



# FINANCIAL LITERACY PROJECT

# Project Elevate

Carlmont High School  
1400 Alameda de las Pulgas Belmont, CA 94002  
April 10, 2024

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# Table Of Contents

<b>Executive Summary</b>	<b>1</b>
<b>Initiating</b>	<b>3</b>
Statement of the Problem	3
Project Scope	4
<b>Planning &amp; Organizing</b>	<b>5</b>
Project Goals	5
Human Resource Management Plan	6
Schedule	8
Risk Management Plan & Proposed Budget	9
Quality Management Plan	10
<b>Execution</b>	<b>11</b>
<b>Monitoring &amp; Controlling</b>	<b>17</b>
<b>Closing the Project</b>	<b>18</b>
Evaluation of Key Metrics	18
Lessons Learned & Future Recommendations	19
<b>Bibliography</b>	<b>20</b>
<b>Appendix</b>	<b>20</b>

# Executive Summary

1

## Problem

Young people lack crucial knowledge of personal finance. As they transition into adulthood and seek financial security, there is an absence of education critical for meeting their needs and goals. The financial literacy crisis in America cost **15% of adults** at least **\$10,000 in 2022 alone**. Conventional high school and middle school curriculum unfortunately places next to no emphasis on developing these skills. As it stands, only **57%** of adults are financially literate and **77%** are financially anxious. What's worse is the trend for youth: literacy rates have fallen **19%** in the last decade. Furthermore, it is important to acknowledge the domino effect of poor personal finance choices. Approximately **1 in 3 adults 65+ are economically insecure**. Supplying youth with foundational financial education will carry effects for a lifetime and serve not only as a preventative measure but as a means to uplift generations of society.

73%

Of teens desire a comprehensive financial education

75%

Of teens lack confidence in their knowledge of personal finance

This prevalent lack of confidence is detrimental: it stops half of teens interested in investing from doing so.

Let's Invest In Confidence!

## LEAD youth to success!

### Launch

holistic, powerful curriculum to impact the lives of youth: 229% knowledge improvement (pre to post test scores)

### Engage

Workshops with 600+ students and 70,000 students reached

### Adapt

200+ responses on feedback form

### Drive Change

Through meetings with county councils and recognition from 5 city mayors.

## Our Solution

**Project Elevate** aims to increase engagement in financial literacy education to ensure youth and teens are knowledgeable about their finances and have the ability to perform necessary financial activities such as **budgeting, investing, managing credit/debt, filing for taxes/tax returns, and college/career planning**. By hosting workshops both virtually/online and in-person across schools, we were able to reach **600+ students**. We continuously updated our social media platforms with content to maximize reach. Through outreach with government officials, we advocated for the importance of early financial education in school systems. Additionally, through collaboration with 10 partners, we were able to expand not only across various states but also to students globally.

## Project Highlights



Summer camp with 60 participants that raised ~\$12,000 to support our DECA club



5 Virtual Workshops with 250+ Participants



Presentations at 17 classrooms in middle/high schools across the county



Certification from IRS for work as tax preparers



# Executive Summary 02

2

## Summary

1-week in-person summer camp for students grades 6-12. Profit ~\$12K used to support DECA Club & provide financial aid

Launch of in-person presentations across local middle + high schools (17 class visits)

Social Media (Instagram, YouTube, Tiktok) growth for awareness; Tiktok content goes viral

Series of 5 Virtual Workshops with 250+ participants across multiple States

IRS Certification and volunteering with VITA Program

India, Cambodia, & Singapore expansion in 3 cohorts (Hindi + Telugu)

## Project Partners



## A Four-Phased Plan

### PROJECT DEVELOPMENT

Planned workshop topics; carried out marketing, organizing, and financing functions for summer camp



APRIL-JUNE, 2023

MAY-JANUARY, 2023



### OUTREACH

Reached out to various schools to schedule workshops; utilized social media and outreach with partners to advertise online workshops

### EXECUTION

Taught 17 middle & high school classes, carried out 5 online workshops, volunteered to do taxes, and taught underserved communities in India



JULY, 2023- PRESENT

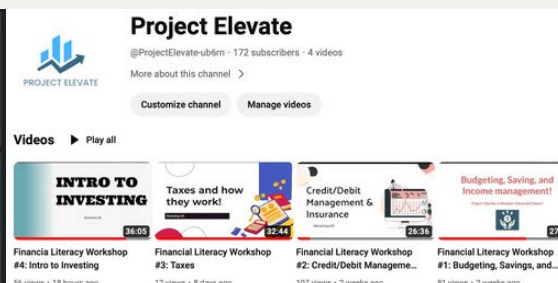
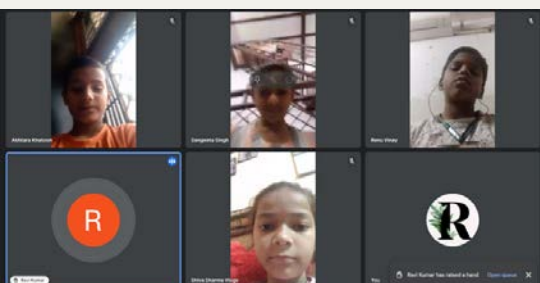
DECEMBER 2023-PRESENT



### EXPANSION

Government outreach and further social media growth to expand awareness

## Project Highlights



Teaching underserved youth in India

Social Media growth

City Council Meetings

## Statement of the Problem

Project Elevate aims to bring transformative personal finance education to youth, a facet of learning traditionally undervalued in the education system. Unfortunately, only **17%** of American adults remember taking a personal finance class in high school, and currently, only **24%** of high schools nationally offer a course. This has developed into a crisis: the average American has **\$90,460** in debt (CNBC). Also alarming is the trend for youth: financial literacy rates have fallen **17%** in the last decade. This effect is reflected in the upcoming generation: according to a study by the US National Association of Plan Advisors (NAPA), Gen Z only answered an average of **28%** of basic personal finance questions correctly.

We were also sparked by noticing the severe socio-economic disparity in our community, along with the prevalence of a large un-housed population. Coming from a school with an incredibly diverse student body, we recognize that many have different levels of exposure to vital topics such as personal finance and overall feel ill-prepared for their future. Additionally, looking at the rampant un-housed population in our community (a reality for many Californians), we realized that there were two main ways we could help address the issue. Firstly, bringing resources to aid the situation through food, clothing, and shoe drives (which we have partaken in outside of this project). Secondly, however, we realize that proactive financial literacy education serves as a critical preventative measure and has the power to bolster individuals for a lifetime, especially through times of financial tension. For this reason, we brought financial literacy education to middle and high school students in order to arm them with the knowledge that can guide them into a confident future.

