



COUNCIL FOR  
**Economic  
Education**

Teaching Opportunity®

# THE CEE REPORT

WINTER 2012

"Early training in economics and financial literacy will go a long way towards the creation of a stable society in the future."

- Henry Kaufman, President of Henry Kaufman & Company, and renowned economist and author

## 2012 EVENTS

### APRIL

FINANCIAL LITERACY  
MONTH

### TBD

WOMEN'S BREAKFAST  
NEW YORK, NY

### MAY 20

2012 NATIONAL  
ECONOMICS CHALLENGE  
FINALS  
NEW YORK, NY

### OCTOBER 4-6

51<sup>ST</sup> ANNUAL FINANCIAL  
LITERACY AND ECONOMIC  
EDUCATION CONFERENCE  
KANSAS CITY, MO

### OCTOBER 25

VISIONARY AWARDS AT THE  
ST. REGIS HOTEL  
NEW YORK, NY

If you are interested in  
attending or would like  
more information on events,  
please contact Cathy Levy  
at 212.730.5658 or  
[CLevy@councilforeconed.org](mailto:CLevy@councilforeconed.org).

## Words of Wisdom from the 2011 Visionary Awards Honorees

*"My mother said to me as a child, 'Sure you can have ice cream, but how are you going to pay for it?'" –Maria Bartiromo*

Each October the CEE honors leaders who promote economic and financial literacy to create a better-informed society.

The 2011 Visionary Awards honorees were:

**Maria Bartiromo** – Anchor of CNBC's "Closing Bell with Maria Bartiromo," and managing editor of the nationally syndicated "Wall Street Journal Report with Maria Bartiromo"

**Harold Burson** – Founder and Chairman of Burson-Marsteller public relations firm

**Henry Kaufman** – President of Henry Kaufman & Company, world renowned economist and author

**John G. Stumpf** – Chairman, President and CEO of Wells Fargo & Company

The event featured a fireside chat with **Sharon Epperson**, CNBC Senior Commodities Correspondent and Personal Finance Correspondent, interviewing three of the honorees who discussed the importance of personal finance and economic education for today's youth, and their own stories of how they learned about money, finance and responsibility. Michelle Lee, Northeast Regional President, Wells Fargo & Company, accepting on behalf of



Stumpf, applauded the CEE's efforts on financial literacy for today's youth, and discussed Wells Fargo's commitment to partnering with organizations such as CEE to improve personal finance knowledge in the community.

View the fireside chat here: <http://bit.ly/2011VA>.

CEE selected **KimMarie Lennon and Colleen Hoffman as the McGraw-Hill Teaching Champions** for excellence in the field of K-12 economics and personal finance education. Lennon and Hoffman are elementary school teachers in Half Hollow Hills Central School District, Dix Hills, New York. For the past two years they engaged high school seniors from AP economics classes to write children's literature books with their elementary students

based on key economic concepts. This collaboration was enriching and rewarding for all involved, and the children's books were displayed at the local public libraries and Barnes & Noble book stores.

View the Teaching Champions Awardees here: <http://bit.ly/TeachingChampions>.

CEE also was presented with a challenge grant by one of our Board Members who agreed to match, dollar-for-dollar, all monies that were raised in the room that night, up to \$25,000. We are proud to announce that we met that match helping us to exceed last year's event total by over \$20,000.

The 2012 Visionary Awards Dinner will be held on Thursday, October 25 at the St. Regis Hotel, New York City.

Council for Economic Education  
122 East 42<sup>nd</sup> Street  
Suite 2600  
New York, NY 10168

[www.councilforeconed.org](http://www.councilforeconed.org)

## CEO CORNER

# Note from Nan

**C**EE completed 2011 on a high note. In 2011 we trained 55,000 teachers nationwide, including 7,500 in some of the nation's lowest performing school districts. Our annual conference brought together over 400 economists and educators of personal finance and economics including 140 K-12 educators from 33 states, to share best practices, curriculum development frameworks, instructional materials, teaching strategies and new programs. The 2011 Visionary Awards featured a fireside chat with leaders in industry and economics – see our lead story. We welcomed new board members and new funders.

