

Member of

JA Canada

2025-27 Strategic Framework

Priorities Optimizing Elevating Strengthen **Amplify Digital** JA Brand OneJA **Programming** Participate in feedback Volunteer and educator **Content excellence Ecosystem linkages** and design opportunities community **Network in JA (national** Scaffold/ensure the user **Ensure program Building connections** accessibility relationship) experience Recognizing **Enhance program Alumni and Laureates Maximize awareness** opportunities to create inclusion community new digital experiences Data driven insights **Technology Enables Fund development** People, culture, and governance (internal organisation) Leverage network **Marketing & Communications**