

THE CEE REPORT

WINTER 2019

"A solid economics and personal-finance education is critical if we want future generations that can be personally secure and can evaluate policy options that impact the entire country's future. The sooner we start engaging students, the better off we will be, as individuals and as a society."

- Rebecca Patterson

Chief Investment Officer, Bessemer Trust 2018 Visionary Awards Honoree

UPCOMING EVENTS

VANTAGE POINT: 9[™] ANNUAL WOMEN'S BREAKFAST

April 2019 Harvard Club, New York, NY

9TH ANNUAL NATIONAL PERSONAL FINANCE CHALLENGE FINALS

May 9-10, 2019 Lincoln, NE

19TH ANNUAL NATIONAL ECONOMICS CHALLENGE FINALS

May 18-20, 2019 New York, NY

58TH ANNUAL FINANCIAL LITERACY AND ECONOMIC EDUCATION CONFERENCE

October 4-5, 2019 Los Angeles, CA

VISIONARY AWARDS BENEFIT DINNER

October 23, 2019 Plaza Hotel, New York, NY

If you are interested in attending or would like more information on events, please contact Tarnisha Smart at 212.730.6704 or tsmart@councilforeconed.org.

CONTACT US

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2018 VISIONARY AWARDS



Peter Blair Henry, Honorable Lael Brainard, Nan J. Morrison, Rebecca Patterson, and Steve Liesman

Last October, CEE held its Annual Visionary Awards benefit dinner at The Plaza Hotel in New York honoring: **The Honorable Lael Brainard**, Member, Board of Governors of the Federal Reserve System; **Peter Blair Henry**, W.R. Berkley Professor of Economics and Finance, Dean Emeritus Leonard N. Stern School of Business, New York University; and **Rebecca Patterson**, Chief Investment Officer, Bessemer Trust.

Three students gave inspiring introductions for their teachers as they presented The Alfred P. Sloan Foundation Teaching Champion Awards. Receiving the awards were **David Edelman**, Union Square Academy for Health Science High School in NYC; **Ellen Schweitzer**, Stuyvesant High School in NYC; and **Timothy Monahan**, Ridgewood High School in New Jersey.

Steve Liesman, CNBC Senior Economics Reporter, hosted. During the dinner, we showed the best tweets out of close to 4,000 entries from our student contest, "What Economic Advice Would You Give to POTUS?" (See some of the tweets from the students on page 4)

The evening was a great success raising over \$600,000. These funds provide students with the knowledge and skills that will help them to make better decisions for themselves, their families and their communities. This knowledge shows them a pathway to economic stability and upward mobility and perhaps even to making wise decisions at the voting booth, a benefit important to us all.

CEO CORNER

Note from Nan

As CEO, I owe it to you, our supporters, to ensure that our mission and how we implement it remains relevant. Recent events say a big yes to both.

The government shutdown (35 days) has been another reason to reflect on the stories and challenges of people living paycheck to paycheck. These stories are the reality highlighted in the Federal Reserve's Report on the Economic Well-Being of U.S. Households in 2017 which stated that "40% of adults said that if faced with a \$400 unexpected expense, they would either not be able to pay it or would do so by selling something or borrowing money." They also remind us that our mission, even at 70 years, is relevant and enduring: that we need to start to educate our kids early, while they are still in school, so that they can meet their goals and be prepared for what life might bring.

I am pleased to say that with our merger this year with Invest in Girls (IIG) and our continued emphasis on engaging more girls in the National Economics Challenge (increasing to about 30% over the last 2 years), we are also doing our part to stoke the pipeline of capable young women prepared to make better decisions for themselves, their families, their communities, and to see themselves in careers in finance and economics. A recent in article in The New York Times reminds us of the dearth of women in the economics profession. This article also serves as a reminder that whatever our professions, leaders are responsible for creating appropriate cultural norms in their organizations.

Thanks again to you, our generous supporters, for helping us to invest in and expand our programs and to reach all of our kids.



Nan J. Morrison
Nan J. Morrison
President & CEO

EVENTS

57TH ANNUAL FINANCIAL LITERACY AND ECONOMIC EDUCATION CONFERENCE

Last October, over 500 educators and industry thought-leaders from across the country attended CEE's **57th Annual Financial Literacy and Economic Education Conference**. Attendees participated in a variety of sessions ranging from financial education for girls to using podcasts for personal finance instruction.

