



**DOLLARWISE**  
MAYORS FOR FINANCIAL LITERACY

2018 EDITION

# INNOVATIONS IN FINANCIAL EDUCATION



**THE UNITED STATES CONFERENCE OF MAYORS**  
COUNCIL ON METRO ECONOMIES AND THE NEW AMERICAN CITY

**Bank of America** 



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June 2018

## **ABOUT THE UNITED STATES CONFERENCE OF MAYORS**

The U.S. Conference of Mayors is the official non-partisan organization of cities with populations of 30,000 or more. There are 1,407 such cities in the country today, and each city is represented in the Conference by its chief elected official, the mayor. Like us on Facebook at [facebook.com/usmayors](https://facebook.com/usmayors), or follow us on Twitter at [twitter.com/usmayors](https://twitter.com/usmayors).

## **ABOUT THE DOLLARWISE CAMPAIGN**

The DollarWise Campaign is the official financial education effort of The United States Conference of Mayors and its Council on Metro Economies and the New American City. Since 2004, hundreds of cities have participated in DollarWise initiatives. DollarWise encourages mayors and city staff to address the growing need for financial literacy in our nation's cities. To assist cities in their efforts, the Mayors' DollarWise Campaign works to build strong relationships with national organizations - including federal agencies, nonprofit groups, and corporations that offer technical support, curricula, and financial assistance. DollarWise also offers cities the opportunity to receive funding to enhance and expand creative and innovative financial literacy efforts through its Innovation and Summer Youth Campaign grants programs.

DollarWise programming is made possible through support from the Bank of America Charitable Foundation. For more information on the DollarWise Campaign, please visit [www.usmayors.org/dollarwise](https://www.usmayors.org/dollarwise) or contact DollarWise Manager James Kirby at [jkirby@usmayors.org](mailto:jkirby@usmayors.org).



[USMAYORS.ORG/DOLLARWISE](https://USMAYORS.ORG/DOLLARWISE)

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# DollarWise Grant recipients since 2005

## Innovation Grants

<b>2017</b> Lexington Washington, D.C. Youngstown	<b>2010</b> Denver Providence
<b>2016</b> Atlanta Schenectady	<b>2009</b> Omaha San Francisco Seattle
<b>2015</b> Hialeah Lansing	<b>2008</b> Caguas Jackson Santa Fe
<b>2014</b> Dallas Gary Jacksonville	<b>2007</b> Avondale Louisville Quad Cities: Bettendorf Davenport Moline Rock Island
<b>2013</b> Baltimore Philadelphia San Francisco	<b>2006</b> Bowling Green Detroit Quincy
<b>2012</b> Boston Bridgeport Milwaukee	<b>2005</b> Miami Pleasanton Savannah
<b>2011</b> Cincinnati Hartford	

## Summer Youth Campaign Grants

<b>2017</b> Apopka Los Angeles	<b>2012</b> Columbus (GA) Detroit Jacksonville New Orleans Norfolk
<b>2016</b> Albuquerque Charlotte East Orange Memphis Tallahassee	<b>2011</b> Baltimore Columbus (OH) Fresno Phoenix Seattle
<b>2015</b> Charlottesville Missoula New York City Palm Bay Pittsburgh	<b>2010</b> Baton Rouge Charlotte Houston Norwalk Philadelphia
<b>2014</b> Boston Chicago Hattiesburg Kansas City (MO) Tacoma	
<b>2013</b> Chester Kokomo Richmond (CA) St. Louis Wichita	

# Introduction

Innovations in Financial Education is the annual best practices booklet that highlights the winners of the DollarWise Innovation and Summer Youth Campaign Grant programs.



«««««

*2018 DollarWise Award winners are honored during the 86th U.S. Conference of Mayors Winter Meeting in Washington, D.C.*

*(L-R) Houston Mayor Sylvester Turner, Little Rock Mayor Mark Stodola, Orlando Mayor Buddy Dyer, Baltimore Mayor Catherine Pugh, Senior Advisor to Akron Mayor Daniel Horrigan Marco Somerville, ESG Program Director for the Bank of America Foundation Stephen B. Fitzgerald, USCM President Columbia Mayor Stephen K. Benjamin, Las Vegas Mayor Carolyn Goodman*

## WHAT IS THE DOLLARWISE CAMPAIGN?

DollarWise supports the goals and objectives of the Updated National Strategy for Financial Education, released by the federal Financial Literacy and Education Commission in 2016. The Campaign invites mayors and city staff to examine their communities' financial education needs; create an action plan; and forge strong relationships with financial institutions, faith-based groups, nonprofits, local businesses, and others in the community to address this important issue. DollarWise offers support through its two grants programs, technical assistance, and collaboration with national organizations.

The United States Conference of Mayors asks every city to make a commitment to financial education, and to participate in DollarWise initiatives. Together, we are building a strong foundation for the future of our communities and their residents.

