

Economics Arkansas

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Teaching Teens to Make Smart



The failure to graduate from high school has been identified as a key contributor to poverty, yet Arkansas and the nation continue to grapple with a stubbornly high dropout rate among its high school students. Economics Arkansas has made the decision to partner with the Seattle based Choices Education Group to reduce this statistic. You might be asking, "What does the dropout rate have to do with economic education?" The answer is, "Everything!"

The Choices program is designed to "turn on the light bulb" for 8th grade students, so they understand the impact of their choices. It also teaches the importance of investing in their human capital and engages students in time and

money-management skills, along with real-world exercises demonstrating the importance of academic self-discipline and goal setting. We piloted Choices in May and June with 28 presentations to almost 300 students in Central Arkansas and the feedback was overwhelmingly positive! Arkansas teens discovered they can take control of their lives and their future.

Choices is presented in two 45-minute installments, so we are seeking volunteers to deliver the program, and 8th grade classrooms to present the program. One classroom kit for 30 students is approximately \$135, so funders are also invited to support this initiative!

For more details, please contact Economics Arkansas at 501-682-4230.



Middle school students engage in real-life Choices activities to find out how their choices today affect their lives in the future.



Arkansas Takes 5th Place in Capitol Hill Challenge

For the second year in a row, a team of high school investors from Arkansas has placed among the top 10 teams nationally in the Capitol Hill Challenge Program sponsored by the SIFMA Foundation!

Little Rock Christian Academy took fifth place in this year's competition with an investment portfolio of \$160,188.58 at the end of the 14-week investment simulation period. Representing US Congressman Tim Griffin, the team competed against almost 15,000 other high school students from across the country. The competition uses the curriculum-based Stock Market Game™ to help students develop a better understanding of the global economy, strengthen their personal financial skills and improve their knowledge of math, economics and business.

Teacher advisor Susie Thompson and her students won a trip to Washington, D.C., in June to be honored at a reception on Capitol Hill.

Congratulations on this terrific accomplishment and thank you for representing our great state so well!



Capitol Hill Challenge winners pose with their advisor, Susie Thompson, and United States Congressman Tim Griffin.

A New Day at EA...

On June 1st, I celebrated my 10th anniversary as executive director of Economics Arkansas. It has been a time of great reflection for me, as we have accomplished much during the past 10 years; however we continue to face major challenges in the ever-changing education environment. I ask myself: How can we expand our mission and maintain viability to schools and teachers for another 50+ years? To maintain our relevance and value to educators, we identified three new niches we are adding to our program offerings. These include:

- Developing resources and training for teachers and students in the Alternative Learning Environments (ALE) within school districts. Considered to be at very high risk for dropping out of school, these students are a prime audience for economic education.
- Delivery of the Choices program, a dropout prevention program targeting 8th grade students. (See lead article on front page.) This workshop teaches many economic concepts and it also engages community volunteers, so we can connect board members and donors with students in the classroom!
- Developing programs such as a Family Financial Literacy Night to serve the “parental involvement” requirement schools have.

Implementing these new initiatives, plus continuing to offer our current training and programs requires us to reconfigure staff responsibilities. I will remain Executive Director with a shift toward program, so my new focus will be on developing relationships with key stakeholders in K-12 education and facilitating new program opportunities. Marsha Masters was recently promoted to Associate Director, so she will add some management tasks while still providing educator training. We plan to add a full-time Development Director to be in charge of meeting our revenue needs as our programs expand, so this new fiscal year of 2014-2015 will be one of transition as these changes are made. This is both a critical and exciting time for Economics Arkansas as we want to ensure our footprint into the future.

I am deeply grateful to the Economics Arkansas staff, board members, educators, and donors for your support during my tenure. We are making a difference!



