



PERSONAL FINANCIAL LITERACY

Personal Financial Literacy **PFL**

Sponsored by *ICEV*



DECA's **Personal Financial Literacy Event** measures the personal finance knowledge and skills that K-12 students should possess. The Personal Financial Literacy Event is designed to measure the student's ability to apply reliable information and systematic decision making to personal financial decisions.

The Personal Financial Literacy Event is designed for DECA members who are enrolled in personal finance and financial literacy courses.

Many organizations have defined "personal finance" and "financial literacy." The following, a distillation of the views of several sources, are the definitions underlying the National Standards:

- Personal finance describes the principles and methods that individuals use to acquire and manage income and assets.
- Financial literacy is the ability to use knowledge and skills to manage one's financial resources effectively for lifetime financial security.

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KNOWLEDGE AND SKILLS DEVELOPED

Participants will demonstrate knowledge and skills described by the National Standards for Personal Financial Education, developed by the Council for Economic Education and the Jump\$tart Coalition for Personal Financial Literacy. Broadly, students will be assessed on their knowledge of areas such as:

- Earning Income
- Spending
- Saving
- Investing
- Managing Credit
- Managing Risk

Complete lists of performance indicators are available at deca.org. Participants in these competitive events are not informed in advance of the performance indicators to be evaluated.

Participants will also develop many Career Competencies, in the following categories, desired by today's employers:

- **Critical Thinking**
Thinks critically to understand and solve problems.
- **Communication**
Communicates clearly, effectively, and with reason.
- **Decision Making**
Considers the impacts of decisions.
- **Innovation**
Demonstrates a creative and innovative mindset.

EVENT OVERVIEW

- The Personal Financial Literacy Event consists of two major parts: a **financial literacy exam** and a **role-play scenario**. A second role-play event will be given to finalists. The financial literacy exam items and the content interview situations are selected from a list of performance indicators identified in the National Standards for Personal Financial Education, developed by the Council for Economic Education and the Jump\$tart Coalition for Personal Financial Literacy.
- The participant will be given a 100-question, multiple-choice, **financial literacy exam**.
- The participant will be given a written scenario to review. In the **role-play**, the participant must accomplish a task by translating what they have learned into effective, efficient and spontaneous action.
- A list of three performance indicators specific to the role-play is included in the participant's instructions. These are distinct tasks the participant must accomplish during the role-play. The judge will evaluate the participant's performance on these tasks, follow-up questions and Career Competencies.
- The participant will have **10 minutes** to review the scenario and to develop a professional approach to the role-play scenario. Participants may use notes made during the preparation time during the role-play.
- Up to **10 minutes** are then allowed for the participant to interact with a judge and explain the designated concepts. The judge is a qualified business executive. Following the role-play, the judge evaluates the participant's responses and records the results on an evaluation form developed especially for each role-play event.
- The participant may not bring printed reference materials, visual aids, etc., to the competitive event. The participant may use a four-function calculator during the exam and preparation period. Scientific/graphing calculators, cell phones/smartphones, iPods/MP3 players and iPads/tablets may not be used.
- Materials appropriate for the situation may be handed to or left with the judge. Materials handed to the judge must be created using materials provided during the designated preparation period.
- If any of these rules are violated, the adult assistant must be notified by the judge.
- The maximum score for the evaluation is 100 points. The presentation will be weighed at twice (2 times) the value of the exam score. The exam score carries forward into the final round of competition.

PRESENTATION JUDGING

The participant will be evaluated according to the Evaluation Form associated with the role-play.

The participant will have a 10-minute preparation period and may make notes to use during the role-play.

After introductions, the judge will begin the 10-minute role-play. Following the participant's response to the role-play, the judge will ask the questions related to the scenario that are provided in the event. These questions will cause the participant to think and respond beyond the performance indicators provided.

The judge will close the role-play by thanking the participant for his/her work. Then the judge will complete the Evaluation Form, making sure to record a score for all categories. The maximum score for the evaluation is 100 points.



1 PARTICIPANT



FINANCIAL LITERACY EXAM



1 ROLE-PLAY



10 MINUTES PREPARATION TIME



10 MINUTES INTERVIEW TIME