

September 4, 2019 Coordinator Call Agenda

Roll call: Courtney Brown, GA; Tammie McCarthy, WI; Angela Howdeshell, KS; Mary Hillmann, MN; Lance Hansen, ID; Debra Kantor, ME; Jared Cappers, TX; Cherry Hedges, VA; Gwen Worlds, FL; Sarah Charles, PA; Brittani Lee, GA; Gloryana Akapo, HI

Staff: Lisa Hertzberg (Cheryl Varnadoe is on vacation this week)

Agenda:

1. Welcome!
2. Program Updates
 - a. We are busy updating the website
 - i. Competition site will go live soon --
 1. We will send out a press release, the September e-blast newsletter, weekly TeachSmarts and do a lot of social media to announce when the site goes live. Please share what we send out with your network and via social media.
 - ii. If you need instructions on how to update your state page let us know.
 1. We need your state dates as soon as possible
 - iii. September TeamSmarts is already open
 1. Encourage your teams to compete after the site launches in order to not have to create teams twice
 2. \$100 cash prizes are available to the top-scoring Varsity, JV, FBLA, FCCLA, and 4-H teams. Teams may win the cash prize once per program year
 3. September's focus is Health and Safety
 - b. New coordinators introduced themselves:
 - i. Lance Hansen, ID; Extension, LifeSmarts seemed like a great fit
 - ii. Jared Cappers, TX; FCCLA, inherited the role, excited to learn more
 - iii. Sarah Charles, PA; Attorney General's Office, excited – took a hiatus but we are excited to get involved again
 - iv. Debra Kantor, ME; stepping into the state coordinator role, has been involved through JumpStart but serving as state coordinator is new; has a great coalition behind her
 - c. Social media update – notes from Cheryl
 - i. Use listserv
 - ii. Create a state Facebook group
 1. If you create a state page please let us know so we can link to it
 2. Let us know if something won't cross-post (we'll figure it out)
 - iii. Likewise if you have a state Instagram please feel free to share our Instagram posts. Instagram will concentrate on weekly Twitter will once again feature our questions of the day
 - iv. Alumni Facebook group and Linked In-- great way to connect with this group through social media. Encourage those you know to join and also remember to include them in YOUR state events!

- v. We once again received the USA Today grant for free online access to digital newspaper. This grant will provide coaches and teams access to current events that will show up as competition questions. To access, [click here](#).
- vi. Publication: **USA Today**
Username: 51404
Password: usatoday
- d. Resources to highlight:
 - i. Vocabulary and key terms for 2019-20 program year
 - 1. Word of the day opened September 1 – featured on the LifeSmarts.org home page (this goes through February)
 - 2. We're promoting through social media
 - 3. These terms will be on the TeamSmarts quizzes and students will see them throughout competition this year
 - ii. Daily Quiz
 - 1. Students and coaches can access a daily quiz of five questions any time they want – this is outside of registration, and many coaches have told us they use it while taking attendance or as a bell ringer activity
 - 2. They get 5 new questions every time they refresh the page or ask for a new quiz
 - iii. Videos
 - 1. LifeSmarts promotional videos can really help you sell the program

- a. They are all on our NCL YouTube channel as well as on our LifeSmarts facebook page. These will go on the home page by next week

LifeSmarts: Learn it, live it

<https://www.youtube.com/watch?v=-5jGqTYTyBM>

Why I support LifeSmarts

<https://www.youtube.com/watch?v=SV5sJ7X67aA>

Educators share: The LifeSmarts Difference

<https://www.youtube.com/watch?v=1aixHJZMkul&list=PL5C570F858BAEE1F7&index=38>

Happy birthday, LifeSmarts!

