



**COUNCIL FOR
Economic
Education**

Teaching Opportunity®

THE CEE REPORT

FALL 2012

"Financial education supports not only individual well-being, but also the economic health of our nation."

- Federal Reserve Chairman Ben S. Bernanke at the *Conversation with the Chairman: A Teacher Town Hall Meeting*, Washington, D.C., August 7, 2012

UPCOMING EVENTS

OCTOBER 4-6

51ST ANNUAL FINANCIAL
LITERACY AND ECONOMIC
EDUCATION CONFERENCE
KANSAS CITY, MO

OCTOBER 11

6:00-8:00 PM
WOMEN AND FINANCIAL
LITERACY: EVIDENCE ACROSS
COUNTRIES
BOSTON, MA

OCTOBER 25

6:15 PM
2012 VISIONARY AWARDS
THE ST. REGIS HOTEL
NEW YORK, NY

MAY 20, 2013

NATIONAL ECONOMICS
CHALLENGE
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.

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

www.councilforeconed.org

Financial Literacy at the 2012 National Conventions

CEE invited two distinguished groups of panelists to both the Democratic and Republican National Conventions to discuss a single topic: "Financial Literacy: Is Your State Part of the Problem—or the Solution?". The untimely arrival of Hurricane Isaac led to a cancellation of the RNC event; however, hosted with our local affiliate, the North Carolina Council on Economic Education (NCCEE), the DNC event went on as scheduled, advancing a bipartisan initiative to improve financial literacy education.

Addressing the audience in Charlotte, host committee member Congressman Ruben Hinojosa (D, Texas) said, "financial literacy means empowerment—the power to manage money, credit, debt and to become responsible workers, heads of households, investors, entrepreneurs and leaders," therefore making it "critical... that every student be as proficient in financial literacy as they are in math, science and reading." Senator Josh Stein (D, North Carolina) declared, "financial literacy is an economic and social justice issue." Panelists agreed that economics and personal finance are best taught from an early age with integration into other subject areas coupled with a stand-alone course.

The esteemed panel of speakers at the DNC luncheon were: **John W. Rogers, Jr.**, *Chairman*



CEE's VP of Government Affairs Mary Blanus (far left) with panelists (l-r) John W. Rogers, Jr., Roger Ferguson, June Atkinson, Nicole Lipp, Senator Josh Stein, Pamela Everhart and CEE Board Co-Chair Barry Haines.

& CEO, Ariel Investments, Chair of the President's Advisory Council on Financial Capability, and panel moderator; **June Atkinson**, *Superintendent of Public Instruction*, North Carolina Department of Public Instruction; **Rodrick Banks**, *Vice President and Community Development Officer for the Western North Carolina Regions*, Wells Fargo; **Pamela Everhart**, *Senior Vice President of Benefit Policy Development and Thought Leadership for Personal and Workspace Investing ("PWI")*, Fidelity Investments; **Roger Ferguson**, *President & CEO*, TIAA-CREF; **Nicole Lipp**, *Teacher*, Garinger High School, Charlotte, NC; and **Senator Josh Stein**, North Carolina General Assembly.

Despite Hurricane Isaac, our RNC efforts still made a splash in the news. In Bloomberg Businessweek's "The Art of Going Corporate at Political Conventions," reporter Diane Brady made a special note of the

bipartisan nature of our events. The NonProfit Quarterly also took notice of our (intended) presence and what we would have addressed in Tampa, had weather been on our side.

Speakers who were scheduled to take part in the RNC luncheon were: **Dr. Janet Baressi**, Oklahoma State Superintendent of Public Instruction; **Brett Burkey**, *Teacher*, Spanish River High School, FL; **Debra Kent Faulk**, *Community Affairs Officer - Greater Gulf Coast Region*, Wells Fargo; **Roger Ferguson**, *President & CEO*, TIAA-CREF; **Gerard Robinson**, Florida Commissioner of Education; and **Representative Kelli Stargel**, Florida House of Representatives. The Florida Council on Economic Education (FCEE) was instrumental in preparation and outreach for the event.

