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JUMP\$TART ADMINISTRATIVE ASSISTANT



Jennifer Warner

I am pleased to announce that we have hired an Administrative Assistant for the Michigan Jump\$Tart Coalition. Jennifer Warner, a native Michigan resident and long time supporter and educator in the financial literacy field throughout the country, is a welcome addition to our coalition. Ms. Warner will be the first paid employee of the coalition since the 10 years of its inception. Jennifer comes to us with a vast array of administrative, technological, organizational and educational experience! She will be a tremendous asset to our group. Please give Jennifer a warm welcome in the months ahead. Lois Gibbons

Jennifer earned a Bachelor’s of Science in Secondary Education from Central Michigan University with a concentration in Family and Consumer Sciences including a Vocational Endorsement. She began her educational career by teaching at Harrison Community High School and while doing so, she gained approval, and implemented a consumer education course.

Following her initial two years of teaching she was offered the opportunity to work as the Educational Programming Manager for the Family Economics and Financial Education (FEFE) Project at The University of Arizona. While employed by FEFE she presented at over twenty national professional developments on the topic of financial literacy in the classroom. While in Arizona, she earned a Master of Arts degree in Teaching and Teacher Education from The University of Arizona.

Following her three years in Tucson, she decided that she wanted to step back into the classroom to capitalize upon the opportunity to affect young adult lives. She spent her first year back in Michigan teaching full time at Midland High School, and recently accepted a full time Family and Consumer Sciences position at Davison High School, where she also serves as the class of 2015 co-advisor. Jennifer is also involved with the Family and Consumer Science Educators of Michigan professional organization.

In addition to being a member of the organization, she serves on their executive board as their Treasurer and as a member of their conference committee. Jennifer is incredibly excited to have the opportunity to work with Jump\$Tart, and feels very fortunate to be involved with such a highly reputable organization! Read a message from Jennifer on page 8.....

SAVE THE DATE—DECEMBER 6, 2011

TAKING OWNERSHIP IN PERSONAL FINANCE

FEDERAL RESERVE BANK of CHICAGO—DETROIT BRANCH

REGISTRATION INFORMATION ON PAGE 3



Andy Dillon

VISA, STATE TREASURER & DETROIT LIONS TO SPONSOR FINANCIAL FOOTBALL

VISA, State of Michigan Treasurer, Andy Dillon and the Detroit Lions' are coming together in Detroit on November 15th to promote Financial Literacy.

Financial Football DVDs, provided by VISA, will be given to every middle school and high school in the state of Michigan. Forty student athletes from Detroit will compete on two teams playing Financial Football!

In the afternoon Visa, the Federal Reserve Bank of Chicago - Detroit Branch and the Michigan Jumpstart Coalition will share personal finance ideas with 50 elementary students. Bags containing important financial tools for parents will be sent home with each child.

Look for details of the event at www.mijumpstart.com in November.

ANNUAL TEACHER CONFERENCE DECEMBER 6, 2011 FEDERAL RESERVE DETROIT

Preparations for Jump\$tart's annual December Teacher Conference have been underway for some time. Our keynote speaker, Maxine Peterson, will be coming to us from Minnesota.

Ms. Peterson was Teacher of the Year for the American Association of Family & Consumer Science Teachers in 2006 and is a motivational speaker. Maxine is very enthusiastic and will take conference participants to the next level, preparing all to be more effective educators!

Continued next column.....

Join us for "Taking Ownership in Personal Finance Education" at our annual teacher's conference at the Federal Reserve Bank of Chicago—Detroit Branch on **December 6th**. SB-CEUs will be provided.

Breakout sessions for elementary, middle school and high school/adult audiences will include speakers and panel discussions. Money Smart libraries will be on display along with many vendors and bookseller, Barnes and Noble. Take home lots of resources and supplementary material to teach personal financial education.

