

Looking Through the Viewfinder: Focus on Finances Using a Video Challenge

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Key Words

Contest, financial management, video, youth

Target Audience

High school juniors and seniors

Objectives/Purpose

Given the popularity of YouTube and other video technology with youth, a Video Challenge was designed to involve youth in a creative, fun way to teach themselves and fellow students about a personal finance topic. This strategy utilizes new tools and techniques with youth that enhance learning and provide a more hands-on approach to teaching personal finance topics.

Content/Description

The 1st Annual Video Challenge was held during the spring semester of 2011. It was an opportunity for high school juniors and seniors to collaboratively produce a video to express their creativity, utilize technological skills, and teach fellow students about a personal finance topic. Teams of four or more students were allowed to choose from a list of official financial topics that were provided along with fact sheets containing suggested resources for each. Teams were paired with a local bank representative to advise them on content and check scripts for accuracy before filming. Films were restricted to two to four minutes including credits and all had to be the new and original creation of the entrants. A judging rubric was developed and used by a panel of judges from the school district, local banks, and civic organizations. Cash prizes were awarded in the following amounts: 1st Place - \$750; 2nd Place - \$500; and People's Choice Award - \$250.

Results

A pre-test was administered to seniors to evaluate current knowledge of: Creating a Spending Plan, Banking, Saving, Wise Use of Credit, Identity Theft, and Credit Versus Debit Cards. A screening of the contest entries was held for the entire junior and senior class with the opportunity to vote for their favorite. After viewing the video submissions, the seniors were given a post-test to measure knowledge gained from exposure to the Video Challenge. Results of the pre-and post-testing were inconclusive due to the low number of students who completed the post-test.

This education program was a unique collaboration between Extension Family and Consumer Sciences and the State 4-H/STEM (Science, Technology, Engineering, and Math) program which provided video cameras for youth to use. In addition, it was a successful partnership with Extension, school personnel, and financial professionals including New Frontiers for Girls and Women and Alpine Bank.

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