Guest Speakers

KEYNOTE



Mark Zandi Chief Economist Moody's Analytics

TEACHERS LUNCHEON



Raphael Bostic
President and CEO
Federal Reserve Bank of Atlanta

Special thanks to our sponsors: Lead Sponsor Wells Fargo; Platinum Sponsor Moody's Foundation; Gold Sponsors Bank of America and Fidelity Investments; Teacher Champion Sponsor Ally; Teacher Leader Sponsor Discover; and Teachers' Breakfast Sponsor Assurant.

"I just wanted to thank the Council for Economic Education for the wonderful experience. I learned so much at the Conference and enjoyed meeting teachers from across the country. I am looking forward to implementing some of the things I learned and continuing to learn even more."

> – Danielle DiCuio Kindergarten Teacher Bronxville, NY



LEAVE A LEGACY OF LEARNING

Support CEE to continue making economics and personal finance a priority in our schools.

By making a planned gift today, you will make a difference in the lives of future generations.

Learn more: http://councilforeconed.org/planned-giving

FULFILLING THE MISSION

In 2018, CEE made significant strides in carrying out our strategic goals and fulfilling our larger mission. Here are some highlights:

MEET THE TEACHERS WHERE THEY ARE WITH WHAT THEY NEED

- Upgraded CEE's educator website **EconEdLink (EEL)** to best serve the resource needs of 21st century teachers sessions per user increased by 10% and the average session duration increased by 12% since relaunch
- Added 100 new or revised teacher resources to EconEdLink, including math, personal finance, history and economics lessons, interactive simulations, and professional development webinars and videos
- Held a highly successful 57th Annual Financial Literacy and Economic Education Conference with nearly 500 attendees, featuring speakers Raphael Bostic, President & CEO, Federal Reserve Bank of Atlanta; and Mark Zandi, Chief Economist, Moody's Analytics
- Recognized three outstanding teachers from across the country with the "John Morton Excellence in the Teaching of Economics" awards

SCALED AND ENHANCED KEY INITIATIVES

- Grew our new Family Financial Literacy Nights program to five states, reaching 355 children and their families
- Drove the National Economics Challenge (NEC) to a record year, with over 11,000 participants from the U.S. and 1,000 from China; 64 students from China participated in the NEC International Round in NYC. The event was featured live on CNBC's Power Lunch and on CNBC's Nightly Business Report with Steve Liesman, who also emceed the event
- Grew the National Personal Finance Challenge by 10% to over 16,000 participants
- Launched our partnership with **Invest in Girls (IIG)** to scale their highly successful program

EXPANDED RELATIONSHIPS IN NYC

- Expanded our reach to over 3,600 educators (3,200 via webinar and 400 via in-person workshops)
- Doubled the number of Master Teachers
- Launched an Economics Boot Camp, a three-day immersion program for teachers new to high school economics
- Partnered with The Mayor's Fund to Advance New York City and the NYC Department of Education to support Career and Technical Education teachers across New York State
- Collaborated with the Board of Cooperative Educational Services (BOCES) and SCO Family of Services to work with individuals transitioning out of foster care

CREATED VISIBILITY FOR OUR CAUSE

- Received close to 4,000 submissions from students all over the United States for CEE's national student contest asking: "What economic advice would you give to POTUS?" The students addressed topics such as healthcare, immigration, food, education and infrastructure
- Garnered over 400 press mentions from the launch of CEE's 2018 Survey of the States
- Generated 250 national media mentions during Financial Literacy Month

THOUGHT LEADERSHIP

- CEO and President Nan J. Morrison spoke at **South by Southwest**® **SXSW EDU**® on the panel *Higher Education as the Key to Local Economic Growth*
- Hosted esteemed economists as speakers in our Vantage Point Series, including Leonard E. Burman, Co-Founder, Tax Policy Center, Urban Institute and Brookings Institution and Volcker Chair in Behavioral Economics, Maxwell School of Syracuse University; Christine Lagarde, Managing Director, International Monetary Fund; and Loretta J. Mester, President & CEO, Federal Reserve Bank of Cleveland
- CEE's work was featured in *The Caring Economy: How* to *Win With Corporate Social Responsibility* by Toby Usnik
- Launched the 2018 Survey of the States in Washington, D.C. featuring keynote speaker Rob Nichols, President and CEO, American Bankers Association and with panelists Jeremy Anderson, President, Education Commission of the States; Jason Botel, Principal Deputy Assistant Secretary for Elementary and Secondary Education, U.S. Department of Education; Dr. Annamaria Lusardi, Denit Trust Endowed Chair of Economics and Accountancy, The George Washington University School of Business; Louisa Quittman, Director, Financial Security, U.S. Department of the Treasury; and Alayna Van Tassel, Massachusetts Deputy Treasurer
- Hosted and moderated a congressional briefing on the state of financial literacy with more than 80 in attendance and featuring speakers: Dr. Maddy Halbach, Academy of Finance Instructor, Howard County Public Schools (MD); Melissa Lopez, Director, Region One GEAR UP (TX); Rick Metters, Vice President, RI Regional Public Affairs & Corporate Community Relations, Fidelity Investments; and Phil Schuman, Senior Director of Financial Literacy, Indiana University

