

Kim Holder

Department of Economics
Richards College of Business
University of West Georgia
678-839-5423
kholder@westga.edu

Academic Appointments

Director of Financial Literacy, Office of the Provost, University of West Georgia, 2020-
Director, Center for Economic Education & Financial Literacy, University of West Georgia, 2015-
- Special Presidential Project Coordinator for Financial Literacy, 2017-2020
- Assistant Director, Center for Economic Education, 2014-2015

Manage and lead the Center for Economic Education & Financial Literacy which focuses on transforming the lives of students, teachers, and the surrounding community through mastery of the economic way of thinking and personal financial wellness. Oversee scholarly research, develop curriculum, and coordinate workshop and speaker programming for P-16 students and educators alongside supportive community programming. Direct all fundraising, marketing, promotion, event planning, budgeting, and outreach activities for the center and supervise professional and graduate/undergraduate student staff members. Coordinate and conduct financial wellness initiatives to engage members of the university community.

Senior Lecturer of Economics, Richards College of Business, University of West Georgia, 2018-
- Lecturer of Economics, Richards College of Business, 2011-2018
- Instructor of Economics, Richards College of Business, 2010-2011

Develop and teach introductory and upper-level economics courses with expertise in online and hybrid modalities. Certified Quality Matters (QM) and UWG|Online Instructor since 2014. Courses Taught (face-to-face, hybrid, online) include: Principles of Macroeconomics, Principles of Microeconomics, Consumer Economics, Economics for Everyone, The Economics of Information, Economics and Financial Literacy, Special Topics: Health Economics, Special Topics: Economics of Spain, Marketing for Non-Profit Organizations, What Do You Really Know About Business, and What Do You Really Know About Financial Decision-Making. Designed and co-led study abroad to Spain: Barcelona & Madrid (2015) with the Departments of Economics, Marketing, and Real Estate and study away to Milton & Rose Friedman's Capital in Fairlee, VT with students from University of West Georgia, Concordia University Wisconsin, and Concordia University Chicago (2022, 2023).

Other Scholarly Positions and Affiliations

Board of Trustees, Huntington Junior College and Sensible Schools, 2023-
Social Studies Advisory Council, Georgia Department of Education, 2023-

Immediate Past-President, National Association of Economic Educators, 2022-
- President 2021-22, President-Elect 2020-21
Network Advisory Board - Center Representative, Council on Economic Education, 2021-
Economics and Civics Advisory Board, Wohl Publishing, 2021-
Affiliated Scholar, Free Enterprise Center, Concordia University Wisconsin, 2021-
Editorial Board Member, *Journal of Private Enterprise*, 2019-
Senior Program Advisor for Economics for Heroes, Lakeland University, 2019-2021
Board of Directors, West Georgia Athletic Foundation, 2018-
Economic Educator Faculty, The Fraser Institute, 2016-
Executive/Of Counsel-Economic Education, Association of Private Enterprise Education, 2016-
Laura Herring Fellow, Association of Private Enterprise Education, 2016
Quality Matters Certified UWG|Online Course Instructor, University System of Georgia, 2014-
Founding Board Member, *Journal of Economics Teaching*, 2014-2020
SREB Doctoral Fellow – Georgia, Southern Regional Education Board, 2008-2010
Walter and Adelheid Hohenstein Fellow, Southern Region, Phi Kappa Phi, 2008-2010

Education

M.A. in Economics, 2010

Georgia State University

Thesis: *Living Legacy: The Enduring Contributions of Kenneth J. Arrow*

B.S. in Economics, *magna cum laude*, 2008

University of West Georgia and the Honors College

Thesis: *Building Tomorrow's County: Mechanisms of Employment Growth*

Teaching and Economic Education Honors and Awards

Center Director of the Year, Georgia Council on Economic Education, 2020

Abbejean Kehler Technology Award, National Association of Economic Educators, 2020

Woman of the Year, Carroll County Chamber of Commerce Women's Business Alliance, 2020

Faculty Research Excellence Award, Richards College of Business, 2019

Faculty Teaching Excellence Award, Richards College of Business 2019

Employee of the Year, Best of the West, University of West Georgia, 2017

Best of the West Award for Values – Academic Affairs, University of West Georgia, 2017

Faculty-Sponsored Student Undergraduate Research Award, Richards College of Business, 2017

Rising Star Award, National Association of Economic Educators, 2016

UWG Faculty Member of the Year Westpy Award, UWG Athletics, 2016

Excellence in Research Award, Richards College of Business, 2016

Faculty-Sponsored Student Undergraduate Research Award, Richards College of Business, 2016