## DOLLARWISE GRANTS

Each Year, DollarWise provides three cities each with \$10,000 Innovation Grants and two cities each with \$10,000 Summer Youth Campaign (SYC) Grants. In 2018, an Innovation Grant was awarded to

one city that integrated financial education training into its English as a Second Language program, one city that offered financial education to residents in a prisoner re-entry program, and one to a city in an open category. DollarWise also offered a \$10,000 grant to one city that integrated financial education into a summer youth employment program and one \$10,000 grant to a city that integrated financial education into a year-round youth program. DollarWise grants are awarded each year and are used by the recipient cities to enhance and expand their programming.

These grants help to support some of the most innovative and effective financial education initiatives in the United States. Applications are accepted each fall, and the awards are presented at The United States Conference of Mayors' Winter Meeting in Washington, D.C. DollarWise invites mayors, their staff, and additional interested parties to review the profiles of these cities' efforts to garner ideas and inspiration for their own financial education campaigns.





*Akron PeaceMakers participate in a “Teens and Money” workshop*



# Akron, OH

## Akron PeaceMakers

*“The City of Akron is very focused on financially empowering our residents. We strongly believe the fiscal health of this City is directly tied to the fiscal health of our people, and the DollarWise Innovation grant will be a welcomed boost in this vital effort.” - Akron Mayor Daniel Horrigan*

A report released May 2017 by the Program for International Student Assessment (PISA) shows that one in five (22 percent) U.S. teenage students lack basic financial literacy skills. The report indicates that among 15 participating countries and economies, the United States ranks 7th in the evaluation of 15-year-olds' aptitude in understanding essential financial concepts, products and risks (Golden, 2017).

Earlier reports by the Council of Economic Education found that American students are ill-equipped to understand personal finance and make their way in the modern financial world. And yet, despite this recognition, most students today continue to graduate from high school without any formal personal finance education (Schwartz & CNBC.com, 2016).

The PeaceMakers program provides a platform where high school students and young adults can develop skills to build a strong foundation for life-long financial competence. The program also includes “Teens and Money” workshops, which are designed to be fun, interactive and educational.

The workshops are delivered in environments that foster learning - by youth facilitators using comprehensive lesson plans, developed by the program's partners.

Workshops focus on topics including: opening a credit card, managing student loans and saving for the future. Each participant receives a workbook and is given a pre and post workshop survey, completed electronically or on paper, to measure their level of knowledge before and after the training.

A three-month follow-up evaluation is conducted with each participant. And, as an added benefit, facilitators and participants delivering or completing the training also qualify for a monetary reward to jumpstart their savings.

Using the H&R Block's “Dollars and Sense” curriculum, and partnering with Huntington Bank's FDIC Money Smart for Young Adults program, Akron will increase the availability of financial literacy education to students, ages 14 to 22 years old, in 2018.



Mayor  
Daniel Horrigan

## An Innovative Approach

Because the majority of financial literacy programs target adults, training available for teens and college-age adults is almost non-existent. “Teens and Money” workshops take a unique approach to addressing this need primarily by using a peer-to-peer delivery system.

By using youth facilitators, the atmosphere is less intimidating and participants become more open to learning. The curriculum also incorporates the Socratic teaching method that encourages feedback and verification of understanding. Participants don’t simply sit through a lecture, but actively engage.

Lesson plans are 30 minutes in length so that high school students can attend sessions during a lunch break or a study hall. Out-of-school sessions at public libraries, community centers and with other community partners are also available to accommodate youth outside of the public school system or to those needing flexible options. In 2018, the program will also add an adult component using the “Adult Money Smart- Adult Financial Education” curriculum sponsored by Huntington Bank and the Khan Academy. In addition to print and social media, Akron will utilize its over 100 high school and alumni members to promote workshops and to identify new participants.

By limiting workshops to 30 minutes, youth have the flexibility to easily fit them into their schedules. Participants also complete pre and post surveys using cell phones, which is an incredibly valuable in attaining first-hand insight on the overall effectiveness of the program.

The Teens and Money initiative also conducts a scholarship drawing where participants have the chance to win scholarship funding for completing the “Teens and Money” workshops. This has served as an added benefit for facilitators and participants, as it creates an incentive for youth to join the workshops.