**90%**

Of Millennials are in debt (2023)

**15%**

Of people lost \$10,000+ in 2022 alone due to a lack of financial education (CNBC)

**57%**

Of adults are financially literate, with a 17% decrease by generation

**We are happy to note engagement and interest in this initiative!**

**73%**

Of teens want financial education! (Forbes)

## Project Scope

### Purpose

Project Elevate is a financial literacy campaign that aims to provide youth with the knowledge necessary to achieve financial independence and security. Understanding personal finance is not only vital to achieving personal goals and lifelong success, but also to establishing a strong society. By introducing key foundational financial topics at a young age, we can effectively boost awareness about investing, budgeting, saving, and credit. These pillars are fundamental to supporting smart financial decision-making and navigating the complexities of the adult world. Through partnerships with schools, policymakers, and financial organizations that share similar goals, we aim to establish a comprehensive and impactful program that reaches many. We strive to elevate society by breaking down barriers to financial literacy education, and in doing so, inspire youth to take control of their futures and uplift both their mindsets and their skills.



Project Elevate was created to provide a solution to the lack of vital financial literacy education. Given financial literacy courses are not widely accessible or encouraged (and do not fall under graduation requirements), many students enter adulthood lacking crucial knowledge of their personal finances. In order to build lifelong foundations and develop a positive attitude towards personal finance, we target youth.

We aim to close the education gap and grant all students access to financial topics. To further uphold the purpose of our project, we created pre-tests and had participants take them prior to our workshops. 300 students aged 11-19 answered 20 questions relating to financial literacy. The questions addressed critical topics including credit scores, insurance, budgeting, saving, investing, and employment. The average score was **39%**, highlighting the need for youth exposure to such personal finance concepts.

### Rationale

## Expected Benefits

### Reduced Financial Burden



Around 80% of Americans are in debt. Through our project we aim to lower this statistic for the next generation. We provide in depth education so students and young adults can learn to manage money in a way that prioritizes stability.

### Institutional Change



Through our work with government leaders, we help increase awareness, spark educational change, and advocate for the importance of financial education.

### Financial Confidence



As a result of the learning from our project, students from all over the world became more financially literate and were inspired to **lead** a life full of informed financial decision making with confidence and a positive outlook.



## Project Goals



**L**

**Launch** a holistic, adaptable curriculum to drive change and **impact** the education and lives of youth



Handcraft lesson plans that target vital foundational topics and utilize strategies such as interactive simulations to allow for optimal comprehension. Partner with local nonprofits to allow for widespread usage of curriculum.

**E**

**Engage students globally** to enhance impact



Impact students from all over the globe by offering workshops free of cost and marketing them to underserved communities. Reach over 70,000 students through social media efforts. Visit schools that lack adequate resources and adult readiness programs due to lack of funding.

**A**

**Adapt** using feedback to enhance our curriculum for optimal student interest and **retention**



Get over 200 responses on our feedback form and use information to enhance content according to student suggestions. Effectively communicate with teachers prior to visiting to meet their specific needs and adhere to the learning styles of the students.

**D**

**Drive institutional change** through government outreach



Communicate with state-level government to spread awareness about the financial literacy crisis. Schedule to speak at an upcoming county council meeting with the goal of enacting change to financial literacy education.

## Summary

Project Elevate uses the acronym “LEAD” to outline our main project goals. By making these goals quantifiable and achievable, throughout the duration of our four-phased plan, the project managers can effectively cross-check progress with objectives to ensure that they are on track to achieving success. Launching a holistic and adaptable curriculum that covers key financial literacy topics is the primary goal, as it is necessary to drive impact and value for audiences worldwide. Enhancing access to financial education through volunteering and global service is essential to supporting and empowering communities of varying backgrounds. Adapting our curriculum is vital for carrying out successful workshops and keeping students of varying backgrounds engaged and inspired. We plan to adapt based on feedback to enhance relevance and improve effectiveness. Driving change through collaboration with government officials will ensure impactful and long-lasting improvement.

# Human Resource Management Plan 6

## Project Managers:

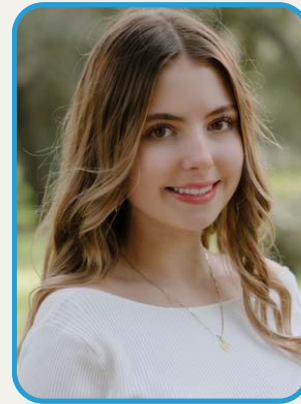


**Ritika Rawat**

Director of Development

**Hard project management skills:**  
financial proficiency, outreach  
communication, lesson development

**Soft project management skills:**  
leadership, public speaking, creativity



**Linda Molnar**

Director of Marketing

**Hard project management skills:**  
graphic design, advertising, investing  
experience

**Soft project management skills:**  
time management, communication

### Roles:

- Planned content for and taught at summer camp and workshops
- Carried out Financial Research
- Developed workshop materials (slides, pre & post-tests, interactive games)
- Timeline + quality management
- Lead India, Singapore, & Cambodia workshops
- Lead communication with partners & schools

### Roles:

- Created marketing content for summer camp and ran Google Ads
- Managed social media platforms
- Organized and taught at summer camp + workshops
- Lead communications with government officials
- Aided in developing workshop materials



Together, we form a dedicated team of **passionate** individuals who are equipped with the essential skills and guidance to inspire change and accomplish our goals.







John Rowe  
Carlmont Business



Heather Small  
Junior Achievement



Todd Armstrong  
Content Consultant



Ravi Sonnad  
International Expansion

## Campaign Partner Highlights



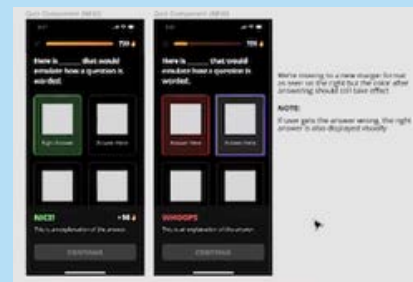
Peninsula Bridge partners with 36 public schools and is dedicated to providing low-income students with the resources and skills they need to attend college and pursue a professional career. In our collaboration, they were able to utilize our curriculum and incorporate it into their education for students between 4th and 12th grade. Over the next few weeks, we are planning virtual seminars about financial literacy for the Peninsula Bridge community to attend. For the summer and next school year, we are planning in-person presentations at their middle and high school enrichment sites.



