

October 6, 2021

LifeSmarts State Coordinator Call Agenda

Roll call: Tammie (WI), Lori (WA); Crystal (ND); Geralyn (FL); Kyla (SC); Mary (MN); Kelsey (MA); Brittani (GA); Michelle (NC)

Let us know they would be absent: Bill (DC); Gayle (NM)

Staff: Lisa Hertzberg, Cheryl Varnadoe, Adrienne Archer

Agenda:

1. Welcome
 - Welcome to new State Coordinators on the call– Kelsey (MA)
2. Program Updates:
 - We will be writing an RFP for a new Learning Management System
 - Our current system is no longer supported
 - Our current system is making a duplicate team every time a coach creates a new team this year. We wanted to make you aware of this. Lisa and I are going in every day and removing the duplicate teams. You may get calls about this. Please inform your coaches to only add students to ONE team- the other team will be deleted by us. We hope to start building in January and test in spring and summer to begin using next fall.
 - We need your input for the Request for Proposal:
 - In your opinion, what makes a great learning management system?
 - Kelsey – a clear trajectory and course to go through. Being able to have really well organized information and grouping lessons and activities as appropriate and courses such as managing your own household.
 - Would it be helpful as a student to know how you are scoring on certain things? Yes, absolutely. Measuring individual skills is very important! (Khan Academy was mentioned)
 - What functionality do you need as a state coordinator?
 - Feedback, recognition, motivation, graph on how they are doing / mastering certain areas.
 - As a coordinator, the previously registered coaches are there and if they have not logged in for the current year yet, maybe a way to see how / if new coaches have logged in for this year. (You should receive an email when a brand new coach registers online.)
 - For State coordinators – easier way to send email directly from site to coaches or download a spreadsheet or excel file or have a button to send an email directly.
 - What additional functionality should we offer to students and coaches? Scores, badges, leaderboards
 - Of these items, which are important to you:
 - Individual student tracking
 - Ability to see what a student got right and wrong and even correct answers
 - Scores
 - Ability to see which quizzes a student has taken quickly
 - Leaderboards

- Tracking teams and individuals nationally and by state
- State and National Level for TeamSmarts - remember a team can only win TeamSmarts award once per LifeSmarts season.
- Students who score perfect score on topic quizzes
- Messaging directly in the LMS site
- Ability for coaches to review test answers with their team
- Pop quizzes or fun, interactive opportunities - like practice matches you could set up with other teams. Yes, more interaction would be great. Especially interaction before National. Students loved the message boards on the platform for last year, but we had to stop some from spamming the boards. Maybe a happy medium – especially for kids and teams headed to the National LifeSmarts Championship.
- Badges or fun virtual swag for students (and what about coaches?) Yes, this is a good idea. How much do we want it to be interactive and track who is around and also their focus? Make sure privacy is respected especially for middle school students. Time log might be good. Gaming aspect. Keeping estimate of time might be great as far as gamer stats and bragging rights. We can build this in.
- Integration
- Questions and any additional input? Thank you and if you think of anything following the call, please send us a note.

3. Web site

- If you see things that need attention please let us know so that we can address it with the webmaster.
- We have been actively deleting unused and outdated pages, updating resources, and making changes.

4. September TeamSmarts on Health & Safety Results – went out in SmartStart yesterday.

Our winners are:

- Varsity: Biz-e-Teen, Midcities Montessori, Bedford, TX
- Junior Varsity: Seek 1st Hour TR, Trailridge Middle School, Shawnee Mission, KS
- 4-H: 4-H Explorers, Dorchester County, South Carolina 4-H
- FBLA: Canaan_David_Savannah, Canaan Schools, Canaan, VT
 - Each winning team receives a \$100 cash prize
- Personal Finance TeamSmarts is now open. Quiz will close on October 31, 2021, at midnight EST. Cash prize of \$100 will be awarded to the top teams in Varsity, Junior Varsity, FBLA, FCCLA, 4-H, SkillsUSA and BPA (NEW). For more information, visit: <http://lifesmarts.org/teamsmarts/>
 - Updated team types:
 1. HOSA will no longer be listed for or awarded TeamSmarts. We have done our best to bring them on board, and we are still invited to present at their international conference in Nashville next summer, but they are not actively pursuing a full partnership with us at this time.
 2. SkillsUSA is promoting TeamSmarts and at their request, we extended their September deadline until the October 31st deadline

when both Health and Safety and Personal Finance will close for those teams. We are excited about expanding our work with them.