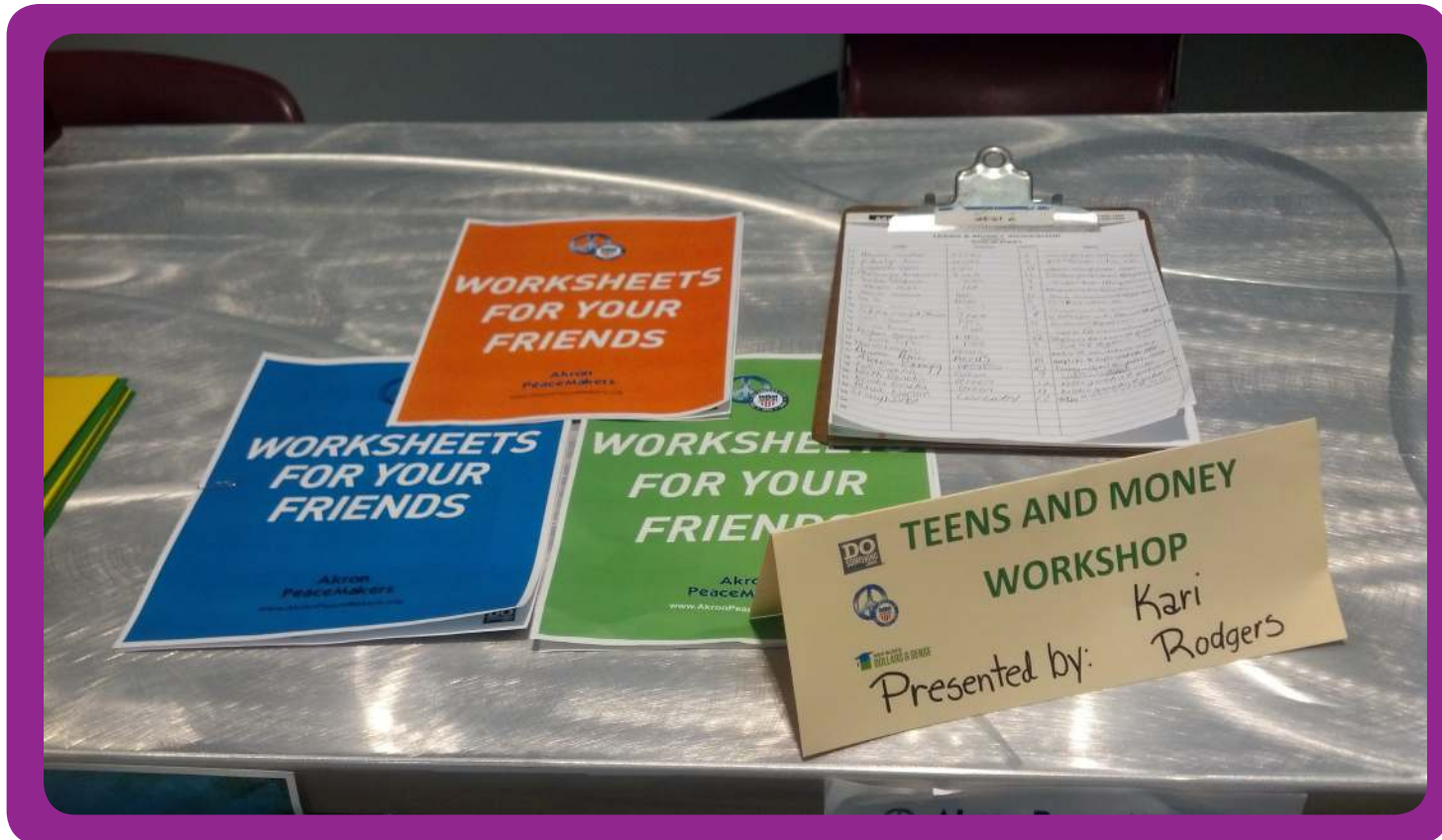
## DollarWise Support

With a DollarWise Innovation Grant, Akron’s PeaceMakers program will expand its “Teen and Money” workshops for youth attending its eight public high schools, and offer out-of-school options for those not attending traditional or public schools. The grant will also help Akron add adult, in-person workshops and an online component to reach older adults and to provide additional programmatic flexibility. Funds will also be used to provide youth and adult facilitators with professional training to deliver the program curriculum. Funds will also be used to purchase classroom teaching aids and additional student materials. Interactive visual aids, including an audience response system and visual displays, will be used to enhance the workshop curriculum and to capture program data that will be used to gauge effectiveness. Additionally, the DollarWise grant will assist with expenses for developing marketing strategies using printed materials, email campaigns, television, social media, websites and community newsletters.

## COMMUNITY PARTNERS

- **Akron Public Schools (APS)** - is the fifth largest district in Ohio with approximately 22,000 students enrolled. Partnering with APS will help promote the program’s character building initiatives including its financial literacy campaign.
- **Akron-Summit County Public Library (ASCPL)** - provides resources for learning, information services, meeting spaces, and programs for all ages. ASCPL provides meeting space for Teens and Money workshops and training, and promotes the workshops through their online calendar and distribution of flyers to their 11 Akron branches.
- **Huntington Bank** – The City of Akron maintains a strong partnership with its local banks. In 2016, Huntington Bank committed to investing in the Akron community by establishing their headquarters in the City of Akron and funding many community projects including the Akron PeaceMakers Project.





- **H&R Block** – H&R Block is addressing teens’ lack of financial literacy year-round through the H&R Block Budget Challenge, a free online tool that teachers can incorporate into their lessons, under the company’s longtime “Dollars & Sense” financial literacy platform. The Akron PeaceMakers will continue to utilize these tools to educate the residents of Akron.

