2013 Visionary Awards

Last October, CEE held its eighth annual Visionary Awards dinner honoring leaders who promote economic and financial literacy to create a better-informed society.

The 2013 honorees were:
- The Honorable Alan S. Blinder, Former Vice-Chairman of the Board of Governors of the Federal Reserve System, currently Professor of Economics and Public Affairs at Princeton University and Vice-Chairman of Promontory Interfinancial Network
- Joyce B. Cowin, Founder of The Cowin Financial Literacy Project at Teachers College, Columbia University
- Steve Liesman, CNBC Senior Economics Reporter
- David W. Nelms, Chairman & CEO of Discover Financial Services

The Alfred P. Sloan Foundation Teaching Champion Awards for excellence in promoting economic education were presented to:
- Kathleen Brennan, 11–12th Grade Teacher of AP Economics, Economics, Financial Literacy and AP Statistics at Mount Saint Mary Academy, Watchung, NJ
- Wendy Garcia-Buchanan, 4th Grade Teacher of Language Arts, Math, Social Studies and Science at Park Avenue Elementary School, Freehold, NJ
- Saji James, 10–12th Grade Teacher of Economics & Global History at Concord High School, Staten Island, NY

The evening was a great success with over 300 guests in attendance. We are excited to announce that we met our $25,000 Challenge Grant that was generously given by our Board Chair, Barry Haines, and we exceeded our event goal—raising a record breaking $637,000.

The evening also featured a fireside chat with the honorees moderated by Sharon Epperson, CNBC Senior Commodities Correspondent and Personal Finance Correspondent, covering topics such as the government shut down, the deficit and the importance of personal finance education in our nation’s schools. To view photos and videos visit http://www.councilforeconed.org/events/visionary-awards/photos-and-videos/.

We would like to thank all of our Sponsors and Benefactors who supported this event. Platinum Sponsors: Joyce B. Cowin, Discover and Barry Haines; Gold Sponsors: Higher One, Inc., HSBC, ING, JPMorgan Chase & Co., MBIA, McGraw Hill Financial, State Farm, Verizon and Wells Fargo; Silver Sponsors: Capital One, CEE’s Young Executive Council, Charles Schwab, Eastern Advisors Capital Group LLC, FINRA, Ford Credit, Willard Hill Jr., The Julis Family, Jeffrey A. Klein, Merus Capital Partners, The Moody’s Foundation, Mindy Mount, NYSE Euronext, PwC, UPS, Douglas M. Woodham and Dalya Inhaber, and ZenBanx.

We hope you will join us for the 2014 Visionary Awards Dinner on Thursday, October 30th at The Pierre, New York as we celebrate CEE’s 65th Anniversary. If you are interested in purchasing a ticket, table, sponsorship opportunities, or placing a journal ad in our program, please contact Cathy Levy, VP of Development at 212–730–5658 or clevy@councilforeconed.org.
IN THE STATES

The Delaware Council on Economic Education: A True Gem in the Diamond State

At a very early age, Delaware’s students begin learning how markets work; how conscientious spending, saving and investing can lead to financial security; and how innovation through entrepreneurship is a possibility for all.

The Delaware Council on Economic Education (DCEE), through its 40+ year affiliation with the University of Delaware’s (UD) Center for Economic Education and Entrepreneurship (CEE), ensures that this learning takes place, supporting over 100 CEE teacher-training programs and 15 different student-centered events in economics, personal finance and entrepreneurship. In this past academic year alone, the CEE engaged more than 1,600 in-service and pre-service teachers in schools throughout the state, ultimately reaching over 40,000 students.

MAEEE

The CEEE exponentially broadens its influence with the unique advanced degree program it offers through UD. Nowhere else can teachers earn a Master of Arts in Economics & Entrepreneurship for Educators—a distinction that leaves graduates well-positioned to become change agents in their own school districts, states, and countries. The CEE will begin reviewing applications for the next cohort (Class of 2017) in the spring of 2015.