In 2012 our goals include using technology to support our educators more effectively; developing programs targeting specific segments – Hispanic Americans, young women, and K-5 after-school providers, among others; and advancing our policy agenda around economic education through a focus on effective teachers and the common core standards. Thanks to a generous donation from Discover®, we will train more than 1,000 teachers this year on our *Learning, Earning and Investing* lessons, and the Chicago Public Schools will create a required course for high school seniors based on the material, piloting this year.

We will continue to provide training and events for educators, draw upon industry leaders to inform our work, and, most importantly, support K-12 educators so that they can close the gap in their student's understanding of the real world through lessons in personal finance and economics. I look forward to your support in delivering on this critical mission.

*Nan J. Morrison*

Nan J. Morrison  
President & CEO

## IN THE STATES

# Making a Difference in Maryland

Early Education Thwarts Adult Financial Illiteracy

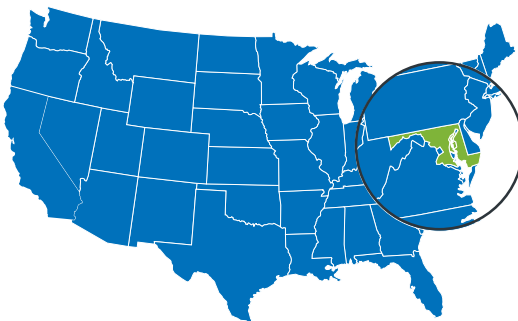


**T**he Maryland Council on Economic Education (MCEE) has been improving the professional lives of Maryland teachers for the last 58 years, and has established relationships with every school district in the state. Organizations such as the Consumer Credit Counseling Service of Maryland and Delaware (CCCS) help MCEE continue to thrive and increase successful outreach. CCCS sees people every day that have gotten into financial trouble. They posited that early education would help children grow into responsible adults, and they set out to find an organization that could help them address these rising issues. When they learned about the MCEE they quickly became a supporter. James Godfrey, President of CCCS, says, "We meet with families all the time that are in some kind of financial crisis, and education is always the key. The relationship with the Maryland Council on Economic Education is helping us solve

the problem before it becomes one."

The Maryland Council is also focused on getting results. MCEE wanted to understand how their teacher training affected student learning. They worked with Dr. Allen Cox, an economist and managing director of the Maryland Coalition for Financial Literacy, to assess student learning. Between 2010-2011, seven different school systems submitted test scores from high school teachers who use *Financial Fitness for Life*, a comprehensive K-12 personal finance resource offered by the CEE. More than 3,800 students and 37 teachers were represented in the study. *Dr. Cox found that students improved their correct scores from 47% to 60% after being taught the FFFL curriculum by teachers that had been trained by MCEE.*

The Maryland Council is making a difference by proving that when we invest in teachers and students, the results speak for themselves.



*"Through key partnerships and programs, MCEE ensures a quality of life and solid foundation in financial literacy for teachers and students."*

*-Mary Ann Hewitt,  
Executive Director, Maryland Council  
on Economic Education*

# 2011 Survey of the States

## Economics and Personal Finance Education in Our Nation's Schools

*"Just as it was not possible to live in an industrialized society without print literacy, so it is not possible to live in today's world without being financially literate."*

*-Annamaria Lusardi, Denit Trust Professor of Economics and Accountancy at the George Washington University School of Business*



The Survey of the States is a biennial report that brings attention to the critical importance of economics and personal finance education by documenting its status in the fifty states and the District of Columbia. The Survey is conducted by the CEE, and sponsored by the Calvin K. Kazanjian Economics Foundation. The 2011 Survey shows that while there has clearly been progress since the first Survey in 1998, that over the last two years, the trend

is slowing and in some cases moving backward.

