

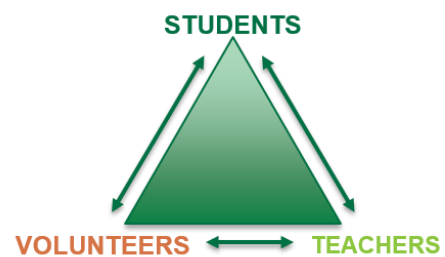
# JA BizTown® Summative Evaluation Program Impact: Final Results

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
<b>Financial Literacy Content</b>	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

**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
<b>Financial Behaviors</b>	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
<b>Future Orientation</b>	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
<b>Locus of Control</b>	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
<b>Academic Aspirations</b>	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
<b>Satisfaction with Instructor</b>	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.*