Enabling leadership aims to empower underserved youth across Cambodia, India, and Singapore. In our partnership, we held virtual workshops on a weekly basis with underserved youth in 3 cohorts. Ritika led 1 cohort in Hindi and enlisted others in North America to help with the other 2, which were run in Telugu. All 3 cohorts met on a weekly basis for 8 sessions. It was a challenge to alter our curriculum in order to align with a new background and ensure the students' participation (wifi, devices, time zone) but the workshops were ultimately successful.



Jetson is a leading mobile app that teaches financial literacy and business knowledge through gamification. Over the summer, we worked with them to help produce their in-app quizzes, and had their CEO, Will Rush, as a guest speaker for one of our workshops



Layout for one of our quizzes about investing

Due to our close relationship with Will, we were able to recommend our top high school students for **paid summer internship** positions at Jetson.

# Schedule

8

## Milestones

### Phase I: Development



Phase I of Project Elevate involved **comprehensive research** into the reasons behind the lack of financial literacy of teens. We **strategically targeted** these factors to develop a concise and effective curriculum. We developed **15 slideshows** each ranging from 1-6 hours in length, containing powerful content and interactive applications.

### Phase II: Outreach



Phase II involved the creation of social media accounts including YouTube and Instagram. We focused our efforts on YouTube to provide a **video series** that covered essential topics from our curriculum. We also **utilized technology** such as simulations to enhance student retention. This phase also consisted of partnerships to allow for **greater reach** and **real-world applications** of financial topics through internships.

### Phase III: Execution



In Phase III, Project Elevate endeavored to instill **confidence** regarding financial actions. We did so through a wide variety of educational events and activities to ensure we supported all learning styles. We coordinated with our partners to drive optimal results. We also focused on real-life applications of our content by providing our students with **job shadowing** and **internship opportunities**.

### Phase IV: Expansion



Phase IV focused on utilizing the results of our campaign and success to share our story and advocate for change. We spread the word of our impact through social media and newspaper platforms with the aim of inspiring others to lead change as well. We have met with government officials to advocate for the importance of financial literacy education and hopefully encourage a change in the education system.



## Milestone Timeline



DEVELOPMENT



OUTREACH



EXECUTION



EXPANSION



APR MAY JUN JUL AUG SEP OCT NOV DEC JAN FEB

# Risk Management and Budget

9

Risk	Challenge Description + Impact	Mitigation Strategy
<b>Audience Diversity</b>	Adapting to different audiences such that our content is effective and comprehensible (age, skill level, nationality, language, etc.)	Proactively editing content based on audience specifications, background, and understanding; gauging responses for engagement; seeking feedback through post-test results and surveys
<b>Low Engagement</b>	Limits content comprehension, hinders overall information absorption/retention, fosters a negative perception and attitude towards personal finance topics, projects a detrimental brand image and hinders growth	Incorporating open-ended questions for sharing, fostering discussions, practice problems/scenarios & work-throughs, group & partner work, games/competitions, online simulations, incentivization with prizes, opportunities for Q&A, participation rewards
<b>Functionality Delays</b>	Slow communication hinders the development of partnerships, pursuit of opportunities, and overall marketing effectivity (last minute scheduling + promotion)	Creating a schedule/timeline for functionality (outreach, marketing, content development, goals, etc.); responding to emails within 24 hours; establishing prompt and effective communication

## PROJECT BUDGET

### Summer Camp:

(Profit provides Financial Aid for DECA Club)

Summer Camp Expenses: Camp T-shirts:	<b>\$389.86</b>
Daily Lunch + Snacks:	<b>\$764.70</b>
Prizes + Activity Materials:	<b>\$75.68</b>
Content, Lessons, Location, and Management Platforms (such as Google Classroom):	<b>\$0</b>
Summer Camp Total Expenses:	<b>\$1230.24</b>

**\*\*Full scholarship to 5 students (need based financial aid)**

Total Revenue: **\$13,195** → **Profits: \$11,964**

### Workshops:

Transportation ( ~184 miles):	<b>\$29.77</b>
Prizes + Activity Materials:	<b>\$39</b>
Content and development of 15 Quality-Certified Lessons:	<b>\$0</b>
Donation From Kennedy Middle School:	<b>\$50</b>

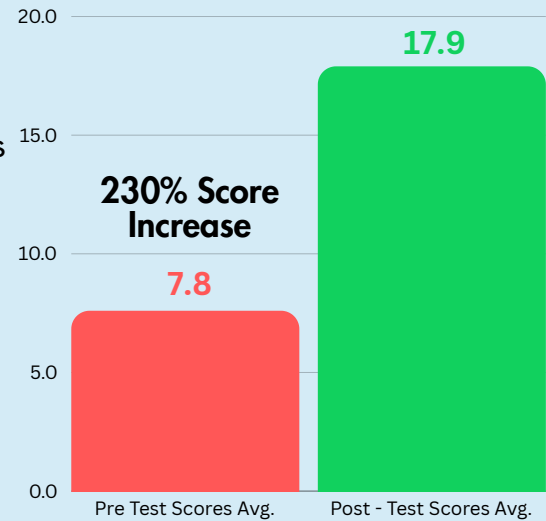
Total: **\$18.77**

# Quality Management Plan 10

We considered 3 metrics to measure the effectiveness of our project

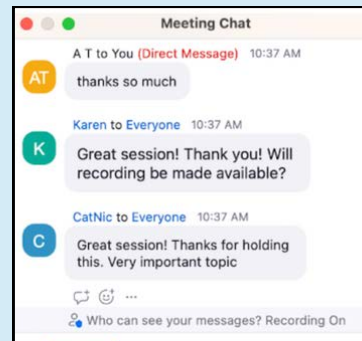
## 1. Quantitative Indicators

We instated Pre and Post-tests for all our presentations to measure their effectiveness. Each Pre/Post test was 20 questions long and tailored to the topic of the workshop or presentation. The questions ranged from budgeting calculations and tax deductions to general aspects of paying bills and managing credit. The average of all total Pre-test scores was **7.8/20 (39%)**, while Post-test scores were **17.9/20 (90%)**, reflecting a **229%** score increase.



## 2. Qualitative Reviews

We gained valuable feedback from the teachers and students we visited along with constructive insight from our mentors and workshop attendees. We utilized this information as a gauge of our work and adapted accordingly to ensure we were meeting the highest standards. We also made sure to alter our curriculum depending on the audience and strove to improve our content after each workshop. For instance, some teachers informed us of varying content/activity preferences because of the level of their students.



