

CWB Financial Education Challenge

Challenge Report



ACADEMIC INSTITUTION	Ontario Tech University	PROJECT NAME	Skill Series
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NEED AND AUDIENCE

Skill Series' goal is to inspire and educate students in a wide range of topics with focus on life skills, accomplished by the use of correct resources and individuals. Skill Series is helping young Canadians develop employable skills by giving them a platform where they're able to access all different types of courses for free! We want to become the to-go platform for young Canadians to develop skills that regular school fails to teach. We understand that these young Canadians might have a lot going on in their life, by using our resources they'll have the freedom to learn at their own pace. We want all Canadians to have access to free online interactive courses in which they can progress at their own pace and upon completion, have successfully developed employable skills.

ACTION TAKEN

Skill Series partnered with Brilliant Catalyst to run a series of workshops for entrepreneurs. These workshops ranged from technical skills in creating your own website to how to manage your finances. This series of 8 workshops helped budding entrepreneurs learn valuable skills to grow their businesses. Along with this, multiple short videos have been created to help educate students on a range of topics. These short videos help students learn a skill in a short amount of time and push their passion for learning. Currently Skill Series is in the development phase of their own micro credential which will be based on financial literacy. This platform will help people around the world learn how to manage their finances by going through an online course. Not only will they gain knowledge, but they will also receive a NFT certificate to prove their completion in the course.

IMPACT

Skill Series has had impact on over 5157 individuals who have attended workshops, viewed Instagram stories, and interacted with Skill Series content. Skill Series has accumulated over 600 views on YouTube for the workshop snippets and 243 interactions on the Instagram account. This impact included all of the workshops that were run through the year and the smaller pieces of content that were posted as an easily digestible way of conveying information.

STANDARD METRICS

(These metrics are related only to the project presented and represent work done since March 1, 2021)

Number of people educated on financial literacy	607	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?	235	Dollar value of change in net worth in CAD \$	0

PROJECT START DATE	2019	IS THIS PROJECT WHOLLY-OWNED AND OPERATED BY THE TEAM?	Yes
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