



Coalition Highlights & News From Throughout Pennsylvania July 2010

Right on the Money at York County Libraries!

During the month of April and May, 21 parents and 30 children participated in the family based financial literacy program titled Right on the Money at York County Libraries. Both Martin Library (York, PA) and the Guthrie-Memorial Library (Hanover, PA) hosted the free, four week program (in both English and Spanish) that taught kids valuable money lessons and equipped their parents with the tools to help them build sound money management skills. Each week program instructors used storybooks to introduce basic financial concepts like planning, spending, saving, and borrowing. The "Right on the Money" program was developed by the Pennsylvania Office of Financial Education and the Pennsylvania State University Cooperative Extension with financial support from the Heinz Endowments, after reports revealed that nearly 75% of parents feel they are unprepared to teach their kids about basic personal finances.

The program provides parents with creative ideas and helps them feel more comfortable teaching positive money management skills to their children. At the end of the four week program at Martin Library and Guthrie-Memorial Library, nearly 80% of the participants indicated that they felt better able to save money because of the library's program, and as many parents indicated that they are utilizing the strategies taught, to teach their children about money. York County Libraries have partnered with the Office of Financial Education and the Financial Stability Partnership at Lutheran Social Services of South Central PA to provide this program at each of the York County Libraries throughout 2010 and 2011.

Other Great Work In South Central PA!



Junior Achievement, in conjunction with the Financial Stability Partnership, held a Financial Literacy Celebration on Tuesday, May 4, 2011 at the JA Office in York to recognize students who completed the National Financial Capability Challenge. Approximately 150 students from 9 high schools attended. Several national, state, and local dignitaries also attended to congratulate the students: Michelle Greene from the U.S. Treasury Department; Laura Levine, Executive Director of the Jump\$Tart USA; Secretary Steve Kaplan from the PA Department of Banking; and Mayor Kim Bracey.

A total of 76,892 students took the test. Pennsylvania was the ranked 5th highest student participation among all the states, and was #1 for



the state with the highest number of both participating schools and teachers. PA was also the state with the highest number of students who scored in the top 20%, based on the number of students participating. Only 40 students in Pennsylvania, including three in York County, received a perfect score; 524 students received a perfect score nationally.

“Junior Achievement is proud to be part of this national effort to challenge students to become financially savvy,” says Tom Russell, President of Junior Achievement of South Central PA. “I’m excited to see that many schools increased the number of participating students from last year. JA views this Challenge as an opportunity to create an awareness of the need for financial education in our schools. Rather than looking at the National Financial Literacy Challenge as a final exam at the end of a process, we see it as a window to address the importance of financial literacy, and a chance for students to realize what they didn’t know.”

Other News from Our Coalition Partners

Center for Credit and Research @ Penn State Erie

The Center for Financial and Consumer Outreach (CFCO) at Penn State Erie, the Behrend College continues to diligently conduct financial literacy education. The goal of our Center is to empower people to improve the quality of their lives through education for long term change, to use research-based educational information, and to use a variety of experiential delivery methods to build our audience’s skills and knowledge.

In order to better serve our constituents, the CFCO is currently updating and enhancing many of our programs and outreach efforts for implementation this fall. Some of the improvements of the Center include: Enhancing the S3 Online Game to include a resource guide as well as website resources, glossary of terms, books, and activities to enhance their financial literacy knowledge; correlating our programs with the National Financial Literacy Standards for grades K-12; implementation of “train-the-trainer” financial education programs, expanding our program offerings for youth – adults; development of a quarterly financial E-News bulletin; design of a new user-friendly and interactive website that will include educational resources, publications, videos, and online tools; and implementation of educator and parent trainings/workshops.

For more information on the CFCO, please contact us at (814) 898-6553, cfco@psu.edu or visit our website at <http://cfco.psu.edu>.

Clearview Federal Credit Union

Mary Ann Demczak, AFC, CUDE, of Clearview FCU in Moon Township (Allegheny County) has been sharing her passion for financial literacy education by presenting classes for many local students on a variety of grade levels. Besides these classes at schools, she has been helping local Girl Scout Troops (Daisies and Brownies) gain their Finance Badges. They learn about what money is, where it comes from, how you get it and what to do with it once you have some. Mary Ann finds it most rewarding when she asks what they have learned today and the resounding answer is “to save some of your money!” For more information on programs available at Clearview FCU, Mary Ann’s email is MDemczak@clearviewfcu.org.



Federal Reserve Bank of Philadelphia

GDP and Pizza: A Professional Development Program for Teachers is a half-day program held on August 3rd. This program introduces high school teachers to the GDP and Pizza: Economics for Life online course available for classroom use from the Federal Reserve Bank of St. Louis at no charge. Teachers will learn how to use the online course to teach the difference between nominal and real GDP, the definition of per capita GDP, how economists measure economic growth, and how monetary and fiscal policy are related to GDP. Participants will learn how to access the course for classroom use and will preview the course and its associated activities. Taught by Federal Reserve economic education specialists, this program is designed to help high school teachers meet state and national standards in economics.

Kids and Money Too: A Professional Development Program for Teachers is a day-long professional development program on August 5th, 2010 that introduces teachers to even more lessons for teaching elementary students about money and decision making using children's literature. Building on the success of our 2008 "Kids and Money" program, our economic education specialists demonstrate another new set of lessons that emphasize active- and collaborative-learning teaching methods that help elementary teachers use children's literature to meet state and national standards in social studies and personal finance. Act 48 credit is available upon completion of our programs. Register online for any programs at <http://www.philadelphiafed.org/education/teachers/training-programs>.