Sue Owens
Executive Director

Meet a *Money Hero*

The July edition of *Money Magazine* features “Money Heroes” from each state across our country. **Dr. Jim Rollins**, Superintendent of Springdale School District and Lifetime Board Member of Economics Arkansas, is highlighted as Arkansas’s “Money Hero.” Dr. Rollins grew up in Hindsville, Arkansas, and his focus is financial education in public schools. “Imagine a fairground setting, a major arena for livestock events,” says Rollins. Kids of all ages ride, show and help organize this rodeo and their teachers base an economic curricula on it. “First graders make stick horses and ride them in an arena. Then teachers talk about the cost of raising animals and how to sell for profit.” This annual four-day event is only one of several ways Rollins encourages his 20,500 students in grades K-12 to learn about money. A superintendent for 32 years, Rollins still goes into classrooms, including one at the University of Arkansas. Teachers and parents credit him for being the cheerleader who’s turned real-life experiences into economic literacy. Says Rollins: “I wanted to satisfy a personal dream: that economic literacy be the centerpiece of every school curriculum. I think we’re doing that.” (*excerpted from Money Magazine article*)

Dr. Rollins has been a **hero** to Economics Arkansas for many years, and we congratulate him on being recognized nationally for his passion and commitment to economic and financial literacy.



TIPS CORNER

Looking for formal assessments addressed in TESS Domain 3d?

Check out <https://getkahoot.com>

A Kahoot is a collection of questions that you can create specific to your classroom or choose from a library of assessments created by others. Questions are asked in real-time, to an unlimited number of “players,” creating a social, fun and game-like learning environment for students!

Also, visit our website: www.economicsarkansas.org/for_teachers/formative_assessments.html for free, downloadable assessments.

Funding for Stock Market Game!

For the third year, The Walton Family Foundation has provided a generous grant to help fund economic education projects submitted at DonorsChoose.org. Requests can include hands-on materials, technology, books or supplies that will help your students learn economics and personal finance, and you may also request funds to pay Stock Market Game team fees to Economics Arkansas. DonorsChoose has set a deadline of **August 15th** to apply for Stock Market Game team fees for Fall 2014 and/or Spring 2015, so don’t delay in posting your request!

Funding requests for items other than Stock Market Game fees may be made throughout the school year. Be sure to tag your projects as



DonorsChoose.org

Teachers ask. You choose.

economics projects so they qualify for the “Double Your Impact” monies available. Questions? Call us at 501-682-4230.

Economics Exchange

Recipients of economic education grants from Economics Arkansas for the 2013-14 school year gathered to share successes and challenges of implementing their classroom projects. In mid-May, 31 teachers and 3 students reported on their economics projects and networked with peers. From video recording hovercrafts to classroom economies, and coloring books to being on the loose with Dr. Seuss, these teachers' creative and thoughtful use of economics in the classroom enriched the lives of students across the state. Nearly \$28,000 was awarded to Arkansas teachers in support of these projects.



Automated video helicopter enabled drone project from Hot Springs High School.



Jessica Culver of Ozark School District shares her project "Excelling in Economics."

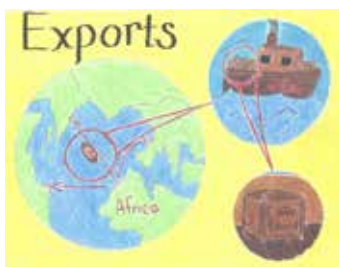
Teachers commented on what they liked most:

- Spending time collaborating with other middle school teachers and projects that included the Walmart unit and the Human Capital Game board. I always walk away inspired and excited to take on another project. Thanks!
- I loved all the new ideas! Thank you! Thank you!
- I always enjoy hearing the projects that are done at all grade levels. The enthusiasm is so uplifting!
- Being part of the sharing of the projects. I feel I can do a better job next year. I feel that this program is wonderful. I am happy to be part of the process!

If you are interested in applying for a 2014-15 Teacher Grant, visit www.economicsarkansas.org and click "For Teachers." Deadline for applications is **September 19th**.