<https://www.youtube.com/watch?v=Mcpo78x-OGA>

LifeSmarts: Beyond the competition

<https://www.youtube.com/watch?v=B2NAt018l8s&feature=youtu.be>

2. New ConsumerMan videos are going online soon – and the previous editions are still available.
- iv. First coaches webinar will be held on September 25. Details and topics will be sent out in weekly TeachSmarts.
 1. **September 25 at 3:30 pm Eastern time:** Getting started (getting registered, targeted at new coaches), new competition
 2. Will record all to look at later; share with coaches later
- e. Projects and programs to know about this year:
 - i. TeamSmarts: Teams of students vie for cash prizes in the online TeamSmarts quiz, which focuses on a specific LifeSmarts content area each month from September through February
 - ii. Safety Smart Ambassadors -- five \$1,000 scholarships are awarded each winter to winning LifeSmarts students who become Safety Smart Ambassadors, using LifeSmarts content and UL's Safety Smart modules to present safety messages to younger children in their communities
 - iii. Partnering with FBLA (Future Business Leaders of America), 4-H, and FCCLA (Family, Career, and Community Leaders of America) continues; LifeSmarts complements these organizations' projects, judging events, competitive events, and activities. LifeSmarts offers special opportunities for members of these student leadership organizations:
 1. FCCLA LifeSmarts Knowledge Bowl in Dallas, TX
 - a. Teams qualify for the summer FCCLA NLC
 - b. Teams must take a special TeamSmarts quiz that opens September 19 and is open through October 31
 2. The FBLA fall online qualifier opens October 15 and runs through November 9 – Reminders will be in weekly TeachSmarts
 3. 4-H partnership is strong and growing stronger.
 - a. 28 attendees at Oklahoma 4-H In-service two weeks ago
 - b. Let us know if you need names of folks to connect with in your state (email Cheryl)
 - iv. A new quest will open next week for middle school participants focusing on lithium ion button cell batteries and the risks and hazards they pose to young children. This team-building and leadership opportunity will culminate in a PSA contest among middle school LifeSmarts teams. This project is sponsored by UL's XPLORLABS; our national teams piloted this for us last year and it was very successful
 - v. Thanks to a long-standing partnership with Western Union, high school LifeSmarts participants have the opportunity to educate older citizens to avoid fraud. These LifeSmarts Fraud Ambassadors will highlight common advance-fee and fake check scams, demonstrating that education is the best protection against fraud
 - vi. New this year, one LifeSmarts student will win a \$2,000 scholarship by writing the winning privacy essay in a contest sponsored by ITRC and CyberScout. This contest will run October – December

- vii. LifeSmarts is partnering with AARP to write lessons and competition collateral on saving, investing, planning for retirement, and Social Security – much more to come!
- viii. ConsumerMan Herb Weisbaum is creating a series of five new videos for us this year – the first two will launch with the new program year
- f. We will be attending the National FCCLA Fall Conference in November to run the FCCLA/LifeSmarts Knowledge Bowl
- g. State Updates
 - i. Cheryl contacted several states about Coordinator contracts / MOU updates. Please e-mail her with any questions
 - ii. WE WILL GET COORDINATOR BIOS ONLINE AND UPDATED. If you have any changes to already posted bios, please let us know. Send us a short paragraph about yourself (and co-coordinators) answering the following questions and a photo; <https://lifesmarts.org/the-lifesmarts-team/>.

Coordinator Bio

Name:

Title:

Affiliation:

State:

How long have you been the LifeSmarts State Coordinator?

Is there another person or a group you would like to list as supporters or co-coordinators?

Why do you/your office support LifeSmarts?

What is your favorite part of LifeSmarts?

What else would you like to add?

Please attach a picture of yourself.

- h. Materials
 - i. Printed materials (Coach's Guides and postcards) are still available to use as promo material. E-mail us with any mailing requests/quantities -- give us at least 2 weeks to send materials
 - ii. We have more LifeSmarts in a box and are able to get a few more printed. We can send you a few more if needed. Please email us to request.
- i. New Questions will be sent soon to coordinators for review. E-mail Lisa if you can help with this. Thank you! And thanks to those who have already offered
- 3. Ideas about the Team Advisory Board
 - a. The Student Advisory Board was renamed last year to recognize that this is really a team effort. We require students to join with their coach, and we benefit so much from the participation of both students and coaches. We are getting ready to kick-off this year. We appreciate you letting your coaches know about this leadership opportunity for them and their students
 - b. If you would like to recommend/ nominate a student and/or adult to join, please share their names and emails and cell phones with Cheryl. Due to the schedule

at NLC this past April, we did not have time to meet with the group in person so they have not missed a thing

- c. We want students and coaches to stay involved with us all year --
 - i. They may show up on-stage at Nationals
 - ii. They will advise us about student activities such as the dance
 - d. We want to showcase these student leaders. Last year we were able to use young alumni and TAB members in important and visible roles.
 - e. We will use the Remind App as well as conference or video calls
4. Discussion topic: Round robin to hear from State Coordinators what is going on in their states -- updates they would like to share
- a. How do you communicate with coaches early in the new program year? How are you starting off this year?
 - i. Angela – communicate right away; ask coaches to set their own dates (block students out); ask students to register right away knowing that they can take their pre-tests and gain access to other practice tools
 - 1. Sends email herself
 - 2. Does mail merge from Word
 - ii. Angela – does a webinar to showcase new features (does a new one every year)
 - 1. Previously used a former student
 - b. What can we do to keep teams engaged through Nationals (last year we had the play at home option/extra TeamSmarts quiz -- recognition for teams not attending Nationals); What can we do to increase this for the coming year?
 - i. Encourage teams to have watch parties (prizes for those who are engaged); watch rounds; announce live about who is watching; engage throughout Nationals (not just final rounds); broadcast earlier rounds, events
 - c. Tell us a fun Fundraiser you have heard about or want your teams to try
 - i. No responses; we will ask again!

5. Next call Wed. Oct. 2, 2019