Design Document

Training Title: Financial Literacy Basics

Business Goal and Problem	• **Business Goal:** The primary objective of this training initiative is to enhance counselors' foundational knowledge of financial literacy by 90%, enabling them to confidently support the launch and delivery of the Financial Literacy Pilot Program. • **Problem Statement:** The Ten Four Project intends to implement a Financial Literacy Pilot Program; however, a recent internal survey revealed that 90% of counselors lack sufficient knowledge in basic financial literacy. As a result, when clients seek guidance on financial topics, counselors often feel unequipped to provide accurate information and instead refer clients to banking institutions. This approach can lead to client confusion, as bank representatives may not be familiar with the clients' personal contexts or have the time to provide individualized support. Addressing this knowledge gap among counselors is essential to effectively launch the pilot program and ensure clients receive relevant, consistent, and personalized financial guidance.
Target Audience	• The primary learners for this training are counselors that work with clients at The Ten Four Project. The demographics of the learners vary. 28% of the employees are bilingual in another language other than English. 57% of the employees are young professionals between the ages of 25-30. 73% of the employees have a Bachelor's degree or higher. 82% percent of the employees are minorities. Many of our learners have prior knowledge in grant writing, social work, and project management.
Learning Objectives	**Terminal LOs:** • Explain the difference between different financial institutions. • Answer questions about basic banking products. • Discuss the importance of a credit score with clients. **Enabling LOs:**

Training Recommendation	**Delivery Method:** • E-Learning Course designed in Articulate Storyline **Approach:** • The learner will be introduced to Nicole, a fictional counselor for the Ten Four Project. Throughout this continuous scenario based e-learning course, Nicole will lead the learner and a fictional client through the basics of financial literacy. By the end of the course the learner and fictional character will be able to make an informed decision on which type of bank account to open, based on their needs. As the course progresses, the learner will be able to review what they have learned with two knowledge checks and conclude the course with a 5 question scenario-based quiz.
Training Time	• 15 minutes

Deliverables	• Storyboard
	    ○ Script
	    ○ Audio
	• Source (.story) file
	• Published SCORM file
	• Job Aid

Training Outline	**Welcome:** • Navigation • Begin Course **Navigation:** • Markers **Learning Objectives:** • Explain the difference between different financial institutions. • Answer questions about basic banking products.

- Discuss the importance of a credit score with clients.

Scenario 1:
- John, a client with The Ten Four Project, arrives for his appointment with Nicole. John is interested in opening a bank account but has no background knowledge on the types of bank accounts available. Nicole, a counselor at the Ten Four Project, asks John if he prefers commercial banks or credit unions. Since he is unsure of the difference, he asks Nicole to explain it to him.

LO#1

Financial Institutions
- Definition of a financial institution
- Most common financial institutions
    - Commercial Banks
        - Pros/Cons
    - Credit Unions
        - Pros/Cons

Knowledge Check #1
- Multiple choice- What is a benefit of a commercial bank?

LO#2

Scenario 2:
- After listening to Nicole, John has decided to go with a commercial bank. John informs Nicole that he has started a new job and his employers have requested his banking information. Nicole informs John that employers ask for that information for payment purposes. She also lets him know that his options are either a checking account or savings account. She continues on by advising him that a checking account is the most common choice for working individuals. John asks Nicole to explain the difference between the two accounts.

Bank Accounts:
- Checking Account
    - Debit Cards

- Checks
  - Overdraft Protection
- Savings Account
  - Atm Cards
  - Interest

Credit Cards:
- What is a credit card?
- Benefits of a credit card

Knowledge Check #2
- Drag and Drop- Match the definition to the correct banking product.

LO#3

Scenario 3:

- John, feeling a little overwhelmed, recaps what he's learned first stating that he has two options in terms of bank accounts. Nicole confirms and elaborates, telling him he can open a checking or savings account. He then goes on to verify that each account provides a card to access his money. Nicole agrees and reminds him that the checking account is more for daily use. John states he now feels better about making his decision. Nicole reminds him that banks have many products and some may require a credit score. John asks Nicole to explain what a credit score is and Nicole is happy to do so.

Credit Score
- What is a credit score?
  - Creditworthiness
- Score ranges and what they represent
  - Poor
  - Fair
  - Good
  - Very Good
  - Excellent
- Why a credit score is important
  - What can it affect?

	▪ Mortgages/Loans ▪ Employment **Secured Credit Card** ● What is a secured credit card? ○ Security deposit ○ Collateral ● Benefits of a secured credit card. ○ Increased credit score ○ Unsecured credit card **Summary** ● Nicole reviews the TLO’s and what the learner is now able to do. She then invites the learner to show their knowledge. **Intro to Quiz** ● 5 questions ● 80% to pass **Scenario Based Quiz** ● Each question is scenario based and relates to a Terminal Learning Objective. ○ Question one- TLO #1 ○ Question two- TLO #2 ○ Question three- TLO #3 ○ Question four- TLO #2 ○ Question five- TLO #3 ● **Quiz Results** **Conclusion**
Assessment Plan	**Level 2 Assessment:** ● Learners will participate in two ungraded knowledge checks. One multiple choice question to determine the benefits of a specific financial institution and a matching drag and drop to identify basic banking products.

	• The final quiz will consist of 5 scenario-based questions related to the terminal learning objectives. Learners will need to pass with a score of 80% or higher to complete the course. Retakes will be unlimited and learners will have the opportunity to review their answers before retaking the quiz. **Level 3 Assessment:** • One month after course completion, we will evaluate the transfer of learning to the workplace by surveying employees to assess how often and confidently they are applying financial literacy concepts when advising clients. We will also ask about any challenges they've faced while implementing the knowledge and supporting the pilot program. Additionally, we will gather feedback from clients to determine whether they have noticed improved support and financial guidance, indicating behavior change in employee performance.