REGISTRATION INFORMATION PAGE 3

ANNUAL CONFERENCE A GREAT RESOURCE

"Having attended a number of Jumpstart Conferences in the past, I can say that this conference is one that offers a variety of speakers, experts and passionate people in the field of personal finance. The information that is provided during the conference can be implemented immediately into the classroom setting. The conference is always professional and well organized and is supported by a strong group of organizations and individuals who believe in educating students and young adults in real life financial situation."

I want to mention the following three great resources that are available to classroom teachers free of charge:

1. www.everfi.net : this is an online simulation that consists of ten 45-minute modules covering topics such as savings, credit, taxes, housing, etc.
2. Gen I Revolution
3. A new one that I have come across is Banzai. It is being offered for free by Community West Credit Union.

Amy Broekhuizen
FCS educator, East Kentwood High School
Kentwood MI



MICHIGAN JUMP \$ START!



FINANCIAL SMARTS FOR STUDENTS

SAVE THE DATE

Taking Ownership in Personal Finance Education Conference
(0.5 SB-CEUs)

Tuesday, December 6th

7:30 am - 4:00 pm

Federal Reserve Bank of Chicago - Detroit Branch

Keynote Speaker:

Maxine Peterson

2006 MAFCS Teacher of the Year and AAFCS Top Teacher in the Nation

Maxine Peterson is a dynamic speaker and has consulted, and presented for Learning ZoneX-press for more than 5 years. In addition, Max is the author of Senior High Strategies Lesson Plan: Preparing for Success in Life Curriculum, a comprehensive program designed to help students face college life and beyond with confidence.

Also in attendance:

John Austin, President,
State Board of Education will
answer your questions.

A variety of free resources,
curriculum, tools for your class
room will be on hand, along with
additional speakers and vendors
like Barnes and Nobles with
books available for purchase.

A money smart library
for elementary, middle
and high school will be on
display for your review.

Thank you to our sponsors:

State Farm Insurance and the Federal Reserve Bank of Chicago - Detroit Branch

Register for this event online at www.mijumpstart.com

Contact Jennifer Warner with any questions. 989-621-7145 / JWarner@mijumpstart.com



**JUMP\$TART TO
WORK WITH
BAKER COLLEGE of
AUBURN HILLS**

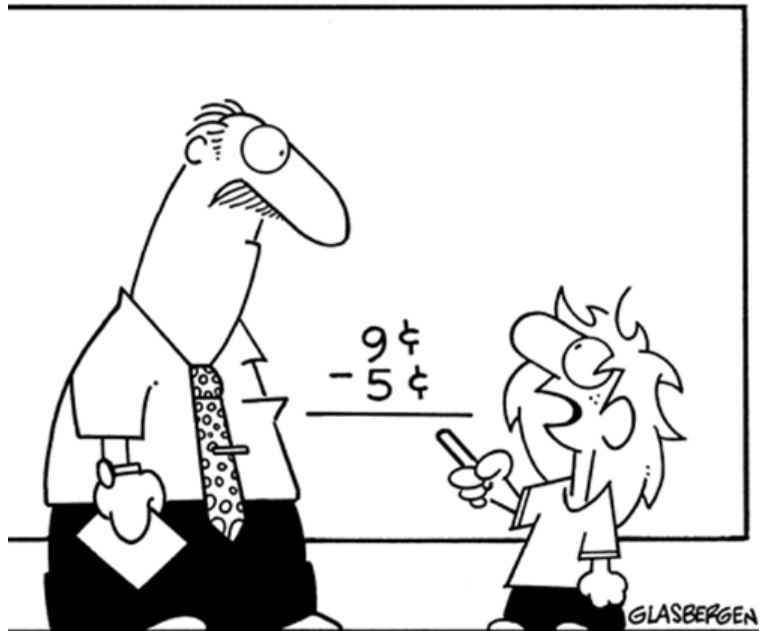
Goal: A collaborative effort between Jump\$tart and Baker College of Auburn Hills to realize a service learning component in the following Baker College course: MTH 421- Technology in the Elementary Classroom.