J. Owen Moore Faculty Award, Alumni Association, University of West Georgia, 2016

Best of the West Award for Strategic Imperatives, University of West Georgia, 2016

1st Place Best in Class Teaching Award, National Economics Teaching Association, 2015

Best of the West Cross-Divisional Award, University of West Georgia, 2015

Excellence in Service Award, Richards College of Business, 2015
Faculty-Sponsored Student Undergraduate Research Award, Richards College of Business, 2015
Faculty Member of the Year, UWG Student Government Association, 2014
Excellence in Teaching Award, Richards College of Business, 2013

Peer-Reviewed Journal Articles (14)

- Holder, K., Niederjohn, M.S., and Wood, W.C. (2023). The Economics of Cryptocurrencies. *Social Education*, 87(2), 88-95. [full-text](#)
- Holder, K. and Niederjohn, M.S. (2021). Pandemic 101: A Roadmap to Help Students Grasp an Economic Shock. *Social Education*, 85(2), 64-71. [full-text](#)
- Fernandez, J.M., Yetter, E.A., and Holder, K. (2021). What Do Economic Education Scholars Study? Insights from Machine Learning. *The Journal of Economic Education*, 52(2), 156-172, [DOI: 10.1080/00220485.2021.1887027](#)
- Wooten, J., Al-Bahrani, A., Holder, K., and Patel, D. (2021). The Role of Relevance in Economics Education: A Survey. *Journal for Economic Educators*, 21(1), 11-34. [full-text](#)
- Niederjohn, M.S. and Holder, K. (2019). Econs vs. Humans: An Introduction to Behavioral Economics. *Social Education*, 83(2), 94-99. [full-text](#)
- O’Roark, B., Holder, K., and Mateer, G.D. (2018). From The Beatles to Twenty One Pilots: Economics in Music in the Pop Culture Era. *Perspectives on Economic Education Research*, 11(1), 41-57. [full-text](#)
- Holder, K., Mateer, G.D., Rousu, M.C., and Tierney, J. (2017). Beyond Grades: Using Incentives to Motivate Students. *Journal of Economics and Finance Education*, 16(2), 1-11. [full-text](#)
- Acchiardo, C., Al-Bahrani, A., Holder, K., and Mateer, D. (2017). Through the Lens of Life: Teaching Principles of Economics with *Humans of New York*. *Journal of Economics and Finance Education*, 16(2), 19-30. [full-text](#)
- Mateer, G.D., O’Roark, B., and Holder, K. (2016). The 10 Greatest Films for Teaching Economics. *The American Economist*, 61(2), 204-216. [DOI: 10.1177/0569434516653749](#)
- Al-Bahrani, A., Holder, K., Moryl, R., Murphy, R., and Patel, D. (2016). Putting Yourself in the Picture with an ‘ECONSelfie’: Using Student-Generated Photos to Enhance Introductory Economics Courses. *International Review of Economics Education*, 22, 16-22. [DOI: 10.1016/j.iree.2016.03.003](#)
- Al-Bahrani, A., Holder, K., Patel, D., and Sheridan, B. (2016). The Great Digital Divide: Using Popular Media to Teach Economics. *Journal of Economics and Economic Education Research*, 17(2), 105-111. [full-text](#)
- Al-Bahrani, A., Holder, K., Patel, D., and Wooten, J. (2016). Art of Econ: Incorporating the Arts through Active Learning Assignments in Principles Courses. *Journal of Economics and Finance Education*, 15(2), 1-16. [full-text](#)
- Cleveland, J., Holder, K., and O’Roark, B. (2016). The Economics of *The Hunger Games*. *International Journal of Pluralism and Economics Education*, 7(2), 152-169. [DOI:10.1504/IJPEE.2016.078860](#)
- Holder, K., Al-Bahrani, A., Hoffer, A., and Lindahl, S. (2015). Rockonomix. *Journal of Economic Education*, 46(1), 443. [DOI: 10.1080/00220485.2015.1071216](#)

Books and Book Chapters (7)