Hi Ritika and Linda,

Great work last Friday. The kids loved the presentation and simulation. Thank you for visiting our classes and especially changing the deck for the different levels. I commend your work and you both should be proud of yourselves. Nice job!

## 3. Engagement

We considered engagement and involvement as a critical metric of our project. We measured this on social media, during our in-person presentations as well as through the chat feature of our Zoom virtual workshops. We also took note of which topics received further questions and what aspects of our presentations drove participation.





Through our initial research we sought to identify the **leading causes** of the lack of financial education prevalent in teens. We found that many crucial topics related to financial teaching such as investing, budgeting, tax returns, and savings are omitted from high school curricula. We also **interviewed 20 students to identify confidence levels** associated with several financial topics. They were asked to rank their confidence with financial abilities such as investing out of 10. The average score across all questions prior to our workshops was **4.2/10**. This allowed us to identify the scope of our project and also realize the importance of offering opportunities where students can apply the topics they learn through our workshops to the real world in order to develop greater levels of confidence.

## Preliminary Research Key Take-Aways

46%

average confidence rate when it comes to financial literacy. Teens are aware that they lack crucial knowledge which poses a **critical detriment** on their prospective success

**Topics including investing, budgeting, saving, and taxes are crucial to financial independence.**

Our workshops must be engaging to allow for optimal retention of this crucial subject matter

With this, we started developing an effective curriculum to bridge gaps in financial education. Establishing a compelling curriculum was the foundation for ensuring optimal engagement and validating that the information was relevant and applicable to their lives. We decided it would be the best course of action to have separate presentations for our four different audiences (middle schoolers, high schoolers, online students, and international audiences). Middle school students covered income management, budgeting, saving, inflation, basic investing/compounding, and the differences between managing credit and debit. High school and online students covered: taxes (and refunds), insurance, investing, income management, and college information/scholarship opportunities. We also gained quality certification from professionals and made sure to incorporate engagement activities across the groups. For international students, we adjusted our middle school curriculum to fit their currency, language, and background. Project Manager Ritika Rawat worked to develop content in Hindi and consulted fluent Telugu & Tamil speakers to ensure holistic comprehension for each audience.

**Net Pay = \$800 (week)**  
How much should you spend on each of the following categories?  
Goals:

- Savings: 20%
- Rent: \$350 (per week)
- Groceries: \$85 (for the week)
- Utilities: \$100

How much do you have left?  
What kinds of unexpected expenses may you have?

### KNOWING THE BASICS

#### What is a mutual fund/ETF?

A mutual fund is a company that pools money from many investors and invests the money in securities such as stocks, bonds, and short-term debt.

Relatively safe

#### What are stocks?

A stock, also known as equity, is a security that represents the ownership of a fraction of the issuing corporation.

Can be risky depending on investment (highest ROI)

#### What is a bond?

A bond is a fixed-income instrument that represents a loan made by an investor to a borrower (federal, municipal, corporate, with varying lengths).

Safest but lowest ROI (corporate bonds have varying risk ratings and returns)

### Income Forms

Purpose: To provide quantitative information of annual wages and the taxes withheld (if applicable)

#### W-2

- Used to file federal and state taxes
- Who receives it? Anyone who was an employee and made at least \$600 during the year

#### 1099

- Documents payments made to you by a business/individual who isn't your employer
- There are different types of 1099s for different sources of incomes like dividends, pension, etc

### Recap:

Good credit score = pay less  
Poor credit score = pay more

\*This is very applicable when taking out loans

Where to start:

- Become an authorized user on your parents' card
- Can't get a credit card before 18
- Secured Credit Card
- Establish good credit habits (timely payments, planning spending, limiting "debt")
- Credit Card debt is known to be high-interest
- Start early!

### Credit Score Ranges



\*Please reference the appendix to view full slideshow content

After creating our curriculum we carefully curated Pre and Post-tests for each prospective lesson, designed to evaluate the impact, strengths, and weaknesses of our teachings. Throughout the duration of our project, we consistently referred to post-test results to gauge what information students were grasping and what topics we should further clarify in future presentations.

# Execution 2

## Phase 1: Project Development (Summer camp)

12

We saw the opportunity to kick-start our project with an interactive summer camp held at our school that blended entrepreneurship with key aspects of finance. To broaden our reach and maximize our results, we worked closely with our DECA chapter to market, finance, and lead this event. By doing so, we had DECA members volunteer to help work the camp. The overarching goal of this summer camp was to elevate participants' understanding of the business world and the financial activities such as budgeting and investing that go behind financing both personal lives and starting a company. Because we anticipated considerable planning associated with the camp, we started the planning and marketing process in April of 2023.

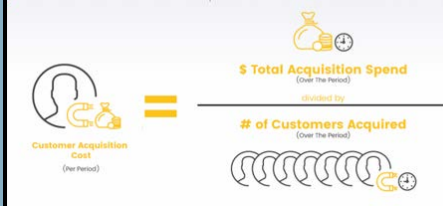
### A typical schedule for a day at camp

**Day 4:** Valuation & Investment Ask + Company Finances + Slides Presentations  
Lecturers: Linda, Ritika, Katherine

9:30 - 9:35 Intro
9:35 - 10:20 Guest Speaker
10:20 - 10:25 Company Valuation Lecture (Ritika)
10:25 - 10:30 Calculate Company Valuation in GROUPS
10:35 - 10:40 Revenue and Profit Margins Lecture (Katherine)
10:40 - 10:45 Make spreadsheets with this data in groups GROUPS
10:45 - 12:00 Work Time
12:00 - 1:00 Lunch Break
1:00 - 1:30 Work Time: Catch up on Business Plan
1:30 - 1:35 Investment Ask Structure Lecture (Linda)
1:35 - 1:50 Make Your Investment Ask in GROUPS
1:50 - 2:00 Slides Presentation Lecture (Ritika)
2:00 - 2:25 Work Time (Slides Presentation) in GROUPS
2:25 - 2:30 Goodbye

We secured Carlmont's Student Union Building as our venue with approval from the principal and enlisted our DECA advisor, Mr. Rowe, to supervise the camp. We set a daily schedule for the camp, encompassing vital topics alongside engaging activities (like games and even an optional water balloon fight) to ensure a fun blend of work and social time. We coordinated multiple guest speakers to discuss topics ranging from career readiness to financial planning. Overall, the camp's primary goal was to allow students to learn about essential business and financial activities and be able to apply them to their own lives.

