



NATIONAL ECONOMICS
TEACHING ASSOCIATION



VIRTUAL
CONFERENCE

22nd NETA

Economics Teaching Conference



Friday, late October
or early November 2026
Exact Date Coming Soon

Economics Beyond the Textbook:

Using Stories, Pop Culture, Policy,
and Classroom Experience to Reach Students

The National Economics Teaching Association is pleased to
announce its 22nd Economics Teaching Conference.

This year's virtual conference will bring together veteran
NETA presenters and respected economics educators to
explore fresh ways to help students see economics in
stories, public life, classroom experience, and the real
decisions people make.



A Virtual Bridge Year

This focused virtual conference
brings our community together
as NETA prepares to return
in person in 2027.



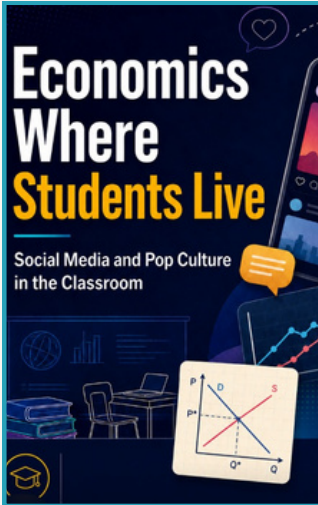
In-Person
Conference
Coming in 2027!

PRACTICAL. CREATIVE. CLASSROOM-READY.
Helping Students See Economics in the World Around Them.



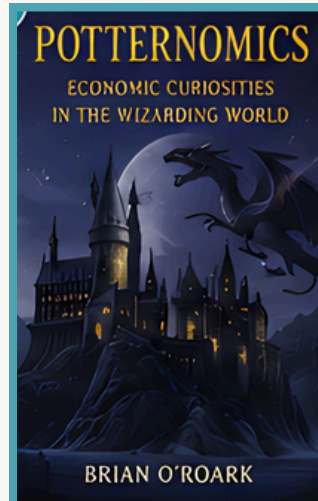
FEATURED SESSIONS & SPEAKERS

Practical Ideas. Real Classrooms. Lasting Impact.



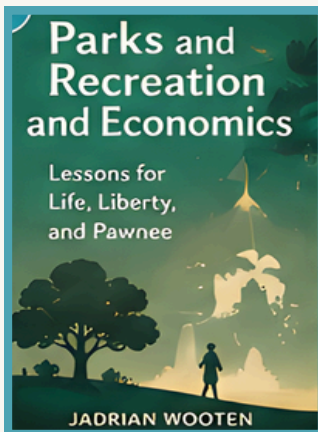
Economics Where Students Live
Wayne Geerling

Wayne Geerling is Professor of Instruction in Economics at the University of Texas at Austin. His work spans economics education, economic history, multimedia, and popular culture, and he has published widely on teaching economics through music, social media, television, film, and online video. In this session, Geerling will show how clips from After Life, BTS, Roger Federer's commencement speech, TikTok, and more can help students connect economic reasoning to the world they already inhabit.



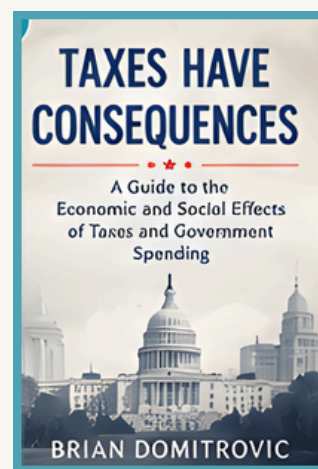
Potternomics: Economic Curiosities in the Wizarding World
Brian O'Roark

Brian O'Roark is Professor of Economics at Robert Morris University and the author of Potternomics: Economic Curiosities in the Wizarding World. In this session, he will use the world of Harry Potter to explore scarcity, institutions, incentives, growth, banking, and standards of living. Participants will see how familiar economic principles can illuminate even the magical universe of Hogwarts, Diagon Alley, Gringotts, and beyond.



