

CWB Financial Education Challenge

Challenge Report



ACADEMIC INSTITUTION	St. Thomas University	PROJECT NAME	Connecto
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NEED AND AUDIENCE

Connecto addresses the financial insecurities that individuals within New Brunswick face. Before Covid-19, Connecto mainly targeted secondary school students. Since the pandemic has started however, we have expanded our outreach to post-secondary students and adults. Individuals within our target audience often lack financial literacy skills and confidence because there are few courses or workshops that are available to these age groups.

ACTION TAKEN

Throughout the past year we have held virtual workshops and game nights that are geared towards fostering financial literacy skills. Topics have included credit, budgeting, applying for jobs, student loans, bursaries, scholarships, and meal planning on a budget. On our website, people can sign-up for these workshops as well as read financial blogs. We also started Money Management Mondays in which we post a financial tip on our social media pages each Monday. Connecto's workshops are recorded so that teachers at Fredericton High School can use them in their classes. We also did a workshop about Investments with Rocket Trade (a project of Enactus UNB [University of New Brunswick]) which taught participants the basic ins and outs of investing. During this school year, Connecto gained a new student ambassador. Our student ambassador connects us with teachers and students. They also help us promote Connecto within local high schools. With our ambassador program, they are able to gain leadership and financial literacy skills.

IMPACT

A total of 38 students attended the live workshops and game nights. We also record our workshops for the teachers at Fredericton High School. The recordings are then shown to the students, and while we are unsure exactly how many students have seen the recordings, we know that our impact has been much greater than the thirty-eight people who attend the live workshops. We also have Money Management Mondays in which we post a financial literacy tip on Connecto's social media pages. Several people see the posts each week. Our workshops, recorded presentations shown in high school classrooms, and social media presence ensure Connecto is impacting numerous people both directly and indirectly.

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	38	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

PROJECT START DATE	September 2018	IS THIS PROJECT WHOLLY-OWNED AND OPERATED BY THE TEAM?	Yes
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