Advancing Financial Capability through Digital Learning

Jess Donovan, Director of K-12 Programs, New England

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Today’s Agenda

1. The Financial Literacy Landscape
2. Financial Pyramid
3. EVERFI’s Digital Learning Resources
4. Findings & Impact from 17-18
5. Getting Started
The Financial Literacy Landscape

By almost any measure, today’s schoolchildren are ill equipped to understand personal finance and make their way in the modern financial world.

— President's Advisory Council on Financial Literacy

Only half (53%) of parents are “very confident” that their children will leave home knowing how to manage money, credit, and debt.

More than 1 in 6 students (17.8%) in the United States do not reach the baseline level of proficiency in financial literacy.
CURRENT STATUS OF PERSONAL FINANCE EDUCATION ACROSS THE NATION

KEY
- High School Personal Finance Course Required to be Taken
- Personal Finance Is Not Included in the State Standards
- Require Implementation of State Standards
- Standardized Testing
- High School Personal Finance Course Required to be Offered
The Reality

- 24% of millennials can correctly answer basic financial wellness questions.
- 16% of middle school students think they'll need student loans to finance higher education (but in reality, 70% will)
- 53% of parents are “very confident” that their children will leave home knowing how to manage money, credit, and debt.

Sage Boggs
@sageboggs

I'm glad I learned about parallelograms instead of how to do taxes. It's really come in handy this parallelogram season
The Financial Pyramid

- Financial Literacy is what you know about the basics of how money works.

- Financial Capability is the set of knowledge, attitudes, habits, and confidence in your ability to manage finances that is needed to develop financial well being.

- Financial Wellness is the ability and willingness to make financial decisions, given the available resources and tools, that increase one’s financial security and financial choice, now and in the future.
The Financial Pyramid

Financial Wellness is **what you get.**

Financial Capability is **what you do.**

Financial Literacy is **what you know.**
Supporting Youth Financial Capability
20+ Million Learners
Across The United States and Canada

4,000+ Partners

55,000+ Teachers

25,000+ K-12 Schools

1,500+ Higher Education Institutions

480 Team Members

100+ Former Teachers & Administrators
Whole Child Education

- Career Readiness
- Social and Emotional Learning
- Financial Capability
- Health and Wellness
Our Expertise

- 15+ Years in Online Education
- Content Developed with Subject Matter Experts
- Aligned to State and National Standards
- Dedicated Implementation Team
Financial Education At Every Stage

Vault: Understanding Money
Grades 4-6

FutureSmart
Grades 6-8

EVERFI: Financial Literacy
Grades 9-12
## CT – Impact in 17-18 School Year

<table>
<thead>
<tr>
<th><strong>136</strong></th>
<th><strong>14,402</strong></th>
<th><strong>220</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>SCHOOLS PARTICIPATING</td>
<td>STUDENTS PARTICIPATING</td>
<td>TEACHERS IMPLEMENTING</td>
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</tbody>
</table>

**Standards**
- Common Core Math & ELA
- Jump$tart National Standards
- Next Generation Science Standards
- CASEL Frameworks
- National Health Education Standards
- ISTE
- CT state standards
Financial Education Partners + Sponsorship

Thanks to sponsorship from our partners

- Curriculum Provided at No Cost
- Unlimited Student Licenses
- Professional Development, Training & On-Going Support
- Special Events and Scholarship Opportunities
- Annual Impact Reporting

Select Regional & National Partners
EVERFI
Financial Literacy
For High School
Grade Level: 9th - 12th
Total Lessons: 9 modules, 45 minutes each
Aligns with state and national Jump$tart, Common Core standards

At-a-Glance
EVERFI - Financial Literacy builds the foundation for students' future financial wellbeing. Covering everything from common account types to the basics of investing, each module provides bite-sized, instructional animations to make each topic approachable and relatable to students.

Course Highlights
• Real-life guided practice simulations, like filling out the FAFSA or 1040-EZ forms
• Ability to share budgeting & higher education information with parents

Course Topics
• Banking basics
• Renting vs owning
• Taxes and insurance
• Financing higher education
• Saving and investing
Module Highlight: Financing Higher Education

Learning Objectives

• Explain the concept of return on investment and the considerations around borrowing to pay for education

• Explain the importance of applying for federal aid through FAFSA, and become familiar with the FAFSA application and process
Abstract Terms – Subsidized and Unsubsidized Loans

SUBSIDIZED VS. UNSUBSIDIZED FEDERAL LOANS

Which loan type requires you to pay the interest you accumulate during school?

SUBSIDIZED

The federal government will cover – or subsidize – the interest accumulated on the loan while you’re in school. After you graduate, you are responsible for paying the interest on the loan.