MTH 421 Technology in the Elementary Classroom (3QH): Uses electronic technologies to help elementary school students understand mathematics. Calculators, graphers, and computers are used in a laboratory setting to investigate patterns; test conjectures; explore and analyze data; connect numerical, symbolic, and graphical representations; visualize geometric concepts; and investigate and solve real-world problems (Baker College 2010/11 Catalog).

MTH 421 @ Auburn Hills: this course is populated by our teacher preparation students and is offered every spring, enrolling about 8 students. Our campus's instructor, Andy Hopkins (Andrew.Hopkins@baker.edu) is a fourth grade teacher in the Harper Woods School District and also serves as that district's technology liaison. He has earned an Educational Specialist in Instructional Technology degree with a concentration in Interactive Technology and is currently working on his PhD at Wayne State. Andy has worked to not only train our pre-service teachers in how to effectively incorporate technology into their mathematics instruction, but to model that behavior by incorporating technology into his own instruction. He has, for example, incorporated wikis into the class, requiring students to post and share math related web links, to share informational pieces as they relate to math and technology, and to share lesson plans that incorporate technology. As a result, the course reiterates state and national core standards as they pertain to elementary school students and mathematics while concurrently exposing our pre-service teachers to various forms of technology, which can complement their future instruction and potentially help them meet these standards more efficiently.

Why and how does Baker College of Auburn Hills hope to collaborate with Jump\$tart?

An emerging campus goal of this course is to provide students with more opportunities to apply what they are learning in the college classroom to authentic K-8 instructional scenarios. Specifically, the hope is to incorporate a service learning component into the course, which would allow our students to gain real-life experience while also providing viable opportunities for students to be active and contributing citizens. To that end, Baker College of Auburn Hills is very interested in working with Jump\$tart on a capstone project for this course which would involve the development of personal finance lesson plans, facilitator training, and/or actual modules of technology-laden personal finance instruction for elementary school-aged students.



"If the brightest minds on Wall Street can't figure out the economy, then what do you expect from me?"

SAVE THE DATES

November 4-6, 2011

Jump\$tart National Educator Conference
Hyatt Regency Washington on Capitol Hill

Visit Jump\$tart on Facebook



Key Themes from President’s Advisory Council on Financial Capability

The President’s Advisory Council on Financial Capability (“Council”), after inviting public comment on the Council’s proposed themes and principles for recommendations, presented its recommendations September 22, 2011. Established by Executive Order on January 29, 2010, the role of the Council is to advise the President and the Secretary of the Treasury on means to promote and enhance individuals’ and families’ financial capability.

Following is an outline of the Council’s preliminary recommendations.

Consistent with our Principles for Recommendations, the PACFC will focus our final recommendations on the three themes listed below. In all three cases, we will take into consideration the particular needs of traditionally underserved populations. In addition, the PACFC believes the themes and recommendations should be promoted nationwide to raise awareness and energize the public, as well as to reinforce and coordinate existing private sector efforts.

Theme I. Financial education should take its rightful place in American schools.

Rationale:

Financial illiteracy is widespread in the United States and Americans, including students, are worse off because of this. In one recent study adults scored a grade of C in financial literacy, while high school students mainly received failing grades (Lusardi, Mitchell, 2009). Low levels of financial literacy appear to be tied to higher rates of being “unbanked,” higher levels of indebtedness, lower rates of wealth accumulation, and lower rates of retirement planning (Lusardi, Mitchell, 2009). Eighty-two percent of Americans and eighty-nine percent of teachers think personal finance should be taught to all students at least as early as high school (Visa 2011, Way 2009). In particular, navigating whether and how to pursue higher education and how to finance this investment is critical, but many students appear unprepared to do it. Two million enrolled college students eligible for Pell Grants didn’t apply for Federal aid, leaving money on the table (NCES, 2008); two-thirds of students taking private loans didn’t exhaust more affordable, flexible Federal aid first (TICAS, 2009); and at a time when student loan debt now exceeds credit card debt in America, student loan defaults are on the rise.

