

World of Choices

PROGRAM REPORT

2024-25



JA
British
Columbia

Member of
JA Canada

WORLD OF CHOICES OVERVIEW



INSPIRING CAREER EXPLORATION: JA BRITISH COLUMBIA'S WORLD OF CHOICES PROGRAM CONNECTS STUDENTS WITH REAL-WORLD OPPORTUNITIES

Now in its fourth year, JA British Columbia proudly continued its World of Choices program, engaging over 24,500 students in grades 6–12. This initiative offers a monthly series of virtual sessions featuring guest speakers from a wide range of industries and high-opportunity career fields across B.C.

World of Choices is designed to support students in exploring and refining their career goals by encouraging them to reflect on their interests and strengths, and discover how these align with emerging career paths. Participants gain confidence and practical insight to help them navigate an ever-evolving job market.

JA volunteers from local communities and businesses play a key role in the program, sharing their stories and experiences as guest speakers. These role models help students envision the possibilities available within their own communities and beyond.

Learn more at jabc.org/woc

“Participating as a moderator for World of Choices was a truly rewarding experience. It was a pleasure to help facilitate such meaningful conversations, and always a joy to interact with the students and fellow presenters. Programs like this are so valuable in opening young minds to new possibilities and helping them envision their future paths. I’m grateful to have been a part of it!”

**- Madison Mailey, Olympic Gold Medalist
WOC Sports, Culture and Recreation**

“Such a fantastic event! Thanks for the opportunity to share why finance is a great career path and offers endless possibilities - and a big shout out to the team behind the scenes at JA British Columbia.”

**- Corinne Thiessen, Manager, Corporate and Brand Communications, BCI
Financial Services**

WORLD OF CHOICES 2024-25 AT A GLANCE



24,500+
Students
Grades 6-12

940
Classes

67
Schools

3,500
Youth facing
barriers

STUDENT OUTCOMES

To support ongoing improvements to our programs, we surveyed students after this year's sessions. Below are the results that reflect their learning experience.

69%

of students said they know how to build a plan to acquire the skills, education, and training needed for future work.

72%

shared that they feel optimistic about their future career and job path.

75%

agreed that hearing from mentors in various jobs and careers is valuable.

75%

mentioned they have a good understanding of the career and job opportunities that are currently in demand.

76%

indicated they understand the education and training pathways to the careers they're interested in.

“

I really appreciate that these people took time out of their day to educate us about jobs. We're reaching the age where we'll soon be working, so it's important that we learn about these things.

”

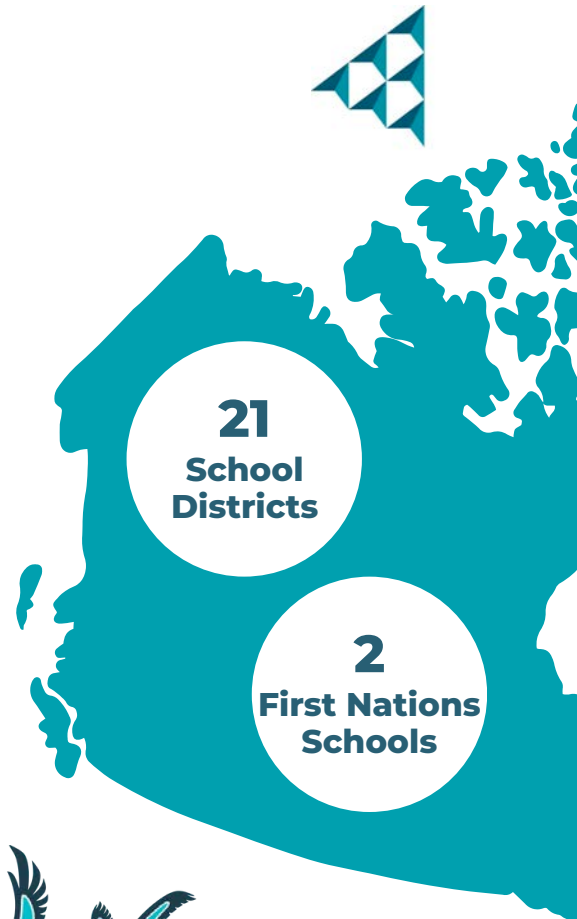
- Student, Grade 8

Our programs are designed to be inclusive and accessible, free of prejudice and discrimination. We respect the backgrounds, creativity and talent of all individuals. As we inspire and prepare young people to succeed in a global economy, we teach youth to recognize inclusivity and diversity as an asset.