UNSUBSIDIZED

You are responsible for paying all the interest that accumulates on your loan.
Risk Free Environment

Step One (Student):

Citizenship Status

Selective Service

Federal Work Study Program

Filling Out the FAFSA

Click each part of the Student section of the form.

Step Two (Student):

Answer questions 32–58 about yourself (the student). If you were never married or are separated, divorced or widowed, answer only about yourself. If you are married or remarried as of today, include information about your spouse (husband or wife).
What your students learned

- **Savings**
  - Average Pre-Assessment Scores: 49%
  - Average Post-Assessment Scores: 82%
  - Compound interest, simple interest, savings vehicles

- **Banking**
  - Average Pre-Assessment Scores: 47%
  - Average Post-Assessment Scores: 82%
  - Federal Reserve, online banking

- **Financing Higher Education**
  - Average Pre-Assessment Scores: 46%
  - Average Post-Assessment Scores: 83%
  - Financial aid options, application and process

- **Investments**
  - Average Pre-Assessment Scores: 41%
  - Average Post-Assessment Scores: 82%
  - Stocks, bonds, mutual funds, diversification
### Student Perspectives – Encouraging Healthy Financial Behaviors

<table>
<thead>
<tr>
<th>Action</th>
<th>Your Average</th>
<th>National Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>Open a savings or checking account.</td>
<td>71%</td>
<td>69%</td>
</tr>
<tr>
<td>Talk to my parents or guardians about my financial decisions.</td>
<td>68%</td>
<td>66%</td>
</tr>
<tr>
<td>Plan and follow a budget to manage my spending.</td>
<td>67%</td>
<td>63%</td>
</tr>
<tr>
<td>Make a real effort to save more money.</td>
<td>74%</td>
<td>70%</td>
</tr>
</tbody>
</table>
At-a-Glance

Through a compelling storyline in which students become the Mayor of a fictional town, they are faced with the real-life financial decisions and obstacles of their citizens. By helping their citizens with everything from budgeting for some bedroom decorations to guiding someone through the college financial aid process, students build important skills that help them to become FutureSmart.

Course Highlights

- Simulation-based learning embedded with real-world decisions
- Companion mobile app to reinforce positive financial decisions
- Customizable and printable blueprint for their financial future

Course Topics

- Financial values and goal-setting
- Budgeting and opportunity costs
- Saving and investing
- Risk vs. return
Module Highlight: “Smart Shopping”

Learning Objectives:

- Define and identify opportunity cost in a given scenario
- Describe and prioritize the components of a budget based on an individual’s preferences
- Prioritize and differentiate between an individual’s needs and wants
- Apply comparison shopping methods, such as gathering price and quality information, comparing spending & non-spending alternatives, and comparing unit price information.
Understanding Expenses and Income
Needs vs. Wants

Even though none of these items are true "needs", it's still a good idea for David to prioritize his wants based on their importance.

Drag the items into the correct order.

NEEDS  ●  ●  ●  ●  ●  ●  ●  ●  WANTS

ALARM CLOCK  BEDDING  CURTAINS  DESK LAMP  MINI-FRIDGE  POSTERS  STEREO SYSTEM  WALLPAPER
Conducting Research and Comparison Shopping

Okay, time to go shopping! Oh, wait! David hasn't done any research yet. He was thinking about checking the store websites for prices and product reviews before he goes.

THERE'S NO TIME! LET'S GO TO THE STORE ALREADY.

TAKE A LOOK. THERE MIGHT BE SOME DEALS.
Unit Prices
...to Opportunity Cost

**OPPORTUNITY COST**
The opportunity cost is the next best alternative that was given up by making the decision. For example, by choosing to spend $50 on a new bedspread, David gives up the opportunity to buy a new mini-fridge.

**OPPORTUNITY COSTS**

**You chose to:**
Not talk to the salesperson at the bedding store

**What you missed out on:**
$15 markdown on bedspread

**You chose to:**
Buy a new lampshade

**What you missed out on:**
$12 in savings from buying a brighter light bulb instead
What your students learned

- **Smart Shopping**
  - Average Pre-Assessment Scores: 40%
  - Average Post-Assessment Scores: 78%
  - Unit prices, opportunity cost

- **Growing a Business**
  - Average Pre-Assessment Scores: 34%
  - Average Post-Assessment Scores: 82%
  - Profit & loss, budgets, inflation/deflation

- **Your Financial Future**
  - Average Pre-Assessment Scores: 36%
  - Average Post-Assessment Scores: 76%
  - Types of insurance, investment portfolio, compound interest
Register

everfi.com/newteacher

- Find Your State
- Enter Your School
Educator Benefits

In addition to interactive digital resources aligned to your state standards, educators also receive:

