



The Adventures of Agent Penny , Featuring Will Power! A Case Study

**Presented By: Mr. Brian Tucker
Learning Society**

Outline



-
- Outline
 - Background of Project
 - Development
 - Execution
 - Feedback
 - Next Steps

Learning Society



- Established in 2000 as a public-service organisation with goals of promoting and supporting progressive educational programmes for adults and children and engaging in charitable acts in education in Asia
- Citigroup + Citibank- Singapore, Malaysia, Hong Kong and the Asia Pacific
 - Stock Market Challenge- Financial Education
 - Making \$ense of Money - Financial Education
 - Adventures of Agent Penny - Financial Education
 - Ideas in Action – Entrepreneurial projects

Background-Agent Penny



- Need for financial education in Singapore
- Gap Analysis - within the curriculum
- Life skills
- Primary school students-
 - Keeping the students interested
 - Content – learning objectives?
 - Delivery ?
 - Materials?
 - Global perspective
 - Funding- Citigroup Foundation

Development



- Comic Book – Manga Style
- Writers
- Cartoonists
- Publishers

Development



- Drama performance
- TNS – local non profit within Singapore
- Development of a script , rehearsals , performances
- School visits to primary schools or community centers
- Time Line ~ +1 year

Execution



- Launch
- Invitation to all primary schools – Principal + 2 students
- Minister of State for Education- support
- Invitation to participate – bringing Agent Penny to their school
- 38 schools ~ 30,000 students

Material support



- Teacher's resource book
- 'How to guide'
- Video - demo
- Website -demo
- Interactive game-demo

Feedback



- NIE Survey results-**139** students + 43 teachers from primary schools
- Students generally found the skit fun (95%)
- Easy to understand (98%).
- Importance of money management (95%) and learnt interesting things about managing money (90%).
- Enjoyed reading the comic book (90%)
- Importance of savings (96%) and how to spend wisely (97%).
- 65% of students would tell their friends about Agent Penny and 81% want to read more stories about Agent Penny.

Challenges



- Challenges
 - Content
 - Key values
 - Objectives
 - Relevance
 - Delivery
 - Comprehension
 - Excitement
 - Program sustainability

Next Steps



- Launch in Hong Kong
- 12 new stories
- 2 new plays
- Increased website
- “Reading series box” with VCD

Discussion



- www.learningsociety.org
- www.kidswealthfoundation.org
- Q&A