

**Rosella Bannister**  
**Consultant, Jump\$Start Clearinghouse**

Consumer and personal finance education is the focus of Rosella Bannister’s professional life. For 25 years, she was Executive Director of the National Institute for Consumer Education (NICE) at Eastern Michigan University (EMU). NICE provided multidisciplinary teacher professional development programs and resources, including the, at the time, groundbreaking [Classification of Concepts in Consumer Education](#), funded by the U.S. Department of Education.

In 1996, Rosella helped Jump\$Start Coalition founders create the Jump\$Start Clearinghouse from a database of resources she had compiled at Eastern Michigan. Today, the Jump\$Start Clearinghouse is the nation’s premier, searchable database of personal finance education resources. She served as director of the Clearinghouse until the position was transitioned to her daughter Anne in 2009. In her “retirement,” Rosella has stayed on as a consultant to the Clearinghouse in a volunteer capacity and has been instrumental in the development of financial education Standards, including chairing the working group that created the 2015 edition and participating as a reviewer for the 2021 revision.

Rosella graduated from Purdue University in 1956 with a degree in Home Economics, and from Wayne State University in Detroit in 1970. She worked in business for Armour & Company in Chicago, for the Dearborn Press in consumer journalism, and for the Michigan State University Cooperative Extension Service in Detroit. In 1981 she served on a one-year special assignment with the U.S. Department of Education in Washington, D.C. She currently resides in Ann Arbor, Michigan and remains active in many organizations and enjoys hiking with family and friends.

Rosella’s professional awards include:

- Jump\$Start William E. Odom Visionary Leadership Award – inaugural recipient in 1999
- U.S. Senator Philip A. Hart Consumer Leadership Award in Michigan
- Purdue University, Distinguished Alumni Award
- Japan Academy of Consumer Education Leadership Award
- International Consumer Citizen Network’s Tower Person Award, Tallinn, Estonia