## MAYORAL SUPPORT

Because the Akron PeaceMakers program is run out of the Mayor’s Office of Community Relations, the mayor, his cabinet, and his staff are in constant contact with the program and supports the group’s many initiatives. Mayor Horrigan personally works with the group in its efforts to educate youth on various topics, including financial literacy, and recently announced the creation of several financial empowerment centers for residents within various Akron neighborhoods. As recipients of the

DollarWise Innovation Grant, Mayor Horrigan - along with the Akron PeaceMakers - will continue to promote the on-going financial literacy program and outlining its benefits to the community.

## REPLICABILITY

Akron PeaceMaker’s Teen and Money workshops follow a comprehensive curriculum with easy to follow lesson plans. It also includes pre and post evaluation tests, and guidelines for students to follow in facilitating the program in their schools. The 30-minute lessons are designed to keep young people engaged. This model is easily replicated as the program’s coordinator is available to assist with questions to encourage additional cities to start similar programs in their communities. Additional cities interested in replicating this program should strive to have programming be youth-led and adult-advised with the focus of increasing the financial literacy knowledge of their young people.



**DOLLARWISE**  
MAYORS FOR FINANCIAL LITERACY

# Baltimore

## Mayor's Office of Immigrant and Multicultural Affairs



Mayor  
Catherine Pugh

*"Ensuring that our programs and initiatives are inclusive and geared to serving all members of our communities - including immigrants - is absolutely essential. Thanks to the Dollarwise Program, English Language Learners will receive contextualized ESL workshops based on critical financial literacy topics."  
- Baltimore Mayor Catherine Pugh*

Baltimore City Mayor's Office of Immigrant and Multicultural Affairs (MIMA) will use a DollarWise Innovation Grant to develop a partnership between the Community Action Partnership (CAP) and Baltimore City Community College's (BCCC) English as a Second Language Program (ESL). BCCC will serve 200 ESL students at the low-intermediate level, and 130 students at the high-intermediate level in FY 18. Representatives from CAP centers will hold a number of sessions throughout the school year targeting ESL students of all levels at BCCC's campuses across Baltimore. This engagement will allow students to follow-up with the centers as the college's current curriculum, which includes financial competency. BCCC sites with a large number of students will receive contextualized ESL instruction covering financial literacy vocabulary, and hold workshops based on financial literacy topics prior to in-person engagement with the CAP center representatives on campus. Sites with a smaller number of students will receive the same instruction, but will be referred to the CAP centers as an additional resource. In 2018, CAP will connect fifty students from the college with

case managers who will assist them in the process of increasing their financial literacy abilities and addressing the specific needs and goals of the BCCC's ESL students. After this two semester engagement, the program will ensure that CAP centers have an ongoing presence at BCCC, allowing for continued follow-up, one-on-one coaching, and referral services. PNC Bank has also agreed to serve as an additional resource, providing educational content during college engagement. Additionally, the program will partner with CharmTV, Baltimore's local network, to record and air vignettes of its sessions, and five PSAs, tailored toward English Language Learners to refer students and residents to CAP centers. Recordings will cover contextualized ESL topics including: general financial literacy information, paystub information, home budgeting, how to buy a home, identifying theft, and small business funding. The partnership with CharmTV will bring the classroom into the homes and webpages of its viewers, increasing awareness of CAP services and other relevant partners and further reinforce the instruction of future financial literacy discussions at the Community College and across the city.

## AN INNOVATIVE PROGRAM

The Community Action Partnership's mission is to provide opportunities to low-income households through education, financial empowerment, housing and energy services, food resources, and capacity building. It's mission correlates directly to MIMA's efforts to promote community well-being, economic development, and the integration of immigrant communities by identifying needs and opportunities that immigrants bring to the city, while developing public-private partnerships to strengthen the development of these communities.

Together MIMA and CAP share the goals of:

- 1) Providing one-on-one coaching to fifty students in Baltimore City Community College's ESL classes;
- 2) Hosting ongoing workshops and visits to increase CAP's visibility and resources at the college; And
- 3) Amplifying the importance of financial literacy through the development of vignettes and PSAs that highlight key topics discussed during ESL financial literacy engagement.

Currently, 3500 Limited English Proficient students annually enroll in BCCC's ESL classes seeking educational and career advancement. The DollarWise Innovation grant will allow Baltimore to build CAP's capacity to better serve Limited Proficient Students enrolled at BCCC by expanding, publicizing, and disseminating CAP's translated materials throughout CAP's five city locations and BCCC campuses.

The grant will allow Baltimore to build and strengthen the relationship between the CAP centers and the college, as ESL students receiving financial literacy within the classroom will be able to access additional resources and schedule appointments at locations throughout the city.

Funding will also support the recording and production costs from CharmTV towards airing three-minute vignettes of sessions and PSAs of CAP financial literacy for ESL services at BCCC.

These videos will assist in the instruction of financial literacy in the CAP centers and college ESL classes. BCCC staff involved in the teaching and recording process will also be compensated.

Baltimore's program is innovative by the nature of the stakeholders involved. Working with and connecting the city's top public entities offering ESL and financial literacy will build capacity in the CAP program while leveraging existing resources for the students.

Representatives from the CAP centers, and from PNC, will provide their expertise to the classrooms of Baltimore City Community College's campuses throughout the community on an ongoing basis. Over the course of two semesters, case managers will be assigned to fifty students at BCCC.

