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Junior Achievement of Maine Hires Two New Team Members

New hires signal growth as non-profit aims to bring programming to more schools.

PORTLAND, Maine – Junior Achievement of Maine (JA Maine) welcomes Jaimie Crawford as its Marketing and Communications Manager, and Michelle Prejean as its Executive Administrator; bringing its team to seven people. With a strategic plan initiative to increase its impact to 20,000 students and expand learning experiences to more school districts throughout Maine by 2026, growing its team is a critical part of this plan.

Junior Achievement of Maine currently works in 160 schools, serving over 12,000 students by collaborating with schools to redesign the educational experience through no-cost programming. Its “JA Pathway” learning experiences provide deeper, more intentional outcomes focused on life-skills, work-readiness, and entrepreneurship.

As a non-profit, JA Maine aims to provide students with the opportunity to work with mentors they aspire to be like, address root causes of economic mobility and generational poverty, cultivates a positive and resilient mindset as it pertains to student’s futures, and aid Maine in its supply of future workforce.

It’s Crawford’s job to communicate this mission and work to the public through marketing strategy, communications, supporting community partnerships, and building new ones. Crawford joins the JA Maine team after ten years of operating her own business working as a consultant and interim Marketing Manager for a range of small businesses and non-profits.

Prejean joins JA Maine with a background in human resources and talent acquisition in the nonprofit and healthcare industries. She supports the non-profit’s operations and strategic initiatives that will have a direct impact on JA’s mission.

“I’m thrilled to welcome Michelle and Jaimie to the growing JA Maine Team,” says Junior Achievement of Maine’s President and CEO, Michelle Anderson. “As we look to expand and deepen our impact with

young people and school districts across Maine, it will be wonderful to have their talent, voice, and skillset to move us forward.”

Members of the business community, volunteers, and sponsors will have the opportunity to meet both Jaimie Crawford and Michelle Prejean at upcoming JA Maine events, including its [JA Maine Golf Classic](#) at the Martindale Country Club on June 3, 2024 and [JAM Fest](#) at the new L.L. Bean Headquarters on June 13, 2024. Jaimie Crawford can be reached at jcrawford@jamaine.org, and Michelle Prejean can be reached at mprejean@jamaine.org.

To learn more about Junior Achievement’s no-cost school [programs](#) or volunteer opportunities, please visit www.jamaine.org.

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Editors Note:

Image and caption, below and attached.



Left to right: Jaimie Crawford, Marketing and Communications Manager and Michelle Prejean, Executive Administrator join Junior Achievement of Maine; growing the team to seven people. Photo c/o Junior Achievement of Maine.

About Junior Achievement of Maine

Junior Achievement of Maine (JA Maine) empowers our youth with the knowledge, ability and confidence to navigate their futures, drive our economy and lead our community. JA Maine provides real-world training in financial literacy including budgeting, spending, investing and the use of credit; offers cutting-edge skill-building opportunities that enable young people to explore meaningful, productive careers; teaches students how to start businesses; and introduces entrepreneurial values that strengthen workplaces. Last year, with the help of over 700 trained corporate and community volunteers, JA delivered 20+ programs to close to 13,000 students in classrooms throughout Maine. For more information about Junior Achievement of Maine, visit jamaine.org. Follow JA Maine on social media @jaofmaine