### #1: Customer Acquisition Costs (CAC)



### What Types of Revenue Streams are There?

1. Asset Sale
2. Usage Fee
3. Subscription Fees
4. Lending/Leasing/Renting
5. Licensing
6. Brokerage Fees
7. Advertising

### How to Value Your Company

- Step 1:** Look at your projected earnings/net income for the next year (this is on your team spreadsheet at the bottom)
- Step 2:** Refer to this [document](#)
- Step 3:** Multiply your projected earnings by the corresponding forward P/E in your industry
- $$(\text{Projected earnings}) \times (\text{P/E value})$$
  
From your spreadsheet      From the document

We spent months preparing compelling educational slides that covered over 30 topics ranging from public speaking to corporate investing. When presenting we ensured to supply ample examples and stories to increase camper engagement

The development phase of the camp also encompassed several finance and marketing aspects. We prepared promotional materials such as Facebook and newspaper advertisements. We created a webpage that provided parents with important information such as timing, an "FAQ" section, payment information, and content overviews.

To determine appropriate pricing we established a financing plan that included expected costs such as: lunch, t-shirts (provided to all campers), and materials like name tags, markers, building activity materials, prizes, etc. We utilized an early bird pricing strategy so that we could gauge the number of students ahead of time to ensure ample materials for projected numbers.

**Date:** Week of July 17th-21st, 2023  
**Time:** Mon-Thur: 9:30am-2:30pm (lunch break 12 pm - 1 pm) and 2:30pm-7pm on Fri.  
**Location:** Carlmont High School, Student Union

Throughout the week, the students will work in groups to create a startup business plan. Experience is not needed as students will learn the basics of topics in **business, entrepreneurship, technology, and design** that will help them create their plans. Similar to Shark Tank, students will develop **public speaking skills** to pitch their business plans to a panel of judges and parents on Friday. Carlmont DECA students will be presenting lessons and mentoring the students throughout the week in small groups.

**SIGN UP NOW!**

**SKILLS THAT STUDENTS WILL LEARN**

Develop a startup business plan

Pitch and ask for an investment

Create a website and wireframe

Use spreadsheets

**EARLY BIRD**

Early Bird Special: \$225  
Discount ends July 7, 2023  
\*Must be postmarked by July 7, 2023

**REGULAR PRICES**

Regular Pricing: \$275  
Registration ends July 16, 2023  
\*Must be postmarked by July 16, 2023

CARLMONT DECA PRESENTS  
**BUSINESS CAMP**  
JULY 17-21, 2023





After a successful summer camp (managing 51 students with 14 staff) and a fantastic final pitch night where campers shared their hard work with parents and family (food provided), we looked towards furthering our mission in new ways. In August, we began plans for expansion through workshops, presentations, and community service. Our first step was developing content and beginning outreach by pursuing mentorships and partnerships.

Business Summer Camp

From Carlmont DECA

Business Camp, Computers Camp, Public Speaking Camp

5 Photos

Overview

Throughout the week, the students will learn about topics in business, entrepreneurship, technology, and design.

Skills that students will learn:

- Computer-Aided Design (CAD)
- App Mockup & Wireframing
- Writing a Startup Business Plan
- Spreadsheet Skills
- Pitching a Business Idea and Creating an Investment Ask

Students from Carlmont High School's DECA chapter will be mentoring the students throughout the week in small groups. Students will have the opportunity to learn about topics in business and technology in addition to improving their public speaking skills.



## Phase 2: Outreach



The second phase of Project Elevate consisted primarily of connecting with our community to build strong bonds and amplify our reach. We focused on crafting an elevated marketing strategy to ensure impactful participation. We also created materials and developed awareness by posting on platforms including Nextdoor and Facebook. Additionally, we were able to get our ads posted on a few external platforms including Activity Hero and a magazine known as The Pilot (reaching 6,000 homes). We also reached out to 5 local schools to have our camp advertised in their newsletter, which enhanced our credibility within the community and attracted enthusiastic participants.

Following the success of the summer camp, we established greater communication with school administration and scheduled dates for our in-person workshops at Carlmont. These workshops facilitated meaningful interactions with students and staff and also acted as an early catalyst for future collaboration within the educational community. We worked with guidance counselors and principals to help bring our resources to their school communities and expand throughout our county.

**Financial Literacy Workshops**

This is from a former Ralston student:

Financial Literacy and the basics of personal financial management are critical topics for students to learn for a successful transition into high school and adulthood. As students begin spending, pursuing jobs, or using a debit/credit card, it is critical they gain exposure to personal finance education and set themselves up for a secure future. I would like to share a free educational opportunity held by Carlmont Business Students to learn crucial financial topics such as budgeting, saving, investing, credit management, loans, and taxes through engaging online workshops that have a streamlined focus on providing relevant guidance for students. Here is the sign-up link for the workshops and where you may direct any questions: <https://bit.ly/Fin-up>

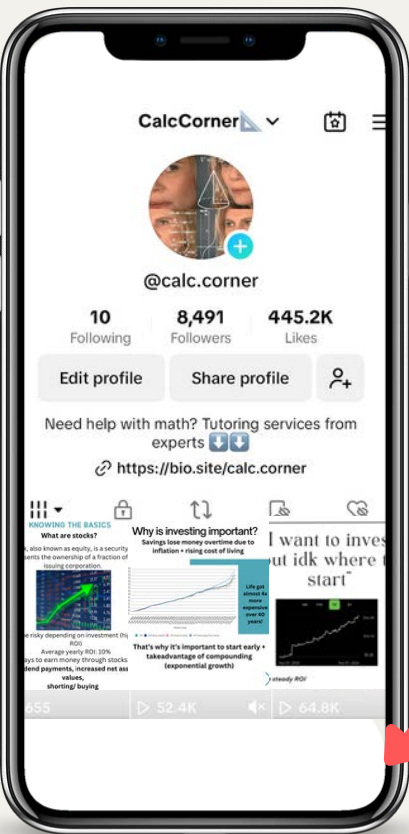
5 Publications for summer camp and 3 for online workshops

Publication in middle school newsletter receiving 1.7K views

## Phase 3: Execution

During our outreach phase we also met with our partners as we sought ways to support each other. Our partners aided us in cultivating a greater presence within the community by communicating our online workshops with their clientele. For example, we met with Will (CEO of Jetson) and aided him in creating some content for his popular financial literacy app, while he sent out an email to his client base encouraging them to register for our workshops. With the help of our advisor and partners at Junior Achievement, we were also able to help advertise and rally involvement for two successful job shadowing field trips at PayPal and Franklin Templeton where our students were able to gain powerful knowledge regarding jobs in finance.