- Real time Reporting On Students’ Knowledge + Growth
- Lesson Plans and Discussion Questions
- Access to EVERFI’s Growing Library of Digital Curriculum
- Student Scholarship Opportunities
Implementation Strategies

- Review or Capstone Project
- Flipped Classroom
- Introduction to New Material
- Guided + Independent Practice
Best Practices

- Determine how and when you plan to implement the modules
- Review lesson plans, discussion questions and vocabulary guides in the Teacher Resource Center
- Reserve computers or devices as needed
Independent Practice

MIDDLE SCHOOL: Smart Shopping (Module 2)

HIGH SCHOOL: Higher Education (Module 5)

Discussion Questions
• What is the importance of this topic?
• What are the abstract components that you think would be difficult for students to grasp?
• How do you think this digital experience would help teach this abstract concept?
• What are the shortcomings of this approach?
• What non-digital activities do you think would help develop “healthy financial habits”? 
Sneak Peak - Marketplaces
Marketplaces
Grade Level: 9th-12th
Total Lessons: 5 modules, approx. 1.5-2 hours

At-a-Glance
Marketplaces takes an immersive approach to demystify what the financial market is and how it works. This course blends together macroeconomic and personal finance concepts to create a holistic picture of how the government, corporations, and individuals come together to create a functioning financial marketplace. Students will leave the course feeling confident about their capability to participate in the financial markets.

Course Highlights
• Five interactive modules including an investment simulation
• Offline activities that allow teachers and students to extend learning as a class or individually.

Course Topics
• Financial markets and exchanges
• The government’s role in the economy
• Growing a company through financing
• Building an investment portfolio
Key Components

A true blended learning experience designed to engage students in active reflection, discussion, and practice.

FULLY INTERACTIVE MODULES
DISCUSSION GUIDE
LESSON PLANS
GLOSSARY OF KEY TERMS
Curriculum Overview

1. MACROECONOMIC CONCEPTS
   Establish a foundation by understanding your role in the global economy, the history and function of the markets, and how the economy is regulated by the government and the central bank.

2. INVESTING FOR LONG TERM GROWTH
   Evaluate investing from the perspective of an entrepreneur seeking funding to grow their business and as an individual wanting to meet short- and long-term financial goals.

3. PERSONAL INVESTING SIMULATION
   Apply learning to make personal investing decisions that impact your financial growth throughout your simulated lifetime.
The Digital Experience

Through an engaging, gamified learning experience, students blend economic concepts with investing topics to learn how government, corporations, and individuals come together to participate in the financial marketplace. Students will emerge knowing how investing can have a powerful impact on their lives.
Introduction to Economic Indicators

GDP, short for gross domestic product, is the total value of all the finished goods and services in a country over a certain period of time. You can think of these goods and services as all of the things individuals, companies, and governments buy (clothing, food, electronics, aircrafts) or do with their money.

GDP can be used to measure the health of the economy. If GDP in your country this year is $10 trillion and it goes up to $12 trillion next year, then your country’s economy is growing. If your country GDP’s is $10 trillion this year and goes down to $8 trillion, then your economy is declining.

Press the Inflation tab to continue.
The Digital Experience

2007 Bad Economy

Larry just completed a coding bootcamp program and is ready to start looking for a job. The economy isn’t doing so well, so times are a little tough. There aren’t as many companies hiring new employees. Larry is able to find a job, but it’s not the job he wanted immediately after finishing his bootcamp. He also has to take a lower pay than he was hoping to get.

The peak: Phase is the high point in the business cycle. The peak occurs when the expansion phase is at its peak. People tend to get less optimistic and conservative operating money.

PEAK

The peak: Phase is the high point in the business cycle. The peak occurs when the expansion phase is at its peak. People tend to get less optimistic and conservative operating money.

EVE
Moving Forward
Moving Forward

Review
- Determine Course Placement
- Recommendations for Course Placement

Plan
- Schedule Training Opportunities
- District-Wide or 1:1 Trainings

Implement
- Teachers Utilize and Provide Feedback
- Sponsor Engagement Opportunities

Grow
- Determine Growth Areas Through Impact Review
- Provide Impact Updates to Share with Community
Exit Ticket: Please email jdonovan@everfi.com:

1. Are you interested in bringing EVERFI Financial Literacy, FutureSmart, and/or Marketplaces to your school or district? (Please specify which resource!)

2. How can EVERFI support you with implementation?
   
i.e. I’d like to schedule a follow-up meeting in the next 1-2 weeks to discuss further; I’d like EVERFI to provide a 20-minute training to the business/math/CTE department at my school.

3. Any additional feedback? Thank you!
Contact Me:

Jessica Donovan
Director of K-12 Programs, New England

Email: jdonovan@everfi.com
Phone: 781.315.4586