

JA British Columbia Strategic Plan 2023-26



JA
British
Columbia

Member of JA Canada



BOUNDLESS POSSIBILITIES

UNLOCKING THE POTENTIAL OF B.C. YOUTH

Shaping Our Strategy

Vision

British Columbia youth have the skillset and mindset to build thriving communities.

Mission

JA inspires and prepares British Columbia youth to succeed in the global economy.

Primary Beneficiary

British Columbia youth aged five and older.

Partners

Includes educators, donors, volunteers, Indigenous communities, non-profit leaders, British Columbia government, British Columbia businesses, JA Canada, JA Worldwide, society members, Business Laureates of British Columbia Hall of Fame volunteers, and the Business Laureates of British Columbia.

Impact: Theory of Change

Our intention is that after a JA program, British Columbia youth are more optimistic about their future, are more financially literate, are better able to chart their future, and have started developing skills for long-term success.





Strategic Goal



Three Year Goal

100,000 British Columbia youth will experience a JA program each year by fiscal year 2025-26.

This is the equivalent of 4,347 experiences.

- Minimum of 10% will be Inspire experiences (short engagements designed to spark student interest within a timeframe of 30 minutes to two hours)
- Minimum of 5% will be in Indigenous communities

Our Strategic Priorities

UNLOCKING THE POTENTIAL OF BC YOUTH

Our Boundless Possibilities initiative is supported by a strategic framework that will serve as our roadmap, driving accelerated growth and impact for the coming three years.



Accelerate
Digital



Empower the
Underserved



Cultivate
Partnerships



Strengthen
OneJA



Our Strategic Priorities

OVERVIEW



Accelerate Digital

Provide high-quality, valuable, accessible and direct digital learning experiences to B.C. learners.



Empower the Underserved

Expand to reach youth at risk of poorer socio-economic outcomes and serve youth in regions with less than average income, education and employment.



Cultivate Partnerships

Work with partners, including Indigenous communities, NGOs and the B.C. government, to support the development and delivery of learning experiences.



Strengthen OneJA

Leverage the JA Worldwide network to provide experiences and assets for students, team members and board members, in addition to better engaging local alumni.

Our Strategic Priorities

UNDERSTANDING ENABLERS



Accelerate
Digital



Empower the
Underserved



Cultivate
Partnerships



Strengthen
OneJA

Technology

Culture, Governance, and People Development

Equity, Diversity and Inclusion

Marketing and Communications

Fundraising

Stewardship and Sustainability

Enablers



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