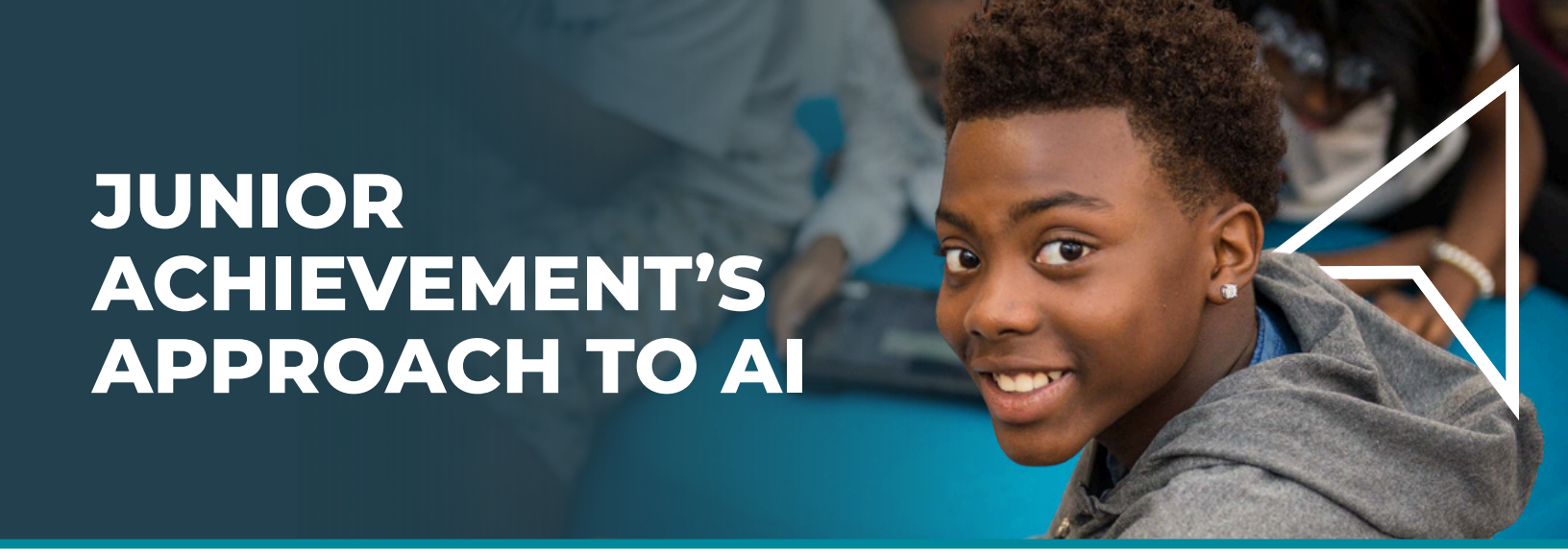
JUNIOR ACHIEVEMENT'S APPROACH TO AI



As the nation's leading experiential learning provider dedicated to accelerating economic mobility, Junior Achievement views AI as a challenge and an opportunity for this and future generations. Experts predict AI may eliminate as many as 300 million jobs (or possibly more) globally in the coming years, while also being used to augment many more occupations. But unlike coding, which requires the learning of hard skills to effectively navigate, AI has a low barrier of entry in the skills sense, but over time - due to challenges with reliability, security, scalability, and human-first skills like ethics - ultimately depends on people's durable skills such as critical and creative thinking, problem solving, and continuous learning to manage effectively. These are the same indelible skills promoted by Junior Achievement to accelerate economic mobility. The greatest strength JA brings to the AI conversation isn't simply how to work with AI, but how to succeed in a world being reshaped by AI.

This subject is top of mind for education leaders. According to a March 2026 of these leaders (superintendents, chief academic officers, curriculum directors) by Basinait Insights on behalf of Junior Achievement, 73 percent believe it is very or extremely important for education partners working with them to teach human advantage skills (critical and creative thinking, problem-solving, etc.), alongside AI literacy skills. Additionally, 93 percent believe it is very or extremely important for such organizations to emphasize the ethical use of AI among students.

Findings from a March 2026 survey of education leaders show:

73% believe it is very or extremely important for education partners to teach human advantage skills alongside AI literacy.

93% believe it is very or extremely important to emphasize the ethical use of AI among students.

It's necessary to think of JA's approach to AI from two perspectives: primarily as a touchpoint of our purpose, given our mission, and secondarily as a functional necessity, as a resource-constrained nonprofit. For the latter, JA sees AI as a powerful force-multiplying tool and has begun adopting AI resources in the development of our learning experiences, marketing efforts, and IT support structures. But for the former, it's imperative that we educate today's students that working with AI doesn't begin and end with a prompt.

JUNIOR ACHIEVEMENT'S AI EDUCATION FRAMEWORK

Preparing Students for an AI-Driven Future

Three Key Categories for Preparing Students in an AI-Driven World

REIMAGINING CURRICULUM FOR AN AI-DRIVEN FUTURE

Reimagining aspects of curriculum and instruction to reflect AI's growing influence on learning, work, and society—ensuring students develop the knowledge, capabilities, and mindsets needed to navigate and shape an AI-driven world.

LEVERAGING AI AS A POWERFUL TEACHING TOOL

Leverage AI as a strategic tool to enhance teaching and learning—supporting educators in design and delivery while enabling students to deepen understanding, accelerate feedback, and extend their thinking.

BUILDING CRITICAL UNDERSTANDING OF AI

Equip students with a clear understanding of how AI works—its capabilities, limitations, and ethical implications—so they can critically evaluate its impact and use it responsibly in real-world contexts.

Capacities covered with this approach include:

AI LITERACY:

Students understand what AI is—and what it is not.

- Conceptual understanding of how AI systems generate outputs
- Awareness of limitations, bias, and ethical implications
- Distinction between automation and human reasoning

AI JUDGMENT:

Students will critically evaluate AI outputs before acting on them.

- Identifying hallucinations and inaccuracies
- Assessing credibility and reliability
- Applying contextual and ethical reasoning

AI APPLICATION:

Students use AI as a tool—not as a substitute for thinking.

- Research, drafting, analysis, and prototyping
- Prompt design and refinement
- Tool comparison and selection for task fit

HUMAN ADVANTAGE SKILLS:

Students strengthen what technology cannot replace.

- Critical thinking and synthesis
- Creativity and innovation
- Collaboration and decision-making
- Ethical leadership and accountability

Through this approach, which will be embedded throughout our core learning experiences, JA can address the challenges and possibilities of AI in a credible way that speaks to the history and strength of the organization, while supporting its greater goal of promoting economic mobility in a rapidly changing economy.