

# Erin A. Yetter

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Mitch Daniels School of Business  
Department of Economics  
Purdue University  
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## EDUCATION

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Ph.D., Economic Education, University of Delaware, 2014

M.A., Economics, University of South Florida, 2007

B.A., Economics and Political Science, *magna cum laude*, Eastern Kentucky University, 2004

## PROFESSIONAL EXPERIENCE

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### Purdue University

- Director, Purdue Center for Economic Education, 2025 - present
- Clinical Assistant Professor, 2025 - present

### University of Delaware

- Visiting Assistant Professor, 2023 – 2025

### Temple University

- Adjunct Associate Professor, 2022 – present

### Mezrah Consulting, Tampa, FL

- Instructional Designer (remote), 2022 – 2023
- Manager of Account Management, 2007 – 2010

### University of Arizona

- Lecturer, Department of Economics, 2018 – 2022

### Federal Reserve Bank of St. Louis - Louisville Branch

- Senior Economic Education Specialist, 2015 – 2018
- Economic Education Specialist, 2012 – 2015

## TEACHING EXPERIENCE

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Modalities: In-person; Asynchronous online; Synchronous online; Hybrid

Class sizes: 12 – 535

### 100-and 200-level courses

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| • An Economic Perspective                               | 4 semesters  |
| • Basic Economic Issues (Principles of Micro and Macro) | 8 semesters  |
| • Principles of Microeconomics                          | 9 semesters  |
| • Principles of Macroeconomics                          | 10 semesters |

- Personal Finance 4 semesters
- Foundations of Instruction (College of Education) 2 semesters

#### 300-and 400-level courses

- Intermediate Macroeconomic Theory 1 semester
- Monetary Policy and Banking 1 semester
- International Economics and Policy 4 semesters
- Economics of Crime 8 semesters

## PUBLICATIONS

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### *Articles in Refereed Journals*

“Sentiment Analysis of Teaching Evaluations: Evidence from 8 million Rate My Professor Reviews” (with J. Fernandez). Forthcoming, *Southern Economic Journal*.

“Knowledge is Power in Teaching Economics” (with C. Harter). *Kentucky Journal of Excellence in College Teaching and Learning*, 2022, 18: 19-31.

“What do Economic Education Scholars Study? Insights from Machine Learning” (with J. Fernandez and K. Holder), *Journal of Economic Education*, 2021, 52(2): 1-17.

“Financial Literacy in the Community College Classroom: A Curriculum Intervention Study” (with M. Suiter), *Journal of Economics and Financial Education*, Winter, 2017, 16(1): 54-69.

“[Using the Berenstain Bears to Teach Economics in the Elementary Classroom](#),” *Journal of Economics Teaching*, 1(1), 2016.

“Teacher Characteristics and Student Achievement in Economics: Evidence from the Economics NAEP,” *Southwestern Journal of Economics*, October, 2015, XI(1): 88-105.

### *Other Articles*

“Considerations for the Textbook Selection Process in Principles of Microeconomics” in P. Ruder & M. Maier (Eds.) *Teaching Principles of Microeconomics*, United Kingdom: Edward Elgar Publishing, 2023, 25-43.

“[The Importance of Early Economics Education](#)”, Guest blogpost for Peachtree Publishing Company, 2020

“[Teach One, Reach Many](#),” *Economic Literacy for Life: Today's Lessons = Tomorrow's Financial Stability and Success*, Federal Reserve Bank of St. Louis, Annual Report, 2017.

“[Prices: The Marketplace's Communication System](#),” *Page One Economics Newsletter*, Federal Reserve Bank of St. Louis, April 2013.

“[Making Sense of the Ups and Downs of Prices](#),” *Page One Economics Newsletter*, Federal

Reserve Bank of St. Louis, August 2013.

["Why Scarce Resources Are Sometimes Unemployed,"](#) *Page One Economics Newsletter*, Federal Reserve Bank of St. Louis, October 2013.

["The Global Economy: It's a Small World After All,"](#) *Page One Economics Newsletter*, Federal Reserve Bank of St. Louis, November 2013.

