



**COUNCIL FOR
Economic
Education**

Teaching Opportunity®

THE CEE REPORT

FALL 2011

“We’ve learned a lot about what works...Let’s focus on the thing that actually matters the most, which is the teacher.”

- Melinda Gates (Talking about the Gates Foundation investment in “Making Teachers More Effective”)

EVENTS

OCTOBER 12

CEE COCKTAIL RECEPTION
WITH REMARKS BY DAVID
NELMS, CHAIRMAN AND
CEO OF DISCOVER
6:00–7:30 PM
CHICAGO, IL

OCTOBER 12–15

50TH ANNUAL FINANCIAL
LITERACY AND ECONOMIC
EDUCATION CONFERENCE
WESTIN MICHIGAN AVENUE
HOTEL, CHICAGO, IL

OCTOBER 27

2011 VISIONARY AWARDS
ST. REGIS HOTEL
NEW YORK, NY

2012

JANUARY 26

“ECONOMISTS ON THE
ECONOMY” PANEL
DISCUSSION FEATURING
JEFFREY LACKER AND GARY
STERN, NEW YORK, NY

MAY

2012 NATIONAL ECONOMICS
CHALLENGE FINALS
NEW YORK, NY



ING DIRECT and CEE Partner to Develop a New K-5 After School Program

**Changing a Nation of Spenders to a Nation of Savers through Financial Education
*ING Direct Funds Personal Finance Afterschool Program for Elementary Students
through the Council for Economic Education***

The Council for Economic Education is proud to announce a new partnership with ING DIRECT to pilot a personal finance after-school program for elementary school students focusing on effective decision-making and the development of crucial life skills.

The financial literacy program will teach young students the basics of banking

and credit, learning the cost to run a family, exploring cost-benefit analysis for purchases and the economics and finances of their individual communities.

Arkadi Kuhlmann, President and CEO of ING DIRECT USA, the country’s largest savings bank, and CEE board member supports this important initiative conducted by the CEE.

“Through the ING DIRECT Kids Foundation programs

we help children throughout the country understand the basics of saving, spending and investing,” said Kuhlmann. “By means of this outstanding partnership with the CEE, our goal is to help children and adults understand that saving is a good thing for us as individuals and as a nation. Most of all, we will provide examples of how saving can better the quality of life.”

Council for Economic Education
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www.councilforeconed.org

Note from the CEO

The CEE has had a very productive year. We are well on our way to bringing outstanding professional development training in economics and personal finance to over 50,000 teachers. We are uniquely qualified to do this - our curriculum and content is developed by PhD economists and economic educators, our work is rigorously field tested and assessed, and our training programs cover core knowledge, exposure to our hands on learning tools and the pedagogy to be able to bring these tools successfully into the K-12 classroom. These programs are largely delivered through our state councils - see our featured story on the Virginia CEE. For our end of year highlight, we will be honoring a group of outstanding champions of economic empowerment at our Visionary Awards on October 27th - see last page for details.

We are looking forward to 2012 -continuing to use technology to support our educators more effectively, and meeting diverse market needs: from Grad Nation's list of 2000 lowest performing high schools to K-5 after school programs. If you are interested in teacher training programs in your area - please call us. We welcome the support of and partnership with those who wish to make economic and financial literacy a priority in the schools, and to help us educate young people about an economy they will work in, benefit from and ultimately, inherit.

Nan J. Morrison

Nan J. Morrison
President & CEO

IN THE STATES

Virginia Economics and Personal Finance Institutes

Research studies have shown that only half of K-12 teachers say they do teach some form of "Financial Literacy" to their students.

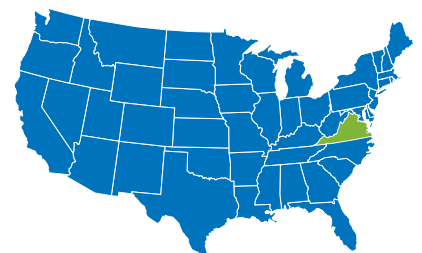


Our Virginia State Council has set out to remedy this problem through 40+ hour institutes conducted around the commonwealth by affiliated university-based centers for economic education. This initiative is a unique partnership between public and private entities from the education and business communities. For example, the Federal Reserve Bank of Richmond participates in the economic institutes explaining the role of the Fed and monetary policy. The institutes and many activity based curriculum resources for use in the classroom are provided to teachers at no charge through the generous support from many, including Bank of America Charitable Foundation, BB&T Charitable Foundation, Capital One, Genworth Foundation, SunTrust Foundation, Virginia Bankers Association Education Foundation and Wells Fargo.

