

## Client: Prince George's Public School Math Conference

Program creation by: Cliff Quicksell, MAS - Cliff Quicksell & Associates, Inc.



**Client Brief** – At an upcoming Summer Math Conference, the client had requested that I come in and speak to a group of 7<sup>th</sup> grade students on how t-shirts were printed. We took it a giant leap bigger, we did the presentation but suggested creating a real world experience by letting the children design, print and sell their top works where they would then donate the funds to a group or charity of their choosing.

**Objective:** To create a real world scenario using t-shirts to drive a math solution, create an understanding of how effective promotional products could be and creating and selling t-shirts to the math conference attendees in order to raise money for two local charities.

**Execution & Strategy:** The students were given a math problem to solve and then were asked to create a design that could be printed on a t-shirt that best expressed the conference and how they arrived at their answer. Teams were created and each developed a design that were then printed in our shop by the students, each design was then voted on by the conference attendees and the winning design was then mass produced and sold to the attendees in order to generate revenue for 2 local charities.

**Overall Results:** In less than 10 days, the students created a brilliant series of designs, voted on and pre-sold over \$1,800.00 in shirts sales and \$1,500.00 in profits. At the end of the conference, two charities, Children's Hospital and House of Ruth were selected and each received \$750.00 from these brilliant seventh grade students