Economics Calendar Winners

Kindergarten through 8th grade Arkansas students once again submitted stunning works of art illustrating economic concepts as part of the Economics Concept Calendar Program competition. Fifteen drawings were chosen and will be reproduced in a calendar format to be distributed to donors and educators statewide. Winning students and their teacher advisors received cash awards. Below are the list of winners, and who knows, these budding artists may one day have a masterpiece included in the collection at Crystal Bridges!



Student

Skye J.
Haven B.
Jaicie C.
Jillian M.
Zoar G.
Lacey N.
Cecilia S.
Mitchel T.

School

Crossett Middle School
Woods Elementary School
Ridgway Christian School
East Elementary School
George Junior High School
Barton Junior High School
Willowbrook Elementary
eSTEM Public Charter

District

Crossett
Fort Smith
Pine Bluff
Buffalo Island
Springdale
El Dorado
Bentonville
eSTEM Public Charter School
Marked Tree
Pulaski County
El Dorado
Springdale
Private
Pulaski County
Cutter Morning

Advisor

Pamela Dickson
Jennifer Howald
Ashley McDonald
Jill Sanders
Dale Creamer
Andria Gleghorn
Dana Populo
Melissa Hammond

Tarunee J.
Sherry L.
Tiyonna B.
Melissa G.
Tristan B.
Kesav C.
Ashlyn S.

Marked Tree Elementary
Baker Elementary School
Barton Junior High School
Shaw Elementary School
Union Christian Academy
Baker Elementary School
Cutter Morning Star Elem.

John Kelly
Kim Barringer
Helene Lambert
Lucretia Little
Brenda Hamrick
Jessica Foreman
Deborah Giusti

Economics Arkansas proudly sponsors this program along with Windgate Foundation and the Federal Reserve Bank of St. Louis, Little Rock Branch.

Program Calendar

August 7, 2014

Civics, Economics and Art - The Many Resources at Clinton Library
8:30 a.m. - 3:30 p.m.
Clinton Presidential Library
Little Rock

August 13, 2014

Bald Knob School District Professional Service workshop

August 15, 2014

Stock Market Game Fee Scholarship Request due to Donorschoose.org

September 16, 2014

Stock Market Game Extravaganza
8:30 a.m. - 3:30 p.m.
Economics Arkansas Office
Little Rock, AR

September 17, 2014

Stock Market Game Extravaganza - Advanced Training
8:30 a.m. - 3:30 p.m.
Economics Arkansas Office
Little Rock, AR

September 19, 2014

Teacher Grant Applications Due!

September 29, 2014

Stock Market Game Begins!

October 9 - 11, 2014

Council for Economic Education

November 13, 2014

Bessie B. Moore Awards Luncheon
11:30 a.m. - 1:00 p.m.
Clinton Presidential Center
Little Rock, AR

December 5, 2014

Stock Market Game Ends!

Visit our event calendar at www.economicsarkansas.org for more information or to register or click the QR Code below:



Economics and Art

Eighty educators traveled to Crystal Bridges Museum of American Art in Bentonville in April to learn how to view art and recognize the economic concepts featured within the pieces. **Dr. Michael Watts**, an economics professor from Purdue University, who has conducted similar presentations around the world, shared the economics found in the artwork on display at Crystal Bridges and on the Purdue website. Dr. Leo Mazow of the University of Arkansas also served as a presenter. Educators learned by touring the gallery, how easy it is to recognize economics! For example, Natural Resources are abundant in Duran's *Kindred Spirits* painting. Participants who completed the workshop received a LiveBinder of curriculum resources; 6 hours of professional development; substitute reimbursement to their district, plus lunch and snacks.

Thanks to all our generous sponsors listed below who made this unique workshop possible. Economics Arkansas hopes to replicate this learning opportunity in other areas of the state during the 2014-15 school year.



Dr. Michael Watts points out the economics pictured in many famous paintings.



Zev Slurzburg, manager of School and Community Programs at Crystal Bridges, instructs teachers how to recognize artistic meaning and economic concepts in works of art.

