
Jump\$tart Education Committee Report
July 2021

Submitted by Anne Bannister, Director of Jump\$tart Clearinghouse
On behalf of Billy Hensley, Committee Chair

A. Next Project Combines “Making the Case” and “Answering the Critics”

At the June 28, 2021 meeting, Billy Hensley led a discussion of “what’s next?” now that the National Financial Literacy Standards project is close to completion, as well as the Student Impact Study. The committee considered a list of potential projects and decided to combine “Making the Case,” a document that focuses on what’s wrong (like low levels of financial literacy) with “Answering the Critics,” a document that focuses on what we know works, along with the ongoing work of J\$FFE, the NEC, and the Clearinghouse.

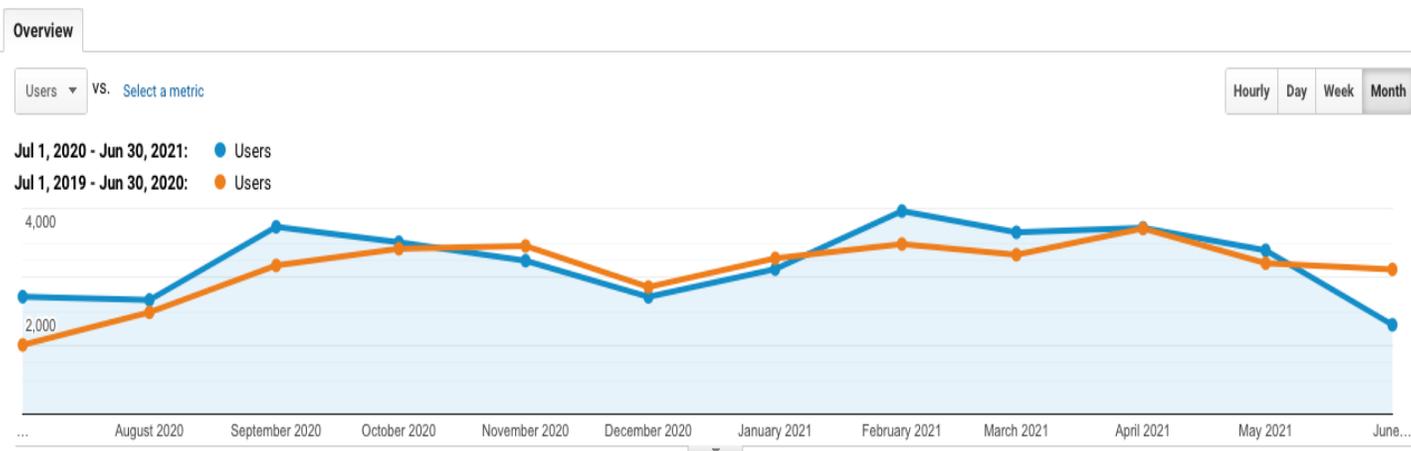
B. New Subcommittee for the Clearinghouse

A new subcommittee was formed with the initial charge of helping us identify popular and effective financial education resources that aren’t currently listed in the Clearinghouse, to help us proactively seek the best resources available. On an ongoing basis, this subcommittee will serve as a sounding board for Clearinghouse review, to weigh in on “borderline” submissions or appeals (when we decline a resource and the submitter asks to be reconsidered.) These instances are infrequent but having a standing subcommittee would help us address them efficiently.

C. Jump\$tart Clearinghouse

The rate of growth in Clearinghouse Users has been slowing and we may not be on track to meet the goal of 45,000 unique Users and 50,000 Sessions in 2021. Some of this may be attributed to the disruption in schools caused by the pandemic and teachers’ feelings of just trying to get by rather than looking for new things to try. For the first six months of 2021, Clearinghouse Users total 18,574 and Session are 22,233. Negative satisfaction survey responses have decreased to 20%, with a 2021 goal of 15%. For the year ended June 30, 2021, as compared with the previous year:

- Clearinghouse Users increased 5% from 33,345 to 35,034
- Sessions increased 7% from 38,677 to 41,217
- Negative satisfaction survey responses decreased from 25% to 24%



Staff has and is taking the following steps to meet our goals:

The quarterly \$100 gift card drawing continued for users who write an online review of a Clearinghouse-listed resource. Our Q2 winner was Jessica Culver, a teacher from Ozark, Arkansas. [Participation Guidelines](#) are posted on our website. In Q2 we asked our Jump\$Tart Partners to encourage their users to review their resources listed in the Clearinghouse. We also continued to promote the raffle on Facebook, in our Facebook Teachers Group, on Twitter, and in the Financial Friday's newsletter. We hope this will drive new traffic to the Clearinghouse and the reviews that users post will enhance the information available to other users.



The current marketing effort of the Clearinghouse is to promote a [new video campaign](#), using all our social media platforms to share, and educate and engage our audiences.

Committee:

Education Committee Chair: **Billy Hensley**, NEFE. **Committee Members:**

Lori Myers, AAFCS; **Rebecca Wiggins**, AFCPE; **Olivia DiBiase**, AFSA Education Foundation; **Chris Caltabiano** and **Nan Morrison**, CEE; **Vickie Bajtelsmit**, Colorado State University; **Ray Martinez**, EverFi; **Rod Griffin**, Experian; **Bobbie Gray**, FDIC; **Luke Reynolds**, FDIC;; **Laura Shipley**, FRB; **Jinhee Kim**, Land Grant/Co-op Ext. (USDA-NIFA), University of Maryland Extension; **Jennifer Davidson**, NAAEE; **Mike Staten**, Univ. of Arizona and Jump\$Tart Chairman; **J. Michael Collins**, University of Wisconsin; **Bonnie Wallace**, Wells Fargo.

Jump\$Tart Staff: **Laura Levine**, Jump\$Tart President; **Anne Bannister** and **Dan Hebert**, Staff Liaisons; **Rosella Bannister**, Staff Volunteer.