A service of this magnitude, addressing the needs of immigrant, refugee, and asylee students is not commonplace in community college curricula. Students are connected to a myriad of social networks, and thus, are likely to spread the word of the additional resources integrated into their classrooms.

With a focus on unlocking the "hidden jewels" of the City, CharmTV's involvement will create a mechanism to display the services of program partners and others in the city, with financial literacy topics relevant to all residents. The videos will be reinforced in the classroom by BCCC instructors, serving as the discussion topic of the future financial literacy classes.



*Baltimore Mayor Catherine Pugh meets with appointed members of the Baltimore City Hispanic Commission to address key issues facing Baltimore's immigrant communities*

## KEY FINANCIAL TOPICS IN MULTIPLE LANGUAGES

The Mayor's Office of Immigrant and Multicultural Affairs seeks to leverage the resources by the Baltimore City Community Action Partnership (CAP) through the Mayor's Office of Human Services, which provides free financial literacy workshops to Baltimore city residents using a comprehensive financial education curriculum designed to help individuals and households enhance their financial skills. CAP's financial literacy program is multilayered, consisting of workshops that cover asset development, budgeting, credit education, debt management, and saving for short and long term goals. Research shows that this curriculum can positively influence how consumers manage their finances, and that the newly-learned financial behaviors are sustained months and even years after the training.

The curriculum consists of many topics including: how to open a checking and savings account, financing a home, financing school, entrepreneurship, and long-term saving. These modules have been translated into eight different languages including: Spanish, Chinese, Haitian Creole, Hindi, Hmong, Korean, Russian, and Vietnamese. CAP understands that the more that people know about credit and banking services, the more likely they are to increase savings, buy homes, and improve their financial health and well-being. CAP centers will serve as a resource to the Community College, providing continued follow-up, one-on-one coaching, and referral services to ESL students.



## COMMUNITY PARTNERS

Baltimore City Community College (BCCC)’s department of English Language Services and Basic Skill serves as the program’s educational partner providing ESL curricula at all levels. BCCC’s expertise - with cutting edge training models - allows for the development of courses that combine English language skills, basic math, and reading skills. It also provides customized career bridge and job readiness training that prepares students for entry-level jobs and job-training opportunities.

Each year, over 3,500 students, representing over 90 countries of origin, enroll in ESL and Citizenship classes at over 30 locations in Baltimore City and surrounding areas. The Baltimore City Community Action Partnership (CAP) is dedicated to reducing poverty through education and financial empowerment. CAP serves as an excellent partner and lead entity of financial literacy education in the city with five centers in the North, Northwest, South, East, and Southeast corridors. PNC Bank offers a myriad of financial literacy resources, covering topics pertaining to student loans, ID theft assessment, budgeting, and goal setting. With DollarWise funding, students from BCCC will be able to access CAP and PNC financial literacy services. CharmTV serves as Baltimore’s main network, providing programming to include a new prime-time block of programming that can be viewed online and on television. CharmTV will provide a visual resource and teaching tool in the community college and to city residents, referring them to CAP’s multilingual financial services.

## REPLICABILITY

The concept of identifying the city’s most reputable ESL and financial literacy providers can be easily adopted by other cities in the nation. Additional cities can also adopt the use of mechanisms that will broadcast their program and relevant city agencies to a larger audience. Vignettes of Baltimore’s recorded sessions and PSAs spreading awareness of its ESL financial literacy sessions and partners, available on the CharmTV website and network, can serve as a reference for cities to view the content of its sessions, tools and materials used, and its methods.

Cities without abundant ESL and financial literacy service providers can potentially use Baltimore’s recorded vignettes to help them develop their own educational videos. As needed, cities may modify Baltimore’s recordings to fit the specific needs of their populations, saving time and resources and limiting the barriers that may impede serving their Limited English Proficient populations.

## SELF-EVALUATION

Baltimore’s financial literacy program has a multi-layered self-evaluation process. The Baltimore Community Action Partnership (CAP) center’s curriculum has been backed by research to positively influence how consumers manage their finances, noting that these changes are sustainable in the months after the training. Informing this research are a series of self-evaluation tools used by the centers. These tools consist of pre and post tests - a “What Do You Know Form” in which participants rate their financial capabilities before and after each lesson. This evaluation form also allows students to share their observations of the instructor and lesson materials.

These assessments are utilized during each session, and are comprised of a set of multiple choice questions. In addition to these assessment tools, Baltimore’s one-on-one engagement between CAP case managers and the fifty community college students during the initial school year will also serve as a means of measuring the progress of the students as it relates to their everyday financial decision-making.

The program will strive to keep the CAP interaction and presence at BCCC as ongoing so that students continue to engage with the centers - increasing the number of referral forms, assessments, and evaluations completed so that capabilities can be tracked and recorded. The community college professors will also be able to track the progress of their students through classroom engagement and activities.



