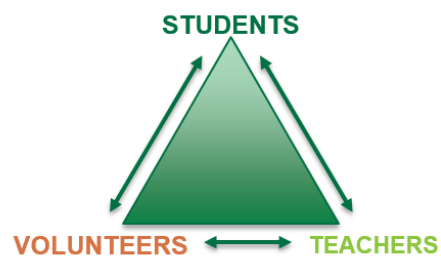


JA BizTown® Summative Evaluation Program Impact: Final Results *January 19, 2016*

EVALUATION STRATEGY

Evaluation methodology was designed to provide:

1. evidence of program impact on students':
 - knowledge about financial literacy
 - positive change in attitudes towards financial literacy
2. information about program's relevance by capturing feedback from volunteers and teachers about program content, strengths and challenges.



EVALUATION PROTOCOL

Engaged nationally-recognized evaluation firm (RMC)

Data analysis conducted on:

- 5 areas; 20 “program” classes; 14 “comparison” classes
- Surveyed 800+ students, 84 volunteers, 41 teachers

Evaluation variables of interest:

1. Knowledge gain
2. Attitudes and attitude change
 - financial behaviors (change)
 - future orientation (change)
 - locus of control (change)
 - academic aspirations (change)
 - student satisfaction w/instructor

Evaluation statistical tests of impact:

- *Statistically significant difference* (measure of **strength** of evidence that program and comparison groups are different)
- *Effect size* (quantifies **amount** of difference between program and comparison groups)

EVALUATION RESULTS – KNOWLEDGE GAIN

DIMENSION	RESULTS
Financial Literacy Content	Large effect size

SAMPLE ITEMS

*Which statement best describes the circular flow of an economy?
The revenue left over after paying business costs is called?*

Students who participated in the program *acquired* financial literacy knowledge. The difference in knowledge scores of students participating in the program and a similar comparison group who didn't participate were statistically significant ($p < .05$). More importantly, the average Effect Size for areas participating with matched pre-/post-test scores and comparison groups was 1.18.

TABLE 1. Effect Size of Knowledge Scores by Area (*Program vs. Comparison*)

JA AREA	Effect Size
Area 1	2.48
Area 2	1.55
Area 3	.95
Area 4	.56
Area 5	.37

Average Effect Size = 1.18

Students overwhelmingly report positive impact of the instructor on their experience of the JA BizTown program. When asked about the specific influence of the instructor on their personal experience of the program, students respond very favorably. See TABLE 2.

TABLE 2. Percentages “Slightly Agree” and “Agree” for Participating Students

Item	Percentages	
	Slightly Agree	Agree
<i>My instructor made a connection between real life and what I learned in the classroom.</i>	32%	61%
<i>My instructor helped me to realize the importance of staying in school.</i>	24%	63%
<i>My instructor's personal stories motivated me.</i>	35%	42%

Teachers and volunteers indicated students achieved mastery on important topics. Both teachers and volunteers reported that they believed students had demonstrated mastery of topics like *understanding interest, the importance of bank registers, net pay and profit concepts.*

EVALUATION RESULTS – ATTITUDE CHANGE

DIMENSION	RESULTS
Financial Behaviors	35% of students <i>favorably</i> changed their minds

SAMPLE ITEMS

I currently/plan to start using a budget.
I currently/intend to start saving money for the future.

DIMENSION	RESULTS
Future Orientation	41% of students <i>favorably</i> changed their minds

SAMPLE ITEMS

I currently/will set goals for my future.
I currently/will think more about financial issues in my future.

DIMENSION	RESULTS
Locus of Control	25% of students <i>favorably</i> changed their minds

SAMPLE ITEMS

I feel in control over how my future will turn out.
I believe I can create my own future.

DIMENSION	RESULTS
Academic Aspirations	8% of students <i>favorably</i> changed their minds*

* This is large given the base rate for a positive response was 97% favorable at pre-test.

SAMPLE ITEMS

I expect to graduate from high school.
I think I will probably graduate from college.

DIMENSION	RESULTS
Satisfaction with Instructor	86% of students responded <i>favorably</i>

SAMPLE ITEMS

My instructor made a connection between real life and what I learned in the classroom.
My instructor helped me to realize the importance of staying in school.