

*The 3 R's:  
Reading, Writing, &  
Relationships*

Enrich, Engage, Enlighten

# Welcome

November 18, 2013

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  - Crews Middle School, Gwinnett County
  - Ed.S. Univ. of West Georgia
  - 22+ years teaching Business and Comp.Sci.
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  - [tinyurl.com/rodhames](http://tinyurl.com/rodhames)



# Agenda

- Business Partnerships Guests
  - Zaxby’s (“Shark Tank” Event)
    - Guest: Erica Zaken, Marketing Professional
  - Everfi
    - Guest: Laura Mayfield, Schools Manager
    - Cell (404) 376-9558
    - [lmayfield@everfi.com](mailto:lmayfield@everfi.com)    [www.everfi.com](http://www.everfi.com)
- Personal Finance Resources

# Links:

- Class Home Page  
<http://tinyurl.com/rodhames>
- Everfi  
<http://www.everfi.com/>  
Intro Video:  
<http://tinyurl.com/everfivideo>  
Contest site \$250:  
<http://goo.gl/ZQ8hJr>
- Secret Millionaire's Club  
<http://www.smckids.com/>  
Contest:  
<http://www.smckids.com/learnandearn/contest/aboutthecontest>
- Secret Millionaire's Club  
Teacher Resources:  
<http://www.smckids.com/learnandearn/teachers/webisode-activities/#current-episode>
- Great Minds Think: A Kid's Guide to Money  
[http://www.clevelandfed.org/learning\\_center/online\\_activities/great\\_minds\\_think/](http://www.clevelandfed.org/learning_center/online_activities/great_minds_think/)  
PDF:  
[http://www.clevelandfed.org/learning\\_center/online\\_activities/great\\_minds\\_think/great\\_minds\\_think.pdf](http://www.clevelandfed.org/learning_center/online_activities/great_minds_think/great_minds_think.pdf)
- BizKids  
<http://bizkids.com/clip/getting-money>



# Links:

- Success Magazine:  
<http://www.successfoundation.org/index.php>
- Articles about my class
  - Success Magazine  
<http://www.success.com/article/success-for-teens-earns-an-a>
  - Personal Finance write up:  
<http://www.success.com/article/success-foundation-knockout-program>
  - Shark Tank Event  
<http://snellville.patch.com/groups/schools/p/snellville-restaurant-holds-shark-tank-competition-for-middle-schoolers>
- BizKids.com  
Entrepreneurship and Finance  
Site for kids to young adults  
<http://bizkids.com/wp/wp-content/uploads/Biz-Kid-Thematic-Blocks.pdf>
- National Endowment for Financial Education  
<http://www.hsfpp.org/>
- Shark Tank Challenge Videos:  
<http://www.youtube.com/watch?v=p8F7osrO31A> AVA elephant  
<http://www.youtube.com/watch?v=AVM-RuLh2KI> daisy cakes  
<http://www.movieweb.com/tv/TENNoJuLV1AuRT/citi-kitty> -Kitty Litter
- Chick-fil-A  
<http://youtu.be/7Gczl9Y-3DU>

# Shark Tank

- Core Business Skills
  - Handshake
  - Eye Contact
  - Enthusiastic Tone
  - Relationships matter (learning each child's name)
  - Emphasis on Business Communication Skills
    - Verbal
    - Non-verbal
    - Written

# Chick-fil-A Challenge

- Finding the right partner
  - Don't give up
  - Invite them to the school
  - Suggest Solving a problem
    - How do we incorporate the core 4 in the drive thru which is 60% of our business?
    - What will the Chick-fil-A look like in the next 5-10 years?
    - How can you be generous now and in the future?
      - Book: Wealth is it really worth it? By Truitt Cathy
      - <http://youtu.be/7Gczl9Y-3DU>

