



JA BizTown Subject Matter Expert Virtual Volunteer Guide

JA BizTown combines classroom or self-guided learning with a hands-on career and community simulation experience. Students explore important topics to elevate their financial literacy and career readiness skills. The program helps students make the connection between what they learn in school and the real world. Students can put their learning to life through the virtual JA BizTown Adventures simulation.

Volunteer Role

JA BizTown virtual volunteers will assemble with co-workers to form an Expert Team (2-4 panelists) to create a 6-10-minute prerecorded video using your laptop, tablet, or smartphone. Expert team will select **one topic** within one of the four JA BizTown units (ex: "Savings"). Experts will share their experience and professional advice on the selected topic using talking points (pages 4-5). The video is viewed by students to complement their JA BizTown lessons.

Pre-recorded Video

Expert Team Roundtable – Volunteer Need: **2-4 panelists** (6-10-minute presentation)

Expert Team will select **one topic** within one of the four JA BizTown units. Each member of the team will choose one or more talking points to discuss. Team addresses all talking points listed in the topic presentation outline. Select a Team Lead, who will be responsible for:

- ★ Scheduling the planning meeting and rehearsal with the team prior to recording
- ★ Leading presentation welcome and prompting closing/wrap up and monitor recording time

Time Commitment

Approx. 2-3 hour(s) – includes training, prep, filming, and uploading your file to Dropbox.

- ★ JA staff will provide training to volunteers via a virtual live meeting platform

✓ 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*
 - ! In the **JA representative** you are currently working with **box** – *type JA BizTown*
- ❑ 1hr content and recording training with Capstone staff member
 - Asynchronous training video is available if you're unable to attend training with a Capstone staff member
- ❑ 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 BizTown teachers & students
- ❑ **Review** information on **pages 2-6**
 - ★ Preparing the Presentation – page 2
 - ★ Presentation Flow and Presentation Outline – page 3
 - ★ JA BizTown Unit talking-points – page 4-5
 - ★ 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
- ❑ Team Lead → schedule a pre-call/rehearsal prior to the video recording date
 - Pre-call – choose unit, assign roles, and discuss presentation content and flow
 - Rehearsal – practice the presentation (consider recording this to see how it looks on camera)
 - **During** pre-call/rehearsal Team members:
 - ❑ Choose JA BizTown unit and determine which team member will discuss which talking point(s)
 - ❑ Coordinate and schedule recording day/time, record and upload the final presentation
 - ❑ *Optional* - establish if team will use visual aids.
 - If utilizing screen share visual aids, decide who will screen share during the recording

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)
- ✧ **Share Examples**
 - Students learn best when they **connect** with the material through stories and examples
 - Share stories and give detailed examples to illustrate your talking-points
- ✧ **Visual Aids**
 - Students learn best when they can both **hear** and **see** the material
 - Prepare visual aids to enhance your presentation, such as cards with key-terms written on them, physical items that represent what you are discussing, or using screen share to display images
- ✧ **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

Presentation Outline

Welcome and Introduction

- Team Lead greets panelists and introduces their company
 - ★ Share the organization that the team works for, and what product(s)/service(s) the company provides
- **Volunteer Introduction** – each volunteer expert takes 30 sec.
 - ★ Name, pronouns
 - ★ Role at the company

JA BizTown - Team Presentation

- Expert Team select **ONE** topic for recorded presentation. JA BizTown Units:
 1. **Savings Account**
 2. **Ways of Payment**
 3. **Philanthropy**
 4. **Family Resources**
 5. **Writing a Resume**
 6. **Entrepreneurship**
 7. **Quality Business**
 8. **Price, Profit, and Revenue**

Closing & Wrap-Up – all volunteers engage in closing

- Provide words of encouragement and reassurance to the students, especially in these uncertain times
- Celebrate their resilience and perseverance
- Team Lead says goodbye

JA BizTown Units

Unit #1 | Financial Literacy - Talking Points

Savings Account:

- **Introduce** the *importance* of having a savings account and a savings goal
 - Steps students can take to *open* a Savings account – (say parent/guardian instead of Mom and Dad when explaining)
 - Share something that you saved for when you were younger

Ways of Payment:

- **Introduce** each way of payment:
 - **Debit Card** – money immediately withdraws (comes out of) bank account
 - **Credit Card** – money does not immediately withdraw, required to make a payment within 30 days
 - **Cash** – paper and coins
 - **Check** – written form of payment
 - **Electronic Payments** – PayPal or Venmo
 - **Gift Card** – allocated amount of money to a specific place
 - **Prepaid Card** – funds that have been added to the card to use as a way of payment
- **Introduce** the ways to track spending and why it is *important* – transaction register, bank apps, etc.

