

# CWB Financial Education Challenge

## Challenge Report



<b>ACADEMIC INSTITUTION</b>	CONCORDIA UNIVERSITY	<b>PROJECT NAME</b>	EDUQUO
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### NEED AND AUDIENCE

Financial literacy education was introduced in Quebec at the secondary level in 2017 by the Ministry of Education. School boards are implementing financial literacy curriculum, but the teaching methods and priorities of the course are insufficient due to lack of proper resources available to the teacher. With the pandemic, all the efforts by teachers to implement this curriculum was halted due to school closures and some boards choosing to abandon the course entirely. Therefore, EduQuo was created to empower high school students with a different teaching method by carrying out simulations both offline and online on various topics. We aim to invoke critical thinking and decision-making skills in their personal finance choices. With our online simulations, we are able to target teachers by giving them the resources they need; high school students to take action and learn outside the classroom and post-secondary students who now have the resources to learn.

### ACTION TAKEN

Due to our inability to go to schools directly, we chose to put our simulations (including the assignments and grading rubric) on our website. High school students, teachers and the general public can choose to sign up to access EduQuo's simulations and submit the completed assignments for feedback. We currently have 3 simulations: entering the workforce, budgeting and basic investing. The team is in the process of developing an income tax simulation. Given our marketing efforts, we have gotten the attention of an NGO that wants to partner with EduQuo to present our simulations virtually for young cancer patients.

### IMPACT

We currently have 26 subscribers that have direct access to all of our resources. The EduQuo team is sending emails and informing teachers about our free online resources. We want to ensure that everyone is aware that our resources are at their disposal. We have impacted 2559 people through our marketing campaigns and website views. We emphasize Quebec's current state of financial literacy education and its impact on students. This includes the effects of the current pandemic on secondary and post-secondary students through our social media content to increase awareness among the general public. We want to ensure that everyone is aware that this curriculum and knowledge is an essential topic.

### STANDARD METRICS

(These metrics are related only to the project presented and represent work done since May 2020)

Number of people educated on financial literacy	26	Number of people whose net worth has increased through increased savings or reduced debt	0
Of the total number of people educated on financial literacy, how many were small business owners?	0	Dollar value of change in net worth in CAD \$	0

<b>PROJECT START DATE</b>	August 2019	<b>IS THIS PROJECT WHOLLY-OWNED AND OPERATED BY THE TEAM?</b>	Yes
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