Dear TAG Parents, 

Today we started our new TAG unit: Consumer Scientists. This unit will reinforce the principles and methods of scientific research in a context that the students should find challenging and accessible. They will be applying the processes and skills from their science and math classes, and will find that scientific methods are relevant to everyday life.

Each student will be doing a consumer project during this unit. Please allow your child to accompany you on a future trip to the supermarket or discount store. Encourage him/her to look at the different brands available for products that he/she finds interesting. Your child will need to select a product and do a compare-contrast investigation using the scientific methods learned in class. Possible project ideas will be discussed in class before a decision needs to be made about which product to study. Please encourage your child to study a product that you use in your home. This will allow you to use the “left-overs” and to learn valuable information about the products that were chosen. The students will need three different brands of an identical product.

When a product is selected, please have your student bring in the cash register receipt (If you already have the products, you do not need to purchase new ones, just record the current store price).

By calculating the cost per unit for each product, the students will learn to apply their math skills as an important consumer decision-making tool. They will also be investigating the producers (companies) and types of advertising, including package design, used.

As a culminating activity, your child will prepare a presentation of his/her investigation and findings. The presentations will be presented at our Consumer Fair, providing the students the opportunity to share what they have learned. Please look for an invitation to our Consumer Fair at the end of the unit. We hope you will be able to come see what we have learned!

Sincerely,

TAG teachers