

## **2017 – 18 California Phi Beta Lambda Financial Literacy Chapter Challenge**

**The Financial Literacy Chapter Challenge** is unlike anything California Phi Beta Lambda has ever done. As part of a new partnership between FBLA-PBL Nationals and California PBL, we are excited to introduce this Challenge as part of our broader State Project for 2017-18.

### **Background**

Today's financial world is increasingly complex, particularly for young adults who are facing the challenges and responsibilities on their own for the first time. Given the consequences of making poor choices and the amount of noise that can exist around this topic, we believe it is important to equip our members and communities with information, training, and tools to be more confident and effective in making good financial decisions.

The Chapter Challenge is designed for local PBL chapters to establish themselves as resources for their members, fellow students, prospective students, and their broader campuses and communities.

### **The Challenge**

California PBL challenges each of our local chapters to create a financial literacy campaign that uses the skills of your members to plan, manage, market, budget, and implement an educational campaign. Your campaign can include almost any element and strategy you can think of.... You can plan a campus wide financial literacy seminar; you can create and implement a social media campaign highlighting financial literacy topics and tools; you can develop a series of brief financial literacy moments that become part of every chapter meeting; you can... do almost anything you can come up with, so long as it meets the objectives of the program. Those objectives include:

- Creates increased awareness of, confidence in, and use of, personal financial literacy tools and strategies among PBL members and others in the target audiences
- Create an effective and efficient delivery system for age-appropriate financial literacy information targeted at two- and four-year colleges/universities in the state of California
- Reinforce the need for financial literacy among individuals in the target age group and suggest ideas for incorporating personal financial literacy learning into the campus environment
- Increase the brand awareness of PBL as an organization on campus
- Support outreach to California FBLA high school and middle-level students

## Resources

**Content Resources:** Local Chapters are encouraged to research and identify appropriate resources that are age-appropriate, widely recognized as effective, etc. Some sources we would encourage you to use as a starting point for your research include:

- Jump Start Financial Literacy Coalition (<http://www.jumpstart.org>)
- Practical Money Skills for Life (<http://www.practicalmoneyskills.com>)

**CA PBL Resources:** California PBL has designated a team of project coaches who will be able to provide consulting and support to your chapter in the design, implementation, and evaluation of your project. A project coach will be assigned to your chapter upon notification that you intend to participate.

Additionally, CA PBL has seed funds available that your chapter can request to help launch your project. As part of your project application, you will provide a projected budget for your project, including a request for CA PBL Seed Funds. Up to \$1,000 can be requested per chapter, but any requests will have to be justified. Funding requests will be evaluated based on the quality of the overall plan, the expected return on investment, and the total requests received from all chapters. CA PBL will award seed funds up to the amount requested, but may at its discretion, award less than the full request based on its evaluation on the factors mentioned above.

## Project Application

To participate in the Chapter Challenge, you should first notify the state chapter (email [financial.literacy@capbl.org](mailto:financial.literacy@capbl.org)) of your intent. In that email, identify the project manager(s) and their contact information so that we can have a project coach reach out to them with additional details.

Next, you will need to submit a project plan application for review and approval by the state association. Your application needs to include the following:

1. Chapter point-of-contact(s)
2. Campaign goals, objectives, and expected ROI
3. Marketing plan
4. Tentative timeline/schedule
5. Program content to be used
6. How content will be delivered
7. A description of your target audience(s) and a plan to reach them
8. Budget for the plan detailing how the funds will be used and the results expected. Included with the budget should be a request for seed funding needed from the State Chapter and an explanation of how the requested funds will be used, what other sources of funds will be added to fund the overall project, etc.

Upon submission, CA PBL state staff will evaluate the submitted plan and offer guidance and feedback. The plan will serve as a proposal for funds to execute the plan. Well thought out plans that demonstrate the greatest potential to bring awareness to PBL and financial literacy will receive higher consideration. Once the details are finalized, the submitted plan will be commissioned for execution.

During the execution phase, state staff will meet with your chapter to track the project and offer guidance along the way. These meetings will help ensure the plans are on track and on topic. We want to provide assistance and guidance to help bring your local plans to life.

## Project Review

At the end of your campaign, you will need to submit a final project report that includes:

1. Lessons learned, obstacles overcome, ROI metrics (e.g. number of people impacted, etc.)
2. Sample marketing materials used and how target audience was reached
3. Photos from event/campaign
4. Financial statement detailing funds raised and expended

Projects will be evaluated based on on campus reach, awareness brought to financial literacy and participation of non-PBL students. Consideration will be given to how well your chapter executed on your initial plan and how you overcame obstacles to realize the plan.

Cash awards will be given at the State Business Leadership Conference to the top three chapters.