### Partnership w/ Calc Corner TikTok:



**65,000 Views and over 50,000 engagements on a summertime post with personal finance content, also increases awareness for financial literacy and our mission**



We partnered with a math tutoring company, Calc Corner, and they supported our mission of financial literacy education. Math skills and financial concepts go hand-in-hand, so with utilizing their base of 8,500 followers (primarily youth oriented towards expanding their knowledge), we were able to extend our impact and spread personal finance information to an engaged and relevant audience.



When reaching out to local schools for presentations, we started out with over 50 emails to administrators of schools from all over the Bay Area. While we didn't initially receive any responses, we were able to revise our outreach strategy and email format. We also gained greater credibility by sharing our content and including examples in our initial reach-out emails. Soon, we received interest and began coordinating timings for visits. We also started adapting the curriculum to fit the needs and requests of the classes.

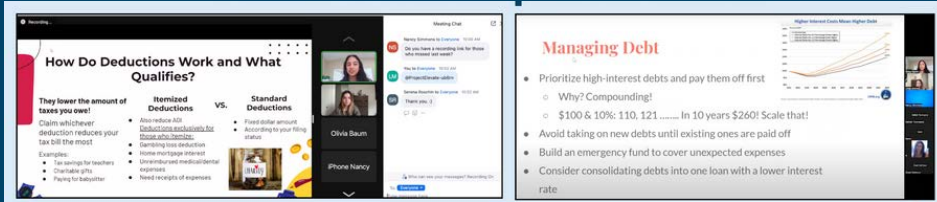




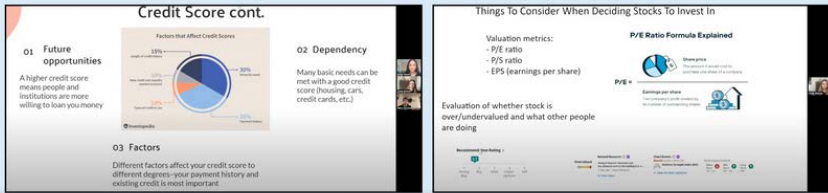
# Execution 5

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## Online Workshops



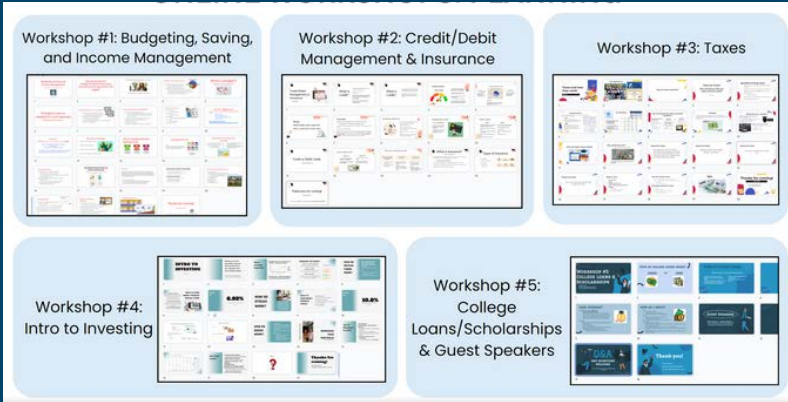
Recordings of our workshops have all been made available on our Youtube



170 responses on sign up form!

1-hour long workshops held on a weekly basis 5 times, each centered around a different topic.

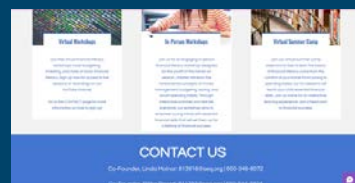
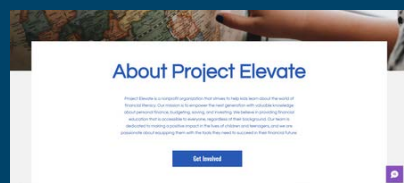
Following the success of our in-person workshops, we decided to expand to hosting virtual workshops. We marketed these through local high school & middle school newsletters and through publications in local magazines.



1. Budgeting: 80 students & 11 Questions Asked
2. Credit & Debit Management: 78 students & 25 completed feedback survey
3. Taxes: 90 students & 86 participated case study
4. Investing: 112 students & 15 email follow-ups for more info
5. College Prep (Loans & Scholarships) & Guest speakers hailing from Stanford, UPenn, and Michigan: 103 students & 17 questions posed to guest speakers

## Website

We developed a professional website for Project Elevate to showcase its impact and encourage others to join our mission. We established a blog page to not only further our goal of accessible education and financial awareness but also to bring traction to the site. We have 8 blog posts that address crucial financial topics in a simple manner.



## E-Book

We drafted and published a 25 page book that covers our virtual workshop topics. We ensured to include real-world applications and example problems to further readers' understanding. We set the price of the e-book to the cheapest available option to ensure price is not a deterring factor. All profits will be utilized to fund the expansion of Project Elevate.

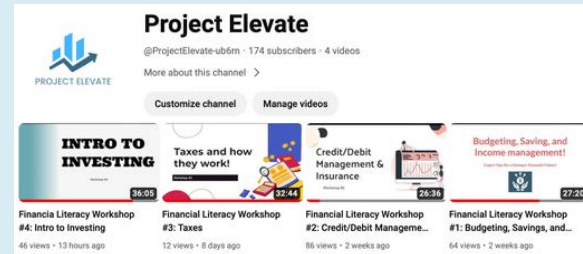




## Phase IV: Expansion



Following the success of our educational efforts, we decided to expand the initiative to further bolster our mission. We continued to post on social media regularly and gained a steady increase in followers. We also uploaded online workshops to our Youtube so that people can continue accessing and sharing our content (we have another round of online workshops planned for late March as well).



Youtube channel (175 subscribers)

To ensure that Project Elevate continues for years to come and to make use of interest by the Carlmont community, we created a club that teaches its 20 members financial literacy and strives to enact social change. Club meetings discuss various topics: from the impacts of economic policy on different socio-economic groups to personal finance concepts.



We have also continuously coordinated with some of our key partners including Project One Education and Peninsula Bridge to determine what parts of our curriculum are most beneficial to them and how we can adapt our curriculum to their needs for its usage in years to come. We also campaigned for increased financial literacy through government outreach on both the regional and national levels. Our efforts have garnered recognition from multiple government officials, highlighting the distinct impact of our cause. We are scheduled to speak about the importance of financial literacy and our efforts in solving the problem in an upcoming council meeting. We have also been in contact with several newspaper companies to highlight our movement. We have met with writers and editors from The Pilot, a local magazine (distributed to 6,000 households), and will have had our story published in their March edition. This coverage is significant in further spreading the reach of our initiative while also inspiring individuals to join us in our dedication to financial literacy education. We have published a book outlining foundational financial literacy topics on Amazon as well as a core curriculum that can be adapted to any classroom setting such that we can continue to aid in the expansion of financial literacy globally. So far, our curriculum is available in English, Hindi, and Telugu, and has already been utilized in international workshops. Currently, a Spanish version is in the works to bolster the effectivity of our work with Peninsula Bridge.