# Houston, TX

## Turnaround Houston!



Mayor  
Sylvester Turner

*"So many of our citizens encounter difficulties securing employment for varied reasons - whether it be a lack of education, poverty, mental health issues, or prior criminal history. Whatever the reason, we want to ensure that they have an opportunity to tap into the myriad of resources that our wonderful city offers. Turnaround Houston is a job readiness initiative. It provides our hard to employ citizens with a "one stop shop" of opportunities that can lead to them having a better future."*  
- Houston Mayor Sylvester Turner

In March 2016, City of Houston Mayor, Sylvester Turner, launched the Turnaround Houston Initiative to provide support in communities that have high populations of returning citizens. The Office of Business Opportunity (OBO) collaborated with the Houston Health Department's Community Re-Entry Network Program to execute seven Turnaround Houston Readiness Fairs that served more than 1,600 individuals. These Readiness Fairs were designed to help hard to employ Houstonians turn their lives around. The Fairs provided participants with immediate access to job training opportunities, resume writing, tattoo removal, social services, educational institutions, counseling, and intervention services. With a DollarWise Grant, OBO will expand on the Mayor's Turnaround Houston initiative by creating the Turnaround Entrepreneurship Program (TEP). TEP will be a five-week program targeting Houston's re-entry population - specifically, individuals seeking to start a business and expand their financial knowledge. To recruit re-entry citizens for TEP, OBO will host workshops at each Turnaround Houston Event in 2018.

Replicating previous outreach and media efforts with track records of success, OBO will also promote TEP leveraging - a network of community partners that will target prospective participants via probation offices, libraries, and community centers. Each candidate will be required to complete an application for acceptance into the program. The curriculum to be utilized for the five-week TEP Program will include classroom instruction, as well as testimonials from previously incarcerated individuals who are now successful business owners. Subject matter experts from the local business community will also be invited to speak on various topics. The program will focus on defining the product or service, business plan basics, and marketing. The program will also include courses designed to teach the entrepreneur about personal and business finances and how it can impact their business. OBO will partner with a local nonprofit organization that provides credit restoration and education for participants to establish financial literacy surrounding credit, cash, savings, loans and taxes.



*Houston Mayor Sylvester Turner discusses the importance of financial education in Prisoner Re-Entry while accepting a 2018 DollarWise Innovation Grant at the U.S. Conference of Mayors 86th Winter Meeting in Washington, D.C.*

Program participants will learn how to set financial goals for their businesses, while establishing one, two and five year financial forecasts that assist the entrepreneurs in preparing a budget for startup costs, understanding cash flow, as well as how to plan for the unexpected. Upon completion of the TEP Program, each participant who graduates will receive a \$300 start-up stipend for their business. To evaluate the effectiveness of the Program, OBO will follow up with graduates on a quarterly basis to check the status of their progress, and to determine whether additional support is needed. OBO will also measure program effectiveness by evaluating the number of participants from each TEP cohort with businesses that are still in operation six months to one year after completion of the program.

### **AN INNOVATIVE PROGRAM**

There are currently no known entrepreneurial programs targeting previously incarcerated individuals in the Houston/Harris County area.

OBO has previously facilitated various entrepreneurship initiatives including the Kauffman FastTrac NewVenture Program and the Interise Streetwise MBA Program. For the past five years, OBO has hosted an annual Business Plan Competition called LiftOff Houston!, utilizing curricula created in collaboration with additional community partners. OBO has trained over 4,000 participants using the LiftOff Houston! curriculum. TEP will mirror the structure of the LiftOff Houston! Program, along with similar course elements including mentoring, financial education, and an interactive classroom environment.

The five-week program will focus on defining the product or service, business plan basics, marketing and finances (both personal and business) and how they would impact a person's business. OBO will partner with a local non-profit organization that provides credit restoration and education for participants to establish financial literacy surrounding credit, cash, savings, loans and taxes.

*The goal of the Turnaround Entrepreneurial Program is to allow a pathway to entrepreneurship for citizens returning to the Houston after incarceration, while also awarding a stipend at the end to infuse capital into their small business.*

## **DOLLARWISE SUPPORT**

The DollarWise Innovation Grant will aid the Turnaround Entrepreneurship Program by allowing OBO to support entrepreneurs at the end of the program with a \$300 start-up stipend to invest in their business. Additionally, this grant will pay for the participation of at least 15 aspiring entrepreneurs and cover the costs for program materials. With the implementation of the Turnaround Entrepreneurship Program, OBO's goal is to also prepare the individuals of the program to participate in the annual LiftOff! Houston Business Plan Competition where they will have the opportunity to compete for \$10,000 in "seed money" for their businesses.

The Texas Dept. of Criminal Justice (TDCJ) facilitates a Prison Entrepreneurship Program (PEP) that provides entrepreneurial training to approximately 500 inmates annually, which only accounts for 10% of those who apply to the program (Marshall, Hill, & Tran, 2017). However, because there are no known entrepreneurial programs targeting previously incarcerated individuals in the Houston/Harris County area upon release, it is incredibly difficult for these returning residents to financially support themselves. The DollarWise Innovation Grant will allow the City of Houston to implement an entrepreneurship educational program to address the identified gaps for returning citizens. The Turnaround Entrepreneurship Program is innovative and creative in its approach by being holistic in addressing personal financial literacy and showing how it correlates to the success of a small business. The Turnaround Entrepreneurship Program is unique because it provides residents with a previous conviction the opportunity to make their own income, and to learn financial skills for themselves and for their businesses.

