



## CASE STUDY

# Economics Center for Education & Research, LLC

### OPPORTUNITY:

The Economics Center for Education & Research at the University of Cincinnati ("Economics Center") provides economic education for teachers and students and specialized research for public and private decision-makers.

In 2007, Ohio Governor Ted Strickland signed into law legislation requiring Ohio students (Kindergarten - 12<sup>th</sup> grade), to achieve proficiency in financial and economic education. The Economics Center was instrumental in securing passage of these new core curriculum requirements and is uniquely positioned to deliver the required services.

The Economics Center opportunity was to organize to increase awareness and understanding of the new core curriculum requirements and position themselves to address this new market need.

### SOLUTION:

Vehr Communications was engaged to develop and assist with implementing a clear, consistent and concerted communications program. School superintendents and principals are key targets in raising awareness of the new requirements and to strategically position the Economics Center as part of the solution. Increased engagement with financial services companies and Cincinnati-area business leaders was also required to secure resources to develop and implement program solutions.

### RESULT:

Through a series of "community conversations," the Economics Center is now positioned as the primary provider of professional economics education for teachers, economics curriculum for students and the provider of preference for Cincinnati-area financial services companies. Full program implementation will occur in 2009, 2010 and 2011 in advance of proficiency testing in 2014 and beyond.