Students need to be provided with effective financial education *before* they enter into financial contracts, yet:

- Only 9 states have formal requirements to assess students’ financial literacy (CEE, 2009).
- Less than 20 percent of teachers believe they are adequately prepared to teach personal finance topics (Way, 2009).
- Financial education and debt management programs aimed at students receiving Federal student loans are unevenly administered and rarely evaluated.
- While there are many financial literacy programs aimed at America’s students from pre-kindergarten through college and beyond, there is a dearth of research on the effectiveness of these programs and their impact on subsequent behavior.

Theme II. We should build a financially capable workforce and retiree community, which is necessary for a stable and globally competitive economy.

Rationale:

Delivering financial education and access in the workplace – and providing employers with cost-effective models of high-quality financial guidance and related benefits – has the potential to positively impact 138 million Americans (Bureau of Labor Statistics, Employment Situation Summary, May 2011). Encouraging workplace financial education and access can drive positive behavioral change during the life stages at which most adults make critical decisions regarding savings, retirement planning, insurance and other benefits.





A new year of teaching, motivating and empowering America's students is now underway. Whether you are kindergarten or college, are a scout leader or a librarian, we hope that VPW's service of providing FREE curriculum materials has helped you in your important work of empowering students.

Please visit our website at www.vpw.com to order any of the FREE materials listed.

PLEASE NOTE: VPW IS DISCONTINUING THIS SERVICE AT THE END OF 2011.

Order now to receive your FREE materials by December 31st.

Introducing an exciting new version of "Next Generation," a multi-award winning teaching program



NextGen3: Traveling at the Speed of Life.

Based on compelling real-life stories of actual teens, this DVD and web-based program is designed to help educators teach middle and high-school students about the importance of insurance and financial planning. Sponsored by the nonprofit LIFE Foundation, program components cover five critical areas teens will need to address when planning for the future: introduction to risk and insurance, life insurance, health insurance, disability insurance and financial planning basics.

[Click here to learn more and to order.](#)

The Federal Reserve Bank is in the news almost every day! **Why?** How does the FRB impact the lives of your students and their families? **What do they do?**



The What We Do Lesson Plan Kit has been produced by the Federal Reserve Bank of Chicago especially for middle and high school classes in business/economics, social studies, FACS or history. It aims to help you teach about the role of the nation's central bank. Included are a DVD that outlines the role and responsibilities of the Fed, a game that helps students understand the concept of inflation, and a take-home assignment that requires the students to reflect on what they have learned.

[Click here to learn more and to order.](#)



BIENVENIDO A LOS CENTSABLES EN ESPAÑOL



We are delighted to announce that the [Spanish language version of The Centsables website](#) is here! It gives the six superheroes – and all our franchisees – even greater powers: now we can reach out to a whole new segment of population, bringing financial literacy skills to more kids than ever. It’s a one-of-a-kind financial literacy tool that nobody but you can offer your customers. Your Spanish version of the site is linked up and running –ready to help you expand the value-added service you provide.

Estamos encantados de anunciar que la [Versión en español del sitio Web de la Centsables de](#) está aquí! Da los seis superhéroes – y todos nuestros franquiciados – incluso mayores poderes: ahora nos podemos llegar a un nuevo segmento de población, trayendo alfabetización financiera a más niños que nunca. Es una herramienta de alfabetización financiera uno de tipo que nadie pero le puede ofrecer a sus clientes. Su versión en español del sitio está vinculado –ready ya está en marcha para ayudar a expandir el servicio de valor agregado que usted proporciona.

There's an entire support team behind The CENTSABLES – and you! We created a program that works for you from Day One. And we keep on working for you, enhancing the Website, developing new materials, and ensuring that your program is convenient, effective, and very rewarding.

With our support team behind

you can count on achieving SUPER SUCCESS!



Follow Sammy!  

"Changing Children's Lives One Dime at a Time!"



Sammy Rabbit: Halloween and Holiday Specials!

Celebrate Halloween with a Sammy Ghost Story!

