



**Financial Literacy:
Finding a Place
in Our Schools**

Indiana Youth Institute Teleconference

David Godsted – NFI Director of Financial Literacy

June 19, 2008

Agenda

I. Why Financial Literacy?

II. NFI K-12 Research Results

III. NFI's Response

IV. Other Financial Literacy Resources

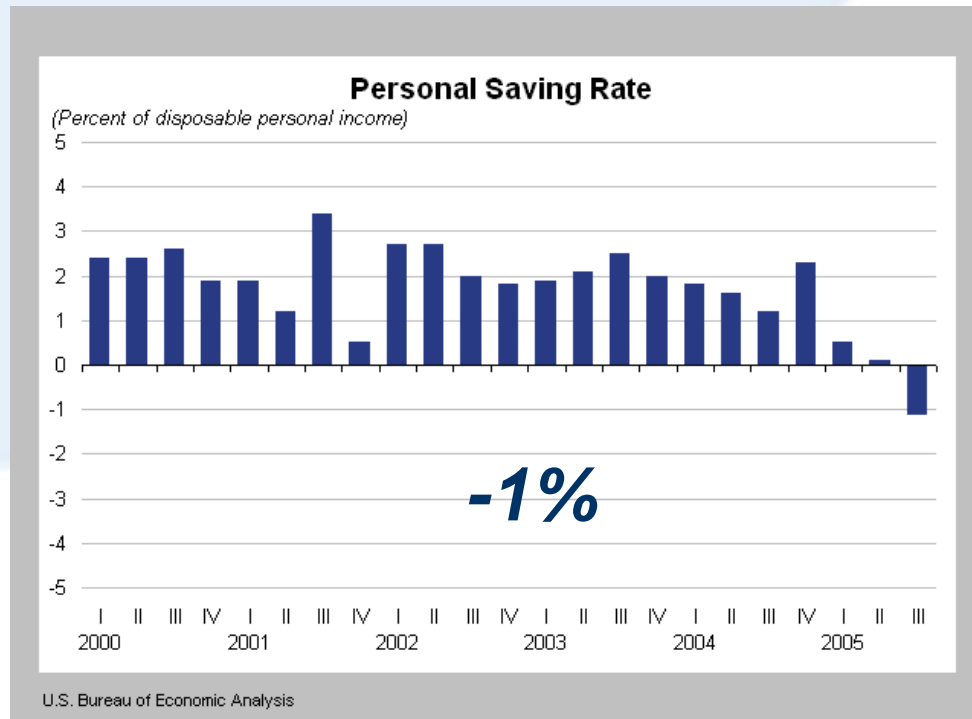
V. Your Questions and Comments

Why Financial Literacy?

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 - *Young adults between the ages of 20 and 24.*
 - *More people filed for bankruptcy in 2004 than graduated from college!*

Just How Bad Is It?

- American children, teens and young adults (ages 8-21) **earned about \$211 billion** in 2003, and **spend at a rate of approximately \$172 billion** per year while **saving at a rate of \$39 billion** per year.
- Only **a quarter of Americans** feel very well informed about managing household finances.
- **80% of parents** believed that schools provided classes on money management and budgeting.
- **Only seven states** have made personal finance a requirement for high school graduation in 2004.

Sources can be found at <http://www.isunetworks.org>

K-12 Teacher Survey of Financial Literacy



K-12 Teacher Survey of Financial Literacy

- Assess what, if anything, is taught by K-12 teachers in the United States relative to Financial Literacy topics.
- Understand teaching techniques used relative to academic standards.
- Understand the use of learning assessments.
- Identify current source(s) of information and materials.
- Understand perceived barriers to teaching Financial Literacy.

Survey can be downloaded at <http://www.isunetworks.org>

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- The majority of teachers - 8 in 10 - think it is important to teach financial literacy in U.S. classrooms.

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 - ***Only about half of K-12 teachers, however, say they do teach some form of “Financial Literacy” to their students.***

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 - ***Only about half of K-12 teachers, however, say they do teach some form of “Financial Literacy” to their students.***
 - *Middle and High School teachers are more likely to teach financial literacy topics compared to K-5 teachers.*

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- About one-third of K-12 teachers think their state has standards related to financial literacy, but nearly three-quarters believe their state *should* have academic standards for this subject.

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- About one-third of K-12 teachers think their state has standards related to financial literacy, but nearly three-quarters believe their state *should* have academic standards for this subject.
 - ***An extremely small number of teachers overall have been asked to teach Financial Literacy topics in their classrooms.***

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 - **Computer Simulations** that would allow students to make financial decisions and see what happens.

Our Response – Kids Count on the Money Bus!





Development Background

- Surveyed K-12 financial literacy curricula
- Conducted focus groups
- RFP process for activity designers, fabricators, and technology designers
- One year design and development process
- 3 month piloting process





Curriculum Background

- **Primary Components of Kids Count™ Financial Literacy Curriculum**
 - Earning
 - Saving
 - Budgeting and Choices
 - Spending
 - Giving
- **Standards Correlations**
 - Mapped to Indiana Academic Standards for 3rd, 4th, 5th grades
 - **Social Studies (Economics)**
 - **Math**
 - **Language Arts**
 - Mapped to Jump\$tart Standards & Benchmarks in Personal Finance
 - **Income**
 - **Money Management**
 - **Spending and Credit**
 - **Saving and Investing**





Curriculum Background

- A **pretest** to assess previous experience with money management and basic math skills
- A **posttest** to assess understanding of each chapter's objectives
- Glossary of 45 financial literacy terms
- Answer key for all questions





Money Bus Bank

- **Before boarding**

- Students will have completed either All Aboard! or full curriculum
- Budgeting to determine short term and long term goals
- Students use their budgets to open accounts, receive a debit card, write a check to pay for their ticket to board





The Money Bus™!