More work still needs to be done in terms of placing a greater emphasis on economics and personal finance in the K-12 curriculum; requiring separate, stand-alone courses in these subjects as part of high school graduation requirements; and testing student knowledge levels.

### Key Findings:

- The number of states that now require students to take an economics course

as a high school graduation requirement increased from 21 in 2009 to 22 in 2011.

- However, only 16 states require the testing of student knowledge in economics, 3 fewer than in 2009.
- Minimal-to-no improvement has been seen in the area of personal finance. The number of states that now require students to take a personal finance course (or personal finance included in an economics course) as a

high school graduation requirement has decreased from 13 in 2009 to 12 in 2011.

- Only 2 more states now require that personal finance content standards be implemented, bringing the total to 36.

A complete Survey of the States is available for download at

<http://www.councilforeconed.org/survey2011>.

## CALL TO ACTION

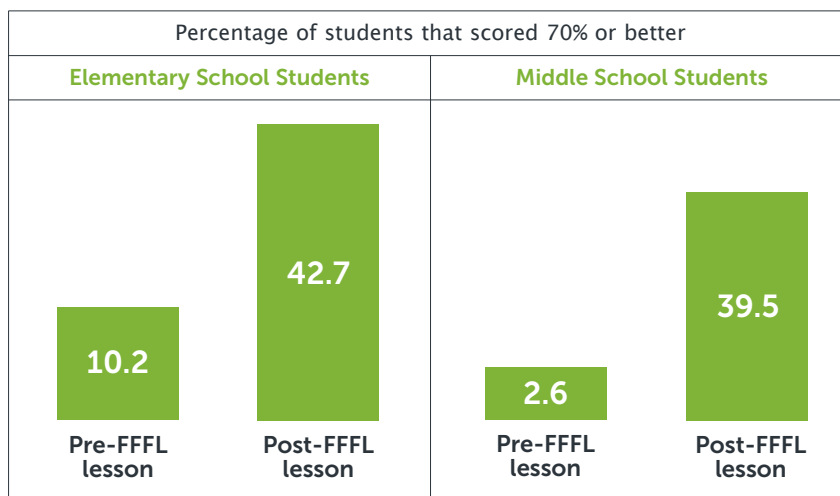
# Economic and Financial Literacy is a Necessity

- Incoming freshmen now bring an average of \$1,585 in credit card debt to college.
- College seniors who graduated in 2010 owed an average of \$25,250 in student loan debt, up 5% from 2009.
- The number of 18- to 24-year-olds declaring bankruptcy has increased 96% in 10 years.
- In a nationwide assessment, only 52% of high school students know that bank deposits are loaned to other bank customers.
- More than one in five Americans reported engaging in expensive non-bank borrowing methods (payday loans, pawn shops, etc.).

### YET

- Only 32% of teachers surveyed felt very skilled in their ability to teach economics.
- Fewer than 20% of teachers and prospective teachers reported feeling very competent to teach any of the six personal finance concepts normally included in educational standards.

## WELL PREPARED TEACHERS IMPROVE STUDENT LEARNING

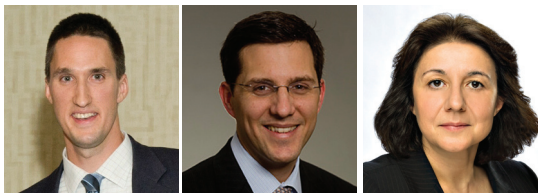


SmartTennessee 2010: This data measures the impact of teacher training and the integration of *Financial Fitness for Life* (FFFL), a CEE personal finance curriculum, in K-12 classrooms.



## BOARD OF DIRECTORS

### CEE Welcomes Three New Members to the Board



New board members (left to right) Mike English, Robert Fauber, and Annamaria Lusardi.