Just in time for Halloween and the Holidays, we're offering a special promotion on our award winning double-disc story and music CD, *Sammy's Secret, Dream and Discovery!* **CHECK OUT** this clip from **Sammy and the Greedy Ghost**

In addition to the *Sammy and the Greedy Ghost* story, *Sammy's Secret, Dream and Discovery* CD has 2 additional stories and 19 of the catchiest, most entertaining songs on the market. As a bonus, the CD also has 3 games and 4 author interviews!

Author and financial expert, [Gerri Detweiler](#) remarked, "My [elementary] school age daughter changed her tune about spending and saving virtually overnight with the help of Sammy the Rabbit. She and her friends loved the CDs and books."

Sammy's CD Package:

\$19.99 Includes the following items:

- 1 Sammy's Secret, Dream and Discovery CD,
- 1 It's A Habit, Sammy Rabbit Story Book, and,
- 1 It's A Habit, Sammy Rabbit Work Book

Sammy's Combo CD Package:

\$25.99 includes the following items:

- 1 Sammy's Secret, Dream and Discovery CD,
- 1 It's A Habit, Sammy Rabbit Story Book,
- 1 It's A Habit, Sammy Rabbit Work Book,
- 1 Sammy's Big Dream Story Book, and
- 1 Sammy's Big Dream Work Book

For organizations looking for special volume discounts, look at Sammy's CD Bonanza below!

100 Sammy's Secret, Dream and Discovery CDs

100 CDs for only \$999.99 (That is over 1/3 off the standard price!)

It's



It's a Habit Company
2238 Harwood Street
Los Angeles, CA 90031





MESSAGE FROM JENNIFER WARNER

My name is Jennifer Warner and I am currently the full time Family and Consumer Sciences Educator at Davison High School, in Davison, Michigan. With the Jump\$start conference fast approaching in early December, I wanted to take a moment to share my outlook on the conference, in addition to pass along a few websites that I have found to be helpful over the years.

Michigan Jump\$start conferences and trainings have been a part of my professional career from multiple different perspectives including being involved as a participant, and a presenter. Michigan Jump\$start provides proactive, engaging, and effective professional developments for educators who have interest, experience, or a passion for financial literacy. Committing to attend a Jump\$start conference means that you have committed to learning and obtaining the newest materials, participating in networking opportunities with other professionals, and gaining technology resources. All of these plus many additional positive attributes provided by this professional development will help to increase the rigor and relevance with your audience.

As all educators and business professionals know, the newest technology allows you to stay on the cutting edge of research, implementation, and assessment of knowledge in all content areas in addition to financial literacy. Some websites that I have found, been exploring, and would like to pass along include the following:

www.edmodo.com

Edmodo is a social learning network for teachers and students. This site allows members to post materials, share digital content and access grades and homework. It even will send a text message to students (if they choose) to be alerted when you post something new!

www.edistorm.com

Brainstorming goes high tech with edistorm! This website allows users to collate ideas in real time, and be collaborating with others! All brainstorms are saved to revisit later and there are even 'Idea Bots' to assist you if the brainstorming comes to a halt! There are different options for packages to fit your needs, including an option that has no cost attached!

www.wordle.net

This one has been highlighted by a few different organizations; however, reminding people that it is out there is never a bad thing!

Wordle allows you to generate a "word cloud" from any piece of text. The clouds give prominence to the most repeated words, so it's ideal for spotting patterns. Students can change colors, spacing and fonts. This helps to turn the cloud into a work of art. Using this for students to emphasize important vocabulary or share a bit about themselves would be perfect.

www.nrich.maths.org/public

This Cambridge University website allows you to access free resources to enrich your math lessons. You'll find games, problems and articles arranged by age and suitable for students from age 5 to 19. It is updated with new material the first of every month, so there is always new material to explore!

I am happy to provide additional resources, support, or answer questions if the request arises. Please feel free to contact me at anytime, and I wish the best for everyone educating others on the incredibly imperative topic of financial literacy!



JUMP\$START ELECTS OFFICERS

Results of election of officers at the September 20th Annual meeting:

Chairperson	Lois Gibbons
Vice Chair	James Studinger
Treasurer	Lee Rogers
Secretary	Ronald Bettie

The Board of Directors will continue to count on and appreciate the support of members, associates and sponsors as the Michigan Jump\$start Coalition pursues its goal of making personal Financial Literacy available to young people throughout our state.