While this five-week curriculum has been successful in the entrepreneurial field, having over 4,000 Houstonians completed the curriculum, this program is exclusive in that it is specifically tailored towards the re-entry population and emphasizes personal and business financial literacy which will assist those that are looking to start their own business.

## **MAYORAL SUPPORT**

Mayor Turner and Houston's Office of Business Opportunity (OBO), are continuously looking for ways to improve services offered to Houston residents and to identify new ways to promote the growth and success of local small businesses. A key part of this is helping residents connect to capital and to financial education. Five years ago, The Mayor's Office and the OBO launched their first LiftOff Houston Business Plan Competition that awarded \$30,000 in capital to entrepreneurs. That remains an integral part of OBO's services today. The implementation of the Turnaround Entrepreneurship Program will be the responsibility of OBO, to further pursue Mayor Turner's vision of providing services to the most vulnerable populations. With the DollarWise Innovation Grant, OBO will be able to provide startup capital to entrepreneurs that are ex-offenders within the Turnaround Entrepreneurship Program. This program will also assist entrepreneurial participants by providing them with the financial literacy tools needed to start business.

## **REPLICABILITY**

The Turnaround Entrepreneurship Program is replicable in other cities because it follows an easy to follow five-week curriculum that can be tailored to any city's needs. Cities can simply use the Turnaround Entrepreneurship curriculum and recruit their own local subject matter experts and facilitators to instruct their residents. This approach allows people in the program to receive the same information as those in the Turnaround Entrepreneurship Program, and to benefit from the unique perspective of a facilitator from their own city, who can help them navigate specific opportunities and challenges.

# Orlando, FL

## Parramore Kidz Zone Youth Employment Program

*The City of Orlando is proud to support summer youth job opportunities in our community. Having youth in work and training programs reduces high school drop-out rates and eases the transition to college. That first job is more than a paycheck. It's the ability to envision a career path, a possible connection to lifelong mentors, and the belief that you can truly be something.*

*- Orlando Mayor Buddy Dyer*

Mayor Buddy Dyer's PKZ Youth Employment Program (PKZYEP) serves youth ages 15-24 who live in Orlando's Parramore Heritage Neighborhood. According to the American Community Survey, the child poverty rate in Parramore is estimated to be 51%. According to areavibes.com, the neighborhood's median household income is \$13,613 compared to \$42,418 for the City of Orlando overall. By providing employment opportunities to Parramore youth, PKZYEP increases the odds of them becoming self-sustaining adults, while enhancing their short-term financial stability. PKZYEP employs youth to work at over 25 partnered sites throughout the City of Orlando.

Through the program, youth also attend mandatory soft skills training and financial literacy seminars that take place throughout the summer.

These seminars cover a range of topics including: finding a financial role model, college loans, financial goal-setting, budgeting, credit, where to find financial resources, and entrepreneurship. These seminars are completed in partnership with organizations including Bank of America, Goodwill of Central Florida, and the Central Florida Urban League.

In addition, PKZEP recently launched a year-round entrepreneurship program that covers all the topics mentioned above. The program also covers microeconomic principles, business planning, financial management, sales, and marketing. Once youth go through the program, youth get to put their new knowledge to the test by operating a youth-run small business, which can include bottling, labeling, and selling honey at a local Farmers Market (for example).



Mayor  
Buddy Dyer





*Orlando Mayor Buddy Dyer visits participants involved in Orlando's Parramore Kidz Zone Youth Employment Program*

## **INTEGRATING FINANCIAL EDUCATION INTO SUMMER YOUTH EMPLOYMENT**

Parramore Kidz Zone will use a \$10,000 DollarWise Summer Youth Campaign Grant to help expand its Innovative Entrepreneurship program. This program walks participants step-by-step through the process of launching and running their own small businesses. DollarWise funding will be invested in enhancing the curriculum by taking deeper dives into personal and business financial management, increasing the number of business seminars/trainings that youth can attend, and by incorporating a global dynamic into the overall program.

In addition, PKZYEP will be able to invest in diversifying the hands-on honey component at the farmers market by supporting more ideas that participating youth have when it comes to the services that they can provide to patrons.

PKZYEP will also be able to serve a higher number of youth in the overall program. With its unique approach and the support from the DollarWise Campaign, PKZYEP will have a more granular and a more significant impact when it comes to providing financial education tools to participating youth.





