The Flagship Campaign of Project Groundswell
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Personal Financial Literacy

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Project Groundswell

Announced in 2018

Goals Include:

25% Increase in Financial Education

By the end of 2025
Project Groundswell

Public, Private, and Charter
Elementary, Middle, and High Schools
Project Groundswell

Harnessing the Power of Parents
Creating a *Groundswell* of Support
Starting a National Conversation
About Financial Education in Schools
Project Groundswell

• Product/Program Agnostic
• Creates Demand for Existing Resources
• Focuses on Effectiveness
• Helps Schools Get Started

• Going Big by Starting Small
• A Bottom-Up Approach Complementing Top-Down Policy
• Anyone Can Get Involved in a Way that Makes Sense for Them
#CheckYourSchool

A Public-Engagement Campaign to Support the Goals of Project Groundswell
#CheckYourSchool

Facebook and Twitter

@CheckYourSchool
Check Your School

Money management is the one subject that everyone will use “in real life.” But not all schools offer effective financial education. Does yours?

CheckYourSchool.org

We want to put effective financial education in every school in America. And we need your help. It all starts by checking your school.

Check your school. Add your school. Build aFinLitFuture!

Start Here with Your State

Select a State
Check Your School

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Select a State
The Power of Parents!

When parents talk, everyone - including teachers, principals, and other school administrators - listen. So, if you're here because you agree that students across our country deserve effective classroom-based financial education, we could use your help!
Start the Conversation

All kids need to learn money management skills, but many families simply aren't equipped to teach them everything they need to know. That's why every school in America needs to offer effective classroom-based financial education. Starting now.

The goal of Project Groundswell and the Check Your School

This Toolkit was designed with parents in mind, but is well suited for use by grandparents, aunts, uncles, neighbors and friends—anyone ready.

Parents

Add a School

Check Your School
You Can Help!

These days, the most effective advocates for change in schools—or in the country—are the students themselves. The fact that you’re here tells us you may want to play a proactive role in ensuring that you, your classmates, and the students who come along behind you receive a sufficient education in money management before you need to start making financial decisions on your own.

Check your school. Add your school. Build #aFinLitFuture!

Start Here with Your State.
The Unique Power and Perspective of Educators

From the front lines, you know how important financial education is to the future of the kids you teach every day. And you’re in a unique position to help those kids get financial education early and often, so that they have the opportunity to incorporate and practice these skills before they’re attempting to manage student loans and college living expenses.
Effectiveness in Financial Education

It's not enough to bring financial education to every school in America. That financial education must be effective.

To achieve that goal, the JumpStart Education Committee—made up of experts in finance, education, and research—established The Essential Elements of Effective Financial Education.

Check your school. Add your school. Build #aFinLitFuture!

Start Here with Your State
Implementation Toolkit

Financial Education Starts Here

Check Your School is a public-engagement campaign designed to raise awareness about the importance of financial literacy and the need for effective financial education, by harnessing the power of parents, grandparents, teachers, administrators, students and anyone else interested in helping us start the conversation. But, we won’t achieve the goals of Project Groundswell—to increase and improve financial education at your school, check out our Advocacy Toolkit.

Check your school.
Add your school.
Build #aFinLitFuture!
Start Here with Your State
The Jump$tart Coalition is, at its heart, an organization of organizations. And it wouldn’t be able to function without its 51 state coalitions and its national partners.

The #CheckYourSchool campaign is no different—it’s success depends upon on the efforts of these important groups, so we’ve made dedicated National Partners Toolkit and State Coalitions Toolkit to help guide them in bringing effective financial education to classrooms nationwide.

Check your school. Add your school. Build #aFinLitFuture!

Start Here with Your School.
Welcome, Jump$tart National Partners!

For more than two decades, Jump$tart Coalition National Partner organizations have worked collaboratively to achieve their shared goal of #aFinLitFuture, especially for our nation’s youth. Project Groundswell and the #CheckYourSchool campaign were designed to further that effort.

This Toolkit was designed with Jump$tart National Partners in mind, but it

Check your school. Add your school. Build #aFinLitFuture!
Start Here with Your State

CheckYourSchool.org
State Coalitions
A Guide to Getting Involved

Your Unique Role
Each of Jump$tart’s SI affiliated State Coalitions is as unique as the state or region they serve; so a one-size-fits-all plan of action wouldn’t likely maximize the

This toolkit was designed especially for Jump$tart’s SI independent.

Check your school. Add your school. Build #aFinLitFuture!
Start Here with Your
NEFE Baseline Survey
NEFE Baseline Survey

• Nationwide sampling of public school districts (3%)
• 405 school districts from all 50 states plus DC.
• Random sampling technique.
• In-kind gift from NEFE.
Caveats

• Since very few school districts provided information for elementary and middle schools, the conclusions drawn for those levels are less robust.

• The goal was to create a national baseline for monitoring CYS progress, so the data is not suitable for state-level breakouts.

• School districts were not weighted.

• The survey looked only at public schools.
Findings

Far more high schools (263) had information about their financial education efforts than middle schools (38) or elementary schools (30).
Essential Elements

• 43% (113 out of 263) of school districts used or provided financial literacy resources that were vetted or tested in online programs at the high school level.

• 60% (157 out of 263) of teachers met recommended financial literacy qualifications, where teachers were required to have a degree or certification in finance or financial education or had completed a designated number of hours in financial education.
Findings

• There is a dearth of information about financial education offerings at the elementary and middle school levels.

• Even in states with mandates, there is a lack of information about whether vetted materials are being used and whether teachers are meeting recommended qualifications.

• There is plenty of work to be done!
Thank You!

Check Your School
Add a School (Tell Us!)
Start the Conversation
Implement/Augment
Build #aFinLitFuture Together
Questions?