High School Econ is Far from Dismal

Fifteen high school educators participated in a week-long workshop in Jonesboro in June. Participants received training and resources to enhance teaching the required high school economics course. Teachers were engaged in hands-on activities throughout the week, such as tracing the circular flow in the "Rock and Rolo" activity, simulating a Market for Wheat, experiencing production in traditional, command and market economies, and then debating about the national debt. By the end of the week, the group experienced how fun economics can be with hands-on lessons and activities included in the *Tools for Teaching the Arkansas Economics and Personal Finance Course*.

Economics Arkansas thanks the Windgate Charitable Foundation, Southern Arkansas University, Arkansas State University, and the Federal Reserve Bank of St. Louis for their support of this training.



E³: Empowering Entrepreneurship Education

For the second year, K-12 teachers gathered in Northwest Arkansas to learn about Arkansas' vibrant entrepreneurial community and how to integrate real world stories with project-based learning using economics as the thread for Common Core units. Over 50 teachers received grade-level appropriate curriculum, 6 hours of professional development and a stipend for successfully completing the workshop.

Economics Arkansas is thankful for support from the Windgate Charitable Foundation, the U of A Bessie B. Moore Center for Economic Education and the Arkansas Economic Acceleration Foundation which made this workshop possible.



On-line "Teacher Corner" Now Available!

Recently we announced the upcoming launch of online lesson plans, formative assessments, webcasts and more. We are thrilled to report that these resources are now available on our website's "for teachers" tab for you to preview and download! As always, free of charge.

More resources will be added on an ongoing basis. Please bookmark our "Teacher Corner" and visit often. We welcome your comments on how this new expansion of our website meets your needs.



Econ for All

Relevant, Engaging, Activity-based Learning
Economics and Personal Finance Education Conference



Many thanks to the more than 180 teachers and presenters who participated in our **3rd Annual Economics and Personal Finance Conference** for K-12 Educators in mid-July in North Little Rock. We were especially pleased to welcome so many first-time attendees; they accounted for almost half of the audience. From the enthusiastic feedback we received, this 2-day symposium again delivered Real, Engaging, Activity-based Learning showing teachers how to integrate economics into the classroom curriculum.

In his thought-provoking keynote address, **Randy Zook**, the head of the Arkansas State Chamber of Commerce and EA board member, emphasized the pressing need to provide today's students with a skill-based and market-based education. He shared the poignant news that even though many high-paying jobs are available in Arkansas, employers have to recruit from out of state because they can't find qualified workers here. It was a message teachers were eager to take back to the classroom, along with plenty of training, ideas, resources and materials presented in 82 concurrent sessions.

We are grateful to our partners who made this conference a success, including our dedicated Master Economics Teachers, our University Center Directors and these partners and sponsors: **Arkansas College Savings Plan 529, Arkansas Department of Education, Arkansas Economic Acceleration Foundation, Arkansas Farm Bureau, Arkansas Historic Preservation Program, Arkansas Securities Department, Arkansas State University, Council for Economic Education, Federal Reserve Bank of St. Louis, Foundation for the Mid-South, Heifer International, Henderson State University, Southern Arkansas University, State Farm Insurance, University of Arkansas/Sam M. Walton College of Business, UALR College of Business, University of Arkansas at Monticello, William J. Clinton Presidential Library and Museum, Windgate Charitable Foundation and the Wyndham Riverfront North Little Rock.**

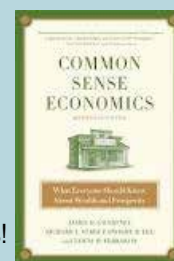


Learning and having fun — the spirit of our 3rd Annual REAL Conference.

Economics for Life — It's "Common Sense"

On July 8th, Economics Arkansas partnered with authors of the book *Common Sense Economics* to offer a one-day workshop to 9-12 educators. Eighteen teachers experienced this course package that will "turn on the lights for students." Participants commented on the helpfulness of the activities and videos used during instruction and the consistency of the information presented throughout the four modules.

