Games Are Powerful

Games have the power of visualizing things, of creating environments for people to explore things, of engaging and motivating people.

Jan Plass, Games for Learning Institute
Games Engage

- Innovative way to interact with product
- Emotional connection with player
- Greater perceived value and deeper relationships
Social Challenge: Financial Illiteracy

“Having a financially illiterate society is dangerous... one way to fix it is to teach money skills to kids in classrooms...”  

Mellody Hobson
First Person Spender
The Peoples Community Bank

• Community success is their success
• Connecting next generation of customers
• Expanded outreach
• Great PR
Social Impact: Triple Bottom Line

River Valley School District

• Receive game first
• More engaged students
• Graduating better prepared young adults
Social Impact: Triple Bottom Line

Students

• Financially secure adults
• Contribute to society
Solving Social Challenges with Game-based Learning
Social Challenge: Worker Shortage

"Few other industries are racing the clock to find a future-ready workforce like today's health care administrators."

Jason Narlock, Mercer
Finding Your Path

How will you measure success?

Family: 1
Experiences: 3
Stuff: 3

"All happy families resemble one another, each unhappy family is unhappy in its own way."

UW Health
Non-traditional Student Stigma

Charles Payne

Occupation: Education +12 years
Education: +10 years
LCC (Lansing, MI), Certificate +2 years
CMU (MT. PLEASANT, MI), B. S in +6 years
NAU, (FLAGSTAFF, ARIZONA) M. ED in +2 years
Experience in public, public charter, and private schools
Non-traditional Student Stigma

• Lack of money a top reason students leave higher education

• Many students reluctant or unwilling to work certain jobs
Finding Your Path
Finding Your Path

How will you pay for living costs during school?

- Take out an additional loan for living expenses.
- Get a part-time job on campus, go to school (nearly) full-time.

UW Health
Social Impact: Triple Bottom Line

**UW Health**

- Opportunities for youth & young adults to explore health sciences careers
- Learn about impact of choice making on economic development
- Generate excitement about a health sciences career
Social Impact: Triple Bottom Line

Students

• “Try on” as many careers as they’d like
• Experiment with choice making and exploring various pathways
• Potential to change lives
Solving Social Challenges with Game-based Learning
Social Challenge: Unemployment Adults with ASD

• 1 in 59 children diagnosed with an Autism Spectrum Disorder

• Over the next decade, 500,000 teenagers diagnosed with an ASD will enter adulthood

Centers for Disease Control
Social Challenge: Unemployment Adults with ASD

- 85% of college graduates with ASD under- or unemployed
- Neurodiverse job candidates navigating neurotypical hiring process
What is Neurodiversity?

Coined in late 1990s by Judy Singer

- Describes brain differences – autism, ADHD, dyslexia, intellectual disabilities, etc.
- Unique way human brain processes information
- Expands notion of different, acknowledge strengths not just weaknesses
Social Challenge: Unemployment Adults with ASD

School-to-work transition
- Interpersonal skills
- Appropriate responses
- Navigating social cues
Social Challenge: Unemployment Adults with ASD

Existing curriculum
• Paper-based
• Intellectual exercises
Social Challenge: Unemployment Adults with ASD

Video games are visceral

• Player feels the experience
• Drive tacit knowledge
• Create a safe space to practice
• Failure IS an option
Social Challenge: Unemployment Adults with ASD

Business’s Role?

• Understanding the diversity within neurodiversity

• Creating an autism-friendly interviewing and onboarding process

• Accommodating, advocating and mentoring for neurodiversity
Social Impact: Triple Bottom Line

Madison College

• More engaged students
• Graduates better prepared to transition
• Save money
• Improve student placement rate
Social Impact: Triple Bottom Line

Businesses

• Greater diversity and inclusion
• Create neurodiverse workplace
• Employee retention and engagement
• More competitive when fully staffed
Social Impact: Triple Bottom Line

Adults diagnosed with ASD
• Economic mobility
• Agency
• Dignity
• Financial independence
Social Impact Investing: A Triple Bottom Line
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