See page 3 for more event photos.

Note from Nan

It's election season, and CEE is front and center for the bipartisan action. We are so pleased with the press coverage from our policy luncheons (cover story), including mentions in Bloomberg Businessweek, the Nonprofit Quarterly and the National Journal. We had standing-room-only at our DNC event, and received great coverage of our RNC event, despite the cancellation due to Hurricane Isaac. Attendees were encouraged to contact CEE and our local affiliates to promote state level course requirements and learn more about economic and financial literacy programs already in place.

A special thanks to Wells Fargo, Fidelity (DNC only) and State Farm for their generous sponsorships of our policy luncheons.

As educators head back to school, we've prepared some free classroom resources to help them teach the economics of elections (p3). CEE just launched a video contest asking K-12 students "What Should the Next President do to Improve the Economy?" and we're looking forward to hearing what our nation's students have to say. Vote for your favorite video on our Facebook page starting October 3. Stay tuned for the best videos; we'll feature contest results in the next CEE Report.

This fall we will launch the Voluntary National Content Standards in K-12 Personal Finance at the 51st Annual Financial Literacy and Economic Education Conference in Kansas City, MO. The standards provide a framework for teaching personal finance in kindergarten through 12th grade. A student who masters the knowledge embodied in the standards should: be able to avoid making poor financial decisions; understand the economic reasons behind the trade-offs between financial choices; and know the basis for their own decisions.

We are expecting hundreds of classroom teachers and network affiliates at our conference, and we have our 7th Annual Visionary Awards on October 25 in New York City. I hope to see you at one or both of these exciting events.

Nan J. Morrison

Nan J. Morrison
President & CEO

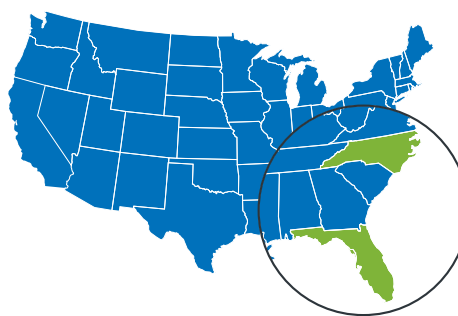
IN THE STATES

CEE Affiliates Start a New School Year with Strong Momentum in Advocacy

FLORIDA

The Florida Council on Economic Education (FCEE) and its Economic Educators Network, including its newest center at Miami Dade College, begin the 2012 school year with an aggressive focus on advocacy for financial literacy at the state level that would, at a minimum, require a personal finance course and assessment before senior year in high school.

FCEE recently launched a new business ethics program – C.O.D.E. (Competition of Decision-making with Ethics) that combines students' passion for the virtual world with real world lessons in economics and ethics by using social media and the CEE's *Teaching the Ethical Foundations of Economics*. The high school competition adheres to the Next Generation Sunshine State Standards, CEE's Voluntary National Content Standards in Economics and Florida Essential Skills. The program will engage both students and the community through business partner mentorships and a round of voting via YouTube. To date, 246 teams of students have registered for the inaugural competition.



"Although Hurricane Isaac forced us to cancel the Financial Literacy luncheon at the RNC in Tampa, just the planning of the program gave us an opportunity to begin conversations with Florida policymakers about the need for meaningful education in personal finance for students in our state."

-Robin Warren,
Executive Director, FCEE

NORTH CAROLINA

The North Carolina Council on Economic Education (NCCEE) will debut some new and very important outreach initiatives in 2012, including a new website for educators. NCCEE is launching a statewide guest speaker bureau to allow teachers to request guest speakers to help with the rollout of NC's new K-12 personal finance standards. NCCEE will partner with the Federal Reserve Bank of Richmond, Charlotte Branch, to provide training on the new personal finance standards for all 120 high school Civics and Economics teachers in the Charlotte-Mecklenburg School System. A new partnership with Communities in Schools of North Carolina will provide training and after-school curriculum to their field representatives in the eastern and western parts of the state, where the lowest income census tracts exist. In collaboration with the Community College System of North Carolina and the Department of the State Treasurer, NCCEE will provide financial literacy training to students at six community college campuses.