- Hall, J. and Holder, K. (Eds.). (2021). *Off-Campus Study, Study Abroad, and Study Away in Economics: Leaving the Blackboard Behind*. Springer. [DOI: 10.1007/978-3-030-73831-0](https://doi.org/10.1007/978-3-030-73831-0)
- Holder, K. and Niederjohn, M.S. (2020). *Understanding Poverty and Inequality in Canada and Around the World: Classroom Lesson Plans*. The Fraser Institute.
- Geerling, W., Coppock, L., O’Roark, B., Sackett, H., Tierney, J., Holder, K. and Yetter, E. (2021). *The Ultimate Guide to Teaching Macroeconomics*. (3rd ed.) W.W. Norton & Company.
- Coppock, L., Geerling, W., Holder, K., and Tierney, J. (2017). *The Ultimate Guide to Teaching Macroeconomics*. (2nd ed.) W. W. Norton & Company.
- Abdullah, A., Holder, K., and Patel, D. (2017). *Digital Implementation Guide for Gregory Mankiw’s Principles of Economics*. (8th ed.) Cengage Learning.
- Coppock, L., Geerling, W., Holder, K., and Tierney, J. (2014). *The Ultimate Guide to Teaching Macroeconomics*. (1st ed.) W. W. Norton & Company.
- Holder, K. (2014). Chapter 11: Price Discrimination. In Mateer, G.D. and Coppock, L. (Eds.), *Test Bank for Principles of Microeconomics*. W.W. Norton and Company.

Technical Publications (5)

- Boldt, D., Holder, K., Kassis, M., Patron, H. and Smith, W. J. (2015). *West Georgia Regional Update 2015*. Richards College of Business, Department of Economics.
- Boldt, D., Holder, K., Kassis, M., and Smith, W. J. (2013). *West Georgia Regional Update 2013*. Richards College of Business, Department of Economics.
- Holder, K. (2012). In Smith, W.J.(Ed.), *Georgia Tax Expenditure Report for FY2012*. Georgia State University Fiscal Research Center, Department of Audits and Accounts: Office of Planning and Budgeting.
- Boldt, D., Holder, K., Kassis, M., and Smith, W. J. (2012). *West Georgia Regional Update 2012*. Richards College of Business, Department of Economics.
- Boldt, D., Holder, K., Kassis, M., and Smith, W. J. (2007). *West Georgia Regional Outlook 2007*. Richards College of Business, Department of Economics.

Other Publications, Media Hits, and Curricula

- Holder, K. and Miller, J. (2023). Increasing Productivity with Knowledge and Technology: An Envelope Production Simulation for Grades 6-8. Federal Reserve Bank of St. Louis.
- Contributor for Davidson, C.N. and Katopodis, C. (2022). *The New College Classroom*. Harvard University Press.
- Cusick, C. (2021). UWG Athletic Donor Spotlight: Kim Holder ('08). UWG Athletics. [link](#)
- Gentry, S. (2020). UWG Financial Center Director Receives Numerous Honors. Times-Georgian. [link](#)
- Hubbard, G., and O’Brien, T. (2020). Hubbard O’Brien Economics Podcast with Kim Holder. Pearson. [link](#)
- Holder, K. (2020). Dealing with Anxiety When Public Speaking. Certell Connects. [link](#)

Editor/Reviewer for Learning Economics with Minecraft: Productive Resources. (2020). Council on Economic Education and Minecraft Education.

Editor/Reviewer for Learning Economics with Minecraft: Choices, Costs, and Benefits. (2019). Council on Economic Education and Minecraft Education.

Trouwloon, M. (2019). Women in Economics: Celebrating Kim Holder. Marginal Revolution University. [link](#)

Holder, K. and Nava, W. (2017). Podcast Teacher Spotlight. Marginal Revolution University.

Holder, K. and Williams, A. (2017). Rockonomix for High Schools. McComb School District STEM Program, McComb, MS.

Holder, K. and Williams, A. (2017). Rockonomix Q&A on Facebook Live. Centsai Adulting.

Holder, K. and Gradick, S. (2017). Rockonomix Radio. WLBB Community Voice.

Holder, K. (2017). Money Skills: Should You Buy or Rent. Marginal Revolution University.

Holder, K. and Conway, F. (2015). Ep30: Kim Holder on Rockonomix and Teaching Economics Through the Lens of Sports, Music, and Movies. Economic Rockstar. [link](#)

Jones, W. (2015). Learn to Speak the Language of Finance with UWG Workshops. Times-Georgian.

Holder, K. (2014). EconED: Rockonomix Hits. Macmillan Education. [link](#)

Holder, K. (2014). The Connector. Atlanta Business Chronicle.

Parrett, T. (2014). Students Win First Place in National Video Contest. Richards Review, 3. [link](#)

Major Contributor for Mateer, G.D. and Coppock, L. (2013). *Principles of Microeconomics*. W.W. Norton.

Reviewer, Instructor's Manual for Mateer, G.D. and Coppock, L. (2013). *Principles of Microeconomics*. W.W. Norton.

