

Is Your Child Wi\$e About Money?

by vcmorris - Thursday, July 29, 2010

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Students are certainly tech savvy these days. They tweet and text and surf with great confidence, secure in their know-how about the joys of connectivity. But how secure is their knowledge about being safely connected when it comes to online money management?

For example, what would your student do if they received an email from their bank asking them to update their account information? Would they confidently click on the attached link and update their records? *Wrong decision!* They would be giving identify thieves direct access to their money. But if they'd played a new, interactive financial literacy board game called Wi\$eMoney – they would *know* that banks don't ask customers for account information via e-mail.

Wi\$eMoney teaches students about banking, credit, investing, budgeting and identify theft. It was created by The Learning Key, a company that creates games to transform learning into action (www.thelearningkey.com) . It has been tested with students and teachers in nearly two dozen states and complies with school board approved curricula.

The information that's shared while playing Wi\$eMoney is priceless. And, it's desperately needed because U.S. students are graduating without basic financial education. They're graduating without the ability to manage their money. In fact, in a recent survey of educators across the country who belong to the Business Professionals of America teachers said:

- *only a third* of students who graduate from high school are financially literate
- 93% need education on how to manage a budget

But the other disturbing fact that was identified in the survey is that *more than half of the teachers* (51%) said they are only *somewhat qualified* to even teach students in financial matters.

That's why parents and teachers must find ways to make learning about money fundamental and help students understand the importance of the mindset: ***It's your money so take it personally***™.

How better to do that than with a game that makes become financially smart *fun* and *mental*?

Here's to your health and wealth.