<p><b>John Dugan</b> to me, ritikaraw09@gmail.com, Sara ▾</p> <p>Hello Linda and Ritika,</p> <p>Congratulations for all of your good work on such an important issue! I agree some aspects of homelessness are likely attributable to a lack of financial literacy and work in this area will likely lead to better outcomes in life whether home security is threatened or not. I'd be happy to host you at an upcoming City Council meeting where you can take 10 minutes or so to brief us on your program and any specific results you'd like to share. I look forward to learning more about your good work!</p> <p>best, John</p>	<p>Fri, Feb 9, 7:35 AM (4 days ago) ☆ 😊 ↶</p> <p><b>Richard Hedges</b> to me ▾</p> <p>I am very excited about your project. I have sent an email to our City Clerk asking her to contact the other City Council members to see if they agree. I would love to know how you received the knowledge to do this great project. We need good news in the world, and I believe you are some of that good news.</p>	<p><b>Robin Pang-Maganaris</b> &lt;rmaganaris@belmont.gov&gt; to me ▾</p> <p>This sounds like an outstanding project! Thank you for sharing all that you have achieved. Very nicely done!</p> <p>Warmly,</p> <p>Robin K. Pang-Maganaris, Ed.D.</p> <p>Sun, Feb 4, 5:14 PM (9 days ago) ☆ 😊 ↶</p>
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## Next Steps:

1. Marketing our e-book to optimize the impact it provides to students
2. Hosting another round of online workshops from May 4th to June 1st

# Monitoring & Controlling 17

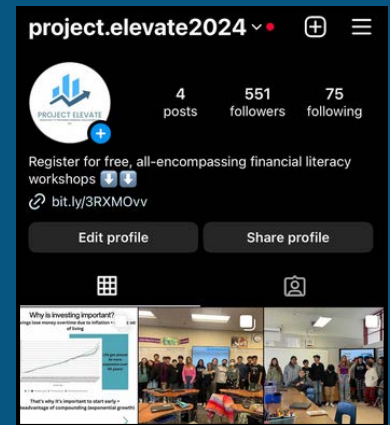
## A. Monitoring

### i. Schedule & Budget

The Project Elevate schedule is monitored twice a month in order to keep the project on track, ensuring that commitment to firm deadlines is the groundwork of a consistent and strong curriculum. The Project Elevate budget is monitored after every event/workshop. We created a prospective budget reflecting our projected costs. Throughout the duration of the project, managers aimed to cut down on costs and follow the projected budget guidelines.

### ii. Outreach

The Project Elevate marketing campaign is fundamental to consistently increasing our impact. Through teaching at numerous schools and holding online workshops both nationally and globally, we were able to impact approximately 600 students. Through our social media efforts, we have been able to impart knowledge to over 70,000 viewers. We continue to utilize our network to plan for future workshops and enact change in our community.



### iii. Quality

Project Elevate's quality is monitored through consistent **surveying** and **analytics** to ensure real impact. Prior to workshops, content was quality-certified by business and teaching professionals. We also utilized pre & post-tests to **quantify** impact and determine which activities were most effective at garnering **optimal learning retention**. Additionally, we regularly asked students to fill out workshop feedback forms (pictured) and surveys as a way to effectively strive for improvement.

#### Feedback for Workshops

A screenshot of a digital feedback form titled 'Workshops'. It includes sections for 'Questions', 'Responses', and 'Settings'. The form contains several open-ended questions: 'What do you like about our workshops? (ex: activities, structure, content)', 'What do you dislike about workshops? What other information/activities would you like to see included?', and 'What do you wish to see more of at workshops? Any suggestions or areas of improvement are greatly appreciated'. There are also multiple-choice questions, such as 'The workshops are developing my confidence in abilities to perform basic financial tasks such as investing, budgeting', with options from 'Strongly Agree' to 'Disagree'.

## B. Controlling

To mitigate various risks encountered, project managers continuously referenced the **Risk Management Plan**.

One of the most considerable risks we encountered was a lack of participation (sharing out, answering questions, etc.) during our online workshops. To reverse this, we offered many example problems, community-fostering discussions, and interactive simulations. We also provided **incentives** such as shout-outs on our social media pages to students in an effort to motivate participation, and in turn, comprehension. We consistently referred to both qualitative and quantitative reviews to mitigate risks before they took effect. For example, our first post-test result was not on par with our expectations, so we used this information to lessen the pace of presentations such that we had time to go further in-depth, provide plenty of real-life examples, and answer all questions. Additionally, we **met regularly with teachers** and mentors to receive **input on the quality and content** of our lessons. This consulting also brought credibility to the information we provide.



## A. Evaluation of Key Metrics

### SWOT Analysis

S

Content relevant for a large market, high adaptability, many partnerships for expansion and the ability to provide enriching experiences

Scheduling challenges and reach limitations with in-person workshops, language barriers with international growth.

W

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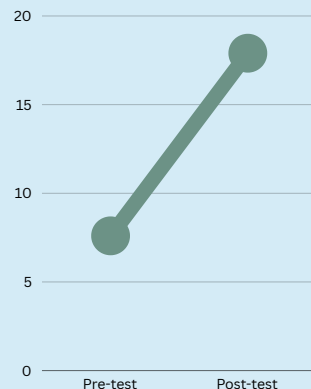
Development of targeted social media content (like Youtube Shorts), expansion of partnerships with more geographical regions (schools and virtual workshops w/ participants across states)

Lack of engagement or interest in financial literacy, while direct competition could be a threat, we are open to collaboration in order to cultivate a common mission

T

### Quantitative

Our content was effective in educating students, as seen by the Pre and Post Test score result comparisons of 7.8 to 17.1, serving as a significant quantitative metric of improvement:



### Qualitative

We also received positive reviews from teachers, students, and participants. This supports the quality of our content, but also allows for us to spread a positive attitude towards personal finance topics.