Over 600 teachers were served in 2010 and 2011 with plans to substantially increase this impact as part of an aggressive 5 year plan to offer Virginia teachers the skills, resources and tools they need to affect the economic and financial literacy rate of their students.

"This Institute has provided me with a greater understanding of why it is so important to teach economics in our schools. It has provided me with additional tools for me to be able to make this information interesting and fun for high school students."

- Cynthia Hughes, High School Teacher,
Langston Focus School, Danville Public Schools



2011 National Economics Challenge



Nan J. Morrison, President and CEO and S. Buford Scott, CEE Board Secretary with the 2011 National Economics Challenge Champions

The CEE created the National Economics Challenge in 2000 to promote student interest in economics, reinforce classroom instruction, advance academics and school spirit and reward scholarship. In 2011, more than 1,200 teams of high school students participated in 32 states nationwide.

The National Economics Challenge is one of several key initiatives in the CEE's "Campaign for Economic Literacy" which seeks to focus public attention on the importance of economic literacy and the need for a high-quality, standards-based economics curriculum in every state.

Phillips Academy (Andover, MA) placed first in a rigorous quiz bowl to become the national champions of the 2011 National Economics Challenge, presented by the Council for Economic Education.

Our Winning Teams:

- 1st place - Phillips Academy, Andover, MA
- 2nd place - Mounds View Senior High School, Arden Hills, MN
- 3rd place - The Harker School, San Jose, CA
- 4th place - Choate Rosemary Hall, Wallingford, CT
- 5th place - Iolani School, Honolulu, HI
- 6th place - North Carolina School of Science and Mathematics, Durham, NC

You can watch the competition at:

<http://economicschallenge.councilforeconed.org/>

"Economics is a way of thinking, not just the study of money"

- Tucker Jones, North Carolina School of Science and Mathematics

New Board Members

Council for Economic Education Appoints Kuhlmann, Campbell and Duboff to Board of Directors. *New board members bring robust experience in financial services, leadership and marketing*

Effective May 23, the CEE's board of directors voted as the newest members of the board Arkadi Kuhlmann, president and CEO, ING DIRECT USA; Deidre Campbell, managing director, Burson-Marsteller; and Rob Duboff, CEO and founder, HawkPartners LLC.

"We are privileged to have three brilliant minds join our board this year," said CEE President and CEO Nan J. Morrison. "The CEE will benefit and grow from the experience, knowledge and passion Kuhlmann, Campbell and Duboff will inevitably bring to the organization."



New board members (left to right) Arkadi Kuhlmann, Deidre Campbell, and Rob Duboff.

CEE Board of Directors Officers

Nan J. Morrison
PRESIDENT & CEO

Doug Woodham
CO-CHAIRMAN

Barry Haimes
CO-CHAIRMAN

Managing Partner, Sage Asset Management

Kenneth L. Thome
TREASURER

Senior Vice President (retired), General Mills, Inc.

S. Buford Scott
SECRETARY
Chairman, Scott & Stringfellow, Inc

You are cordially invited to attend

THE 2011 CEE VISIONARY AWARDS

Honoring Champions of Economic Empowerment

THURSDAY, OCTOBER 27, 2011

THE ST. REGIS HOTEL
TWO EAST 55TH STREET AT FIFTH AVENUE
NEW YORK, NEW YORK

COCKTAIL RECEPTION AND SILENT AUCTION 6:30 PM
DINNER AND PROGRAM 7:30 PM

HONOREES

MARIA BARTIROMO

Anchor of CNBC's "Closing Bell with Maria Bartiromo"

HAROLD BURSON

*Founder and Chairman of Burson-Marsteller, the largest
public relations company in the world*

HENRY KAUFMAN

World-renowned economist and author

JOHN G. STUMPF

*Chairman, President and Chief Executive Officer of
Wells Fargo & Company*

THE 3RD ANNUAL 2011 MCGRAW-HILL
TEACHING CHAMPION AWARDS

COLLEEN HOFFMAN & KIMMARIE LENNON

<http://www.councilforeconed.org/visionary-awards/>

We would like to thank our sponsors as of October 1, 2011:

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