Reviewer, Infographics and Design for Mateer, G.D. and Coppock, L. (2013). *Principles of Economics*. W.W. Norton.

Funded Grants and Designated Gifts (\$1.86 million)

- \$43,350 Community Foundation of West Georgia Impact Grant for *West Georgia Entrepreneurship Hub* with West Georgia Regional Library System, Status: Under Review
- \$399,921* National Science Foundation Improving Undergraduate STEM Education: Directorate for STEM Education for *Collaborative Research: Diversifying Economics Education through Plug and Play Video Modules with Diverse Role Models, Relevant Research, and Active Learning* with Salisbury University, Manhattan College, Valdosta State University, Williams College, and University of Louisville, Status: Recommended
- \$500,000* Small Business Association for *Douglas County Business Incubator, 2023-*
- \$50,000 Financial Industry Regulatory Authority (FINRA) Foundation for *Financial Literacy on Wheels Project* with West Georgia Regional Library System, 2023-
- \$198,450* American Economic Association Committee on the Status of Women in the Economics Profession (AEA CSWEP) and Social Science Research Council (SSRC) for *Diversifying Economics in the Undergraduate Classroom: Plug and Play Video Modules with Diverse Role Models, Relevant Research, and Active Learning* with

	Salisbury University, Manhattan College, Valdosta State University, Williams College, and University of Louisville, 2023-
\$9,652	Tech Fees Institutional Grant Renewal for SoftChalk Cloud-Based eLearning Content Creation Software License and Support, 2023-
\$307,500*	Coronavirus State and Local Fiscal Recovery Funds – America Rescue Plan Act (ARPA) for <i>Douglas County Master Class Program in Financial Literacy and Entrepreneurship Fundamentals</i> , 2022-
\$50,000	Financial Industry Regulatory Authority (FINRA) Foundation for <i>Financial Literacy for Everyone Project</i> with Sara Hightower Regional Library System, 2022-
\$9,900	Community Foundation of West Georgia Impact Grant for <i>Establishment of the Economic Development Hub</i> with West Georgia Regional Library System, 2022-23
\$7,740	Tech Fees Institutional Grant for <i>SoftChalk Cloud-Based eLearning Content Creation Software Support</i> , 2022-23
\$7,740	Tech Fees Institutional Grant for <i>iGrad UWG Financial Wellness Platform Support</i> , 2022-23
\$75,000	Community Foundation of West Georgia Innovation Grant for <i>B3: Be Well, Be Free, and Be You Initiative</i> , 2021-
\$25,000	Kazanjian Economics Foundation for Rockonomix, 2021-
\$5,000	Regions Bank Grant for Next Step Financial Wellness Webinars, 2021-
\$2,000	Institute for Humane Studies for ECONreads Book Club, 2020
\$4,000	Foundation for Economic Education for Student Seminars, 2020
\$11,500	Bill Hammond for <i>The Money Game with Greek Life</i> , 2019
\$20,000*	West Georgia Community Foundation for <i>K-12 Teacher Education Institute</i> , 2019
\$3,752	Center for Student Involvement Stay West for <i>Game of Life Event</i> , 2019
\$1,000	Small Town Bank for <i>Financial Literacy Baseball Event: Striking Out Debt</i> , 2019
\$1,000	Institute for Humane Studies for Academic Research, 2019
\$15,675	Charles Koch Foundation for Pre-Conference for Young Academics, 2019
\$20,000	SunTrust Foundation for Financial Literacy Workshops, 2018-19
\$5,000	NextGen Finance for Teacher Education, 2018
\$9,500	Charles Koch Foundation for ECONreads Book Club, 2017-18
\$2,500	Student Research Assistant Program for <i>Free the Pack: Removing Barriers to Financial Literacy</i> with Diamond Tucker, 2016-17
\$5,000	CentSai Sponsorship for Rockonomix and Econ Beats Contests, 2016-17
\$12,000	Charles Koch Foundation for K-12 Econ Ed Research Scholars Program, 2016-17
\$25,000	Bill Hammond for Financial Literacy Course Development, 2016
\$8,000	BB&T Foundation for K-12 Economic Education Seminars, 2016
\$25,000	Walmart Foundation for Econmentor Program, 2015-16
\$1,500	Student Research Assistant Program for <i>Developing Differentiated Digital Media for Economic Education</i> with Sara Elizabeth Gray, 2015-16
\$2,000	Student Research Assistant Program for <i>Digital Media Database</i> with Trent James, 2013-14

*Designates funds held internally or externally at an Office of Research and Sponsored Projects.

