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# GEORGIA COUNCIL ON ECONOMIC EDUCATION

GCEE Newsletter - August 2022

LETTER FROM THE EXECUTIVE DIRECTOR

## It's the Start of Another New Year

And just like that, summer vacation is over for tens of thousands of teachers and students across Georgia. It's back to school time for all of us at GCEE as well. We are excited to get back out on the road again to serve K-12 educators in every corner of the state. It's going to be a very eventful year as we've been busy at work creating a multitude of exciting new resources designed to help K-12 teachers teach economics and personal finance in engaging ways.



The start of the new school year will see the debut of the newly updated Personal Finance and Economics course that will be taught in every public high school in Georgia. Past experience has shown us that teachers tasked with teaching new courses need extra support and resources to do their jobs effectively.

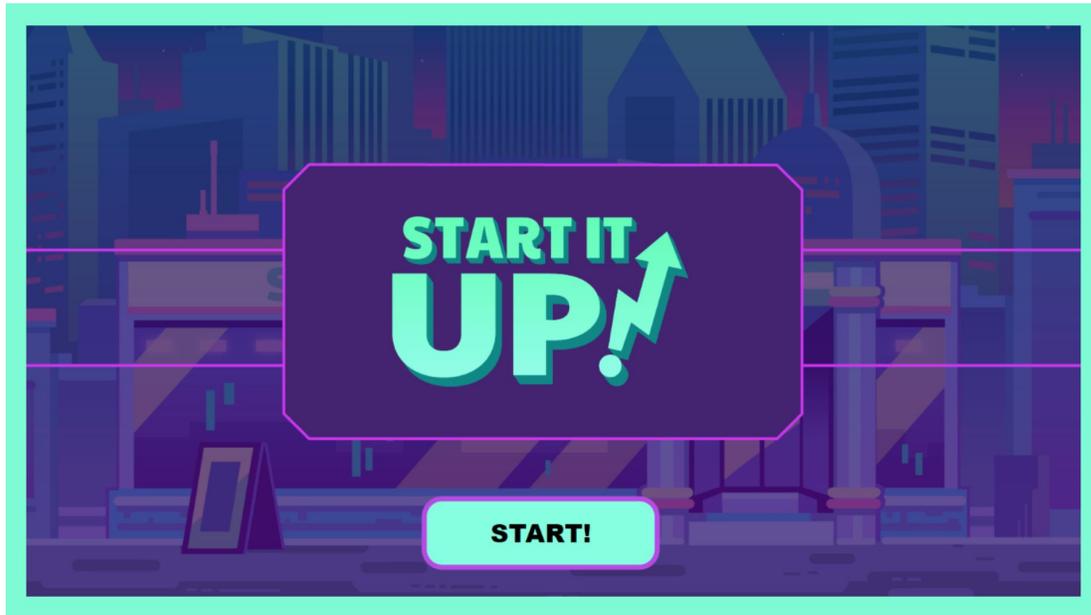
The good news is that GCEE has been training high school teachers for the last five months on how to best teach the new course. We've already shared lesson plans, classroom strategies, and teaching tips with hundreds of high school teachers who are now better prepared to be successful – starting on the very first day of school.

We're also looking forward to hosting a number of interactive student

competitions this fall for elementary, middle, and high school students who are interested in learning more about relevant economics and personal finance concepts and topics and showcasing that knowledge. Many of these competitions will take place in October as part of our Economic Education Month celebration. Last year's inaugural Economic Education Month celebration was big...this year will be even bigger.

Thanks again to all of our friends and supporters who make our important work possible. We simply could not serve as many Georgia teachers as we do each year without you. Bring on the new school year!

- Mike Raymer



NEW RESOURCE

## Coming Soon...Start it Up!

What are the risks and rewards of entrepreneurship? How do I get funding to turn an idea into a successful business? Why do so many small businesses fail after a few years? What decisions help businesses succeed? GCEE's new online simulator - Start It Up! - is designed to help students answer these questions and many more. Created in partnership with Georgia Public Broadcasting (GPB), Start It Up! is a web-based activity designed to help high school students and young adults understand the complexities of opening a business.

Players begin by selecting the type of business they want to start from a variety of options, including manufacturing, professional services, store fronts, and others. With the help of a mentor, students make choices about funding, hiring, advertising, producing, and other day to day decisions faced by real businesses. Over a simulated four quarters, players experience the many ebbs and flows associated with opening and running a business. Start It Up! will debut in September 2022 on [GPB's website](#) and will include teaching materials designed to help high school teachers teach entrepreneurship effectively.



#### NEW RESOURCE

## Learning Econ and Personal Finance Through Memes and Superheroes

GCEE has created a new resource that will allow teachers and students to learn personal finance and economics by using superheroes and memes. Econ Empress and the Scarcity Kid are econ superheroes who are here to save the day by helping teachers and students in distress demonstrate what they know about a multitude of economics and personal finance concepts.

By creating economics and personal finance themed memes, teachers and students will have the opportunity to show everyone what they are teaching or learning about these subjects in creative and concise ways. Set to be released

upon the world in late August, the new website will help econ superheroes everywhere right wrongs and make the world a better place for all mankind. Teachers, please check the Georgia Council's social media feeds and/or the [website](#) for updates.



#### NEW TEACHER WORKSHOP

## GCEE Introduces New Third Grade Workshop

"Teaching the Economics of the Marketplace" is our latest professional learning opportunity for third grade teachers. This workshop will be devoted to helping teachers teach the four types of productive resources, the interdependence of producers and consumers, and how voluntary exchange allows everyone to "do what they do best and trade for the rest."

Teachers completing this training – which is scheduled to begin in October – will be equipped to show students how to take the economic understanding contained within the Georgia Standards of Excellence and use it to develop a business plan for producing a good or a service. They will also learn how to plan a school "Marketplace" event during which their young entrepreneurs can sell their products to consumers. Check the Georgia Council's [website](#) for upcoming workshop dates.



## SUMMER LEARNING

# Economic Education Institute a Big Success

This past July the Georgia Council partnered with friends from Georgia-Pacific to deliver a four-day professional development workshop for 22 high school economics teachers who teach in schools located within the Georgia-Pacific community.

Participants spent time on the campus of Georgia State University working with the Georgia Council team to learn how to implement engaging and interactive learning lessons in their classrooms.

Representatives from Georgia-Pacific spoke to teachers about sustainability, corporate stewardship, and the important role entrepreneurship plays in the economy. The group also visited the National Center for Civil and Human Rights, the Federal Reserve Bank of Atlanta, and the UPS Smart Hub as part of the summer institute.

One participant had this to say about her experience: "As a new(ish) econ teacher I am amazed at how high the bar is for teaching economics in Georgia. Because of my participation in this program, I now have resources - materials and people - to help reach that bar and become a great economics teacher. Georgia Pacific was a

phenomenal host in terms of both facilities as well as access to Georgia Pacific leaders.”

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