3. We had a wonderful meeting with Business Professionals of America this week and look forward to partnering with them as we move forward. We will keep you informed as this develops, but we are offering them a chance for TeamSmarts in October and also a chance to apply for Wild Cards to compete at the National LifeSmarts Championship.
 4. Reminder – FCCLA or FBLA have to also register as a Varsity team to take category quizzes for traditional LifeSmarts.
 5. FCCLA - Round 1 – September 15 – October 15, 2021
 - Details at <https://lifesmarts.org/fccla/fccla-lifesmarts-consumer-knowledge-bowl/>
 6. FBLA - Fall Competition–October 18 – November 12, 2021
 - Details at: <https://lifesmarts.org/FBLA>
 7. 4-H is listed as Varsity 4-H and JV 4-H. They compete in traditional LifeSmarts but we will be rescheduling the special optional contest for them *hopefully* in December. More details on this are forthcoming.
5. Toyota Making Life Easier Scholarship
- Please publicize with your coaches and students
 - Current high school seniors, college students and grad students who participated in LifeSmarts are eligible
 - Up to \$20,000 per student over their college career
 - Details available at: <https://lifesmarts.org/newsroom/scholarship-opportunity-making-life-easier/>
 - Applications due November 1
 - Apply early- LifeSmarts has to verify our students
 - Help us promote this to deserving LifeSmarts students. We have winners every year!
6. Coordinator state pages and Coordinator bios
- Check your state page and your state teams to be sure you can see everything you need
 - **PLEASE update your dates online as we are fielding many questions and notify Cheryl once this is done. We need a record of your state competition dates. Thank you in advance!**
 - You can list TBA or TBD if you need to but please make sure to provide details as soon as possible.
 - Email your registered coaches. Stay in touch. Let us know if you need an example email to send.
 - Does everyone have their login information? Info has not changed. Reach out if you need help.
 - We are ready to revise the “Meet the State Coordinators page again NOW -- Thank you to those who have sent bios and photos and revisions. If you have not sent yours in, we would love to have yours. List of those we need: Connecticut, Delaware, Kansas, Hawaii (Gloryana), Idaho, Indiana, Illinois, Massachusetts, Nevada, North Carolina, Pennsylvania, Tennessee, Texas, and

Washington. Current Link: <http://lifesmarts.org/the-lifesmarts-team/>. We will be updating this ASAP

- Update on Coordinator letters and contracts will be emailed to you to sign by Adrienne. Thanks for your patience as well as your assistance in this process.
- Coordinators can download lots of info from their state coordinators portal in several usable formats. We hope this is helpful!

7. Outreach/Events:

- National 4-H Volunteer Conference – workshop taught and exhibit. Potential coaches from many states, military installations, and maybe even a coordinator or two. We hope to have a team from the Navy military youth compete in the National LifeSmarts Championship in 2022!
- Social media activity: We are very active on Facebook (<https://www.facebook.com/lifesmarts/?fref=nf>), Twitter and Instagram (both handles are @LifeSmarts_org). Please keep sharing our social media posts and share yours with us!
- Remind coaches to join the LifeSmarts Coaches Group: <https://www.facebook.com/groups/1288575327928865/?ref=share>

8. Wild Card Bid Process:

- Process has been updated and posted: <https://lifesmarts.org/wild-cards/>
- We will share in SmartStart and in weekly TeamSmarts. The deadline for 4-H, FCCLA and FBLA Wild Card Bid applications is January 31, 2022. The Varsity deadline is March 1, 2022.
- Basics: At least 5 spots, but we hope to award 10. Similar process to past years. We have provided suggested topics we want to see their powerpoints or prezis developed on. We may add additional extra invites but they would not receive a travel stipend.