"The Board of Directors and staff of the North Carolina Council were extremely pleased and honored to have been included as a co-host at the CEE's policy event during the DNC in Charlotte. It provided our state council an opportunity to highlight our work in the state with some very influential policy makers at the local, state and national level, as well as strengthen existing partnerships within the state."

-Sandy Wheat,
Executive Director, NCCEE

CEE Launches Video Contest: "What Should the Next President do to Improve the Economy?"

Everyone's got an opinion, and the Council for Economic Education wants to hear from our nation's students! This election season, CEE is holding a video contest asking students in kindergarten through 12th grade for the best economic advice they can give our next President. Teachers will record students answering the question "What Should the Next President do to Improve the Economy?"

One winner will be chosen by CEE Facebook fans ("Viewers' Choice") and at least one winner will be chosen by economists selected as judges by CEE ("Economists' Choice"). Prizes include; a \$500 American Express gift card for each teacher winner; a \$25 iTunes gift cards for the student(s) featured in the winning videos; and recognition at the 2012 Visionary Awards.

Video Submission Period

Opens: Wednesday, September 12, 9:00am ET

Closes: Monday, October 15, 11:59pm ET

Public Voting Period

Starts: Tuesday, October 16, 9:00am ET

Ends: Tuesday, October 23, 3:00pm ET

Winners chosen October 24. Vote for your favorite video October 16-23!

www.facebook.com/councilforeconed

Teaching the Economics of Elections

CEE is pleased to offer free lessons to teach the economics of elections during the 2012 election season. These classroom lessons for middle and high school provide a structure for teachers to communicate to their students that many factors affect the outcomes of elections, including margin of error, economic conditions and the costs and benefits of voting.

In conjunction with the free lessons and downloadable visuals for teachers, CEE will host a webinar on October 26 for teachers, demonstrating how they can readily implement these lessons in the classroom. The lessons are hosted on www.EconEdLink.org and are available to everyone.

A Look at Financial Literacy at the 2012 Democratic National Convention



John W. Rogers, Jr., Chairman & CEO, Ariel Investments, Chair of the President's Advisory Council on Financial Capability, and panel moderator speaks on the importance of financial literacy.



Luncheon attendees answer personal finance questions on hand-held devices and the percentage of correct answers appear on screen!



NCCEE board members (l-r) Kimberly Moore, Lauren Whaley, June Atkinson (honorary board member), NCCEE President Sandy Wheat, Board Chair Bruce Nofsinger, Brenda Williams and Creighton Blackwell.

Thanks to our sponsors for their generous support.



You are cordially invited to attend

THE 2012 CEE VISIONARY AWARDS

Honoring leaders who promote economic and financial literacy to create a better-informed society

THURSDAY, OCTOBER 25, 2012

THE ST. REGIS HOTEL

TWO EAST 55TH STREET AT FIFTH AVENUE

NEW YORK, NEW YORK

COCKTAIL RECEPTION AND SILENT AUCTION 6:15 PM

DINNER AND PROGRAM 7:15 PM

MISTRESS OF CEREMONIES

SHARON EPPERSON

CNBC Senior Commodities Correspondent and Personal Finance Correspondent

HONOREES

THE HONORABLE SHEILA C. BAIR

*Former Chairman of the FDIC and currently a
Senior Advisor at The Pew Charitable Trusts*

THE HONORABLE MEL MARTINEZ

*Chairman of the Southeast & Latin America, JPMorgan
Chase & Co., and Chairman, JPMorgan Chase Foundation*

KAREN FINERMAN

*Co-Founder and Chief Executive Officer of Metropolitan
Capital Advisors and Panelist on CNBC's Fast Money*

DUNCAN L. NIEDERAUER

*Chief Executive Officer and
Director at NYSE Euronext*

2012 MCGRAW-HILL TEACHING CHAMPION AWARDS

EDWARD ALVAREZ, FREDERICK C. COTTERELL & ARLENE L. GARDNER

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

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