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economics arkansas quickly retools educational offerings

Professional development for teachers continues with free webinars;   
families may benefit from online resources

**LITTLE ROCK**–Webinars have replaced onsite teacher trainings, children’s books are being distributed along with student meals, and classroom lesson plans have been modified for family use. Economics Arkansas, an educational nonprofit organization, has swiftly and seamlessly shifted its teaching methods and delivery of educational materials in compliance with the Coronavirus Response Act. The changes mean that Arkansas teachers and students in grades PreK-12 are continuing to receive professional development training and ready-to-use resources.

“Thanks to technology and the resourcefulness of our staff and extended network of educational partners, we have not missed a beat serving Arkansas teachers and students,” said Kathleen Lawson, Economics Arkansas executive director. “In the 58-year history of our organization, we have retooled repeatedly to anticipate the evolving nature of education; in the age of Covid-19, it’s all about bringing resources to the frontline.”

Founded in 1962, Economics Arkansas provides economics, personal finance and entrepreneurship education to Arkansas teachers in grades PreK-12. It typically trains approximately 3,000 teachers each year through a variety of face-to-face, project-based workshops at many different locations throughout the state.

Now all training has been modified to accommodate remote learning. Among its offerings are innovative webinars and webcasts showcasing well known speakers, e.g., Sarah Catherine Gutierrez of Aptus Financial and the Save10 Movement, and Dr. David Rankin of Southern Arkansas University, as well as zoo educators and live animals from the Little Rock Zoo. In a pilot project in early to mid-April, elementary school students in three different counties will receive “Sammy’s Big Dream” coloring books and crayons when they pick up their take-home meals provided by their school district or community. The organization’s website has been updated to feature educational activities to do at home, e.g., a savings bank contest for families as part of April Financial Literacy Month. Its Facebook and Instagram pages offer additional short quizzes and bingo games as well as book give-aways.

“In the midst of the current economic turmoil, it’s evident that citizens need to understand economic and personal finance issues,” said Lawson. “Economics Arkansas is using its decades of success in teaching these subjects to ensure that teachers, students and parents have continued access to approachable, plug-and-play content.”

Webinar listings, educational resources and more information about Economics Arkansas are available at [www.economicsarkansas.org](http://www.economicsarkansas.org).

**About Economics Arkansas:** Economics Arkansas (through the Arkansas Council on Economic Education) is a private, non-profit, non-partisan, educational organization founded in 1962 by Dr. Arch Ford and led by Dr. Bessie B. Moore to promote economic literacy in Arkansas. Its mission is to equip PreK-12 schools with standards-based resources and professional development to teach economics, personal finance and the free-enterprise system using practical, innovative and inspiring methods so that Arkansas students may master an understanding of economics and personal finance and apply that knowledge for success in the free-enterprise system.

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