



JA Company Program – Virtual Volunteer Guide

JA Company Program students collaborate in solving problems that are important to them, their community, and their school. Students look to business professionals for insight and tips to help grow their business idea.

✦ Volunteer Role

JA Company Program virtual volunteers will assemble with co-workers to form a Subject Matter Panel/Advisory Team to create a 10-30-minute prerecorded video (*length dependent on option selected*) using your laptop, tablet, or smartphone. You will share your knowledge and experience as they relate to a specific business subject. The video is viewed by high school students as part of their JA Company Program startup experience.

Pre-recorded Video Options

Subject Matter Panel – Volunteer Need: **2-4 panelists** (10-20-minute presentation)

Panelist group will select **one** of the eight JA Company Program topics. To advise students about business success, each panelist will share their experience and professional advice on the selected subject matter using topic questions found in the presentation outline (pg. 3-5).

Subject Matter Advisory Team – Volunteer Need: **8 Advisors** and **1 Video Host** (20-30-minute presentation)

The **8 advisors** will prepare a short presentation on their specific Subject Matter Topic (pg. 3-5). The Video Host will ask advisors specific Subject Matter questions and are responsible for scheduling the Advisor Team rehearsal & planning meeting (prior to recording date) and the video recording day/time.

Time Commitment

Approx. 1-2 hour(s) - includes prep, filming, and uploading your file to Dropbox.

✓ Volunteer Steps to Complete

- All Volunteers must complete a [JA Volunteer Registration Form](#)
- INSTRUCTIONS** when completing the registration form:
 - ! Please select under **Volunteer Engagement** - *Virtual Recorded – Company Program*
 - ! In the **JA representative** you are currently working with **box** – *type JA staff name (if aware)*
- Film video and upload it to a [secure Dropbox folder](#) (further instructions below)
 - You **do not** need a Dropbox account to upload your video to this folder & JA will review and brand
 - Video will be shared with JA Company Program teachers & students
- Review** information on **pages 2-5**
 - ★ Preparing the Presentation – page 2
 - ★ Presentation Outline and Subject Matter Topics – pages 3-5
 - ★ Creating and submitting your video – page 6

Preparing the Presentation

Logistics

- Many platforms (WebEx, Teams, Google Meet, Zoom, etc.) have the record option
- Recommend **business attire**
 - Avoid patterns and high contrast pinstripes
 - Blues and natural tones or pastel colors
- Both options → Schedule a pre-call/rehearsal prior to the video recording date
 - Pre-call – to walk through and discuss role and content, identify who will press record & stop recording and upload the video
 - Rehearsal – do a dry-run of the content that will be presented. Think about the option to record the dry run as well to see how you are on camera during the recording
- **Subject Matter Panel:**
 - Determine which panelist will answer which question(s)
 - Team member assigned - to coordinate & set the recording day/time. Responsible for pressing record & stop recording and uploading the video
- **Subject Matter Advisory Team:**
 - Confirm which topics the advisors are presenting
 - Video Host – set a date & time to record presentation, responsible for press record and stop recording during the presentation, and uploading the video afterwards

Presentation Flow

- ✧ The key to a smooth presentation is volunteers taking time to practice presenting their content on their own
- ✧ Produce a script to use as a guide (optional) – check out a [video series](#) on benefits & how to tips
 - If using a script/notes during recording, place behind the camera to ensure level eye-contact
- ✧ Before video recording session stretch out your face and mouth, yawn with noise (helps tremendously)
- ✧ **Speaker Energy**
 - Use facial expressions, hand gestures, vary the pace of delivery and emphasis.
 - Create ‘virtual body language’ – be animated, inject your personality
 - Stand or sit up straight and gesture like you are talking to an audience in person.
 - Be conversational and use the word YOU as if you are speaking to one person

Subject Matter Panel	Subject Matter Advisory Team
<p>Intro – each volunteer takes 1 min.</p> <ul style="list-style-type: none"> <input type="checkbox"/> Establish an order for who will be answering each topic question and the order <input type="checkbox"/> All topic questions answered during the panel – 3-4-minute answers <p>Everyone engages in closing</p>	<p>Intro – each volunteer takes 1 minute</p> <p>Video Host:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Responsible for recording the video, asking questions to advisors – present one topic at a time <input type="checkbox"/> Monitor time to make sure all speakers have a chance to fully present their topic <p>Subject Matter Advisors:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Choose 2-3 topic questions that pertain to your career experience (may not be able to answer all topic questions in the allotted time) – 1-2-min. answers <input type="checkbox"/> Prepare bullet points to present on each topic question chosen <p>Everyone engages in closing</p>

Presentation Outline

Volunteer Introduction

- Team Captain or Video Host greets students and introduces the company
- Panelist/Advisor Volunteer introductions
 - Name, pronouns
 - Role at the company
 - One thing they are passionate about (not related to their job)

Subject Matter Presentation

- Each volunteer will be prepared with answers to the questions on their specific subject matter topic
- Subject Matter Advisory Team model → *Video Host* will ask topic questions to the topic advisor
- Refer to the Subject Matter Topics listed below
 - ★ **Note:** *Optional* addition topic - students are interested in learning more about Product Design and Prototyping – if there volunteers within your organization that have insight on this topic, please consider including in your video.