SAVE THE DATE

2019 VISIONARY AWARDS BENEFIT DINNER

HONORING

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Janet Yellen
Former Chair of the Board of Governors of the
Federal Reserve System

Wednesday, October 23, 2019

6:15 PM Cocktail Reception | 7:00 PM Dinner and Program

The Plaza Hotel
Fifth Avenue at Central Park South, New York, NY

For more information, please contact **Tarnisha Smart**, Senior Director of Development, at 212-730-6704 or tsmart@councilforeconed.org

A STUDENT WRITING CONTEST

WHAT ECONOMIC ADVICE WOULD YOU GIVE TO POTUS?

We received close to 4,000 submissions from students all over the U.S. The students addressed an array of topics that touched on current events and areas of personal concern to them, their families and the communities they live in. Topics included healthcare, immigration, food, education, and infrastructure.



Reagan | 4TH GRADE

Mother Teresa Catholic Elementary School, Liberty Township, OH

You should make more schools and places that poor people can afford. If they can get an education and have a healthy life full of good choices that are available to them, it will make the country as a whole better.



Parker | 5[™] GRADE

Bowen Elementary

Mr. President, please work on balancing the budget because I don't want to pay the debt when I'm older. Please fix social security so it will be there when I retire. Also, work on fixing our broken roads and bridges. Finally, continue cleaning up crime in our cities. Thank you Mr. President.



Annelisa | GRADES 9-12 WINNER:

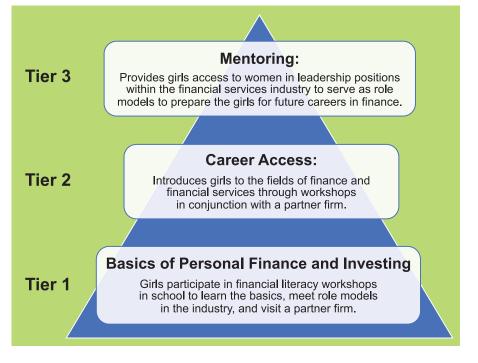
12th Grade, Richland Northeast High School, Columbia, SC

In order to rein in what many economists label as overheating economy, I would recommend to the President enacting contradictory demand-side fiscal policy by raising taxes. An increase in taxes would reduce disposable income for consumers, thus decreasing consumption and shifting the demand curve leftward, closing the expansionary gap.



IIG TO MERGE WITH CEE

Invest in Girls' mission is to usher in the next generation of financially literate girls, and to increase the number of girls interested in careers in finance and financial services. Our goal is to change the way girls relate to money by equipping them with tools that allow them greater access to strong financial futures and rewarding careers.



IIG uses a three-tiered model to introduce girls to the language of personal finance and investing to build the confidence and competence necessary for them to lead fruitful lives.

WHO AND WHERE WE SERVE:

Currently IIG delivers workshops to young women in grades 10-12 in 30 schools across six states: Massachusetts, New York, Connecticut, Delaware, Pennsylvania, and Maryland. We are working together to expand to at least 15 states in three years.

HOW IIG AND CEE WILL WORK TOGETHER:

IIG will leverage CEE's national network of affiliates to reach more girls in more schools in more states.



HOW YOU CAN HELP

- Host an Industry Trip at your company. Every spring, IIG participants visit successful companies to learn about a variety of career paths in finance.
- Volunteer to participate in a Role Model Exchange Day at one of IIG's participating schools
- Become a Mentor
- Establish a corporate-wide IIG Program
- Make a donation to our campaign: \$1M by June 30, 2019. [55% to goal]

For more information, please contact: Betsy Kelder, bkelder@investgirls.org | www.investgirls.org

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We would like to thank our donors who gave their support in 2018.

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