WORLD OF CHOICES 2024-25 REACH

SCHOOL DISTRICTS REACHED

#22 Vernon	#61 Greater Victoria
#23 Central Okanagan	#69 Qualicum
#28 Quesnel	#70 Pacific Rim
#35 Langley	#71 Comox Valley
#36 Surrey	#73 Kamloops-Thompson
#38 Richmond	#83 North Okanagan-Shuswap
#39 Vancouver	#98 Interior/ North (Indigenous)
#41 Burnaby	#99 Interior/ Mainland/ Island/ Surrey & Fraser Valley (Independent)
#42 Maple Ridge-Pitt Meadows	#100 Mainland (Community Centre)
#43 Coquitlam	
#44 North Vancouver	
#48 Sea to Sky	



FIRST NATIONS SCHOOLS

Four Directions Secondary School, Kamloops
Gitanyow Independent School, Gitanyow



PROGRAMS FOR
**INDIGENOUS
LEARNERS**

"I feel like this program is good because it shows that not everyone is perfect and there are a lot of jobs and careers that you can pick."

- Student, Grade 7

"I took a lot of notes. That with help me remember things to keep in mind when I eventually get a solid job plan in the future."

- Student, Grade 7

"These are excellent opportunities for my class. They are focused during the presentations and ask really great questions. Thank you for putting such a great program on!"

- Educator



2024-25 INDUSTRIES HIGHLIGHTED

Each month, World of Choices focused on a different sector and invited speakers working in a variety of roles. Over the course of the year, we welcomed 37 guest speakers representing 8 key B.C. industries.

We thank our volunteers for their invaluable contributions.

September 26, 2024 PUBLIC SAFETY

Guest Speakers:

- Ron Lisowsky, Canada Border Services Agency
- Harpreet K. Jaswal, Emergency Management Division Justice Institute of British Columbia
- Matt Bradley, Conair
- Jessica Franz, Surrey Firefighters

October 24, 2024 HEALTHCARE

Guest Speakers:

- Alexandra Goldwell, Healer Self-employed
- Kelly Quinn, Nurse Next Door
- Dr. Jeanne Paul, Red Shawl Woman
- Chris Chiew, London Drugs
- Howard Waldner, HealthTech Connex Inc.

November 21, 2024 FINANCIAL SERVICES

Guest Speakers:

- Niki Jelstad, Prospera Credit Union
- Corinne Thiessen, BCI
- Selena Woo, Nicola Wealth
- Larry Sawrenko, City of North Vancouver

January 23, 2025 SPORTS, CULTURE AND RECREATION

Guest Speakers:

- Madison Mailey, Olympic Gold Medalist
- Doug McCandless, Capilano Group of Companies
- Michelle Collens, City of Vancouver
- Maxwell Lattimer, Deloitte

Learn more at jabc.org/woc

If you are interested in becoming a volunteer speaker, please contact Beatriz at b.araujo@jabc.org.

February 27, 2025 SKILLED TRADES

Guest Speakers:

- Chef Aaron George, Songhees Food Truck
- Steven Thomson, Ledcor Construction Limited
- Maureen Phung, SkilledTradesBC
- Krystal Martin, Highland Valley Copper
- Chelsea Barron, BCIT
- Danielle Presley, Finning Canada
- Mike Grywacheski, Anthem Properties

April 24, 2025 ENTREPRENEURSHIP

Guest Speakers:

- Chris Wilson, Speaker, Aviator, Entrepreneur
- Katherine Berry, SIX
- Curt Thomas, BC's Warrior Plumbing
- Paige Cey, Benny

May 15, 2025 CREATIVE ARTS

Guest Speakers:

- Timothy Symes, Halcyon Post
- Pedro Paulo Araujo, PedroPauloAraujo.com
- Alissa Thakker Wildlife Photographer
- James Wood, Okanagan College

June 12, 2025 INDIGENOUS ROLE MODELS

Guest Speakers:

- Josh Nilson, Maskwa Investments; Indigenous Tech Circle
- Jacqueline Sommer, Leaders of Land and Legacy
- Mo Dawson, Mo Dawson Creative
- Geena Jackson, BearsLair_TV
- Ryan St Germaine, Indigenous Tech Circle; Indigenous Tech Fund

THANK YOU TO OUR PROGRAM SUPPORTERS



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ABOUT JABC



JA British Columbia (JABC) is a not-for-profit impact organization that delivers hands-on, immersive education in work readiness, financial health, and entrepreneurship. Through JA, young people are equipped with the skillset and mindset to build thriving communities. Learn more at jabc.org.



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