Closing & Wrap-Up

- Each speaker provides a quick recap of what they have presented
- Provide words of encouragement and reassurance to the students, especially in these uncertain times
- Celebrate their resilience and perseverance

Subject Matter Topics

1. Ideation
2. Customer Interview & Data
3. Leadership & Management
4. Product Marketing
5. Preparing a Business Pitch
6. Finance
7. Sales
8. E-Commerce
9. Product Design & Prototyping - ***OPTIONAL** (if a Subject Matter Advisor in the organization is available to present on the topic)

Ideation

Energizing tips and insights for JA Student-Run Startup teams to drum up a staggering amount of ideas. Please share a few insights and tips on brainstorming.

- 01 | What are some of the qualifiers/principles for a good idea?
- 02 | How do you keep the team focus on the topic at hand?
- 03 | Go for quantity. Do you aim for as many ideas as possible or not?
- 04 | What are some resources and tools you use in your brainstorming session?
- 05 | How do you choose which solution/idea to go forward with?

Customer Interview & Data Collection

Gathering information & sparking a reaction from prospective user/customer during a customer interview conversation can be helpful during the product prototyping phase of JA Company Program.

- 01 | What are some tips and ideas you have for sparking a dialogue with your target Audience?
- 02 | Can you share some Market Research best practices?

Leadership & Management

Building strong relationships and creating team norms is integral to the success of JA Company Program business teams.

- 01 | What are some team relationships building activities?
- 02 | What are some example of good team norms?
- 03 | What are some tips for facilitating group decision making?

Product Marketing

“Acquiring” and “Activating” customers! Share marketing tools, resources, and tips.

- 01 | **Awareness:** Share communication channels that are useful for getting product in front of customers
- 02 | **Interest:** Triggers that receives customer attention & EX of catchy product positioning statement, and types of sources that are trustworthy
- 03 | **Consideration:** Tips for hooking customers on a product or service
- 04 | **Purchase:** Buy! Tips and resources for making it easy for customers to buy a product

Prepare a Business Pitch

Telling a startup story in a meaningful and compelling manner is integral to JA student-run startup success at pitch competitions. Share insights on the following components of storytelling, and any pitching tips or advice.

- 01 | How to turn an experience into story?
- 02 | Knowing your Audience
- 03 | Framing story as, “What’s in it for you?”

Finance

JA student-run companies are often seeking advice about money management and support on finance topics.

01 | Expense Revenue Tracking:

Students are often seeking ways to setup a system of revenue tracking via Excel, Google Sheets, or other programs. Please share some tips, tutorials, and templates that students can use.

02 | Break-Even Point:

What is it? A crystal clear and simple explanation of Break-Even Point will be helpful for aspiring young entrepreneurs.

Sales

Revenue strategies is integral to the long-term and short-term impact of aspiring startups. Here, students are often asking the critical questions of how to deliver their product/service to people.

01 | What are some sales strategies, as well as tips and insights?

02 | What are some techniques for stellar customer service interaction?

03 | What are some simple steps for closing sales?

E-Commerce

The biggest roadblock to most JA Company Program students is connecting with customers via social media, selling online, or creating a business website to drive forward sales.

01 | What are some tools for creating an E-Commerce business?

02 | What is your E-Commerce Roadmap for Success?

03 | Please identify some of the E-Commerce steps that need to take place to have a successful venture.

04 | What does success look like for each of the E-Commerce steps you have listed?

***Optional** additional topic →

Product Design & Prototyping

Students would like to learn more about Product Design and Prototyping. Provide tips and ideas on the process on how to sketch/draw a product in its pre-development stage.

01 | What are some techniques used to design products?

02 | What are some online/digital tools that can be utilized for product design?

03 | What are Best Practices when designing a new product?

Creating Your Video

Setting the “Stage”

- Volunteer(s) find a quiet location, without background noise from television, radio, family members, etc.
- Keep the background behind you neutral, away from distracting elements.
- Use ample lighting to make sure you can clearly be seen. Your lighting source should come from in front of you and not behind you. Please experiment with lighting first before recording.

Video Framework

- Create video by recording on a virtual sharing platform.
- Feel free to use props, tools, or pictures to help explain your work.

Ready, Set, Action!

All that is required is a laptop (recommended), smart phone, or tablet. Below are best practices to help get you started.

Laptop

- Join your teammates on a virtual meeting platform – press **record** on the toolbar.
- Utilize a screen sharing function if you would like to share photos or files.
- Once you end your recording, you will be able to download and save the video file.

Smart phone or tablet:

- Stabilize your device to avoid shaking. Use tripod, stand, or have someone film the video for you.
- If a person is filming you, they should sit, or rest their elbows on a flat surface to be a “human-tri-pod”
- Team Captain/Video Host: Export your video in one of the following formats:
.MOV, MP4, ProRes, Gif, MXF, WAV, AIF, M4A, AAC, JPG, PND, PSD.

That’s a Wrap! – Time to Submit Your Video

Once you’ve finalized your video, please upload the file to JAUM’s Dropbox via this [link](#)

***IMPORTANT – please **name** your file using the instructions below:

Specific Subject Matter **Topic** Videos → Subject Topic – JA Company Program – Name_Company

*Example: *Product Marketing – JA Company Program – Sally Smith_ABC Corporation*

Subject Matter **Advisory Team** Video → Company – JA Company Program Advisory Team Presentation

*Example: *JA Company Program Advisory Team Presentation - ABC Corporation*