Academic, Institutional, and Community Service

National Association of Economic Educators, 2015-

- Executive Committee, 2020-
- Conference Committee, 2015-
- Research Committee, 2015-
- Co-Chair, Technology and Social Media Committee, 2015-20

Georgia Council on Economic Education, 2014-

- Research and Program Committee, 2015-
- Summit Representative, PricewaterhouseCoopers/SunTrust Financial Literacy Initiative, 2017
- Regional Judge, Future Business Leaders of America, Heard County High School, 2017

University System of Georgia Board of Regents

- Presidential Search and Screen Committee, University of West Georgia, 2019
- USG Regents' Teaching Awards Selection Committee, 2017
- Team Captain – Team Wolf, USG HealthTrails, 2017

Carroll County Chamber of Commerce, 2012-

- Workforce/Industry Leader Council and Workforce Education Committee, 2015-
- Women's Business Alliance, 2015-
- Blue Ribbon Task Force and Workforce Education Task Force, 2015-
- Carroll Industry Tour, 2017

University of West Georgia Foundation and West Georgia Athletic Foundation

- Faculty Chair, A Day for West Georgia, 2019
- Board of Directors, Athletic Foundation, 2018-
- Governance Committee, Athletic Foundation, 2018-
- Westpy's Award Ceremony Faculty Presenter, 2015-17, 2020
- Faculty Co-Chair, A Day for West Georgia, 2014

Academic Affairs, University of West Georgia

- Richards College of Business Representative, Provost Advisory Committee, 2019-20
- Provost Faculty Advisory Committee, 2019-20
- Student Service Management Team, 2020
- Continuous Improvement Team, 2020-
- Strategic Planning Committee, Office of the President, 2020
- Integrative Wellness Executive Team and Advisory Board, 2021-
- Facilities and Services Committee, 2012-
- Parking Appeals Committee, Faculty Senate Standing Committee, 2013-
- Pedagogy Conference Planning Committee, Center for Teaching and Learning, 2014
- Advisory Board, Center for Teaching and Learning, 2014
- Faculty Judge, Undergraduate Research Poster Competition, UWG Big Night, 2013
- Faculty Judge, Undergraduate Research Poster Competition, UWG Honors College, 2012
- COVID Response Team, 2020-21

Office of Community Engagement, University of West Georgia

- Economic Development and Entrepreneurship Group
- Summit Planning Committee
- Community Engagement Steering Committee
- Personal Plan Model Focus Group, Carroll County Education Collaborative
- Coordinator for Teacher Networks, Education Collaborative Executive Leadership Team

Center for Student Involvement, University of West Georgia

- Founding Faculty Advisor, Financial Literacy Fitness Club, 2017-
- Founding Faculty Advisor, Delight Ministries for Women, 2017-18
- Faculty Advisor, Intense Talent/Envy Student Dance Team, 2012-14
- Faculty Advisor, Zeta Phi Beta, Inc. Sorority, 2013-15
- Faculty Advisor, Pi Kappa Phi Fraternity, 2013-15
- Faculty Judge, Scholarship Pageant, Omega Psi Phi Fraternity, 2017
- Faculty Judge, AGD Lip Jam, Alpha Gamma Delta Fraternity, 2017
- Faculty Judge, UWG Homecoming Court Interviews & Pageant, 2017
- Faculty Judge, UWG Miss Black and Gold Pageant, Alpha Phi Alpha Fraternity, Inc., 2014
- Faculty Judge, UWG Greek God and Goddess, Greek Week, 2014
- Faculty Judge, UWG Greek Variety Show, 2014
- Faculty Judge, UWG Homecoming Panel/Pageant, 2013
- Faculty Judge, Greek Variety Show, Fraternity and Sorority Life, 2013
- Faculty Judge, Greek Stroll Off for Greek Week, Fraternity and Sorority Life, 2013

Richards College of Business

- Online Testing Task Force Committee, 2013-14
- Coordinator, Business Learning Community and First Year Experience, 2013-14
- Faculty Judge, RCOB Big Night and Research Day, 2014
- Faculty Judge, Undergraduate Research, 2012

Department of Economics

- Social Media Account Management, 2012-21
- Academic Advising, Bachelor of Science in Economics Majors, 2010-15
- Curriculum Committee, 2012-13

Professional Memberships

- American Economic Association
- National Economic Association
- National Economics Teaching Association
- National Association of Economic Educators
- Association of Private Enterprise Education
- Southern Economic Association
- Atlanta Economics Club
- Academy of Economics and Finance