

TERMS OF REFERENCE

COMPANY PROGRAM RESOURCE TEAM

Junior Achievement Mission:

"To inspire and educate young Canadians to value free enterprise, understand business and economics and develop entrepreneurial and leadership skills."

Junior Achievement, (JA), is an international not-for-profit organization established and owned by the business community. Its primary mandate is to teach students from grades 6-12 about the principles of business through activity, dialogue and "hands-on" business experience using volunteer business people to deliver the educational programs.

In all, more than 22,000 students participated in Nova Scotia Junior Achievement Programs last year and more than 1100 individuals from the business community volunteered their time and talent to the Junior Achievement cause.

The Company Program is an eighteen - week program, that allows high school students to start a business, create and produce a product or service for resale and in the end liquidate and close the business. The Company Program is an after school program that is only successful due to the efforts of volunteer teams called Advisors. Advisors are community business people who are the Achiever's safety net and volunteer approximately 150 hours over the course of the 18 -week meeting period. (Advisors are expected to maintain an 80% attendance at all meetings) They are there to help guide and inspire the achievers. The teams would benefit from some additional help from outside the group. This help would come from the Company Program Resource Team.

The Company Program Resource Team is a group of people that have expertise in areas, which the Achievers can draw upon during the Company Program year. Your help will alleviate some of the pressure on the advisor teams as well as enhance the over all Achiever experience. In order to participate, we ask that you review the role outlined below and sign a volunteer conduct form.

The role of the Resource Team is to help out in some or all of these areas:

- attend specific meetings throughout the Company Program year, as a guest speaker.
- be willing to travel to rural areas on occasion to ensure the groups are equally coached and motivated.
- be available; if necessary; to facilitate at workshops, training sessions and judge at Awards Judging Day and JA Annual Trade Fair.
- Aid the Program Manager with developing new training or program materials if needed.

Time Commitment:

As a guest speaker you will be asked to do a 20 to 30 minutes presentation on your topic, then stay for the remainder of the 2 hour session to help any of the advisors or achievers one on one while they conduct their company business. It is appreciated if you are able to travel as the students companies are located throughout Nova Scotia. We would ask each Resource Team member to do a minimum of two visits during the 18 week program.

The three main areas of expertise for this pilot year are:

- Human Resources
- Marketing and Sales
- Bookkeeping with Excel Spreadsheets

Other possible topics include:

- Ethics
- Environmental/Sustainable business practices
- Business Plans
- Motivational Speaking
- Liquidation

To better define the three main areas of expertise from a Company Program perspective please consider the roles of our achievers.

VP of Marketing and Sales is responsible:

- to organize a sales team
- to set sales objectives
- present and follow through with sales training for all members
- assume responsibility for products turned over from the production department
- prepare necessary reports in a neat and clear fashion
- to promote the product in any way possible, including planning for Trade Fair
- plan, prepare and oversee the marketing program of the company
- maintain the record of company and individual sales

VP of Human Resources is responsible:

- to keep morale and enthusiasm high
- to strive for 100% attendance weekly
- to keep weekly attendance records
- to phone absentees, determine reason for absence and to encourage them to attend the next week
- to compute payroll each pay period
- to keep members informed about all JA awards and contests and make any necessary provisions with the JA office
- to conduct exit interviews.

The Companies use Excel Spreadsheets to track all of their company accounts, Payroll, inventory, financial records, and shareholders. A copy of the spreadsheets is available to the Resources Team if required.

CALENDAR FOR RESOURCE TEAM

October 17

Week 1 – Generate Product Ideas/Market research

October 24

Week 2 – Selecting Product and Company Name – Break Even

October 31

Week 3 – Management and Organization/Setting Goals

November 7

Week 4 – Shares/bylaws/mission/bank accounts

November 14

Week 5 – Production begins– Business Plan – Record Keeping

November 19

- Executive Training

November 21

Week 6 – Sales – Business Plans

November 28

Week 7 – Sales Training – Business Plans

December 1

- Biz Busters

December 5

Week 8 – Trade Fair Booth planning

December 10

Trade Fair

December 12

Week 9 – Awards and Scholarship Program

December 19

Week 10 – Finalizing the Business Plan

January 9

Week 11 – Break Even Review – Motivational Talk – Review Marketing Plan

January 16

Week 12 – Motivational Talk – JA Month – Open House Planning

January 23

Week 13 – Parliamentary Procedures – Board Meetings Preparations

January 30

Make-up Week

February 6

Week 14 – Open House/Board Meeting

February 13

Week 15 – Liquidation Process

February 20

Week 16 – Liquidation Process

February 27

Week 17 – Shareholders Report

March 6

Week 18 – Shareholders Report

April 1

- Awards Judging Day

April 23

Awards and Recognition Gala

****There will be dates throughout the year when you may be contacted outside of this schedule to help if you are available.****