

**Women Making Choices:  
Athletes, Artists, and Activists  
Opportunity Cost**

**INTRODUCTION:** In this activity, students learn the hard lesson of making a choice. Just like the amazing featured women, they will have to make a decision, thus giving up other possible choices.

**TIME REQUIRED:** 25-30 minutes.

**OBJECTIVE:**

- The student will be introduced to the concept of opportunity cost: “In a choice, the benefit expected from the highest valued alternative forgone; or *what you give up* when you make a choice.”

**MATERIALS:**

- Prepared color sheets (duplicated front-to-back)
- Crayons or colored pencils
- Scissors

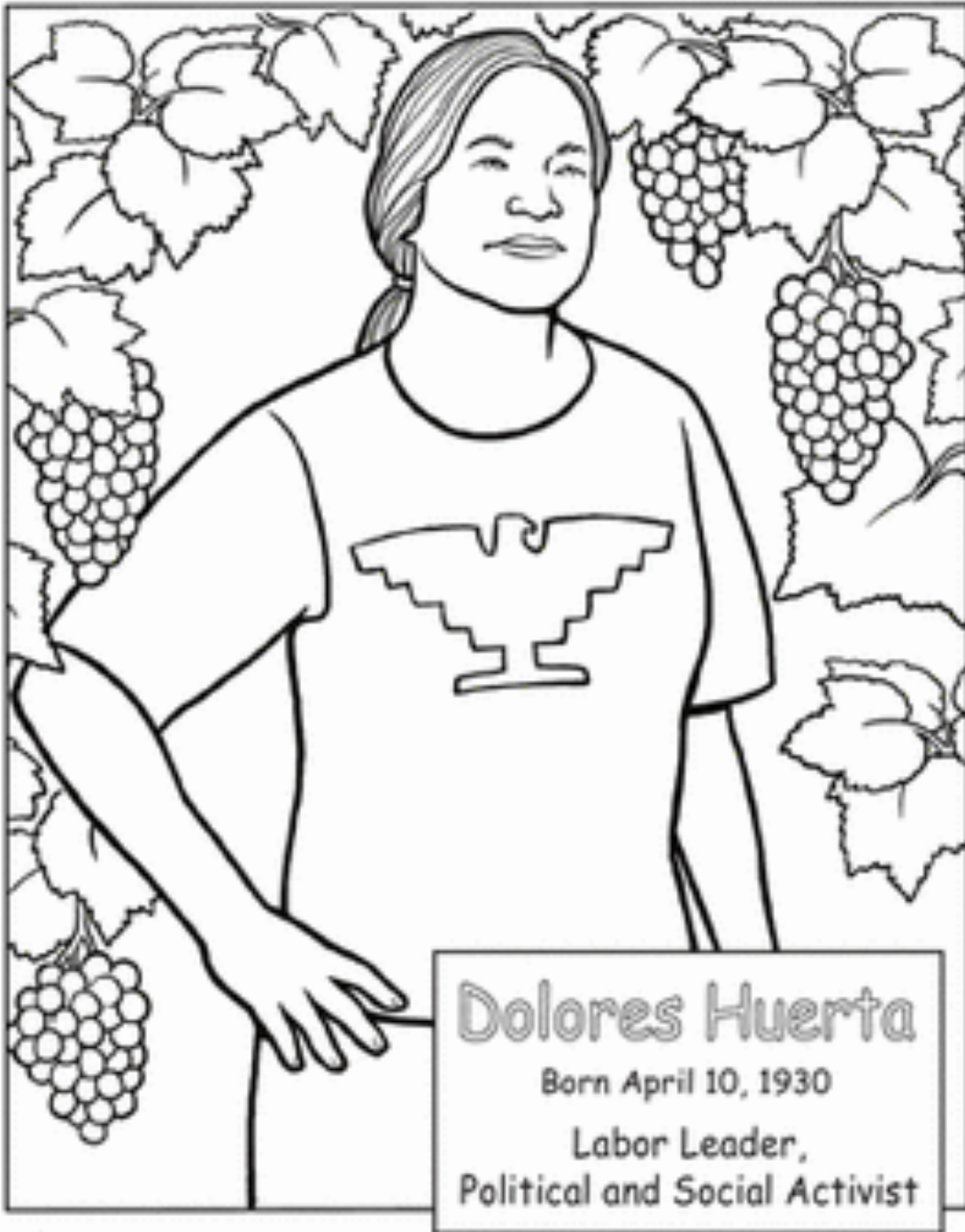
**ECONOMIC CONCEPTS:**

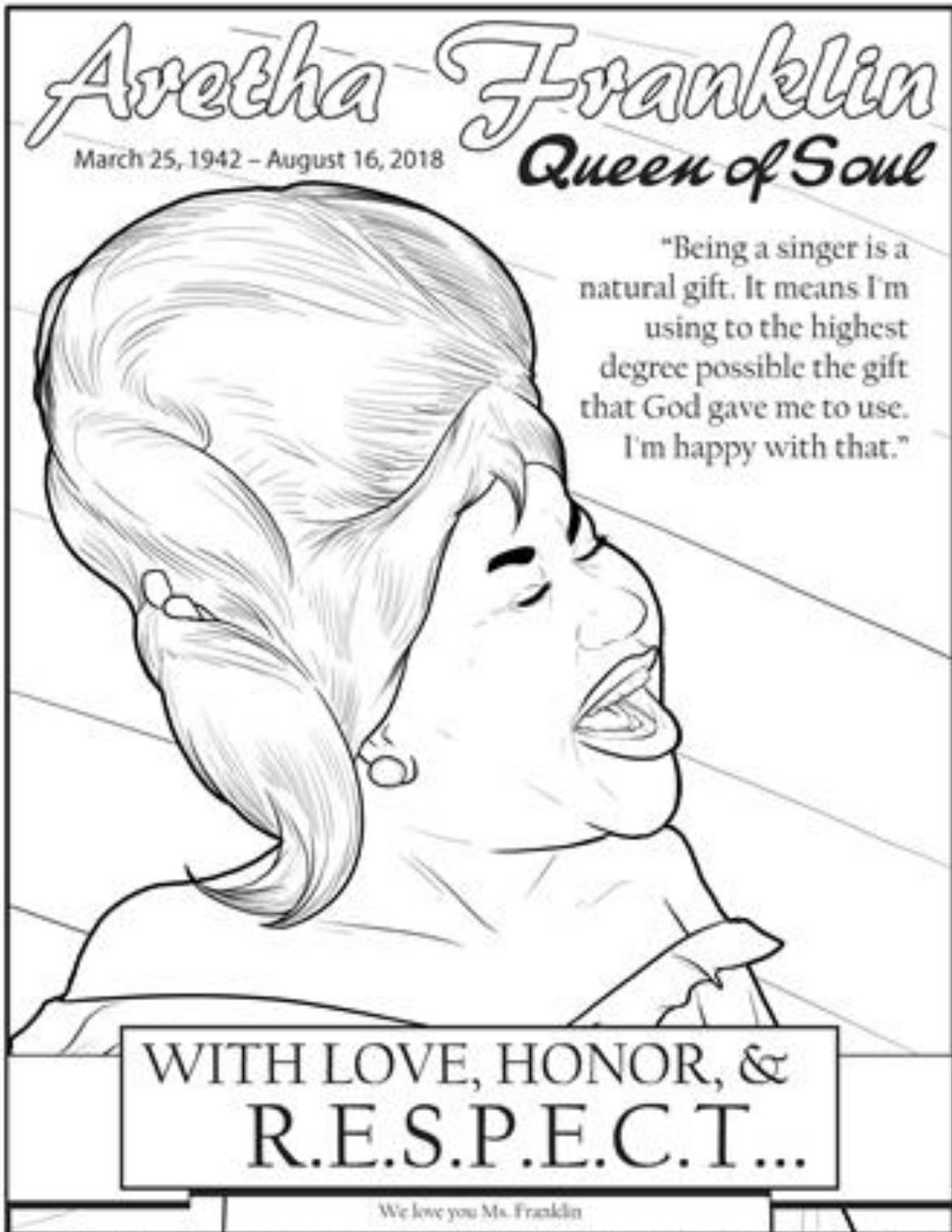
Because we cannot have everything we want (scarcity), we must make choices. Each time we make a choice, we give something up. There is always a next best alternative when making any choice. The value of this next best alternative (or second favorite choice) is the opportunity cost.

**PROCEDURE:**

1. Prepare the materials prior to class. Run off the supplied color sheets, front to back in different combinations.
2. Introduce the lesson by telling the students that they will be doing an activity based on Dolores Huerta, Aretha Franklin, Wilma Rudolph, Maya Lin, Serena Williams, Venus Williams, Lucille Godbold, and Rosa Parks.
3. Inform the students that they will be helping create a display showcasing the feature women.
4. Distribute the prepared activity sheets and coloring tools.
5. Instruct the students to color both sides to the best of their ability. When the students are finished, give them a pair of scissors and inform them they must cut out ONE of their colored sheets for display. Explain that the other side will be destroyed, so the chance to display that side will be their opportunity cost. (Be prepared for complaints from the students, some who will have a hard time choosing which item to keep.)
6. Display student work on a bulletin board titled “Enterprising Women.”

Women's History Month





Free coloring book page in honor of Aretha Franklin, from [www.ColoringBook.com](http://www.ColoringBook.com) St. Louis, MO USA

Women's History Month



# M A Y A L I N



Illustration:  
Illustration by Lynn Stover  
Illustration of the long-sleeved top, pants, and shoes are all original work by Lynn Stover.  
Illustration of the woman's face is a composite of several women's faces.  
Illustration of the woman's hair is a composite of several women's hair styles.  
Illustration of the woman's hands is a composite of several women's hands.  
Illustration of the woman's feet is a composite of several women's feet.  
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**MISS CODBOLD**





