



# Get Your Students Pumped Up On Personal Finance and Economics

Conducted in partnership with The Wisconsin Department of Financial Institutions and the Governor's Council on Financial Literacy

**Welcome: 8:30 AM - 9:30 AM**  
**Packers President, Mark Murphy**

**Presentation of the Excellence in Teaching Award sponsored by EdVest to Patrick Kubeny, Rhinelander High School**

**Session #1: 9:30 AM - 10:15 AM**  
**Living, Learning and Working in a Transformative World**

The transformation of the way we work and learn has been accelerated and that has caused disruption to the way we live, work and educate our society. What are the ramifications of this suddenly virtual experience we are living through? How will business and industry adapt? What mindsets and skills are required for the work of the future?

The long-term effects on education are still to be determined, but it is clear that we will all need to shift our thinking towards continuous innovation and lifelong learning. The convergence of intelligent machines and humans in the workplace is inevitable. Todd McLees is an internationally recognized strategist, speaker, and thought leader. He will ignite your curiosity exploring the intersection of traditional and emerging learning environments.

*Todd works with academic and workforce development leaders to prepare students and the existing workforce in upskilling, reskilling and new skilling efforts. He regularly contributes to NSF programs focused on the Future of Work such as the National Career Pathways Network and the Center for Occupational Research and Development.*

**This session was made possible by the generous support of:**



**BREAK**

**Session #2: 10:30AM - 11:15AM**  
**Getting Inside Your Students' Brain: The Financial Mindset**

Joel Chrisler dives into the concept of the "financial mindset," the attitudes and societal influences that shape saving and spending habits. Joel draws on his personal and professional insights to explain how vital it is for young people to understand how this effects their financial decision-making.

*Joel is a high school educator and financial literacy speaker with over thirty years of experience and was a member of Financial Education Writing Committee that created the new and innovative Financial Education Standards for our state. He is a past winner of the EconomicsWisconsin Excellence in Teaching Award and a Kohl Fellow recipient.*

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**BREAK**

**BREAK OUT SESSIONS: 11:20 AM - 12:10 PM**

**Economics & Government Policy: Pandemic Response**

1

Signè Thomas explores the intervention of government policies into the economy and its effect on markets and people. Using examples from the US government response to the pandemic she will highlight basic economic theories and interventions.

*Signè Thomas is the K. W. Davis Visiting Lecturer at Trinity College, where she teaches courses within the Formal Organizations minor. Prior to joining Trinity, she was Project Director for the Stavros Center for the Advancement of Free Enterprise and Economic Education at Florida State University (FSU). She teaches economics and is a Research Associate for the DeVoe Moore Center at FSU. She is heavily involved in promoting economic literacy across colleges and high schools, particularly through teaching educators in an online setting, leading teacher workshops in Canada for the Fraser Institute, and speaking for the Foundation for Economic Education's seminars for high school and college students. She earned her Bachelor of Arts in Economics and International Affairs as well as her Masters in Applied Economics from Florida State University. Signè is pursuing her doctoral degree in economics from the Universidad Francisco Marroquín.*

**Virtual Digital Test Drive Express**

2

When the global pandemic known as COVID -19 led to the cancelation of our Test Drive events, Royal Credit Union's financial education team quickly got to work creating an online solution that could be offered to the more than 1,000 students that would be missing out on in-person reality fairs. Within just a few weeks, Test Drive Digital was ready to be rolled out. It is a virtual fair that connects career decisions to students' financial futures. This experience aligns perfectly with the new personal financial literacy standards recently released by the Department of Public Instruction for high school students. Join us for a fun, interactive session, including a real-time demonstration of how the program is experienced by students and educators. Test Drive Digital can be accessed at no charge by any school for classroom or virtual learning use.