O’Neill Retires, Asarta Joins!

In September, Jim O’Neill, founding director of the UD’s CEEE stepped down after more than 40 years of accomplished leadership. Dr. Carlos J. Asarta has ably taken the reins, looking to further the CEEE’s mission by leveraging technology and online education. Jim continues on as President of the Delaware CEE.

Increase Impact With Partners

• This past summer, 38 high school educators from Delaware, Pennsylvania, New Jersey and Indiana participated in a free, week-long training program at the Federal Reserve Bank of Philadelphia (FRBP) where they learned how to implement the personal finance curriculum Keys to Financial Success.
• Back to school brought Bank At School (BAS), produced in partnership with the Delaware Financial Literacy Institute (DFLI). More than 80 Delaware schools allied with 12 local banks and credit unions to encourage students to open up and deposit to savings accounts right in their own schools.

Community Outreach: A Key Role of CEE’s Affiliate University-Based Centers

• Reaching outside its more conventional K–12 programming box, the CEEE offered 3,300 UD freshman a lesson on credit and general money management, reinforcing the need to set goals, spend less than they make, and save early and often.
• The CEEE also presented a personal finance refresher to 100 lifelong learners, proving that it is never too late to learn.
• Finally, the CEEE joined Bank of America’s National Family Volunteer Day Delaware event, contributing to this day of service while teaching families about personal finance and the need to volunteer together to help strengthen their communities.

For more information about these and upcoming CEEE programs and events, visit http://www.lerner.udel.edu/centers/ceee/.

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Highlights

- 575 educators, industry thought-leaders, and partners convened in Baltimore to address important issues in financial and economic education
- 260 K-12 teachers from 38 states
- 145 sessions and workshops were offered
- Presentations by Board Members Annamaria Lusardi, George Washington University; and Jeffrey Lacker, President Federal Reserve Bank of Richmond;

Richard G. Ketchum, FINRA Chair and CEO; Director Richard Cordray, Consumer Financial Protection Bureau
- John Morton Excellence in the Teaching of Economics Awards recognized Sheila Humphrey, Woods Elementary; Shanan Riegel, Yorktown Middle; Martha Rush, Mounds View High School
- The event was made possible by the generous sponsorship of Wells Fargo, Lead Sponsor; Bank of America, Teacher Champion Sponsor; Western Union, Ally, Discover, and T. Rowe Price. Special thanks to the Maryland Council on Economic Education, NAEE, and the Federal Reserve System for their ongoing support.

- Videos of 2013 presentations and photographs are available at http://www.councilforeconed.org/events/cee-national-conference/photos/.

A Teacher's Story

The CEE Financial Literacy and Economic Education Conference last October opened up a new world to me!

When I arrived in Baltimore and reviewed the conference program, I saw all of the incredible sessions that were made available to me because of the generosity of Wells Fargo Bank (my sponsor). With so many to choose from, I had difficulty in deciding which sessions to attend. The most memorable and most applicable sessions that I attended began with the Banking in the School Savings Program hosted by the Nebraska Council on Economic Education. This session provided me with the knowledge and resources I needed to begin the first School Credit Union branch in Wake County, North Carolina.

The CEE Conference also allowed me to attend the Hands on Banking session hosted by Angel Zapata, SVP, Strategic Philanthropy & Partnerships, Wells Fargo. Reviewing the intricacies of this amazing online banking tool to teach elementary students the basic concepts of economics, and hearing Mr. Zapata’s passion for increasing financial literacy, fanned the flames of my passion to impact my school, my district, and the state. I can now share, with the teachers that I work with, the story of the incredible professionals leading these projects as well as the tremendous investment Wells Fargo Bank is making for our future generation.