# Zaxby's Challenge

- Zaxby's Story
  - Challenged to help make the “Spirit Nights” more middle school fun.
  - Students work on speech in class and share with small groups that grow
  - Present to the entire class and vote on who did the best job presenting
    - Enrich (add), Engage (enthusiastic) and Enlighten (educate)



# Everfi Partnership

- Interactive Financial Literacy
- Online Web 2.0
- Self paced (saves auto. online)
- Pre/Post Assessments (excel .csv file)
- Tailored to 6<sup>th</sup> and 8<sup>th</sup> grade
- Additional Digital Literacy Component
  - Laura Mayfield, Schools Manager
  - **Cell** (404) 376-9558
  - [lmayfield@everfi.com](mailto:lmayfield@everfi.com)     [www.everfi.com](http://www.everfi.com)





# Understanding Money

Grades: 4-6

## Responsible Money Choices



[View Activity](#)

## Income and Careers



[View Activity](#)

## Making Plans with Money



[View Activity](#)

## Credit and Borrowing



[View Activity](#)

## Insurance and Safety



[View Activity](#)

## Savings and Investing



[View Activity](#)



CLICK ON THE BLUE TARGETS TO OPEN A SECTION OR GAME!







CLICK ON THE BLUE TARGETS TO OPEN A SECTION OR GAME!

**EverFi™**

## Financial Literacy Education

Grades: 9-12

Savings



Banking



Credit Score



Payment, Interest Rates, and  
Credit Cards



Renting vs. Owning



Taxes and Insurance



Consumer Fraud



Investing



Financing Higher Education







## Welcome to Ignition



**Ignition™**

# Digital Citizenship and Responsibility

Grades: 7-9

## Choosing a Computer



## Wireless Communications



## Digital Relationships and Respect



## The Viral World



## Internet Resources and Credibility



## Creating Multimedia Products

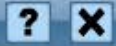


## The Future of Technology and You





# CHOOSING A COMPUTER



Welcome to Ignition



# BizKids Site



- Lesson Plans
- Videos to help engage and start a lesson
- <http://bizkids.com/teachers>
- <http://bizkids.com/wp/wp-content/uploads/Biz-Kid-Thematic-Blocks.pdf>



## **Biz Kid\$ Basics**

- 101 – What is a Biz Kid?
- 116 – Budgeting Basics
- 125 – Understanding Your Paycheck
- 205 – How Credit Affects Your Life
- 206 – The Art of Negotiation
- 207 – The World Is A Risky Place
- 302 – Wheel of Misfortune
- 401 – A World Without Taxes
- 402 – Debt: The Good, The Bad, The Ugly
- 403 – Your First Big Purchase
- 407 – Scam-o-Rama
- 503 – Movin' On Out
- 504 – You Are the Target!
- 508 – Take it to the Bank
- 510 – Fundraising Can Be Fun

## **Careers**

- 117 – Understanding Business Ethics
- 119 – A Closer Look At Careers
- 125 – Understanding Your Paycheck
- 210 – Secrets To Success
- 212 – Hidden Careers
- 213 – Learning from Failure
- 509 – It's a Job to Get a Job!

## **Credit & Debt**

- 105 – Money Moves
- 109 – Cash and Credit
- 115 – Using Your Credit
- 205 – How Credit Affects Your Life
- 402 – Debt: The Good, The Bad, The Ugly

## **Entrepreneurship**

- 107 – A Biz: What Is it?
- 108 – How To Succeed In Business
- 112 – Introducing Entrepreneurs
- 113 – Biz Kid\$ Challenge
- 122 – Sell, Sell, Sell (The Science of Sales)
- 123 – Understanding Income and Expenses
- 124 – Building and Growing a Business
- 126 – Social Entrepreneurs
- 201 – Have a Plan, Stan
- 203 – Building Your Business Online
- 209 – The Green Economy
- 211 – The Marketing Mix
- 213 – Learning from Failure
- 305 – Escape the Box
- 405 – Crash Course on Starting a Business
- 502 – Business Structures
- 506 – Businesses That Give Back
- 507 – What's in the Books?
- 512 – Businesses Going Green
- 513 – All in the Family