*Royal Credit Union has been a leader in financial education for over 25 years. We currently have 29 student run credit union branches in schools across Wisconsin and Minnesota. Our signature programs include an elementary school Takeover Day, middle school Future U.S. Entrepreneurs (FUSE) program, and high school Test Drive...Next Stop Reality fair. **Melissa Janssen and Deb Paulsen** have been a part of Royal's financial education department for the past four years. Melissa previously served as a program director for the Boys and Girls Club, protective behaviors educator for Chippewa County, and a high school English teacher. Prior to joining Royal, Deb was the community education coordinator for the Unity School District in Balsam Lake.*

**Virtual Adaptations of NGPF's Top Resources**



With so much instruction being remote through the fall and the remainder being uncertain, it is a great idea to have a toolkit of virtual resources and activities that can be used when teaching the most common personal finance units from Budgeting to Investing! Join NGPF to check out our most popular virtual adaptations of the 2019-2020 school year!

**Yanely Espinal**, Director of Educational Outreach, was born and raised by Dominican, immigrant parents in Brooklyn, Yanely is a proud product of NYC public schools. She graduated from Fiorello H. LaGuardia High School in 2007 before going on to receive her bachelor's degree at Brown University in 2011. As a Teach For America corps member, Yanely taught third and fourth grade in Canarsie, Brooklyn. She received her master's degree from Relay Graduate School of Education in 2013. In her spare time, she posts videos about personal finance on her YouTube channel, MissBeHelpful. Yanely also loves to listen to audio books and podcasts, dance, sew, paint, and babysit her 8 nieces and nephews!

**Teacher Forum – Educators Credit Union Resources for Your Students**

**Brian Gonzalez and Victor Frasher** will be walking you through EVERFI and Banzai! to help plan ways these programs can be incorporated into your curriculum and work with your classroom virtually. EVERFI and Banzai! are digital platforms that allow your classroom to work at their own pace and allow you to keep track of each students' progress. Lessons are available for all ages, elementary to high school, and include topics such as planning a budget, credit, renting vs. buying and many more important lessons that may not be taught due to time restraints.

4 For high school students, the College Planning Center, unique tool for college planning such as tuition, deadlines, scholarship opportunities, and calculators for your high school students and their parents to use. We will be highlighting some key features that are available and let you know how you can access this platform free of charge. Presentation will be followed by group discussion.

**LUNCH PROGRAM: 12:20 PM - 12:50 PM**

**Kathy Blumenfeld, Secretary for the Wisconsin Dept on Financial Institutions**

**Special Interview with Mark Schug, co-author of “Teachers Can Be Financially Fit: Economists Advice for Educators”**


**BREAK OUT SESSIONS: 1:00 PM – 1:50 PM**

1

**World-Class Free & Engaging MRU Resources for Your Economics Classroom**

Marginal Revolution University (MRU) provides a free, world-class economics education to everyone, everywhere by developing your inner economist with engaging, thought-provoking ways of looking at everyday problems while entertaining you so you actually want to learn economics—no boring lectures! As a video-based, online economics education platform, MRU provides engaging resources for teachers & students. Learn how to connect and bring their resources to your classroom. This turn-key program is perfect for distance-learning, hybrid or independent study for high school students and adult learners. [Resources of Marginal Revolution University](#)

**Dr. Cheryl Ayers, George Mason University, Marginal Revolution University** began her career as a Career and Technical Education high school teacher and cooperative education coordinator, Dr. Ayers has 20 years of experience in creating and delivering customized professional development programs, undergraduate/graduate university courses, and curricula in economics, personal finance, and entrepreneurship education for K-12 in-service and preservice teachers as well as adult educators, workforce development practitioners, and other like-minded