2011 Jump\$tart National Educator Conference

November 4-6, 2011

Hyatt Regency Washington *[on Capitol Hill]*, Washington DC

All K-12 Classroom Teachers! Join others in the financial literacy movement in Washington D.C. and receive training with educators from all over the country.

If you teach, plan to teach, or want to teach **personal finance** as a standalone course or incorporated into other subjects, this conference is for you.

Registration opens Tuesday, September 6. Bookmark our [conference webpage](#) to be among the first to register.

Registration Fee: \$350

Includes two nights' private hotel accommodations and all conference meals. *Same price as 2010. Attendees must arrange and cover their own transportation.*

This highly-subsidized program is underwritten by [Experian](#) and [Wells Fargo Foundation](#), supported by other generous sponsors, and offered in partnership with the [National Education Association](#).

The Jump\$tart National Educator Conference offers you:

- A chance to meet and hear from national leaders in finance, government, and education.
- An exhibit hall dedicated to financial education resources.
- Breakout sessions designed to improve your own level of financial literacy, as well as introduce effective resources and techniques for teaching personal finance.
- 15 professional development hours.
- An opportunity to network with fellow education professionals from around the country.

An intense day-and-a-half, planned specifically to meet the needs of classroom teachers who want to improve their skill and confidence in teaching personal finance and want to have a good time doing it!

Financial literacy organizations might be interested in exhibiting resources at the 2011 National Educator Conference. [Exhibitor Registration](#) is now open. [Sponsorship opportunities](#), which include exhibit space, are also available. For individuals who are not classroom teachers, there are many general financial literacy conferences, including some conducted by our national partners and state affiliates. The [Society for Financial Education and Professional Development](#) conducts its Financial Literacy Leadership Conference in the DC area just before our National Educator Conference.

Contact [Dan Hebert](#) if you have questions or need assistance.

Money Smart Longitudinal Study Research Project

The Federal Deposit Insurance Corporation (FDIC) will be conducting a study to evaluate how the Money Smart for Young Adults curriculum impacts how participants handle money. We are currently recruiting sites that plan to use this curriculum over the next several months with students ages 14 to 18. Selected sites will be asked to provide information about their use of the curriculum, and to have their students take pre- and post-training surveys through which we will measure their financial knowledge and behavior.

All selected sites will receive a stipend in appreciation for their willingness to help with this important research effort. The results of the study will impact any future changes to the curriculum, and will also be disseminated to the financial education community nationwide.

If you are interested in participating, or would like more information about the study, please submit your information online at <http://www.fdic.gov/consumers/consumer/moneysmart/study.html>, e-mail communityaffairs@fdic.gov, or call 1-800-287-1581.

If you are not planning to use the Money Smart for Young Adults curriculum but know someone else that may be, please share this information with them.

Thanking you in advance for helping the FDIC with this Important Financial Education Evaluation Effort!"

Phyllis A. Pratt, Community Affairs Specialist
 Federal Deposit Insurance Corporation
 550 17th Street, N.W.
 Washington, D.C. 20429
 Phone: 703.254.2245

Continued next column.....





Practical Money Skills for Life™



New Khan Academy Video Content

This month, Practical Money Skills begins to unveil new instructional personal finance videos from the renowned Khan Academy, with a new video being featured each week. Sal Khan's clear, easy-to-understand videos have been used by millions interested in educating themselves on a wide variety of topics. The videos will cover everything from the unemployment rate to mortgage interest rates. [Watch now.](#)



Bay Area Kids Get "Giant" Financial Baseball Lesson

Visa hosted 30 young San Bruno Junior Giants at AT&T Park, home of Major League Baseball's San Francisco Giants, for a budgeting workshop and game of "Financial Baseball." During the event, Giants' pitcher Ryan Vogelsong and legend Dave Dravecky tutored the 11- to 13-year-old Junior Giants in personal finance and making their own budget using the [Grand Slam Budget Builder](#). The kids used the information they learned to play Financial Baseball at AT&T Park's Fan Lot (miniature baseball field). The Giants stars pitched financial literacy questions to the students in a lively game of "Financial