**T**he Council for Economic Education is proud to announce the addition of its newest members to the Board of Directors:

**Mike English**, President and CEO at Missouri Council on Economic Education (MCEE), is currently working on MCEE's 3rd Annual Personal Finance Challenge in St. Louis where the top teams from 15 states compete against one another. "Since students are most engaged when the stakes are high, we are generously funded by Wells Fargo Advisors to provide lucrative prizes, accommodations and travel funds for participating teachers and students," said English. His interest in education started when he married a teacher. That interest grew into a professional calling as he was exposed to the growing quality gap that exists between rural, urban and suburban schools. MCEE provides financial literacy training to over 1,000 low-income parents each year, and organizes annual Economic Outlook Forums throughout Missouri.

**Robert Fauber** is a Senior Vice President and Global Head of Corporate Development at Moody's Corporation. During his six year tenure at Moody's, Fauber has led a number of acquisitions and new ventures, including the firm's entry into and expansion of its global financial education and economics businesses. "I am looking forward to leveraging this private sector experience to contribute to the exciting and important initiatives at the Council for Economic Education," said Fauber.

**Annamaria Lusardi** is the Denit Trust Professor of Economics and Accountancy at the George Washington University School of Business. Previously, she was the Joel Z. and Susan Hyatt Professor of Economics at Dartmouth College. She has advised the U.S. Treasury, the U.S. Social Security Administration, the Dutch Central Bank and the OECD on issues related to financial literacy and financial education. Lusardi is heading the group of financial literacy experts at the OECD's Programme for International Student Assessment (PISA) that is in charge of designing a new financial literacy module for 2012.

## PROGRAMS

### CEE Targets Lowest Performing Schools with Virtual Economics



**P**artnering with State Farm®, CEE will build on its recent success in delivering nationwide training on Virtual Economics® (VE) by supporting the America's Promise Alliance's Grad Nation campaign goal to end the high school dropout crisis and prepare young people for college and the 21st century workforce. CEE currently targets delivery of VE training to the high schools and districts in the Grad Nation report "2,000 Lowest Performing High Schools" identified as having graduation rates lower than 60%.

VE is an interactive technology tool that helps teachers learn and understand the most important concepts in economics and personal finance, and use applicable lessons to teach these concepts throughout the K-12 curriculum. The tremendous popularity of VE (over 50,000 copies in use) owes to both its comprehensiveness and its ease of use. VE allows teachers to search through more than 1,200 active-learning lessons so they can develop customized lesson plans that suit their needs. VE is aligned with state and national standards in economics and personal finance. CEE has

trained more than 20,000 teachers in the last five years to leverage VE in their classrooms.

Mary Crego, CEE board member and State Farm Senior Vice President says, "Virtual Economics is a wonderful interactive resource for K-12 educators. Financial lessons are mapped to state standards and appropriate for each grade level. State Farm proudly supports this exceptional teaching tool, one of the many quality programs that CEE provides."

CEE will continue to target low-performing schools by providing free training and products to teachers and after-school providers across the nation.



## 2011 CEE Accomplishments

1. Trained 55,000 teachers nation-wide, including 7,500 in some of the lowest performing high schools in the country.
2. CEE Programs continued to get results – testing after CEE programs showed a 39% improvement in financial literacy in the program's elementary school students, and a 47% bump for middle schoolers in Tennessee.
3. Established new corporate partnerships with ING and Discover – with ING's help we are already piloting a new after school / out of school K-5 program through the Boy Scouts of America's ScoutReach Initiative.
4. Increased unrestricted fundraising in hard times – up 25% from 2009.
5. Engaged over 5,500 students nationwide in the National Economics Challenge.
6. Increased visits to EconEdLink.org by 20%, CEE's most popular online resource, featuring Teaching the News. More than 3,000 teachers visit daily.
7. Held 50th Annual Economic and Financial Literacy Conference – over 400 educators attended, including 140 K-12 classroom teachers (up 17% from 2010) attending from 33 states (up from 23 states in 2010).
8. Served our core customer, the educator, with new and upgraded lessons to meet their needs:
  - a. Virtual Economics 4.0® – teachers can search for lessons, by grade, that meet standards in their states
  - b. Financial Fitness for Life – complete, revised K-12 curriculum and lessons for financial capability; parent guides also in Spanish
  - c. Focus: Middle School World History – teaching history through the lens of economics
9. Continued to provide relevant and engaging materials – increased sales by 22% between 2010 and 2011; these sales support delivery and development.
10. Balanced our budget on a cash basis.

