



NYC DOE Engaging Communities in Building Financial Capability Workshops

Hip Hop + Finance for Everyday Learning Together

THE PUBLIC GOOD AND POCKETS CHANGE are partnering to provide New York City Department of Education public schools, community districts, and central office divisions with tailored services that support the Chancellor's family and community engagement goals.

In this partnership Pockets Change offers a variety of programs for Community Engagement and Personal Financial Education that are customized to meet the needs of each audience.

POCKETS CHANGE: CHANGING THE WAY FINANCE IS TAUGHT

We're creating spaces for intergenerational conversations where students, parents, and educators go beyond financial literacy to build financial resilience. Together we look at money as a tool and financial decision-making as a personal path. As a community, we develop an understanding of our personal relationship with money, new ways of thinking and talking about money, and the skills to take action and advocate for ourselves and others.

PROGRAM OVERVIEW

Pockets Change will provide a series of 60-120 minute workshops. Workshops may be held online using Zoom or in-person. They may be scheduled during the school day for students as well as after school and on weekends for students and families.

Workshop series are customizable and may be held over several weeks or months. Concepts covered in the workshops are explored through a range of interactive activities with modifications provided based on age/interest/previous experience. All instructional resources are provided with options for high/low/no-tech.

PROGRAM OUTLINE

Money is still a taboo topic and studies show that two-thirds of parents have reluctance discussing money with their children. It's also not being taught in the schools that need it most. Studies also show that our financial habits are established by 7 years old. Early and ongoing financial education has a tremendous potential to impact lives and transform communities. This workshop series will engage families and communities in 2Gen learning to build relationships, gain access to resources for social-emotional learning and financial capability development, and ultimately discover strategies for learning that can take place in everyday moments.

WORKSHOP 1: FINANCIAL SKILLS & FIRST STEPS

SPENDING & SAVING: SPENDING VALUES MATRIX

- Compare & contrast spending needs and wants
- Identify how those needs/wants align with your values

FINDING MONEY PERSONALITIES

- Understand your personal relationship with money
- Develop skills for how to communicate with others based on their money personalities

EARNING & ENTREPRENEURSHIP

- Using a design thinking framework, brainstorm different ways you can share your personal passions and interests with the world
- Describe ways to earn income now and in the future based on personal strengths and interests

WORKSHOP 2: FINANCIAL FOUNDATIONS: BANKING BASICS

BANKING BASICS

- Identify what banks offer and how they work
- Assess pros and cons of various banking situations, including payday loans, banks, and credit unions using key criteria (i.e. services offered, fees, conveniences, etc.)
- Articulate personal needs and wants from a banking institution, including associated fees, minimum balances, customer service needs, conveniences, etc.

SAVING WITH YOUR MONEY PERSONALITIES

- Identify and build habits that support and enhance your tendencies

SPENDING & SAVING: BUILDING SAVING HABITS

- Decide what it means to be a responsible saver and a conscientious spender
- Identify items or experiences you would like to save for and create a savings plan

WORKSHOP 3: THE ECONOMY OF CREATIVITY: PART ONE

SELF-IDENTITY AND COMMUNITY BUILDING

- Use Hip Hop Pedagogy to discover soft skills
- Engage the entire group to take ownership of our abilities and desires
- Build community through collaboration and identify strengths in your community of peers

EARNING & ENTREPRENEURSHIP

- Connect with classmates to share personal strengths and interests (who might be your future co-founder/colleague/creative partner)
- Combining soft-skills with unique advantages as a team, create and highlight potential opportunities, product or service ideas for earning income
- Explore how these passions can aid your family, community, & sense of worth

WORKSHOP 4: JOB PREP & CAREER READINESS

INTERVIEW & COMMUNICATION SKILLS

- Identify professional strengths and speak and write about them confidently
- Develop interview skills, public speaking skills, and critical thinking around jobs and employment using Hip Hop pedagogy
- Develop conversational skills including succinctly sharing about yourself, asking effective questions and giving meaningful feedback

CAREER SKILL BUILDING

- Develop strategies to excel as an employee or entrepreneur
- Identify resources for professional growth and development that support reaching professional aspirations

WORKSHOP 5: THE ECONOMY OF CREATIVITY: PART TWO

EARNING & ENTREPRENEURSHIP

- Examine soft-skills and unique advantages, create and highlight potential opportunities, product or service ideas for earning income
- Create a plan for implementing one or more of these ideas before the end of the year

COMMUNITY BUILDING & COMMUNICATION SKILLS

- Create a one minute elevator pitch for implementing one or more of these ideas before the end of the year
- Present your product/service to the community using public speaking and performance skills
- Ask effective questions and giving meaningful feedback to group members

WORKSHOP 6: MAKING MOVES: INVESTING IN YOURSELF

COMMUNITY BUILDING & COMMUNICATION SKILLS

- Present your product/service to the community using public speaking and performance skills
- Ask effective questions and giving meaningful feedback to group members
- Explore how you could enhance or improve your idea based on feedback

GOAL SETTING

- Explore strategies for determining your needs and prioritizing taking care of yourself
- Define and refine your short and long term goals
- Examine how to choose services, education, and products that are direct investments in your short and long term goals

No of sessions: 6

Hours per session: 1-2

Total Participants: 20-120

PRICING:

OPTION 1 GETTING STARTED WORKSHOP 1: \$2275

OPTION 2 FOUNDATION SERIES WORKSHOPS 1-3: \$6575

OPTION 3 COMPREHENSIVE SERIES WORKSHOPS 1-6: \$12,150

What's Included in each workshop:

- Discovery call to identify community goals and desired outcomes
- Planning call/email support to cover logistics and community outreach
- Online workshop facilitation of all content including Q&A
- PDF of presentation slides for future reference
- PDF of instructional activities to facilitate further conversations and community learning
- Ongoing email support for follow-up questions
- Report sharing impact findings for workshop surveys, self-assessments, project samples, and anecdotal feedback from participants

Outcomes:

Children and families will develop strategies for talking about money, exploring everyday financial learning experiences together, and utilizing ongoing resources to overcome obstacles and develop financial resilience.

Program Community Feedback:

"If I don't make a plan for my money, someone else will. There's always commercials and ads. So I've got to handle things to fit my plan and goals." High school student

"Wow, we didn't know how different our relationships with money were. It's so good to be more on the same page about planning for his future and what we both hope for that." Parent from family workshop

"In our communities, we need strong communication skills, understanding and expressing personal talents, and strategies for working with others (about Hip Hop + Finance programming). We all need this. I do, our kids do, our communities do. This isn't just a life skill, it's a life necessity." Elementary school teacher