	<p>adult service providers from a variety of disciplinary backgrounds. Her research and scholarship focus on teaching economics in an accessible way that empowers students for productive, prosperous lives and democratic citizenship participation, with an emphasis on economic reasoning skills used to make more informed decisions.</p>
<p>2</p>	<p style="text-align: center;"><b>Smart Strategies for Financially Savvy Youth</b></p> <p>Leslie Jones will provide teachers with tools and resources for their students to be more engaged in their financial future. Using the resources of CFPB, Leslie will provide strategies that work across the K-12 continuum to discover age-appropriate and culturally sensitive classroom activities to help students develop financial capability, explain adult financial well-being and the three building blocks of youth financial capability and assess students' development of their financial capability skills. Session is designed to assist teacher in meeting standards for financial education. <a href="#">CFPB Youth financial education resources page</a></p> <p><b>Leslie Jones</b> is a Youth Financial Education Analyst at the CFPB. She is a former business teacher, instructional designer, curriculum supervisor and developer. She advises on the benefits of K-12 financial education and the challenges of developing a program. She supports national approaches to build incorporate personal finance topics into K-12 courses. Leslie has a master's degree in Instructional Design and Development from George Mason University in Fairfax, VA and two Bachelor's Degrees: one from Bowling Green State University in Bowling Green, OH in Marketing Education and the other from Lake Erie College in Painesville, OH in Arts Management and Sales.</p>
	<p style="text-align: center;"><b>Alternative Assessments for Personal Finance</b></p> <p>With so much uncertainty ahead and the challenges presented by assessing students in a virtual setting, NGPF offers new ideas for alternatives to traditional assessments. Join this session to explore free resources for your Personal Finance class that are 21st century relevant and engaging for students in any setting!</p> <p><b>Yanely Espinal</b>, Director of Educational Outreach, was born and raised by Dominican, immigrant parents in Brooklyn, Yanely is a proud product of NYC public schools. She graduated from Fiorello H. LaGuardia High School in 2007 before going on to receive her bachelor's degree at Brown University in 2011. As a Teach For America corps member, Yanely taught third and fourth grade in Canarsie, Brooklyn. She received her master's degree from Relay Graduate School of Education in 2013. In her spare time, she posts videos about personal finance on her YouTube channel, MissBeHelpful. Yanely also loves to listen to audio books and podcasts, dance, sew, paint, and babysit her 8 nieces and nephews!</p>

**SPECIAL VIRTUAL PERFORMANCE BY GOODING  
FOR STUDENT AUDIENCES!**

4

**GOODING**, a Nashville-based four-piece band has more than 2,000 shows under their belts and their music heard in more than 200 films and TV shows. Gooding is by far one of the hardest-working bands in America. Majestic, soul-stirring rock 'n' roll with soaring harmonies, heart-on-your-sleeve lyricism, blazing guitars and a rhythm section that will make you jump right out of your seat.

Front man, Gooding helped found Funding the Future. The band covers topics such as following your passion; the importance of habits of self-reliance and self-control; earning, saving, spending, investing and giving; credit scores; loans and interest rates; compound interest, particularly for young people; financial pitfalls; patience and community mentorship.

**BREAK**

**BREAK OUT SESSIONS: 2:00 PM - 2:50 PM**

1

**Teaching the Critical Role of the Federal Reserve in Today's Economy**


Throughout March and April the Federal Reserve was in the headlines making unprecedented interventions into the market. What was the purpose? How did that effect the economy and our lives? Dr. Kent Belasco brings his extensive knowledge and experience to explain the role of the Federal Reserve in today's economy. Learn the role of the Federal Reserve and commercial banks in stimulating the economy. Session includes a bank simulation designed for high school students to understand how the economic indicators and the Fed Funds rates plays a role in the economy.

*Dr. Kent Belasco has 37 years of experience in banking and consulting with companies such as Citicorp, Exchange National Bank, Deloitte and Touche, and First Midwest Bank where he was formerly the Executive Vice President, Chief Information and Operations Officer. He is currently the director of the Commercial Banking Program and Assistant Professor of finance at Marquette University. Dr. Belasco has taught both undergraduate and graduate level Finance courses at Elmhurst College and Marquette University over the past 19 years. He is the author of numerous publications in Banking, Management, and Project Management. Dr. Belasco received his doctorate in business education from Northern Illinois University. Kent is a member of the EconomicsWisconsin University Faculty Council.*

2

**More Than Fun & Games: The SIFMA Stock Market Game**

The Stock Market Game has a rich tradition in teaching students about saving and investing. But did you know, a research study demonstrated proven increases in student attendance, engagement and class participation, and improved academic performance and financial behavior? The Game meets the new standards for financial literacy and SIFMA and EconomicsWisconsin provide continuing teacher support. Students learn collaboratively and our engaged in friendly competition with peers in their classroom and across our state. See how the Stock Market Game can work for your students.