### CEE Affiliated Partners' Milestones in 2012

**40th Anniversary** – Arizona Council on Economic Education; Georgia Council on Economic Education; Georgia Centers for Economic Education at Georgia Southern University, the University of West Georgia, and Valdosta State University; Kentucky Council on Economic Education; Nevada Council on Economic Education

**50th Anniversary** – Arkansas Council on Economic Education; Oregon Council on Economic Education

### 'Economists on the Economy'

**K**ey players in the New York City financial community gathered on January 26 at CEE's panel discussion "Economists on the Economy," featuring guest speaker **Jeffrey M. Lacker**, President of the Richmond Federal Reserve Bank, in discussion with **Gary Stern**, former President of the Minneapolis Federal Reserve Bank and author of *Too Big to Fail*. The discussion was followed by a lively Q&A on economic recovery, including housing rates and foreclosures, financial stability, reform and the Dodd-Frank Act.

### Discover Financial Services Supports CEE Curriculum in the Classroom

**C**EE and Discover Financial Services are working together to get financial education into high school curriculum, including the Chicago Public Schools', in 2012. Discover is launching a national program, Pathway to Financial Success, to raise awareness of the need for financial education and to encourage its implementation in the classroom. As part of the program, Discover will launch a public service announcement, supported by the CEE, titled "Awkward Conversations," that humorously depicts the challenges parents have in talking to their teens about personal finance. The PSA, which began airing February 8, drives consumers to a website, [www.awkwardconversations.org](http://www.awkwardconversations.org), where they can find resources to get their children the financial education they need, at home and in the classroom.

As part of its effort, Discover is funding the revision of *Learning, Earning and Investing* (LEI), a set of lessons closely aligned with Gen i Revolution, the free, online personal finance game. Discover will support teacher training for 1,000 teachers, including how to use LEI in the classroom with students.

Additionally, CEE will provide the Chicago Public Schools (CPS) with a personal finance education course based on LEI in grade 12 in 126 high schools over the next three years. 2012 will mark the pilot year for this important initiative on the newly required personal finance courses.

We'll update you on the Chicago Public Schools pilot program in our next issue.

## BOARD OF DIRECTORS

### OFFICERS

**BARRY HAIMES**, Co-Chairman  
Managing Partner, Sage Asset Management

**DOUG WOODHAM**, Co-Chairman

**S. BUFORD SCOTT**, Secretary  
Chairman, Scott & Stringfellow, Inc.

**KENNETH L. THOME**, Treasurer  
Senior Vice President, Financial Operations (Retired), General Mills, Inc.

**NAN J. MORRISON**, President & CEO  
Council for Economic Education

### LIFE DIRECTORS

**HAROLD BURSON**, Chairman Emeritus  
Founder & Chairman (Retired), Burson-Marsteller

**JOHN T. DILLON**, Chairman Emeritus  
Chairman & CEO (Retired), International Paper Company

**HAROLD MCGRAW III**, Chairman Emeritus  
Chairman, President & CEO, The McGraw-Hill Companies

**R. MADISON MURPHY**  
Chairman (Retired), Murphy Oil Corporation

**WILLIAM E. ODOM**, Chairman Emeritus  
Chairman (Retired), Ford Motor Credit Company

### BOARD OF DIRECTORS

**MICHAEL E. BANNISTER** Chairman & CEO, Ford Motor Credit Company

**IVAN BERKOWITZ** Chairman, Great Court Capital

**DEIDRE CAMPBELL** Managing Director, Corporate Financial,  
Burson-Marsteller

**ROBERT A. CHLEBOWSKI** Executive Vice President, Wells Fargo

**MARY CREGO** Senior Vice President, State Farm Insurance Companies

**CRAIG S. DONOHUE** Chief Executive Officer, CME Group

**ROBERT S. DUBOFF** CEO and Founder, HawkPartners

**MIKE ENGLISH** President & CEO, Missouri Council on Economic Education

**ROBERT FAUBER** Senior VP of Corporate Development, Moody's Corporation

**BENJAMIN M. FRIEDMAN** William Joseph Maier Professor of Political Economy, Department of Economics, Harvard University