Junior Achievement of Western Pennsylvania

Junior Achievement of Western Pennsylvania is participating with the "Health Careers Academy" (formerly Governor's School for Health Careers) during mid July at the University of Pittsburgh, teaching 120 high school students how to better manage their personal finances and develop a savings/financial aid plan for financing their college education. For more information on Junior Achievement in Pittsburgh, visit pittsburgh.ja.org/.

Members 1st Federal Credit Union

Members 1st FCU continues to promote financial literacy with their custom designed financial education program, L.I.F.E.

L.I.F.E (Looking Into Financial Education) is a FREE program designed by Members 1st Federal Credit Union to provide community members, school age children, and young adults with the skills they need to make financially sound decisions. The program provides activities, presentations, and hands-on learning opportunities to promote basic financial literacy objectives and is tailored to meet the specific needs and requests of the educator. As well as promoting classroom financial education, Members 1st FCU continues to establish a significant impact on the student generation by partnering with several local high schools with a student run credit union branch on campus. Currently Members 1st branches are offered in Mechanicsburg Area High School, Palmyra High School, Susquehanna Township High School, The Milton Hershey School, and Sci-Tech High School.

For more information on Members 1st FCU and the L.I.F.E. program, please contact Lauren podolsky (podolskyl@members1st.org).



National Endowment for Financial Education (NEFE)

The NEFE High School Financial Planning Program® is an award-winning, free non-commercial financial education curriculum correlated to Pennsylvania state standards with financial literacy standards. This curriculum (HSFPP) has the common elements that promote student achievement: Clear standards, curriculum framework, fair assessments, instruction, materials, and resources and intervention. The HSFPP consists of several component parts and resources. The 128 page student guide is provided without cost and is intended to remain the students' property. An instructor's manual is provided which contains all of the materials and information needed to become acquainted with the course and how to implement the program. While the print curriculum stands on its own, it is complemented and integrated with four Web site portals that provide an ever-growing body of learning opportunities and other information for teachers, students and parents. The Web sites can be reached at <http://hsfpp.nefe.org>.

Pennsylvania is one of the top ten states ordering student guides for state high schools. For the 2009 calendar year, 21,256 student guides were ordered and mailed. For more information about the curriculum and teacher in-service, a 3 to 4 hour training for high school teachers, please contact Robert Thee at Penn State Cooperative Extension, 610-696-3500 email- rthee@psu.edu.

Operation HOPE

Operation HOPE's Banking on Our Future program has a one hour online supplement that is available for teachers and community based organizations statewide. Bankingonourfuture.org provides interactive instruction and simulations in banking basics, credit, budgeting, and investing. The program is geared for students from 4th through 12th grades and is free. For more information on the program and to get a teacher's guide supplement to the program please call Tom Thunstrom at 215.410.7244 or email tom.thunstrom@operationhope.org. Banking on Our Future is also pleased to have educated its 50,000th student in Pennsylvania during July 2010 at a program at George Washington High School in Northeast Philadelphia!

Pennsylvania Department of Education

American Association of Family and Consumer Sciences Credentialing Center offers pre-professional assessments and certifications in 11 areas of FCS one being Personal and Family Finance. I have attached the break down of competencies in the percentages of questions on the assessment. The assessment was developed with the help of business and industry and piloted this past year. A possible assessment if schools want an assessment that provides data and is valid. Link to website: www.aafcs.org.



Pennsylvania Department of Insurance

The Office of Consumer Liaison and Market Analysis from the Pennsylvania Insurance Department is creating FREE one hour educational presentations that will focus on auto and home insurance, identity theft and how credit relates to insurance and insurance fraud. The Office is gathering a list of high school teachers concentrating in the areas of driver's education, family and consumer science and business. We will be sending an informational email about the sessions and inquiring about interest in the sessions. If you or your school is interested in any of these sessions, be on the lookout for an email or you can contact Alison Kerstetter by phone at 717.783.4789 or through email at alikerstet@state.pa.us.

Pennsylvania Securities Commission

The Investor Education Section of the Pennsylvania Securities Commission (PSC) completed a successful and productive run of the **Save & Invest PA!** program for the 2009-2010 school year. Geared towards high school students, Investor Education reached 2,168 students this past school year throughout the Commonwealth.

Save & Invest PA! serves as a 'real world' reinforcement to students currently studying personal finance. At the same time, **Save & Invest PA!** presents brand new information to students who have not had the opportunity to study personal finance; this includes teachers who indicate they will now make use of the services and educational resources of the PSC. A variety of schools were visited, including urban districts such as George Washington High School (Philadelphia County), Pittsburgh-Allerdice High School (Allegheny County) and Reading High School (Berks County). Suburban districts included Pennsbury High School (Bucks County), State College High School (Centre County) and Chambersburg High School (Franklin County). Rural districts included North Schuylkill High School (Schuylkill County), Shippensburg High School (Cumberland County) and Penn-Trafford High School (Westmoreland County).

Save & Invest PA! also branched out, reaching college seniors at Kutztown University's two graduation festivals in Berks County. Additionally, the Investor Education Section spoke with teachers and educators in Bucks County at an in-service session in November.

A common misconception of many students this year was that you "need to be a millionaire already" to start saving and investing. Through **Save & Invest PA!** students learned that if you regularly save and invest a small amount of money over time you can put compounding interest to work for yourself to achieve your own financial independence. Gearing up for the 2010-2011 school year, the Investor Education Section recently spoke with teachers from across the Commonwealth at this summer's Governor's Institute on Financial Education at Elizabethtown College in Lancaster County.

Save & Invest PA! presentations are educational, non-commercial and available at no cost. To schedule a presentation for your classes or to learn more, contact Doug Hassenbein at dhassenbei@state.pa.us or 1-800-600-0007. When e-mailing Doug, please do not include the "n" at the end of this last name! More information is available at www.psc.state.pa.us/investor by clicking the "Teachers and Parents" link.