- **On board**

- Students visit the fair (concession stand, photo booth, donation concentration, arcade, roller coaster) and have fun!
- Monitor and manage expenditures against budget, using ATM





The Money Bus™!

- Capacity of approximately 60 students per day
- Parent volunteers are encouraged to participate
- Each student is given a copy of My Family Counts, to engage their families in financial literacy activities





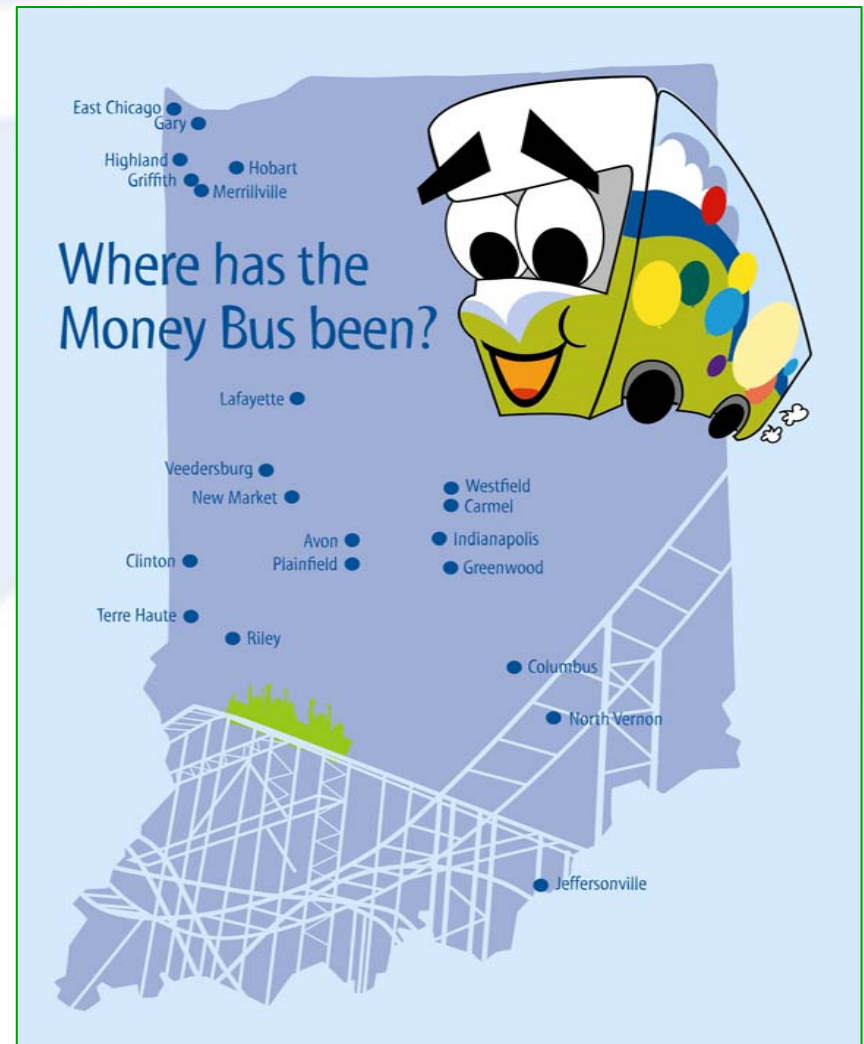
The Money Bus™ - Reaching Indiana

06/07 School Year:

- ~4,500 Indiana children
- 46 schools
- ~415 Indiana parent/community volunteers
- ~teachers

07/08 School Year:

- ~5,300 students
- 53 schools
- ~500 volunteers
- ~250 teachers
- *08/09 fully booked!*



Also On the Horizon...

- Phase 1 – ***Curriculum Moves Online***
 - Effort to disseminate and expand usage
 - Fully indexed, searchable and downloadable, mapped to all state standards.
- Phase 2 – ***K-12 Professional Development for Teachers***
- Phase 3 – ***Moving Interactive Components to Web***



Other FL Resources



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- ***Nonprofit***
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 - **MoneyMath** (<http://www.treasury.gov/offices/domestic-finance/financial-institution/fin-education/council/lessonsforlife.shtml>)

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 - **Financial Literacy Challenge** (<http://www.treasury.gov/offices/domestic-finance/financial-institution/fin-education/council/nflc.shtml>)

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- **Sense and Dollars** (Maryland Public TV - <http://senseanddollars.thinkport.org/>)

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- **Fedville** (Fed. Res. of San Francisco - <http://fedville.org/>)

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- **Indiana Council for Economic Education**
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- **Money Savvy Generation** (<http://www.msgen.com>)

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- **Federal Reserve program list**
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Contact Us!

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