeons and nurses inspired me the most because at first, before I went, I was confused and really didn't have any interest. But, my traits of loving to help and take care of people really helped. The nurses and surgeons told me about what they do for the job and how they have emergency patients with serious injuries. This inspired me to help people and take care of people who struggle."
- Bennett Middle School Student on Health Services Industry



"Even though I am younger than the people who work, they still made me feel like I was old enough to understand."
- Wicomico Middle School



PHOTO GALLERY



What Businesses Are Saying...

- ▶ "Every single one of our volunteers and staff absolutely loved Inspire. We cannot thank you enough for the opportunity to share what we have to offer with 8th graders who actually seem inspired!"
- Chris Simpson, Wor-Wic Community College
- ▶ "Each year after the event we debrief as a team. Ideas generated will improve our delivery to the students experience. This is an amazing event to touch the lives of our 8th graders to give them hands on experience. Learning is by reading, listening and doing. This event hits all three."
- Chris Hall, PRMC
- ▶ "We had a whiteboard with post-it notes and asked students to name the business they wanted to create. It was fascinating to know the diversity and breadth of businesses students want to develop. Entrepreneurship is vital to the nation, and this event helped open a lot of students minds that they don't have to work for someone but can create and manage their own business."
- Lenard Arvi, Salisbury University

[Click here](#) to view more pictures from the JA Inspire Experience

EXHIBITORS

Over 140 businesses with 500+ representatives came together to inspire almost 3,000 eighth-grade students on the shore through a hands on, experiential learning opportunity.

Aeronautics / Aerospace

NASA Wallops*

Agriculture / Aquaculture / Environmental

Blue Oyster Environmental Services
Mid-Atlantic Farm Credit
Perdue Farms*
Salisbury University - Outdoor Education
University of Maryland Eastern Shore - Agriculture
University of Maryland Eastern Shore - Natural Sciences

Business / Professional / Financial

Alarm Engineering
Coastal Association of Realtors
Deeley Insurance*
Pohanka Automotive Group of Salisbury
Salisbury University - Perdue School of Business
SVN Miller
Taylor Bank
University of Maryland Eastern Shore - Department of Business, Management, & Accounting

Communications / Arts / IT / Web Development

Art League of Ocean City
PAC 14
Salisbury University - Math & Computer Science
Symphony 21
Wicomico County CTE - Interactive Media
Wor-Wic Community College - Computer Hardware
Wor-Wic Community College - Video Game Design

Education/Law/Human Services/Public Safety

Chesapeake Foundation of the Eastern Shore
DHCD**
Eastern Shore Public Libraries
Jamie Dykes - State's Attorney
Ocean City EMS and Ocean City Fire Department
Salisbury University* - Early & Elementary Education
Salisbury University* - School of Social Work
United Way of the Lower Eastern Shore
Wicomico Child Advocacy Center
Wor-Wic Community College - Forensic Science

Assateague Island National Seashore
Bennett Orchard
Maryland Coastal Bays Program
Worcester Technical High School - FFA
Worcester Technical High School - GIS

Bank of Ocean City
Delmarva Beauty Academy
Hebron Savings Bank
Maryland Association of CPAs
Wicomico County CTE - Cosmetology
Shore United Bank
Salisbury Univeristy - Maryland Small Business Development Center

Delaware Technical Community College- IT & Networking
Delaware Technical Community College - Robotics
iHeart Radio*
Salisbury University - Communication Department
Salisbury University - Psychology
Salisbury University - Music, Theatre and Dance
University of Maryland Eastern Shore - Digital Media Studies
Ward Museum

Chesapeake College
Coast Guard Auxiliary
Maryland State Police
Ocean City Beach Patrol
Salisbury Fire Department
Salisbury Neighborhood Housing Services
Teacher Academy of Maryland
University of Maryland Eastern Shore - Admissions
Worcester County Sheriff's Office

Note:

*Industry Sponsor

** Inspire Kickoff Breakfast Sponsor



EXHIBITORS cont'd

Health Services

Atlantic General Hospital
Dr. Shakur - Cerenovus
PRMC* - Dietary
PRMC* - Emergency Room Bay
PRMC* - Environmental Services
PRMC* - Neurosurgery
PRMC* - Operating Room Bay
PRMC* - Patient Stimulation
PRMC* - Pharmacy
PRMC* - Phlebotomy
PRMC* - Facilities
PRMC* - General Health Care Overview
PRMC* - Information Services
PRMC* - Photo Station
PRMC* - Radiology

Hospitality / Food Industry / Tourism

Blackwater Adventures
Fager's Island
Jolly Roger's Amusement Parks
Princess Royale
Sysco
Bluewater Hospitality
Delmarva Discovery Center

Manufacturing / Engineering / Skilled Trades

ABC Chesapeake Shores
Arcon Welding
Becker Morgan
Chaney Enterprises
Coastal Comfort
Delaware Elevator
Delmarva Veteran Builders
Orsted/Skipjack Windfarm
Royal Plus Electric*
Scaffold Resource
Whiting-Turner
Willow Construction
University of Maryland Eastern Shore - Construction Management

Utilities / Transportation / Logistics

Chesapeake Utilities*
Choptank Electric
Delmarva Power
SBY Airport
Sentinel Robotics Solutions

Wor-Wic Community College - Phlebotomy
Hamilton Physical Therapy
Delaware Technical Community College - Phlebotomy
Wor-Wic Community College- Selfie Station
Salisbury University - School of Nursing
Salisbury University - School of Health Sciences
University of Maryland Eastern Shore - PA Program
We Work For Health - MD
Wor-Wic Community College- General Health Professions
Wor-Wic Community College - Radiologic Technology
University of Maryland Medical System, Shore Health Division
Delaware Technical Community College - Respiratory Care Technology
University of Maryland Eastern Shore - Department of Human Ecology
University of Maryland Eastern Shore - School of Pharmacy

Pepsi*
University of Maryland Eastern Shore - Hospitality & Tourism
Wor-Wic Community College - Culinary Management
Ruark Golf
Worcester County Parks & Recreation- Parks
Worcester County Parks & Recreation- Recreation
Worcester Technical High School - Hospitality CTE

Baltimore/Salisbury Electrical JATC
DART
Davis, Bowen, Friedel, Inc.
Gillis Gilkerson
International Union of Elevator Constructors, Local 7
Modern Controls
Wicomico County CTE - Automotive Technology
Pohanka Automotive Group of Salisbury
Procoat
Wor-Wic Community College - Electrical
Worcester Technical High School- Automotive Technology
Worcester Technical High School- Masonry & CDM

Choptank Transport
Piedmont Airlines/Delaware Technical Community College
Sharp Water Culligan
Wor-Wic Community College - Class B CDL Program
University of Maryland Eastern Shore - Department of Engineering & Aviation

Note:

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Junior Achievement[®]

of the Eastern Shore

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