

## NETA 2010 Conference

### **Fostering Financial Literacy in the ESL Classroom using New Media Tools**

*This project was funded by the Corporation for Public Broadcasting's Public Media Innovation Fund.*

#### **Session objectives:**

- To introduce educators to a financial literacy curriculum that can help ESL students with the financial challenges they face every day.
- To showcase the use of new media tools to support and enrich the ESL curriculum
- To invite teachers to field test the curriculum and participate in the surveys

#### **1 Introductions**

#### **2 Project rationale and overview**

#### **3 Target group**

#### **4 Website [www.kqed.org/financialliteracy](http://www.kqed.org/financialliteracy)**

- Curriculum content & organization
- New media tools
- Surveys

#### **5 Sample curriculum activity + new media tool**

#### **6 Resources**

## **GOALS OF THE PROJECT**

The project aimed to:

- **To develop a financial literacy curriculum targeting ESL learners**
- **To develop a curriculum that addresses differing needs and levels of proficiency in English**
- **To increase adult ESL students' understanding of key financial and economic concepts**
- **To develop adult ESL students' verbal and written English, especially around financial literacy vocabulary and ideas**
- **To enhance students' capacity for financial planning and decision-making**
- **To use online new media resources from PBS/KQED/NPR to enrich the curriculum and make difficult concepts more accessible**
- **To develop ESL teachers' confidence in teaching financial literacy using multimedia tools.**