### *K-12 Curriculum and Teaching Materials*

*Watts Up with Electricity Prices?* within *Eco-Economics: Energy and the Environment*, Council for Economic Education, EconEdLink, 2024

*What Should Danny Do?*, self-published, 2022

*Mr. Cookie Baker*, Federal Reserve Bank of St. Louis, 2018

*One Fine Day*, Federal Reserve Bank of St. Louis, 2018

*Four Feet, Two Sandals*, Federal Reserve Bank of St. Louis, 2018

*Clifford and the Big Storm*, Federal Reserve Bank of St. Louis, 2016

*Mousetropolis*, Federal Reserve Bank of St. Louis, 2016

*Treasure Map*, Federal Reserve Bank of St. Louis, 2016

*Peanut Butter and Cupcake*, Federal Reserve Bank of St. Louis, 2016

*The Berenstain Bears Mad, Mad, Mad Toy Craze*, Federal Reserve Bank of St. Louis, 2015

*Just Saving My Money*, within *Kiddynomics*, Federal Reserve Bank of St. Louis, 2015

*An Orange in January*, within *Kiddynomics*, Federal Reserve Bank of St. Louis, 2015

*How to Make an Apple Pie and See the World*, Federal Reserve Bank of St. Louis, 2014

*The Berenstain Bears Get the Gimmies*, Federal Reserve Bank of St. Louis, 2013

*The Berenstain Bears Old Hat, New Hat*, Federal Reserve Bank of St. Louis, 2013

*The Berenstain Bears Trouble with Money*, Federal Reserve Bank of St. Louis, 2013

*Sky Boys*, Federal Reserve Bank of St. Louis, 2013

*Green Eggs and ...Economics?*, Council for Economic Education, EconEdLink, 2012

### *Higher Education Curriculum and Teaching Materials*

*The Ultimate Guide to Teaching Microeconomics* (3<sup>rd</sup> ed.) (with W. Geerling, D. Mateer, B. O'Roark, and H. Sackett). New York, NY: W.W. Norton, 2020.

*The Ultimate Guide to Teaching Macroeconomics* (3<sup>rd</sup> ed.) (with W. Geerling, L. Coppock, B. O'Roark, H. Sackett, J. Tierney, and K. Holder). New York, NY: W.W. Norton, 2020.

## WORK IN PROGRESS

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“What Did They Learn? Analyzing Economic Understanding in Young Learners.” Status: Data analysis.

## AWARDS

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### Teaching

Most Valuable Professor (MVP), University of Delaware Athletics – Softball, 2025

Most Valuable Professor (MVP), University of Delaware Athletics – Football, 2024

Eller Diversity, Equity, and Inclusion (DEI) Outstanding Faculty Award, 2021

### Research

Young Scholars Program Award, Association for Private Enterprise Education, 2020

2016 Best Paper Award, *Journal of Economics Teaching*, 2017

Mark Berger Best Paper Award, Kentucky Economic Association Conference, 2014

Distinguished Paper Award, Pennsylvania Educational Research Association, 2011

### Service

Rising Star Award, National Association of Economics Educators, 2017

### Curriculum

Curriculum Gold Award for *Watts Up with Electricity Prices?*, National Association of Economic Educators, 2025

Curriculum Gold Award for *What Should Danny Do?*, National Association of Economic Educators, 2022

Curriculum Gold Award for *Clifford and the Big Storm*, National Association of Economic Educators, 2017

Curriculum Gold Award for *Kiddynamics: An Economics Curriculum for Young Learners* (with M. Suiter & B. Meszaros), National Association of Economic Educators, 2016

Curriculum Gold Award for *The Berenstain Bears Old Hat, New Hat*, National Association of Economic Educators, 2015

## SELECTED INVITED PRESENTATIONS AND LECTURES

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“Danny and Paxton Want It All”

- Workshop for Economics Arkansas 2025 Virtual REAL Conference, June 2025

“Power Plants, PlayStations, and Prices – Oh My!”

- CEEE Personal Finance and Economic Education Conference, July 2024

- Workshop for Thomas R. Brown Foundation, virtually, August 2024

“What Should Danny Do?”

- Workshop for the Minnesota Council on Economic Education, virtually, January 2024

## SERVICE

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### *Department*

Faculty Co-Advisor, Women in Economics Club, University of Delaware, 2024 – 2025

Faculty Co-Advisor, Blue Hen Economics Club, University of Delaware, 2024 – 2025

Founder and Faculty Advisor, Women in Economics Club, University of Arizona, 2018 – 2022

### *Profession*

Executive Committee, At-Large Elected Representative for of the National Association of Economic Educators (NAEE), 2022 – 2024

Conference Committee Chair, National Association of Economic Educators (NAEE), 2022 – 2024

Board of Advisors, *Journal of Economics Teaching*, 2017 – 2022

Referee, *Journal of Economics Education*, *Journal of Economics Teaching*, *Journal of Economics and Financial Education*, *The American Economist*, and *Perspectives on Economics Education Research*, ongoing.

Content reviewer and contributor, Macmillan (Cowen & Tabarrok), Mc-Graw-Hill (Asarta & Butters), W.W. Norton (Mateer & Coppock)

### *Community*

Meaningful Economics (ME) Club Coach, North Star Elementary, 2023 – 2025

Foster, Brandywine Valley SPCA, 2023 – 2025

Foster, Cherished Tails Animal Sanctuary, 2021