9. Update on new lessons and upcoming projects:

- Post-secondary education and buying a used car lessons went live on the site October 1 and were announced with a press release October 4. These new lessons will provide a lot of questions to competition this year. Thanks to Toyota for sponsoring these!
- Upcoming:
 - Intuit simulations connected to a new lesson on income taxes (Turbo Tax) and our budgeting lesson (Mint).
 - A creative poster contest kicking off in November with UL on the subject of counterfeit goods. We are partnering with their Be Safe Buy Real anti-counterfeiting project. There will be individual and team prizes for the best posters.
 - Lots to come around privacy and security in December!
 - And a new mentoring opportunity with Facebook Get Digital in 2022.
- Questions?

10. Is there a need for a particular coaches webinar?

- Help us by sharing needed topics.
- In the past we have done the Wild Card process, community service projects, etc.
- Let us know what would be helpful to you and your coaches.

11. Reviewing Questions

- UPDATE: Questions will be sent out to reviewers later this month – thanks in advance!

12. Next month we will again meet by Zoom. A reminder will be sent but info is below:

- LifeSmarts State Coordinator Meeting
- Nov 3, 2021 03:00 PM Eastern Time (US and Canada)
- Join Zoom

Meeting: <https://us06web.zoom.us/j/83690393968pwd=SHptMVd0ZzdhT0x6Zi83d3NQZ3pJdz09>

- Meeting ID: 836 9039 3968
- Passcode: 763404

13. Thanks to each of you for all you do! Happy Halloween! (enjoy the infographic below!)



A favorite among children and adults alike, Halloween provides everyone an opportunity to get dressed up, get together with friends and family, and bond over a shared love of sweets. In this infographic, we take a look at the outlook for Halloween 2019 with a special focus on what consumers are spending on, their plans for the big day, the most popular candies, and what everyone (and their dog) is getting dressed up as.

SPOOKY SPENDING

According to the National Retail Federation, 68% of Americans plan to celebrate Halloween this year, with 37% having started their shopping before the month of October arrived. What is the average consumer spending on?



Costumes
\$31.05



Decorations
\$26.03



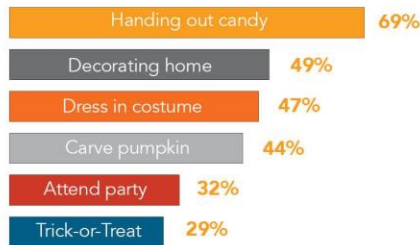
Candy
\$25.37



Greeting Cards
\$3.82

WHAT EVERYONE IS UP TO ON THE 31ST

How do Americans plan to celebrate the day? By handing out candy, of course.



An additional 22% of Americans plan to visit a Haunted House this year, while 17% of Americans plan to dress their pet(s) up for the day.



REESE'S REIGNS SUPREME

In order to help us make data-driven candy decisions, YouGov polled youngsters across the country to find out their favorite sweet treats. One candy stood above the rest.

- 18% Reese's Peanut Butter Cups
- 8% Kit Kat
- 7% Snickers
- 7% M&M's
- 7% Sour Patch Kids



Did you know? For the eight-year-olds in your life, consider buying M&M's. Of the youngsters that YouGov polled from ages eight to 17, only eight-year-olds chose a favorite candy besides Reese's. Instead, they favor M&M's and Sour Patch Kids, above all.

WHAT ARE WE WEARING?

Whether you're a youngster heading out for trick-or-treating or an adult attending a party, costumes remain the most integral part of the Halloween equation. What is everyone planning to wear this year? Let's take a look at the top costumes among kids, adults, and even pets.

Top Adult Costumes

1. Witch
2. Vampire
3. Superhero
4. Pirate
5. Zombie

Top Kids Costumes

1. Princess
2. Superhero
3. Spiderman
4. Avengers Character
5. Batman
6. Witch
7. Ghost
8. Vampire
9. Frozen Character
10. Pirate

Top Pet Costumes

1. Pumpkin
2. Hot Dog
3. Superhero
4. Bumble Bee
5. Cat

What Costumes Are People Searching for on Pinterest?

- +659% Aliens (Area 51)
- +653% Stranger Things
- +446% Gwen Stacy (Into the Spiderverse)
- +442% Elton John (Rocketman)
- +379% Powerpuff Girls
- +283% Lion King Family Costume
- +145% Freddie Mercury (Queen / Bohemian Rhapsody)

Did you know? Thirty-five percent of consumers cite online search as their top source of inspiration when it comes to selecting a costume and finding the necessary outfit items.