

Mr. Bergman introduces

How much do you know about the dough?

# MONEY MONDAY\$



Every Monday our junior and senior Accounting 1 students will learn about a new financial literacy topic. Check out the units below:

- September 2012 (Savings Tools)
- October 2012 (Checking Accounts)
- November 2012 (Credit)
- December 2012 (Identity Theft)
- January 2013 (Taxes)
- February 2013 (Investing)
- March 2013 (Living on My Own)

After participating in “Money Mondays” each student will have the chance to participate in the MHS Financial Literacy Challenge. Students will use their knowledge to compete in a Jeopardy tournament for over \$1,000 in scholarships and prizes!



The MHS – Members 1ST

“Financial Literacy Challenge”

Contact Mr. Bergman for more details at [bergmann@mhs-pa.org](mailto:bergmann@mhs-pa.org)

#MoneyMondays

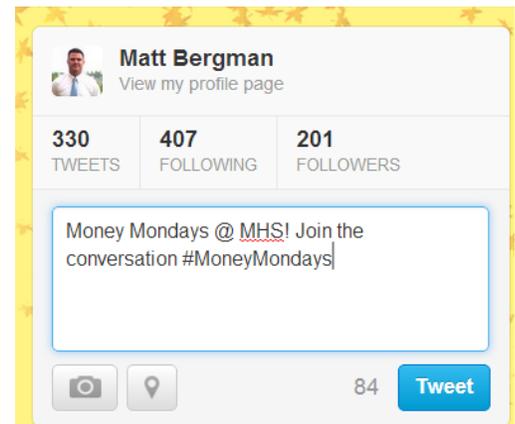
## Part 2: Video

<http://animoto.com/play/IXDbzgesBJupCztIQIAjyA>

## Part 3: Social Networking Plan

Social Media is an important communication piece for this generation because it easily connects them with in a personal and customizable way. It is a key marketing component for businesses in the 21<sup>st</sup> century. With the emergence of sites like Edmodo, it is quickly becoming a necessary component in the 21<sup>st</sup> century classroom. With this in mind, social media will be an important component of my plan to enhance the learning experiences of my students inside and outside of the classroom.

After doing some research and having several discussions with my students at Milton Hershey, I learned that our students view social media with much different eyes than I do. Many of our students are using Twitter to following topics of interest rather than “liking” a page on Facebook. Students use Twitter to follow and connect celebrities, experts, and causes that concern them. They view Facebook as a tool to connect with friends and family and often dislike the “Like” feature when it comes to school-related topics. They like Twitter’s flexibility, hash tag feature, and rapid response. They enjoy using Twitter in conjunction with their Smart Phones.



I would use Twitter as a way to fuel discussion and communicate information with my students in a fast and efficient manner. However, one of the limitations of Twitter is that it has a newsfeed format and a 140 character limit, which is not conducive to reflection.

Wikispaces would serve as a weekly reflection piece to help students reflect on what they have learned. In order to provide a more personal experience, I would have each student develop their own page to be used as a journal.

My wiki will also serve as a “central-location,” where students could access important materials, documents, and hyperlinks for class. It could also be used to help students collaborate on assignments and projects related to the “Money Monday” course.

## **Overall Communication Plan:**

The Money Monday program was developed in conjunction with the need to teach students at the Milton Hershey School about making responsible financial decisions. With one hundred percent of our population living within poverty, the impact of this program impacts the lives of others beyond the walls of the Milton Hershey School. This program is not just about distributing important financial information, but changing the mindset that poverty produces. I am working with Member's 1<sup>st</sup> Federal Credit Union to award four students a total of \$1,000 of scholarship money by participating in the program.

### **Parts 1 and 2: Flyer and Video**

My "Money Monday" campaign would begin by sharing the message with students, teachers, administrators, and house parents through the flyer that I produced. As you can notice, the goal of the flyer was to challenge students and create excitement at the same time. It lists the topics that will be discussed and the time frame that they will be covered in. It also lists a Twitter hash tag (#MoneyMondays) where they can continue the conversation, ask questions, and provide suggestions / comments.

My 30 second video promotion is filled with excitement and is vague on purpose. Its main purpose is to stir interest and not fully communicate dates, times, etc. I would probably need to create a series of 30 second clips in this campaign. At the end, it gives a Twitter hash tag for students to continue the conversation! I would probably work with our Multimedia team to share this clip at lunch in our cafeteria and on our intranet.

### **Part 3: Social Media**

The Milton Hershey School is a rather unique place when it comes to just about everything. Social Media is a very touchy subject at the school because many of the kids are restricted in what they can and cannot use. Students are allowed to use Facebook, but it has to be monitored by adults. We know that kids have all sorts of different ways of bending the rules and fighting the system. Many of our kids are creating one Facebook Account for school and another for their "real" life (something our administrators deny). Many of my kids are avoiding Facebook altogether and turning to Twitter because of how easily it integrates with their Smart Phone.

Just this year, underclassmen were allowed to have cell phones on campus. Seniors have been allowed to carry their phones, but keep them in their pockets (as are most students K – 12 in the rest of the country!).

If I were to actually create a social media campaign for "Money Mondays," I would turn to Twitter instead of Facebook. Most of my students are communicating this way and like the hash tag feature instead of "Liking" a page. Twitter conveys the attitude of the program "distribute quick pieces of information." I would use Twitter as a tool to rapidly communicate updates about the program.

I have tried using Facebook pages in the past with this population and I have found that it is not as effective. This population views Facebook as a tool to connect with friends and family. They do not like to “Like” pages that deal with school. They view Twitter as a way of communicating quick pieces of information in an almost instantaneous conversation.

I would develop a WikiSpace for students to use as a learning log, where they will be required to create their own wiki page to reflect on their experiences. This tool would help them prepare for the end of the year Jeopardy tournament as well as reflect on what they have learned. Students could access important materials and collaborate on assignments and projects related to the “Money Monday” course.