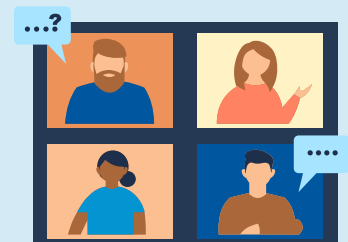
With the summer camp, we were able to closely work with **51 students** and raise over **\$11,900+**



We totaled **8,400+ followers** across social media platforms, with greater impressions



With our in-person school presentations, we were able to engage with **400+ students**

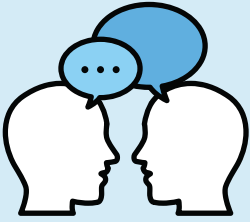


With our virtual presentations, we reached **250+ students** across multiple states

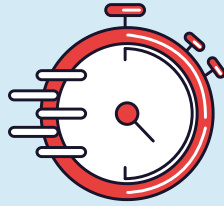
**In total: Engaged 9,051+ students**



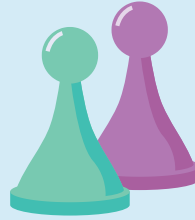
## B. Lessons Learned



It is critical that communication is clear and timely such that all parties are on the same page



It is necessary to schedule plans and respond promptly to outreach emails in order to stay on track



Interactive activities are wonderful ways to drive engagement, participation, and positive attitudes



It is important to access success and note evaluative metrics in an organized fashion

### Initiating

While we were able to develop strong content in a timely manner, it would have been of benefit to determine and plan our scope more thoroughly during these early stages

### Planning + Organizing

We were able to coordinate presentations effectively. We did struggle in the initial stages of outreach. It would have helped to reach out to mentors earlier for guidance and possible connections

### Execution

Our execution was successful in garnering participation and engagement. Next time, we would get more people from our DECA chapter involved in the initiative for faster growth.

### Monitoring + Controlling

We had plenty of metrics to monitor our work and its effectiveness. We could have also conducted more student interviews to gain feedback and develop personal connections

## C. Recommendations for Future Projects



It is beneficial to begin social media development early on to provide time for growth and because it serves as a basis of credibility for initial outreach (making outreach far more effective).



It is also critical to make plans or schedules for goals and periodically dedicate time to evaluate progress and generate new ideas. This helps with staying organized and ensuring timely progress on relevant initiatives. In the case of Project Elevate, developing our book publication got pushed back due to unanticipated time expenditures on other aspects of our project.



Finally, it is crucial to take advantage of outside resources and partnerships to fill any gaps. For instance, Project Elevate involved qualified Telugu speakers to help adapt content for and teach some of the India workshop cohorts.

## Citations:

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O'Brien, Sarah. "Lack of Financial Literacy Cost 15% of Adults at Least \$10,000 in 2022. Here's How the Rest Fared." CNBC, CNBC, 19 Jan. 2023, [www.cnbc.com/2023/01/19/heres-how-much-people-say-lack-of-financial-literacy-cost-in-2022.html](https://www.cnbc.com/2023/01/19/heres-how-much-people-say-lack-of-financial-literacy-cost-in-2022.html).

Ikoma, Saki. "NCES Blog." IES, 18 Jan. 2023, [nces.ed.gov/blogs/nces/post/money-matters-exploring-young-adults-financial-literacy-and-financial-discussions-with-their-parents](https://nces.ed.gov/blogs/nces/post/money-matters-exploring-young-adults-financial-literacy-and-financial-discussions-with-their-parents).

Turner, Terry. "Key Financial Literacy Statistics in 2023." Annuity.Org, 7 Dec. 2023, [www.annuity.org/financial-literacy/financial-literacy-statistics/](https://www.annuity.org/financial-literacy/financial-literacy-statistics/).

"Facts about Youth Financial Knowledge & Capability." Facts About Youth Financial Knowledge & Capability | Youth.Gov, [youth.gov/youth-topics/financial-capability-literacy/facts](https://youth.gov/youth-topics/financial-capability-literacy/facts). Accessed 15 Feb. 2024.

Reinicke, Carmen. "54% of Teenagers Feel Unprepared to Finance Their Futures, Survey Shows." CNBC, CNBC, 1 June 2022, [www.cnbc.com/2022/06/01/54percent-of-teens-feel-unprepared-to-finance-their-futures-survey-shows.html](https://www.cnbc.com/2022/06/01/54percent-of-teens-feel-unprepared-to-finance-their-futures-survey-shows.html).

## Appendix

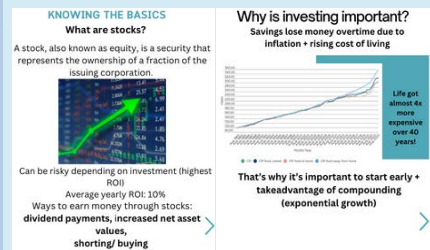
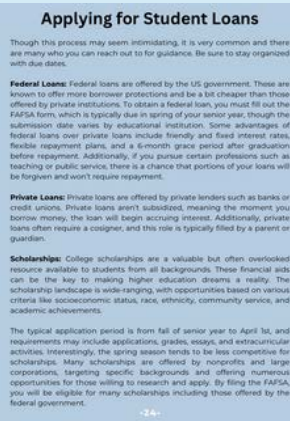
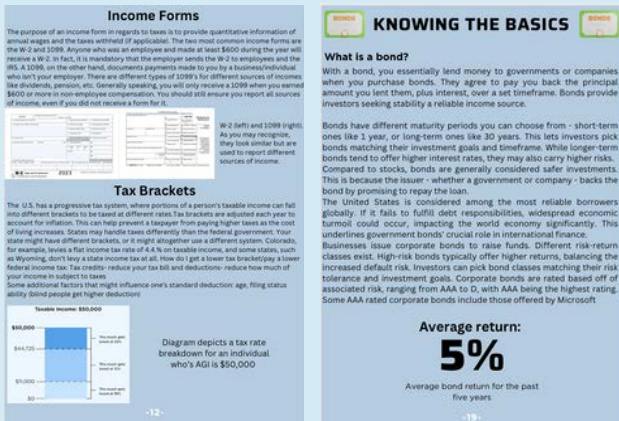
Dear Ritika,

This is Ellie (from Ms. Lyn's class), and I just wanted to say thank you so much for your presentation yesterday. We got to learn so much (I really liked the budgeting practice) and we had a lot of fun with the questions and simulation. Thank you so much for your time. I hope I can meet you at Carlmont next year!

## Student Review

A few pages from our E-book, Elevate: Strategies Essential to Financial Freedom

A snapshot of our social media content (we found the highest engagements with content related to investing)



Images of slideshows used for our online workshops Certification from the IRS (we volunteered in both the 2023 and 2024 tax seasons)

More pictures of class visits