**CLAIRE GAUDIANI** Adjunct Professor, Wagner School of Public Service, New York University; President Emerita, Connecticut College

**JULIA A. HEATH** Professor of Economics; Director, Center for Economic Education, University of Memphis

**HOLLY HESS GROOS** Senior Vice President, Operational Excellence and Process Transformation, Verizon

**WILLARD HILL, JR.** Managing Director; Chief Marketing & Communications Officer, MBIA, Inc.

**MARY ANN JOHNSON** President, Johnson Custom Strategies, Inc.

**JENNIFER JUST** Co-Founder & CAO, Peak 6 Investments, LP

**ARKADI KUHLMANN** Chairman and President, ING DIRECT USA

**JEFFREY M. LACKER** President, Federal Reserve Bank of Richmond

**ANNAMARIA LUSARDI** Professor of Accountancy and Economics, School of Business, George Washington University

**MICHAEL A. MACDOWELL** Managing Director, The Calvin K. Kazanjian Economics Foundation, Inc.

**ROBERT A. MARCHMAN** Executive Vice President, FINRA

**SIMON MENDELSON** Head of Cash and Securities Lending, BlackRock

**CATHY E. MINEHAN** Managing Director, Arlington Advisory Partners

**MIKE PERIU** Principal, EcoFin Media, LLC

**JOHN J. SIEGFRIED** Secretary-Treasurer, American Economic Association

**GARY STERN** Former President (retired), Federal Reserve Bank of Minneapolis

**ROBIN L. WEISS** Senior Vice President, Strategic Partnerships, LOYAL3

## THANKS TO OUR 2011 SUPPORTERS

Ann and Andrew Tisch Fund

Jay B. Abramson of Cramer Rosenthal McGlynn

Alaska Council on Economic Education

Deborah Allinson

Alpine Woods

Owen Ambur

Ameriprise Financial  
Ameritas Charitable Foundation

Photo Anagnostopoulos  
Anonymous (3)

Arizona Council on Economic Education

Arkansas Council on Economic Education

The Armstrong Foundation

Theodore Aronson

Michael E. Bannister

Barbara Bantivoglio

Ivan Berkowitz

Charlotte Beyer

TT Bhat

Mary Blanus

Bella Bokman

William Bosshardt

The Jerome V. Bruni Foundation

Stephen Buckles

Harold Burson

Burson-Marsteller

Christopher Byke

Chris Caltabiano

Deidre Campbell

Rosanna Castillo

Donna Castillo

Caterpillar Foundation

Carol Chinn

Charles Schwab Foundation

Robert Chlebowski

Citadel Foundation

Lee A. Clair

Robert Clinton

CME Group

Ellis Coleman

Colorado Council on Economic Education

Mary Crego

Ellen Dare

Harlan Day

Joanne Dempsey

Barbara DeVita

Dickson Foundation

Paul Dietche

John Dillon

James Dinan

Discover

Jonathan Dodge

Craig S. Donohue

Dos Locos

Robert S. Duboff

Samuel Dudley

Econ Illinois

John Edwards

Lisa Egbuono-Davis

Elzinga Charitable Fund

Mike English

Robert Fauber

Fayez Sarofim & Co.

The Flagg Fund

Florida Council on Economic Education

Penny Foley

Ford Motor Credit Company

Patrick Ford

The Frances Alexander Foundation

Phyllis Frankfort

Benjamin M. Friedman

Friess Associates

Robert Gambee

David Garfinkle

Dr. Claire Gaudiani and Dr. David Burnett

Georgia Council on Economic Education

Gerstein Fisher

Richard J. Gessner Jr.

