

FINANCIAL LITERACY PROMOTION PROJECT

Common Cents

"Bringing Common Sense to Lima's Financial Future"



In Association with Lima Senior DECA 1

Lima Senior DECA I

Lima Senior High School

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I. Executive Summary

The best way we can help change today's economy is using a little bit of *Common Cents*. From foreclosure to impending layoffs and bankruptcies that force bailouts, it's no secret that the American economy needs a great deal of assistance. Educating the upcoming generations on the best way to handle their finances, is a vital component in turning the economy around.

PURPOSE- *Common Cents* is a newly recognized program at Lima Senior High School and throughout the Lima City School District, that continues to help students and community members become educated in finance. The program's main focus is helping students in need work towards becoming financially stable, while educating youth of the importance of making good financial decisions.

Many youth throughout America today see the harsh effects that poverty can have. Being around poverty, and seeing how people struggle financially in Lima as well as Ohio, inspired us to start *Common Cents*. We reached out to our community members to help others that were in dire need of assistance with their financial decisions.

TARGET AUDIENCE- The primary target market of *Common Cents* is students in the Lima City School District. The district students were broken down into three market segments- Elementary, Middle, and High School. The High school segment includes our Lima Senior DECA I chapter members. The secondary target audience was parents with children in the Lima City School district. The following goals were made for each target audience of the *Common Cents* program:

Target Audience	<i>Common Cents</i> Objectives
Elementary School	<ul style="list-style-type: none"> • Teach the difference between "needs" and "wants" • Teach the importance of saving your money • Involve parents with take home activities
Middle School	<ul style="list-style-type: none"> • Set goals • Learn from someone who sets a good example • Teach savings
High School	<ul style="list-style-type: none"> • Show advanced techniques for financial stability • Help students plan for future • Show students they can put their financial knowledge to use on FAFSA and income tax forms • Teach savings
Parents	<ul style="list-style-type: none"> • Make sure parents are properly informed • Involve parents with their children's education • Inform parents of the significance of being a good example

ACTIVITIES- Making our vision a reality was first commenced by joining forces with Superior Federal Credit Union (a local member owned financial institution). They were an asset to our project by helping us with ideas, guidance, and supporting us throughout the *Common Cents* program. Activities for the *Common Cents* program were planned and participated in by our chapter, and various local and national organizations like Superior. A major help to students was when H & R Block (a financial organization) came into our high school. Another major high school component of the *Common Cents* project is a Financial Literacy Week for our chapter, as well as our school. The Literacy week was developed to let people know the importance of their money and how they should invest it now and in the future. The Financial Literacy Week was also geared towards the students and their career paths. The students gained valuable knowledge on what jobs they desire, how they will pay for education to get the job they desire, and how much money they will make in that specific career. The simulation day was postponed due to weather, but was rescheduled and looks to have a profound impact on all involved. The middle school audience was most heavily impacted through the Big Brothers Big Sisters program. Our chapter is heavily involved in the program. The middle school students look up to their "big brothers/sisters", our chapter members. They were taught various financial skills from someone they respect, which is a key to maintaining the resonance of the lesson. The project also successfully targeted kindergarteners. In Mrs. Taylor Werkman's kindergarten class, the students were taught numerous invaluable life lessons through a series of lessons directed at finance. Although starting young, you can still have long term impact on these youth. The *Common Cents* program was a program the children will not soon forget. Parents were mostly indirectly targeted, but were incorporated through take home lessons. They became good examples for the students to want to follow, and were always very interested in helping in any way they could.

EFFECTS- The project was very successful. This was measured by test results taken by the Lima City school system. No kindergarten classroom that hadn't been taught the *Common Cents* course passed the money section of the test. The program is known throughout various businesses in Lima for the success it has brought, and the professionalism of the chapter members involved. Although we are just starting with students of the Lima City Schools, as we progress our project will bloom. The *Common Cents* program will eventually reach out to people all over our county and the state of Ohio for many years to come.

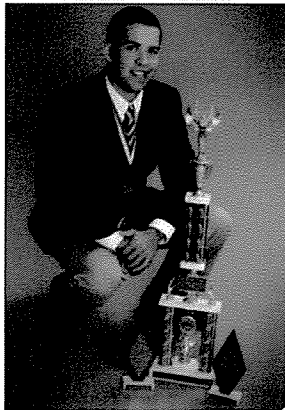
II. INTRODUCTION

A. Description of the local DECA chapter

The Lima Senior DECA I chapter is very active within Lima Senior High School. Our DECA Chapter holds many different activities throughout the year to educate our students. Not only do we educate the students, but we also help with school spirit by implementing activities to keep the students involved. From coming up with community service projects in National Honor Society, to playing sports on Friday nights in front



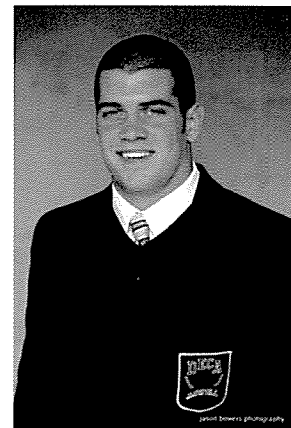
of our whole community, our chapter leads the way. Lima Senior DECA I is highly regarded throughout the community, and does numerous projects for local businesses throughout the year. The members of our chapter are the leaders of our school and we strive to put our best



foot forward everyday no matter what obstacles are faced. The Lima Senior DECA I chapter has also fared well the past two years at the Ohio DECA Fall Leadership Conference. Member Casey Reed has finished second in the state of Ohio for Public Relations the past two years. In addition,

this year member Michael Fisher was elected Ohio DECA President.

Our chapter strives to be the best that we can in and out of the classroom and our performance is why we feel that we are one of the top marketing programs in the state of Ohio.



B. Description of the school and community

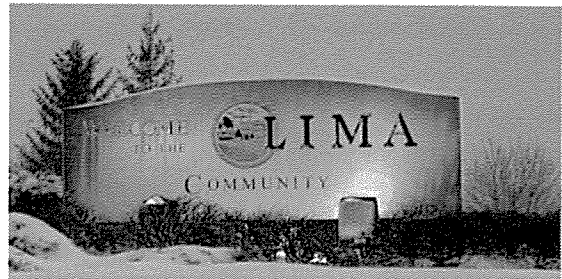
Lima Senior High School is the only high school in the Lima City School District, which is located in Lima, Ohio. It was created in 1955, combining South High School and Central High



School. Lima Senior is the main public school in Lima and has an enrollment of around 1,300 students. Our high school is broken down into three small schools that are based on different types of learning styles.

These three small schools are named Performance Based School, Progressive Academy and School of Multiple Intelligences. Each brings their own type of teaching techniques, creativity and preparation for the real world after high school.

Lima is a relatively small town of about 40,000 residents located between Dayton and Toledo. The city of Lima is a very diverse and close knit community. The city has had its ups and downs but the spirit of the people has never diminished. Lima is one of the most unique cities



in Ohio. It includes the biggest refinery in the Midwest and is home to the world's only M1 Abrams army tank plant. Best of all, Lima is headquarters to the one and only Kewpee Hamburger food chain!