	<p><b>Elizabeth Reidel</b> is the Managing Director and National Director for the SIFMA Foundation. She also develops and implements professional development events for educators ensuring successful program integration and implementation. From 1999-2002, Reidel taught sixth and seventh-grade English at Palisades Middle School in Kintnersville, PA. Prior to this position, Reidel taught fourth-grade on the Fort Belknap Indian Reservation in Hays, Montana. This was a volunteer placement through the Jesuit Volunteer Corps. Reidel received her B.A. degree in elementary education from Boston College. She earned her Master’s Degree in International Finance and Planning from Columbia University.</p>
	<p style="text-align: center;"><b>Virtual Adaptations of NGPF's Top Resources</b></p> <p>With so much instruction being remote through the fall and the remainder being uncertain, it is a great idea to have a toolkit of virtual resources and activities that can be used when teaching the most common personal finance units from Budgeting to Investing! Join NGPF to check out our most popular virtual adaptations of the 2019-2020 school year!</p> <p><i>Yanely Espinal, (see her bio in break-out sessions #1 &amp; #2).</i></p>
<p style="text-align: center;"><b>4</b></p>	<p style="text-align: center;"><b>Teacher Forum – Hosted by Kris McDaniel &amp; Dr. Mark Schug</b></p> <p>For those teaching in a hybrid or online model, there are challenge in meeting standards with less face to face class time and time demands. But, social studies standards in economics and personal finance can be “bundled” with other standards to give a student a boarder context on historical and current events. Join our hosts in a short presentation by Kris McDaniels on “bundling” standards with a special lesson from “Economics Episodes in American History” given by Mark Schug. That will be followed by group discussion.</p> <p><b>Kris McDaniel</b> is the social studies consultant for the Wisconsin Department of Public Instruction. After 14 years in the social studies classroom, Kris now provides technical and curricular support to social studies educators at the classroom and district level, as well as at universities and colleges, regional service agencies, and professional content organizations. In her role at the state level, she has conducted numerous professional development presentations and workshops for educators. UW-Madison, ABD PhD, Curriculum &amp; Instruction, focus on economic education.</p> <p><b>Mark C. Schug</b> is Professor Emeritus at the University of Wisconsin Milwaukee and Senior Program Advisor to the Lakeland University Office for the Advancement of Free Enterprise Education. Professor Schug taught for 36 years at the middle school, high school, and university levels. He is one of the authors of “Economic Episodes in American History.”</p>

**To receive a refund of your registration fee, remember to complete the evaluation sent to you via email or follow this link: [Evaluation](#) by November 2, 2020**

Our sponsors and partners are key to making this conference possible. We thank them for their support of educators statewide.

## SILVER SPONSORS



## BRONZE SPONSORS



<p><b>THE STOCK MARKET GAME</b></p> <p>The best in personal finance &amp; saving education offered online with plenty of support for teachers &amp; students alike.</p> <p><b>Fall Semester:</b> Join our Fall Game today!</p> <p><b>Spring Semester:</b> Trading begins February 16, 2020</p> <p><a href="#">For Game Details &amp; Registration</a></p>	<p><b>TEACHING ECONOMICS IN AMERICAN HISTORY</b></p> <p>We welcome back on Saturday, November 14th, long-time contributors and recipients of lifetime achievement award, Mark Schug and Scott Niederjohn with their co-authors, Tawni Ferrarini and William Wood to explore economic episodes in American history. Include teachers stipend and free 20 free textbooks.</p> <p>SOLD OUT</p>	<p><b>WISCONSIN'S ECONCHALLENGE</b></p> <p>The Challenge is an opportunity for students to demonstrate their knowledge of Economic Literacy by competing with other students across the state through an online "Quiz Bowl" examinations. Takes less than 60 minutes! Registration opens</p> <p><a href="#">For Game Details &amp; Registration</a></p>	<p><b>EXCELLENCE IN TEACHING AWARD</b></p> <p>Recognizing the best educators in Economics and personal Finance. Nomination process opens in January.</p>
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