

# A Coordinated Approach to Generating a Positive Societal Impact

How partnerships have generated beneficial  
change in our community

John Kruggel | SBAA 2024 Conference

# Basics on Harrisonburg and the surrounding counties

Harrisonburg is a refugee relocation city, accepting up to 200 refugees per year.

The student population for both the city and county schools reflect an average of over fifty different native languages spoken at the various elementary and secondary schools.

The JMU Center for Economic Education works to address gaps in economic and personal finance education by working with our local schools and other nonprofits in the area to reach as many people as possible with a relatively small staff.

# Teacher Driven K-12 Initiatives

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Using a coordinated approach to address the specific needs of our community

# Workshop Series

We conduct a series of at least 8 teacher training workshops per semester.

These workshops are aimed at providing best practices and fresh content focused on active learning for students.

The workshop series is led by our associate director, Lauren Shifflett. This position is funded through an endowment provided by Your Economic Success.



This teacher was excited to learn ways to incorporate pop culture into their economics lessons!



# Econ Explorers Boxes

We developed a series of self-contained economics and personal finance units.

Each box provides the materials needed for the unit (handouts, lesson plans, Play-Doh, scissors, etc.)

The goal is to provide quality content designed to reduce any barriers for teaching economics at any grade level.



Teacher training for these boxes takes a very short amount of time.

# Money Lingo

The Money Lingo: Bridging the Gap in Personal Finance program aims to help students pass the W!SE personal finance test by providing test-prep materials in English, Spanish, and Arabic.



Our partners at Your Economic Success provided support for this new program.

# Student Driven K-12 Initiatives

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# GEM Fair

The program started in the mid-90s with the creation of the European Union.

This is an expansion of a classroom market activity. Students make goods/services and sell them to each other.

The then bring their goods/services to JMU to sell to students from other schools.



YES provides great support for elementary teachers to run classroom Mini-Economies



# FBLA Xchange (middle and high)

Daylong business plan competition designed to prepare local students for regional and statewide FBLA events and the gain membership in our local FBLA clubs.



JMU provides crucial support for this initiative

# Young Entrepreneur Summit

Our newest student-driven initiative is happening right now.

This 2-day event pairs students from the local high schools with JMU student entrepreneurs and business experts to help create an incubator for young entrepreneurs.



This is a new initiative going on today!

# Local Non-Profit Initiatives

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# Cash Flow Exhibit

Our Center helped develop two exhibits with the local children's museum and has worked with the museum and local schools to develop field trips emphasizing cross-curricular education when learning economics and personal finance.



This is the first class visit to the exhibit!



# Boys and Girls Club

We have developed a Mini-Economy program for our local Boys and Girls Club.

The program is currently being used in four of our Boys and Girls Clubs for their summer program and is expanding to additional Clubs.



Our first partnership started during the COVID semester, and we had to adapt

# COYES Boxes

We were contacted by our local libraries about creating something for local families (emphasis on home school families) to help teach economics and personal finance.

We used the Econ Explorers Box as a template and created the Checking Out Your Economic Success project.



Currently being piloted with our friends at the Massanutten Regional Library



Thank you for honoring the  
work we do!