## **Financial Markets & The Economy**

- 102 – The Global Economy
- 120 – The Global Economy
- 121 – Bulls, Bears, and Financial Markets
- 204 – Financial Institutions
- 208 – Economic Cycles
- 404 – What's Up With The Stock Market?
- 408 – What's The Value of Money?
- 505 – The Economics of Economics

## **Financial Planning**

- 106 – Take Charge of Your Financial Future
- 110 – How To Achieve Your Financial Goals
- 116 – Budgeting Basics
- 406 – How to Make a Million Bucks
- 511 – What to Do With a Windfall

## **Personal Finances**

- 103 – How to Get Money
- 106 – Take Charge of Your Financial Future
- 111 – Don't Blow Your Dough
- 114 – Being a Smart Consumer
- 116 – Budgeting Basics
- 118 – Saving and Investing
- 125 – Understanding Your Paycheck??
- 202 – Money Math
- 301 – Are You Financially Literate?
- 303 – Get More Bang For Your Buck
- 304 – Where's My Allowance?
- 406 – How to Make a Million Bucks
- 501 – What's Your Money Personality?
- 503 – Movin' On Out
- 507 – What's in the Books?
- 508 – Take it to the Bank
- 511 – What to Do With a Windfall

## **Saving & Investing**

- 118 – Saving and Investing
- 110 – How To Achieve Your Financial Goals
- 121 – Bulls, Bears, and Financial Markets
- 404 – What's Up With The Stock Market?
- 406 – How to Make a Million Bucks

## **Spanish & English Lesson Plans**

- 104 – What Can You Do With Money?
- 106 – Take Charge of Your Financial Future
- 110 – How To Achieve Your Financial Goals
- 116 – Budgeting Basics
- 123 – Understanding Income and Expenses



[http://www.clevelandfed.org/learning\\_center/online\\_activities/great\\_minds\\_think/great\\_minds\\_think.pdf](http://www.clevelandfed.org/learning_center/online_activities/great_minds_think/great_minds_think.pdf)

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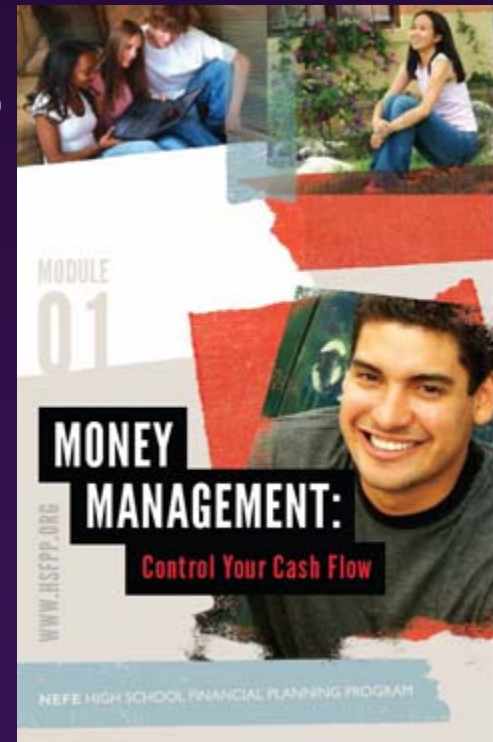
1. You Decide
2. Learn to Earn
3. Earning Money
4. Spending:  
What's the Real Cost?
5. I Want It! I Need It!
6. Budget Basics
7. Budget Worksheet
8. Saving: Money in  
the Bank
9. Picture This!
10. What's the Plan?
11. You're on Your Way!
12. Money Word Search  
and Glossary



# National Endowment for Financial Education

- Well written series of materials
- Perfect for any 8<sup>th</sup> grade Financial Literacy Unit
- Interactive workbooks kids keep
- Unlimited Free Copies sent to your school

<http://www.hsfpp.org/>



# Thank you for your time!



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