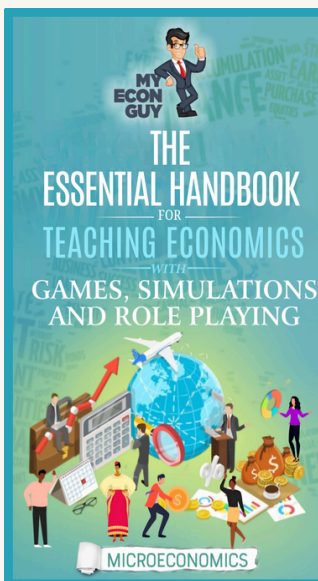
Parks and Recreation and Economics
Jadrian Wooten

Jadrian Wooten is a distinguished educator and researcher who serves as Collegiate Associate Professor in the Department of Economics at Virginia Tech. In this session, he will show how Parks and Recreation can be used to teach economics through the public life of Pawnee. The session will explore incentives, specialization, government intervention, bureaucracy, public choice, externalities, labor markets, and the tension between public and private decision making.



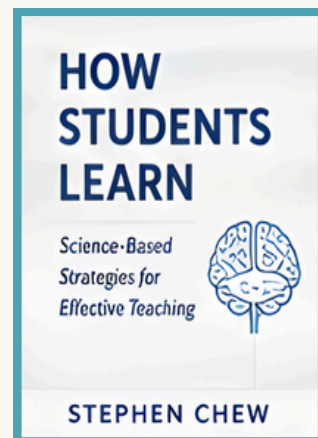
Taxes Have Consequences
Brian Domitrovic

Brian Domitrovic is the Richard S. Strong Scholar at the Laffer Center in Nashville. He is the author and editor of six books, including Econoclasts, the standard history of supply-side economics, and Taxes Have Consequences, co-authored with Arthur Laffer and Jeanne Sinquefeld. He is also co-author, with Larry Kudlow, of JFK and the Reagan Revolution: A Secret History of American Prosperity. Trained as a historian with a Ph.D. from Harvard University, where he also did graduate work in economics, Domitrovic has taught at universities in Texas, Colorado, Massachusetts, and Pennsylvania and contributes to Forbes. In this session, he will discuss the history of the income tax and its effects on the American economy since 1913.



Teaching Economics with Classroom Experiments: From Participation to Reflection
Richard Gosselin

Richard Gosselin is Professor of Economics at Houston City College and the founding and current president of NETA. This session is inspired by his unpublished book, The Essential Handbook for Teaching Economics with Games, Simulations, and Role Playing. In this practitioner-focused presentation, Gosselin will show how classroom experiments can help students experience economic concepts before formally analyzing them. Drawing on examples from MobLab and other classroom simulations, he will discuss how instructors can move beyond simply "running an experiment" by designing meaningful post-experiment reflections and follow-up exercises. The session will focus on helping students connect classroom outcomes to economic theory, real-world decision making, and the deeper lessons instructors want students to remember.



How Students Learn
Stephen Chew

Stephen Chew is a retired Professor of Psychology from Samford University, where he taught beginning in 1993 and served as department chair from 1993 to 2019. Trained as a cognitive psychologist, he is a nationally recognized expert on the cognitive basis of effective teaching and student learning. In this closing session, Chew will connect the day's teaching examples to the science of learning, helping participants think more intentionally about how students learn, remember, and apply economic ideas.



WORKING LUNCH: BUILDING CLASSROOM SIMULATIONS WITH AI

Florencia Gabrielle

Florencia Gabrielle is Associate Professor at Berklee College of Music, Boston, Massachusetts, a past NETA Best-in-Class First Place Award winner, and recently joined the NETA board. In this hands-on working lunch session, she will introduce instructors to using AI to build simple classroom simulations. Drawing on her work in active learning, games, online teaching, and economics education, Gabrielle will demonstrate a plain-language "vibe coding" approach that allows instructors to turn classroom ideas into interactive activities without requiring advanced programming skills.



Join colleagues from across the country for a day of practical ideas, fresh perspectives, and classroom-ready takeaways.