Russell D. Glass

Robert Gordon

Masaaki Goto

The George Kress Foundation on behalf of Green Bay Packaging

The Gordon and Llura Gund Foundation

Toddi Gutner

Barry G. Haimes

Haimes Family Foundation

Martin Halbfinger in honor of Nan Morrison

Daniel Hamermesh

Raymond Hayes

Deborah Hazell

Julia A. Heath

Katherine Henderson

Henry Luce Foundation

David Hennessey

Eric Hernandez

Holly Hess Groos

Willard I. Hill, Jr.

George Hoguet

HSBC – North America

ING Direct

Institutional Investor Inc.

Iridian Asset Management LLC

Japan Council on Economic Education – JA Japan

Johnson & Johnson

Johnson Custom Strategies

Mary Ann Johnson

JPMorgan Chase & Co.

Jennifer Just

Alan R. Kahn

The Calvin K. Kazanjian Economics Foundation

Peter R. & Cynthia K. Kellogg Foundation

John Kent

Kentucky Council on Economic Education

Niamh King

Jeffrey A. Klein

Teresa Rai Knight

Jennifer Kohn

Samuel and Roberta Kramer in honor of Mike Walsh

Arkadi Kuhlmann

Igor Kurochkin

Jeffrey M. Lacker

Lateef Investment Management

Riza Laudin

Robert C. Lawrence, III

Robert S. Lemle

Cathy Levy

Felicia Lipson

Annamaria Lusardi

Michael MacDowell

Joelyn Malone

Robert A. Marchman

David V. Martin

Maryland Council on Economic Education

Massachusetts Council on Economic Education

Maverick Capital Charities

MBIA Foundation

Greg McCall

Christopher McConnell

Harold McGraw III

The McGraw-Hill Companies

Joseph C. McNay of New England Foundation

Michael S. McPherson

Simon Mendelson

Helen Meyers

Michigan Council on Economic Education

Cathy Minehan

Missouri Council on Economic Education

Christopher Monroe

Montana Council on Economic Education

The Moody's Foundation

Lila R. Morrison

Nan J. Morrison

Melinda J. Mount

Peter Moustakerski

Ben Murphy

R. Madison Murphy / The Murphy Foundation

NBCUniversal

Nevada Council on Economic Education

New York Community Trust

Elizabeth Niblock

North Carolina Council on Economic Education

The NYSE Euronext Foundation

Michael O'Neill & Gail O'Neill

William and Jo Ellen Odom Fund

Oklahoma Council on Economic Education

Charles J. & Catherine Parker

Charles A. Parker

Douglas F. Parker

Joseph L. Pellegrino  
Livia Periu

Michael Periu

Ron Peterson

Anne Pherson

James Poterba and Nancy Rose

Eduardo S. Queen

Research Affiliates

Diane Rodriguez

Jennifer E. Russell

Ryan Labs, Inc.

S. Buford Scott

David Samuels

Dawn Scheirer

Seashore Strider Event Production

John J. Siegfried

Barry Silverman

Brian Sloboda

Tarnisha Smart-Santiago

Kevin Smith

South Dakota Council on Economic Education

The Spencer Foundation

State Farm Insurance Companies

Gary H. Stern

Jeanne-Mey Sun

Tom Supel

Richard Sylla

Taconic Charitable Fund

Targum Shlishi, a Raquel and Aryeh Rubin Foundation

Julio Tejada

Kenneth and Janet Thome

Kay Torshen

The Towbes Foundation

Kathiy Trabert

Sean Tubridy

Nichola Tucker

UPS Foundation, Inc.

Lee & Cynthia Vance Foundation

Wayne Vaughan

Verizon Foundation

Virginia Council on Economic Education

Visa, Inc.

The Walton Family Foundation, Inc.

Peggy White Warren

Robin L. Weiss

Wells Fargo

John Whitehead

Lauren Williams

Douglas Woodham

Doug Young