Unit #2 | Community & Economy - Talking Points

Philanthropy:

- **Overview** → a way of sharing, helping others by giving different kinds of things. The three W's:
 - Wealth -money
 - Work - volunteering to help
 - Wisdom-giving other the advantage of their knowledge
- **Introduce** *Philanthropy* can come from individuals (philanthropists) or from a group (foundations or non-profits)
 - **Foundation** is supported by donated funds from a family, individual or company/corporation, EX:
 - Patrick Mahomes – *Mahomies Foundation*
 - LeBron James - *Promise School*
 - Bill Gates – *Bill and Melinda Gates Foundation*
 - Alicia Keys – *Keep a Child Alive*
 - A **non-profit** is an organization that focuses on the wellbeing of others but does not seek a profit to do so
 - EX: Junior Achievement is a non-profit that empowers young people to own their economic success and teaches young students about business, careers, financial literacy and offers mentorship

Family Resources:

- **Overview** → families make tough decisions about their resources and make choices on how to use those resources to meet their family's need
 - **Introduce** **Scarcity** – limited resources in the world and people cannot have everything they want
 - **Introduce** **Opportunity cost** – the decision to give up something in exchange for something else.
 - EX: paying to play games at an arcade or staying home and playing a game (board, video, etc.)

Unit #3 | Work & Career Readiness - Talking Points

Writing a Resume:

- **Overview** → summary of person's work, school, and life experience. Designed to spark an employer's interest.
 - **Introduce**: written (typed) document that an applicant gives to an employer when applying for a job
 - **Introduce**: helps an employer determine whether a person is right for a particular job
 - **Introduce**: Do's and Don'ts of resume writing

Do's	Don'ts
Skills - motivated, detail-oriented, team player, innovative, problem solving, creative, etc.	Unprofessional, spelling errors, write/type in color (black only), lie, provide wrong contact information

- Provide *examples* or experiences of good or bad resume

Entrepreneurship:

- **Overview** → a person who uses resources to start a business and plays an important role in an economy.
 - **Introduce**: Often entrepreneurs create new goods and services or offer innovative updates of existing goods or services to generate a new way of doing business.
 - **Introduce**: Entrepreneurs also create jobs by hiring employees to work for them.
- Share an *example* of an entrepreneur you know and any challenges they have encountered and how they solved it with an innovative solution

Unit #4 | Business Management - Talking Points

Quality Business:

- **Overview** → there are many characteristics that make a quality business.
 - **Provide** examples of quality business characteristics. See suggestions below:
 - Good customer service
 - Satisfied employees and employee teamwork
 - Profitable, successful sales and competitive pricing
 - Creative ideas and solutions and strong business ethics
 - Strong community involvement and support
- *Explain* 2-3 ways your company exemplifies quality business characteristics

Price, Profit and Revenue:

- **Overview** → business sells a product or service; price setting is important because it affects a business's profit.
 - **Introduce Price** – determines whether a person will buy a product which affects the revenue when making a product. Price must exceed the cost of producing the good to make a profit
 - Price too high = lose money because the business did not sell enough to cover costs
 - Price too low = may sell a large quantity & each item sold could cost more to produce than the price it is being sold for. The business would encounter a loss.
 - **Introduce Revenue** – is the price of a good or service multiplied by the quantity (amount) sold. Revenue must exceed costs for a business to earn a profit.
 - **Introduce Operating Cost** – the total of all expenses needed to run a business
 - **Introduce Profit** – the money left over after a business pays all its costs (expenses)

Recording Your Video

Setting the “Stage”

- Find a quiet location, without background noise from television, 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 using the camera on your device, or recording on a virtual sharing platform. See the following links for resources on how to record on your preferred platform:
 - Zoom: [How to record to local device](#); [How to record to the Cloud](#); [Choosing a recording layout](#)
 - Microsoft Teams: [How to record a meeting in Teams](#)
 - WebEx: [Recording and Downloading your WebEx Meeting](#)
 - Google Meet: [Record a video meeting](#)
- Feel free to use props, tools, or pictures to help explain your work.
- Maintain eye contact with the camera as much as possible.

Ready, Set, Action!

All that is required is a laptop (recommended), smart phone, or tablet. Use your device’s video function to record your introduction. Below are best practices to help get you started.

Laptop

- Open your camera function, start your video.
- Start virtual meeting using the screen sharing platform – press **record** on toolbar.
- Utilize a screen sharing function if you’d like to share photos or files in your intro.
- Once you end your recording, you will be able to download and save the video file.

Smart phone or tablet:

- Stabilize device to avoid shaking. Use tripod, stand, or someone film the video.
- If a person is filming you, they should sit, or rest their elbows on a flat surface to be a “human-tri-pod”
- Record the video in landscape mode (also known as horizontal or sideways).
- Do not use a flash. No flash needed if you have good lighting.
- When using a phone - make sure that the person who’s filming does not cover up the microphone near the charging port with their hand.
- Export your video in one of the following formats: MP4, MOV, WAV, ProRes, MXF, AIF, M4A, AAC, 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:

Team volunteer recording FILE NAMING: “First Name of each team member _Company – “JA BizTown Topic”

*Example: “John – Judy – Sam - Lauren_Junior Achievement – JA BizTown “Philanthropy”.

Thank You!!