Many thanks to Dr. Mark Schug, Dr. James Gwartney and Dr. Joab Corey for offering this instructional resource to our teachers! The course is sponsored by the Stavros Center for Economic Education at Florida State University.



Luncheon Honors Legacy of Charles H. Murphy Jr.

Outstanding!" – "First class!" – "Inspiring!" Those are just a few of the many compliments shared about the *Excellence in Free Enterprise* Award luncheon held April 10th at the Little Rock Marriott. We are delighted to share this feedback with the many generous sponsors and our 500 guests who made this event such a success!

We honored the legacy of **Charles H. Murphy Jr.**, who built his family business in El Dorado into a worldwide oil and timber conglomerate.

"The purpose of today is to celebrate a champion of free enterprise," said **Randy Zook**, Economics Arkansas board member and head of the Arkansas State Chamber of Commerce, who served as co-emcee of the luncheon. A video highlighted Mr. Murphy's accomplishments as a visionary business leader and his dedication to education, community and country.

Madison Murphy accepted the award on behalf of his family and the Murphy entities. Three middle school students from El Dorado created artistic drawings of economic concepts representing each of the three Murphy business entities: Murphy Oil Corporation, Deltic Timber Corporation and Murphy USA. Madison thanked the students, Blair Roberson, Dakota Fetterly and Briana Hogbin, and told them his father would have been very pleased with the award. He also expressed his appreciation to Economics Arkansas and guests for honoring his father's legacy.

Arthur Brooks, Ph.D., of Bethesda, Md., president of the American Enterprise Institute, delivered the keynote address, an entertaining, fascinating insight of how earned success and free enterprise can lead to happiness!

Ray Hobbs, Economics Arkansas board chair 2013-14 and president and CEO of Daisy Outdoor Products, served as co-emcee, and other luncheon speakers included **Nan Morrison**, president and CEO of the Council for Economic Education; and **Sue Owens**, Economics Arkansas executive director.

We are very grateful for the generous support of all our sponsors including the **major sponsors listed below:**

Murphy Oil Corporation, Murphy USA, Deltic Timber Corporation, Bradbury Family Foundation, KPMG, Arkansas Blue Cross and Blue Shield, Lexicon, BancorpSouth, McLarty Companies, Arkansas Business, Arkansas Economic Acceleration Foundation, Arkansas State Chamber of Commerce, Eric Rob & Isaac and Merrill Lynch Wealth Management. Thank you.



Pictured with the *Excellence in Free Enterprise* Award are:
Back row: Ray Dillon, Helene Lambert and Sherry Hill.
Front row: Madison Murphy, Blair Roberson, Dakota Fetterly, Briana Hogbin, Nan Morrison and Andrew Clyde.



Madison and Suzanne Murphy, Dr. Arthur Brooks



Randy Zook and Ray Hobbs



EA board members Bob Hamilton, Lou Graham, Kimberly Williams, Dr. Lisa Toms and State Senator Bruce Maloch

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Questions? Visit AmazonSmile.com or call us at 501-682-4230. Thank you for supporting Economics Arkansas in this wonderful way!



"America The Beautiful" Trivia Challenge Fort Smith

August 21, 2014
Immaculate Conception Church
Parish Center

To register a team or become a sponsor, contact Sue Owens at 501-682-4349.



Spring 2014 Winners

Economics Arkansas held an awards luncheon for the winners of the Spring 2014 Stock Market Game Program April 30 at Verizon Arena in North Little Rock. First- and second-place teams

received trophies, cash awards, certificates, t-shirts and medallions. The advisor with the highest average portfolio was **Kevin Coleman** of Paragould School District. **Dr. Jason Endacott** of University of Arkansas won the Teacher Division. **Susie Thompson** of Little Rock Christian Academy won the Apple Award this semester; her students increased their portfolio by \$42,669.33! (To see a complete list of the winners, visit www.economicsarkansas.org/for_teachers/stock_market_game.html.) Congratulations!