I attended many other amazing sessions including T. Rowe Price’s, The Great Piggy Bank Adventure. As a math coach at a Title 1 school, I am always looking for innovative and engaging educational games for my students. The richness of the graphics and music that Disney adds to their projects, and the clever, intentional economic concepts embedded by T. Rowe Price in this online game is outstanding. My heartfelt thanks to the many professionals that arranged such a rich and rewarding experience for me. I hope Wells Fargo and the many other banking and industry leaders will continue to sponsor teachers to attend these conferences. It positively impacts the life of a teacher and the future of the children they serve.

René Herrick
Fuquay-Varina Elementary School
Fuquay-Varina, North Carolina
Teacher Training
- Extended our reach through University-based centers—NYC Center trained over 2,300 teachers
- Demonstrated impact in pre/post-test learning assessment—students whose teachers used Learning, Earning and Investing (LEI) increased their knowledge nearly twice as much as students who did not
- Launched interactive tool to help teachers identify and integrate CEE resources with Common Core requirements
- Created new channel partnerships to extend our reach—National Academy Foundation, Families in Schools, National Council of Teachers of Math, National Education Association
- 1.2 million unique visitors accessed lesson plans and other resources at EconEdLink.org
- Expanded CEE Program for Hispanic Students and their Families—over 900 teachers at schools across the country trained and more than 2,500 parents participated

Student Engagement
- Grew student participation in the National Economics Challenge by 50% from prior year with over 10,200 competing
- Increased reach and impact of Gen i Revolution—launched two mini-games; all games available for tablet and desktop play; registration up over 25% over prior school year
- Launched K–5 After School Program in New York City reaching over 550 students in over six locations including three with the YMCA

Advocacy
- Launched the National Standards for Financial Literacy
- Supported bills in the U.S. House and helped Alabama and Florida to pass Financial Literacy course requirements.

Raising Awareness
- Leveraged Financial Literacy Month to raise community awareness: hosted two policy panels
- CEE in the News featured CEO interviews in USA Today, Bloomberg, Huffington Post, Philadelphia Inquirer, EducationWeek
- Started Young Executive Council—to engage young executives as champions of CEE through fundraising and volunteering initiatives
As the U.S. climbs its way out of the Great Recession, many have argued “A Tale of Two Recoveries.” On one hand, 2013 was the “Year of the Bulls,” with markets soaring to record heights. At the same time, the labor force, productivity and consumer spending continue to lag, factors that all contribute to an overall stall in economic growth.

So, what does the future hold for our economy? Are we, as Larry Summers has recently argued, in an era of “secular stagnation?” Or is weak growth a cyclical phenomenon, with an inevitable return to prosperity?

At CEE’s upcoming Vantage Point symposium, economic thought leaders Ken Rogoff, Katharine Abraham, Jeff Lacker and Andrew McAfee will present their unique insights and offer attendees a chance to ask questions directly. Seating is limited, so RSVP soon to reserve your space.
We would like to thank our donors who gave their support in 2013. As an Individual Donor at the $5,000 level and above, you will enjoy great benefits that will enrich your experience with the Council for Economic Education. For more information, please visit our website at http://www.councilforeconed.org/about/donor-honor-roll/.
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We would also like to thank our Affiliates who gave their support in 2013.

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CEE Welcomes New Board Member

The Council for Economic Education is proud to announce the addition of its newest member of the Board of Directors. Elizabeth Basden is the managing partner of Basden & Ivey, PC, a business law and litigation firm founded in 2009 with the premise that the practice of law should be cost-effective and collaborative in order to bring all ideas to the table. She is a graduate of Southern Methodist University School of Law.

Ms. Basden’s legal practice involves complex litigation and complex international business structuring and management, and she frequently acts as negotiator to resolve disputes prior to litigation, as well as consultant, counsel, and receiver for businesses, both for profit and not-for-profit. She works with individuals and companies to form and develop innovative growth and capitalization strategies, and provides guidance for board governance, operational growth, or company dissolution. She has served on several not-for-profit boards, and currently serves on the boards of directors of Metrocrast Chamber of Commerce and Texas Women in Numbers. She provides legal counsel to other boards, both for-profit and not-for-profit.

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