The sample included is a Chapter Team Event for 2018-2019. For the 2019-2020 school year, the Chapter Team Events are becoming the Project Management Events. Please review the DECA Guide for this year’s official event guidelines.

Below is the crosswalk that most closely compares the old to new events.

- Business Solutions Project (similar to the former Creative Marketing Project)
- Career Development Project (similar to the former Entrepreneurship Promotion Project)
- Community Awareness Project (similar to the former Public Relations Project)
- Community Giving Project (similar to the former Community Service Project)
- Financial Literacy Project (similar to the former Financial Literacy Promotion Project)
- Sales Project (similar to the former Learn and Earn Project)
Financial Literacy Promotion Project

FOSTERING THE FUTURE OF FINANCE

Coral Glades High School DECA

Coral Glades High School
2700 Sportsplex Drive
Coral Springs, FL 33065

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I. EXECUTIVE SUMMARY

THE PROBLEM

$1
Students don't learn financial literacy in school.

$2
It's then only learned through real-life experience.

$3
Thus, parents don't discuss it with their kids.

$4
Creating insecurity in regards to the topic.

THE SOLUTION

Coral Glades DECA developed a plan to enhance the financial literacy rates amongst students of our local community using a variety of outlets. By teaming up with national organizations such as Junior Achievement Biztown and Wells Fargo, Coral Glades DECA customized lesson plans and learning goals for each of our three target markets and then instituted them through activities. Target markets included: Foster Care children, High School Seniors, and Elementary School students.

TIMELINE

August 2018:
Discovered the problem, assessed which target markets needed financial literacy the most and why.

October 2018:
Hosted lessons at Junior Achievement Biztown for Foster Care kids every Saturday.

December 2018:
Spent day with 2nd graders at Westchester Elementary school, evaluated efficiency of entire campaign.

September 2018:
Created partnerships with financial literacy organizations and started planning ways to institute lessons.

November 2018:
Conducted three day program with Seniors at CGHS on how to save for college along with a social media campaign.
**OBJECTIVES**

- **Elementary School:** Identify either words or currency values and understand the importance of saving.
- **Foster Care:** Learn basic overview on central financial ideas while being able to budget for the future.
- **High School:** Learn how to finance and be fiscally responsible while in college.

**ACTIVITIES**

- **Elementary School:** Mad Lib style book, "What Can I Buy?" activity, and "The Money Game: Save or Spend."
- **Foster Care:** Four 1-hour long sessions on finit basics, along with 1 full day role-play as a working adult.
- **High School:** Socratic Seminar with Wells Fargo Bank Tellers on saving smartly before/in college.

**EVALUATION**

- **Elementary School:** 76% increase in financial literacy rates after book and board game activity.
- **Foster Care:** 66% increase in financial literacy rates after four 1-hour sessions and "role-play day."
- **High School:** 598 Coral Glades High School students pledged to live a fiscally-fit life.
II. INTRODUCTION

A) Description of the Local DECA Chapter

Coral Glades High School is located in the heart of sunny, Coral Springs, Florida. Having first opened its doors in 2005, Coral Glades is the youngest high school within Coral Springs, and still stands its own against rival high schools that have been there nearly 30 years, such as Marjory Stoneman Douglas High and J.P. Taravella High. Since its inception, our DECA chapter has shown tremendous growth, expanding from just 87 members in its inaugural year, 2006, to currently over 200 members. With classes ranging from Personal Finance to Marketing Management, our chapter provides a plethora of opportunities for students to get engaged and foster their business passion. Through the guidance of our Advisor and one of Broward County DECA’s District Advisors, Mr. Drew Goldfinger, DECA has taken over Coral Glades, not only being the biggest organization at the school but also encompassing about 10% of the entire student body.

Mr. Goldfinger could not run such a large chapter on his own, and with help from our Executive Board, composed of nine chapter leaders who assist in day-to-day tasks, Coral Glades DECA provides great opportunities for all members to become more involved with various programs such as the Big and Little Diamond initiative, monthly chapter bonding events, and after school socials.

Our leadership committee is vital in helping our chapter excel in competition, taking nearly 40% of our members to State Competition each year, with a nearly 50% return on investment, as this represents the number of members who go on to qualify for the annual International Career Development Conference (ICDC). Just last year, Coral Glades took around 70 competitors to the Florida Career Development Conference, with just over 30 qualifiers heading to ICDC in Atlanta, Georgia. But the success doesn’t stop there, as our chapter experienced the thrill of having two teams finish as Top 20 International Finalists, continuing the over five-year tradition of having teams place Top 20 in the World.

Clearly, Coral Glades High School puts an emphasis on the quality of its members over the quantity, as schools with much larger membership counts see an equal level of success on both the State and International levels; this just reflects the culture of the student body and, more importantly, the culture of the DECA chapter. Coral Glades DECA members embody a wide range of human experiences and it shows through the various projects and endeavors our members take on. Just this year alone, chapter members are initiating projects to provide children in hospitals with smiles throughout the holidays through bi-weekly visits and toy donations, others are advocating and promoting the need for clean water in third world countries and even domestically in Flint, Michigan, with the help of the world-renowned organization, “The Thirst Project,” and one team is even giving back to the community on a local level by visiting elementary schools of three varying demographics and