

BEST PRACTICES FOR LAUNCHING FINANCIAL AVENUE AT HIGH SCHOOLS

Many high schools have recognized the need for financial education and have chosen to implement Financial Avenue. While financial education is by no means one-size-fits-all since every school's needs are different, the following best practices and suggestions are common to established programs around the country.

- 1 Create a contest or competition.**
- 2 Integrate Financial Avenue into the classroom.**
- 3 Get your entire school on board.**
- 4 Supplement an existing national financial education campaign.**

CREATING CONTESTS AND COMPETITIONS

Contests and competitions may be the easiest way to tap into student motivation to complete the Financial Avenue program. Here are some ideas to get you started based on the concept of rivalry:

- Student groups: juniors versus seniors, Yearbook staff versus Newspaper staff, Spanish Club versus French club
- Athletic groups: football versus basketball, girls' teams versus boys' teams
- School rivalries: compete against your high school's rival, encourage them to sign up, too

INTEGRATING FINANCIAL AVENUE INTO THE CLASSROOM

If you're not really sure how to find time to squeeze Financial Avenue into your already packed class, consider these suggestions:

- Prepare students for college by moving to a flipped class format, in which students work on Financial Avenue outside of the class and come back together to discuss what they've learned.
- Utilize the educator toolkit provided within Financial Avenue for plug-and-play resources. We have PowerPoints for each course that allow you to supplement the material with discussion questions and activities, all of which can be completed as assignments. Additionally, all of our videos are embeddable, allowing you to utilize them during class, as part of a discussion, on a website – whatever works best for you!
- Another opportunity is to involve parent(s)/guardian(s) by having the student complete a finance activity at home with help from their parent(s)/guardian(s), like creating a monthly budget or going grocery shopping with coupons. Or have the student take their family through a financial education exercise to share their knowledge.
- Students often have to write a number of papers for English that delve into expository writing or research; if possible, suggest that these paper topics be focused around financial education.

GETTING EVERYONE ON BOARD

Although your financial education efforts are most likely housed within a particular class or subject, everyone should be invested in helping students become financially educated. Rather than tasking one teacher to come up with a solution, capitalize on a collaboration of various teachers, counselors, and even parents. Here are a couple of tips to coordinate your financial education efforts:

- Create a multidisciplinary success team. The financial success of students must be seen as a high school issue, rather than the role of one or two teachers.
- Use several methods to effectively deliver financial education to students, including one-on-one sessions (even if it's via peer educators), group education assemblies and online education (Financial Avenue).
- Be sure to provide representatives from all areas of the school with the tools and resources they need to actively promote Financial Avenue. Don't be afraid to use social media to deliver marketing messages to your students.

SUPPLEMENTING A NATIONAL FINANCIAL EDUCATION CAMPAIGN

You may find an easy way to gain added support and resources for certain topics is to check out national financial education campaigns. During the months listed here, you're likely to find plenty of resource kits, activities, presentations, and other valuable tools to make your life easier when promoting Financial Avenue.

- National Consumer Protection Week (Feb.)
- America Saves Week (Feb.)
- Financial Aid Awareness Month (Feb.)
- Financial Literacy Month (April)
- Money Smart Week (April)
- Financial Capability Week (April)
- National Credit Education Week (Sept.)
- Protect Your Identity Week (Oct.)
- Financial Planning Week (Oct.)

FINANCIAL WELLNESS SPOTLIGHT

Don't be afraid to replicate how other schools are implementing financial education at their high school. Here are two great examples of how high school teachers supplemented their classes with financial wellness.

EXAMPLE ONE

Class: World of Business

Assignment: Create Financial Words of Wisdom brochures

Instructions: Use the knowledge learned from the Financial Avenue program and classroom activities to create a publication encouraging other teens to be financially responsible.

Teacher's comments: I would recommend Financial Avenue to colleagues due to the interactive nature and variety of topics available. The program provided a great alternative way to introduce concepts which you could easily expand on in classroom activities.

EXAMPLE TWO

Class: Financial Math

Assignment: Complete Financial Avenue courses post lectures

Instructions: Apply your new financial skills in an interactive, online environment that tracks student knowledge gains through pre- and post-assessments.

Teacher's comments: We created a financial math class using a textbook that focused primarily on the math skills needed to be successful when doing personal finances. We wanted to supplement all the math skills with some solid financial literacy knowledge, so we used Financial Avenue to help share the importance of knowing personal finance.

For questions or support, please contact Inceptia Client Support:

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