## Prize Awards

- 1st Prize- \$1,000
- 2nd Prize-\$750
- 3rd Prize- \$500

## Project Schedule

1. Local chapter project orientation at SFBLC
2. Follow-up webinar Q & A
3. Project Application submission (email to [financial.literacy@capbl.org](mailto:financial.literacy@capbl.org)) by **Friday, December 15, 2017 11:59PM**
4. Critique & Review Process of submissions by CA PBL State Team provided to Chapters by **Friday, January 12, 2018 11:59PM**
5. Local Chapter kickoff of plan
6. Local Chapter Visits
7. Submission of final Project Review by **TBD 11:59PM**
8. Awards provided to top performing chapters

## Potential project topics to consider

1. Budgeting
2. Using credit wisely
3. Developing a savings plan
4. What is a credit report?
5. Getting fiscally/financially fit
6. Understanding Credit Cards
7. Student loans/college debt (Loans rates and payments for car, house, student loans, etc.)
8. Retirement/401K planning

## Evaluation Rubric

School: \_\_\_\_\_

### Plan Write Up

Chapters will be scored on how well the plan is written.

<b>Organization</b>	0	1	2	3	4	5	6	7	8	9	10
<b>Creativity</b>	0	1	2	3	4	5	6	7	8	9	10
<b>Content</b>	0	1	2	3	4	5	6	7	8	9	10
<b>Quality</b>	0	1	2	3	4	5	6	7	8	9	10

### Marketing

Chapters will be scored on their marketing plan and execution - how clearly it's defined, marketing strategies, overall appearance, thoughtfulness, etc.

<b>Clarity</b>	0	1	2	3	4	5	6	7	8	9	10
<b>Creativity</b>	0	1	2	3	4	5	6	7	8	9	10
<b>Overall Plan</b>	0	1	2	3	4	5	6	7	8	9	10
<b>Execution</b>	0	1	2	3	4	5	6	7	8	9	10

### Operations

Chapters will be scored on how well work and roles are defined and divided

<b>Separation of duties</b>	0	1	2	3	4	5	6	7	8	9	10
<b>Clarity</b>	0	1	2	3	4	5	6	7	8	9	10

### Event/Campaign Execution

Chapters will be scored based on performance, execution of the event/campaign and target response

<b>Performance</b>	0	1	2	3	4	5	6	7	8	9	10
<b>Execution</b>	0	1	2	3	4	5	6	7	8	9	10
<b>Target response</b>	0	1	2	3	4	5	6	7	8	9	10

### Post Event/Campaign

Chapters will be scored based on post event/campaign activities

<b>Lessons learned</b>	0	1	2	3	4	5	6	7	8	9	10
<b>Follow-up</b>	0	1	2	3	4	5	6	7	8	9	10

# Application

All materials must be completed and submitted to [financial.literacy@capbl.org](mailto:financial.literacy@capbl.org) by **Friday, December 15, 2017, 11:59PM**

## Chapter Information

School: \_\_\_\_\_

Adviser Name: \_\_\_\_\_ Adviser Email: \_\_\_\_\_

Adviser Phone Number: (\_\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_

## Project Team

Project Team Members (How Many): \_\_\_\_\_

Main Contact: \_\_\_\_\_ Email: \_\_\_\_\_

Main Contact Phone Number: (\_\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_

Team Member: \_\_\_\_\_ Email: \_\_\_\_\_

Team Member: \_\_\_\_\_ Email: \_\_\_\_\_

Team Member: \_\_\_\_\_ Email: \_\_\_\_\_

Team Member: \_\_\_\_\_ Email: \_\_\_\_\_

Team Member: \_\_\_\_\_ Email: \_\_\_\_\_

Team Member: \_\_\_\_\_ Email: \_\_\_\_\_

Team Member: \_\_\_\_\_ Email: \_\_\_\_\_

Team Member: \_\_\_\_\_ Email: \_\_\_\_\_

### Planned Weekly Meeting

Day: \_\_\_\_\_ Time: \_\_\_\_\_

### Project Team Short Bio

Please write a statement (**no longer than 500 words per team member**) regarding the following:

- Why you are a member of Phi Beta Lambda
- Involvement in FBLA-PBL (offices held, conferences attended, programs, etc.)
- Your experience and how you plan to contribute to this project

*(attach additional pages as needed)*

## II. Executive Summary

Please write your plan including information on (as appropriate):

- Project executive summary (goals, purpose, high level plan)
- Event description
- Marketing plan (event, PBL promotion, campus outreach)
- Operations (team roles and responsibilities) and Logistics Plan
- Financial content
- Content delivery
- Foreseen risks, potential mitigation plan
- Project schedule
- Project budget/actual spend
- Event close-out (e.g. thank you cards, lessons learned, follow-up plan)

*(attach additional pages as needed)*