Sponsors of the 2013-14 Stock Market Game program are: **AR Section 529 Committee/UPromise Investments, Inc.**; **Bank of America/Merrill Lynch**; **Arkansas Securities Department**; **3M**; **State Farm Insurance**; **D & R Hobbs LLC**; **Lou Graham**, **Morgan Stanley**; **Riceland Foods Foundation** and **Harriet and Warren Stephens, Stephens, Inc.**

Thank you for your generous support!

Elementary Division Winners

Regions I - VI

Westwood Primary School
Greenwood School District

S. C. Tucker Elementary School
Danville School District

Bradley Elementary School
Emerson-Taylor-Bradley School District

Bradford Elementary School
Bradford School District

David O. Dodd Elementary School
Little Rock School District

Moody Elementary School
White Hall School District

Junior High Division Winners

Regions I - VI

Lakeside Junior High School
Springdale School District

Centerpoint Middle School
Centerpoint School District

Genoa Central High School
Genoa Central School District

Beebe Junior High School
Beebe School District

Greenbrier Junior High School
Greenbrier School District

Watson Chapel Junior High School
Watson Chapel School District

Senior High Division Winners

Regions I - VI

Southside High School
Fort Smith School District

Caddo Hills High School
Caddo Hills School District

Dierks High School
Dierks School District

Paragould High School
Paragould School District

Little Rock Christian Academy

White Hall High School
White Hall School District



Apple Award Winner
Susie Thompson
Little Rock Christian Academy

Invest it Forward™

A new SIFMA program, Invest It Forward™, connects teachers and classrooms with financial experts to help students gain a solid understanding of the capital market system. Volunteers from financial services firms will be matched with educators or after-school program coordinators to offer multimedia lessons. They will teach young students how to participate in the world of finance and capital markets for their own benefit, whether it's saving and investing for the future or starting a new business. Invest It Forward™ complements the Stock Market Game Program. Visit www.sifma.org/invest-it-forward/ to learn more.



InvestWrite®

Most adults need years of study and experience to develop the financial savvy to navigate the markets with success, and many don't ever get started. But three Arkansas students proved they are way ahead of their much older peers when they each became state winners in a recent national investment essay competition.

The following students were the Arkansas champions in the spring 2014 SIFMA Foundation's *InvestWrite*® essay competition, co-sponsored by McGraw Financial and delivered in Arkansas by Economics Arkansas.

- Dylan Mosakowski, a 5th grader at Warren Dupree Elementary School in Jacksonville, grades 4-5 category
- Samantha Fitzpatrick, a 6th grader at Armorel Elementary School in Blytheville, grades 6-8 category
- Brianna Bowerman, a 2014 graduate of Shiloh Christian School in Springdale, grades 9-12 category

The winners and their teacher advisors each received a \$50 gift certificate, a t-shirt, a medal and a certificate of accomplishment.

The three honorees are among the 20,000 students in grades 4-12 across the nation who take the *InvestWrite* challenge each year, a complementary activity to the Stock Market Game program.

Address Correction Requested

*Economics Arkansas is
affiliated with:*



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www.economicsarkansas.org

Bank of America and State Farm Insurance Among Our Generous Donors



Bank of America presents a \$10,000 check to support the Stock Market Game™ Program. Pictured is EA board member Kimberly Williams along with other Bank of America Merrill Lynch representatives, plus the students and advisors of the Spring 2014 program during the awards luncheon held April 30.

**Bank of America
Merrill Lynch**



Pictured with EA board members PCSSD Superintendent Dr. Jerry Guess, and Luke Kasten (State Farm), are Economics Arkansas staff, students, and teachers from Baker Elementary in Little Rock. State Farm presented a \$14,469 check in support of the Stock Market Game™ Program and the Teacher Grants Program.