



# LifeSmarts

*Learn it. Live it.*



Coach survey: Help us plan for Nationals!

As we make our plans for our 2020 and 2021 National LifeSmarts Championships, we need to hear from our coaches. [Please answer this survey](#) to provide your input. We appreciate

your participation and your feedback as we prepare for our upcoming championships.

### Online shopping

As of 2020, there are roughly 7.8 billion people in the world. And just over a quarter of them are online shoppers. Digital shoppers climbed from 1.32 billion in 2014 to 2.05 billion in 2020. In fact, nearly 5 percent of people shop online at least once a month! More than six out of every ten shopping journeys begin online, and by 2021, 54 percent of e-commerce sales will be made through mobile devices rather than on desktops or laptops. (Statista)

It's Technology / Workforce Preparation month here at LifeSmarts, and students can learn about e-commerce through our excellent [LifeSmarts U](#) lesson on [Online Shopping](#). In the lesson, students analyze various online shopping platforms, describe how to make safe online purchases, and identify false or planted customer reviews. We know that our students are way ahead in their technology know-how from their participation in the LifeSmarts program.

Kudos to ...

Our November TeamSmarts winners! Each of these teams has won a \$100 cash prize for their LifeSmarts team!

FBLA - Miao & Feng, Montgomery High School, NJ

FCCLA - Brilliant Bison, Buffalo High School, MO

4-H - Madison County 4-H Varsity Senior, GA

Varsity - Blue, Barrington High School, RI

Junior Varsity - Owensville Middle School Dutchmen, MO

These 12 Fall FBLA LifeSmarts Challenge winners who qualified to compete at the FBLA National Leadership Conference next summer:

Pogchamps, Academy District 20, CO  
NCHS Kommalapati Vakiti, Normal Community HS FBLA, IL  
Team Rider-Szynski, John Adams High School, IN  
CG\_FBLA\_2, Council Grove High School, KS  
Buffalo High School FBLA, MO  
WCHS FBLA 3, West Carteret FBLA, NC  
DCHS1, Divide County High School, ND  
P&J, Monroe Township High School, NJ  
Falcons\_Waseem\_Winston, Fitch High School, OH  
UDHS\_DuanLi, Upper Dublin High School, PA  
Robinson FBLA, Robinson Secondary School, VA  
Waterloo 1, Waterloo High School, WI

Twelve additional teams will qualify in the FBLA Spring Challenge scheduled for February 1 – 26, 2021.

December TeamSmarts open

The December TeamSmarts Challenge, featuring this month's focus on Technology and Workforce Preparation, is open now through December 31. Top scoring JV, Varsity, FBLA, FCCLA, 4-H, HOSA and SkillsUSA teams earn a cash award of \$100. [Click here for details.](#)

LifeSmarts / Johnson & Johnson OTC medicine safety infographic contest: First deadline is December 18

During the 2020-2021 LifeSmarts season, students have the chance to win prizes for creating informative infographics about Over-the-Counter (OTC) medicine safety. For complete information and submission guidelines, click [here](#). For ideas on how to implement the project, visit the [Over-the-Counter Medicine Safety Mentoring Project page](#). We thank Johnson &

Johnson for their support of this project and for providing scholarships and prizes for the participants. The first 10 \$100 cash awards will be made to JV and Varsity students who submit winning infographics by December 18.

### State Competition deadlines

Don't miss your chance to advance to the 2021 National LifeSmarts Championship scheduled for Cincinnati, Ohio, in April! (Note: The 2020 and 2021 National Championships will be held - whether in-person or virtually - this April.) Visit your [state page](#) to check the deadlines for your state competitions. Contact your State LifeSmarts Coordinator with questions.

### Wild Card Bids for the 2020 National Championship

Again this year, eligible Varsity teams are invited to [apply](#) for a [Wild Card bid to compete](#) in the 2021 National LifeSmarts Championship. Five teams will earn these bids to advance to the national level with one spot each reserved for FCCLA, FBLA, and 4-H teams. Teams must work together on the Wild Card TeamSmarts quiz, which is now available in the team captain's portal. Applicant teams must also design an educational PowerPoint or Prezi on a LifeSmarts topic important to them. The coach must provide an endorsement of their team, including how members would benefit from participating in the National LifeSmarts Championship. Successful Wild Card teams will receive a \$1,000 travel stipend to help them get to the National LifeSmarts Championship (if held in-person). Complete application and eligibility information, as well as entry deadlines, are available [here](#). Contact [Cheryl](#) with any questions.

### *USA Today Grant*

LifeSmarts received a grant from *USA Today*, which provides digital access to the newspaper. This grant will provide you and your team access to

current events that will show up as competition questions. To access, [click here](#).

Publication: USA Today

Username: 66560

Password: usatoday

### Toyota Making Life Easier Scholarship

We are so proud of the LifeSmarts participants and alumni who have applied for the Toyota Making Life Easier Scholarships this year. We wish them the best of luck, and our fingers are crossed for great news from Toyota Financial Services! Thanks to the coaches and State Coordinators who helped spread the word to these deserving young people. Be on the lookout for the next opportunity for your LifeSmarts students and alumni to apply in the fall of 2021.

### Wishing you the best for 2021

It is the time of year to reflect on the past, celebrate successes, and set goals for the future. Together, we have experienced an unprecedented year filled with uncertainties as well as great accomplishments. As you plan your year-end giving, we hope you will consider supporting LifeSmarts to help us continue to make a difference in the lives of your students in 2021 and beyond. [Visit our secure donation form](#) to give today.

On behalf of all of us here at LifeSmarts, we wish you and your families a wonderful – and safe and healthy – holiday season. Thank you for your ongoing support of the LifeSmarts program.

Until next month,

–The LifeSmarts Team

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