

Financial Literacy Programs Expanded for SDNB Students

Partnerships with Junior Achievement, Ever-Fi, Layton State Bank teach responsible finances

New Berlin, Wis. – Responding to parent and community requests for greater financial literacy education for students, the School District of New Berlin has expanded its financial literacy curriculum with the help of valued partners.

To recognize [Money Smart Week Wisconsin April 18-25](#), the school district is highlighting its expanded efforts in financial literacy. Partners include **Junior Achievement of Wisconsin, Kohl's Cares Field Trip Grant Program, Ever-Fi – Financial Literacy and Layton State Bank.**

“Part of ensuring that our graduates will be successful in their college and career paths is teaching responsible financial literacy,” School District of New Berlin Superintendent Joe Garza said. “Students need to manage personal finances and understand larger concepts including supply and demand, local and global economic markets, and entrepreneurship.”

Over the past three years, the School District of New Berlin has developed in-depth curriculum at four levels:

- [5th Grade: JA BizTown®](#)
- [7th Grade: Financial Literacy Standards in Careers & Communication \(C2\) Course](#)
- [9th Grade: EverFi - Financial Literacy™ with Layton State Bank](#)
- [12th Grade: JA Personal Finance®](#)

JA BizTown®

The district piloted the [Junior Achievement's BizTown](#) curriculum with Elmwood Elementary School fifth graders in 2013-14. This school year, the program was expanded to include fifth grade students at all four SDNB elementary schools. BizTown combines in-class lessons with a daylong visit to an interactive town, thanks to the field trip grant funds provided by Kohl's Cares. At the town students learn how to work jobs, do banking, run businesses, vote and much more. See photos from our [BizTown visits in 2014](#) and [2015](#).

Topics covered include entrepreneurship; goods and services; producers and consumers; supply and demand; opportunity costs; taxes; spending and saving; banking concepts; writing a resume; applying for jobs and creating a business plan.

Careers & Communication Course

In this course for all 7th graders, students learn to develop a financial vision based on an examination of personal values; analyze and discuss the long-range impact of setting personal financial goals; and understand how career choices, education skills, entrepreneurship, and economic conditions affect income.



EverFi - Financial Literacy™ with Layton State Bank

The district has used the [EverFi - Financial Literacy™](#) program, in partnership with Layton State Bank, for enrichment in many of our high school elective business courses.

Starting in the second semester of 2014-15, the district made the [Financial Scholars program](#) accessible to all freshmen. Those students who successfully complete the Financial Scholars Program in its entirety will earn a "Financial Scholar badge" and have the opportunity to win a number of valuable prizes also sponsored by Layton State Bank.

Topics covered include credit scores; insurance; credit cards; taxes; investing; savings; 401Ks and mortgages.

JA Personal Finance®

The district offers the JA Personal Finance® program to high school seniors during the newly formed Advisory Period. Students learn smart personal finances practices that will help them develop their own personal financial plan with lifelong goals and desired quality of life.

JA Personal Finance® features interactive classroom activities with persons in business who will support students in their development of the skills needed to successfully navigate financial challenges post high school.

Topics covered include earning money; spending money wisely through budgeting; saving and investing money; using credit cautiously; and protecting one's personal finances.

Learn more about Money Smart Week Wisconsin and coordinated efforts across the state and nation:
www.moneysmartweek.org