Baseball," where students advanced around the bases by answering personal finance questions correctly. "Like" us on Facebook to view the pictures from the event [here](#). [Read more.](#)



Practical Money Matters Article: The Power Of Compounding

Not only is procrastination a bad habit, it can be an expensive one as well. Postponing savings for retirement or other long-term goals by only a few years can mean tens or hundreds of thousands of dollars in lost savings. [Read more.](#)



Innovative Educator: Dora Walker, Liberators Inc. Los Angeles, CA

For the past 34 years Dora Walker has been an educator in the Los Angeles, CA and St. Louis, IL areas teaching financial literacy and language arts to make a difference in at risk teens lives. [Read More.](#)

Nominate an Innovative Educator to Receive a \$5 Amazon Gift Card

Each month, Visa honors an educator who is innovative in helping students lay the foundation for future financial success. If you or a teacher you know is using Practical Money Skills' curriculum or otherwise enriching students with lessons in financial literacy, tell us about it. Each individual who nominates an educator will receive a \$5 Amazon Gift Card, while supplies last. [Nominate an Innovative Educator.](#)



President's Advisory Council on Financial Capability

Continued from page 5

- What American adults actually know about personal finance and math is sharply lower than what they think they know. Almost half (48 percent) who gave themselves the highest score math were not able to perform two calculations involving interest rates and inflation (FINRA Foundation, 2009).
- The majority of Americans do not have a "rainy day" fund for unanticipated financial emergencies and are not adequately preparing for their children's college education and their own retirement. And more than one in five survey respondents use high-cost, alternative borrowing methods, such as payday loans or pawn shops (FINRA Foundation, 2009).
- Seventy-six percent of Americans say they are stressed about money (American Psychological Association Survey, 2010).
- Over two-thirds of employers say that financial stress contributes to health costs at their company. Fifty-eight percent say that financial "illness" contributes to employee absences at their companies, and 78 percent also agree that employees are less productive at work when worrying about personal financial problems (MetLife Study of Employee Benefits Trends, 2010).
- Employee Assistance Program providers have seen an 88 percent increase in requests for help with financial matters since the economic downturn began (Employee Assistance Society of North America, 2008).

Theme III. Americans should also learn the core concepts of personal finance at the heart of their lives— in their families and in their communities.

Rationale:

Families and the communities in which they live are the core social and economic units of American society -- the key environments within which financial capability can be taught and learned with long-lasting effectiveness. Responsibility for modeling and teaching financial capability begins in the family and extends to the local community of businesses, financial institutions, schools, non-profits, and even places of worship. Parents need to start the conversation (e.g., "talk to your kids about money"), and we need to provide the public, especially low and moderate income families, the learning tools and the financial access to become financially capable.

The financial crisis of 2008, in part, demonstrated the lack of understanding of basic financial management information and skills, which was costly to society and disproportionately impacted America's low- and middle-income earners. Our country loses valuable human capital as Americans who struggle for daily financial survival are unable to pursue higher education or focus their talents on innovation, entrepreneurship and intellectual contributions to the nation's progress.

- Parents are the single greatest influencers of positive financial attitudes and behaviors in their children (Shim, Barber, Card, Xiao, Serido, 2009).
- Even if parents do not model positive financial behaviors in front of their children, they influence positive financial behaviors through their expectations for their children. Also, they influence their children through direct teaching (Shim, et al., 2009).
- In addition, a growing body of research has been coalescing around the notion that young children can grasp rudimentary financial concepts.
- In a recently completed study in the Journal of Children and Poverty, Center for Social Development researchers found that among youth who expected to graduate from a four-year college, those with a savings account in their name were approximately six times more likely to attend college than those with no account.
- "Communities are an important entry point for social change...." They affect individual and family well-being and their influences are amenable to change (Aspen Institute, 2002).

Like us on Facebook