*Youth involved in Orlando's Parramore Kidz Zone Youth Employment Program*

## **PARRAMORE KIDZ ZONE AND THE DOLLARWISE SUMMER YOUTH CONTEST**

The PKZ Youth Employment Program believes that all youth, regardless of their economic circumstances, need to know the basics and the nuances of financial education. PKZYEP focus remains primarily on youth who reside in Orlando's low-income neighborhoods, starting with the Parramore neighborhood. PKZYEP has over 100 youth employees in its youth employment sector. The program will incorporate the DollarWise weekly modules and exercise questions into its summer youth employment program.

This will not only give participants an opportunity to further their financial education training, but also to win wonderful prizes while earning a paycheck from PKZYEP at the same time. In addition, Orlando Mayor Buddy Dyer will host a celebration to all youth employees who complete the Dollarwise Summer Youth Contest in its entirety. The certificate of completion from The U.S. Conference of Mayors' DollarWise Campaign will also provide participants with a sense of pride and with the understanding that they have acquired the skills needed to master their finances.

# Little Rock, AR

## Junior Achievement of Arkansas



Mayor  
Mark Stodola

*“For years, the City of Little Rock’s Summer Youth Employment Program has given hundreds of young people the opportunity to learn the value of working hard, being responsible, and earning a paycheck, while also gaining valuable career and life skills. Thanks to DollarWise, their learning now also includes lessons on how to manage that first paycheck and other vital lessons on financial literacy.”*  
- Little Rock Mayor Mark Stodola

Little Rock’s Year-Round Youth Programs enjoy a financial literacy “Program Enhancement” service facilitated by its partner, Junior Achievement (JA). Little Rock’s programming reaches approximately 450 students ages 6-19. Instruction covers topics including: budgeting, credit scores, credit & debit cards, decision making, gross income, opportunity cost, and financial risk. Little Rock’s innovative and effective Summer Youth Employment Program received both the statewide City of Distinction award from the Arkansas Business Group and the national Outstanding Achievement City Livability Award from The U.S. Conference of Mayors in 2015. During a week-long pre-employment training, JA provides approximately 750 students with financial literacy and

work-readiness skills training - utilizing two curricula: JA Personal Finance and JA Job Shadow. Through JA Personal Finance, youth explore the fundamental elements of personal finance, which includes: earnings, saving and investing, budgeting, credit, risk management, and giving. They apply these elements to a personal financial plan to set specific goals for their lifelong financial needs and desired quality of life. JA Job Shadow leads students through career clusters and potential job positions, understanding the importance of researching the requirements needed to earn a position, and developing job-hunting tools - such as networking, building a resume, and interviewing skills.



*Participants in Little Rock's Junior Achievement Program*

## **INTEGRATING FINANCIAL EDUCATION INTO SUMMER YOUTH EMPLOYMENT**

Little Rock will expand its JA “Program Enhancement” financial literacy services to serve approximately 450 students during its Summer Academic Enrichment & Recreation Programming. Little Rock will also help facilitate the use of the DollarWise Contest website to assist an additional 500 students participate in the Contest. JA will collaborate with The Little Rock School District’s “CareerQuest” event, which helps middle and high school students use their class education to address “real life” challenges and situations. The DollarWise grant will also add to the City’s ability to fund a “Currency Crash Course” to be offered to youth during the 2018 Summer Youth Employment Program. Little Rock will use the entire DollarWise curriculum, evaluation/testing, and Contest website as the basis for its course work,

which uses professional business people from the local community as instructors. This innovative approach to learning is set-up as two - 1 hour sessions on Fridays (Session #1: 10:30 AM–12:00 PM, Lunch: 12:00–1:00 PM, Session #2: 1:00– 2:30 PM) for 6-weeks for a total of 12 sessions. Utilizing local business professionals as course leaders and mentors has the added benefit of exposing students to real-world financial career fields and career advice, while also helping them build their professional networks. Notably, the course includes a session on “The Importance of City Government” where youth learn how their taxes fund city activities and initiatives, and why they should care to know.





*Participants in Little Rock's Junior Achievement Program*

## **LITTLE ROCK AND THE DOLLARWISE SUMMER YOUTH CONTEST**

Little Rock's summer youth employment program plans to fully integrate and incorporate the 2018 DollarWise curriculum, evaluation/testing, into all current financial literacy training opportunities. Because of its structure, Little Rock has a captive audience for each of its programs. Various trainings are part of most - if not all - of its program contracts and attendance, and all events are mandatory. This means that Little Rock's program can easily help more than 2,100 students understand financial literacy concepts. Expanding its work with Junior Achievement, Little Rock's summer program will reach approximately 450 students (ages 6-19) during its Year-Round Programing. It will reach approximately 750 students (ages 16-21) during its Summer Youth Employment Program. It will reach approximately

450 students (ages 6-15) during its Summer Academic Enrichment & Recreation Programs. It will also reach approximately 500 middle and high school students during its CareerQuest project in collaboration with the Little Rock School District.

## **MATCHING FUNDS**

In addition to seeking local corporate sponsors to fund the Currency Crash Course, Little Rock will utilize funds from its department budget to subsidize some of the cost of its youth program. This will help the city to provide a stipend to students who attend the course so that they have funds to implement the financial strategies that they learn during the course.



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# **DOLLARWISE**

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