



CheckYourSchool.org

The Flagship Campaign of
Project Groundswell



CheckYourSchool.org



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Personal Financial Literacy

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CheckYourSchool.org

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



CheckYourSchool.org

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.org




#CheckYourSchool

Facebook and Twitter
@CheckYourSchool



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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 ▾



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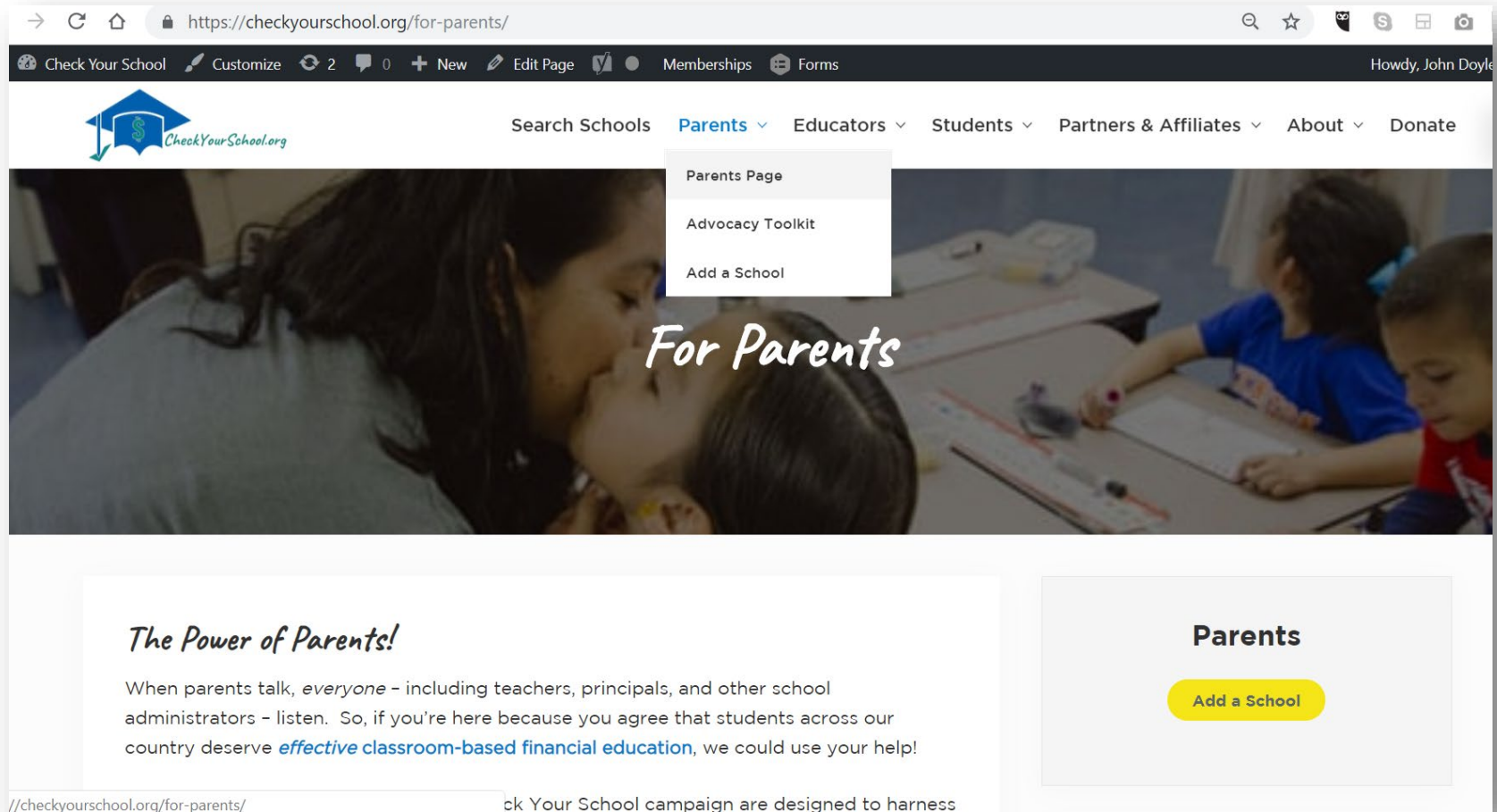
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The screenshot shows a web browser at the URL <https://checkyourschool.org/for-parents/>. The page features a dark navigation bar with links: Check Your School, Customize, 2, 0, + New, Edit Page, Memberships, Forms, and a user greeting 'Howdy, John Doyle'. Below this is a white header with the Check Your School logo and a navigation menu: Search Schools, Parents (selected), Educators, Students, Partners & Affiliates, About, and Donate. A dropdown menu for 'Parents' is open, showing 'Parents Page', 'Advocacy Toolkit', and 'Add a School'. The main content area has a large image of a parent kissing a child, with the text 'For Parents' overlaid. Below the image is a section titled 'The Power of Parents!' with the text: '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!'. To the right of this text is a yellow button labeled 'Add a School'.



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Advocacy Toolkit

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, guardians, aunts, uncles, neighbors and friends—anyone ready

Parents

Add a School

Check your school

https://checkyourschool.org/for-students/

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CheckYourSchool.org

Search Schools Parents Educators **Students** Partners & Affiliates About Donate

Students Page
Student Toolkit

Student Page

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

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*Start Here with Your
State*

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The screenshot shows a web browser at the URL <https://checkyourschool.org/for-educators/>. The page features a dark navigation bar with links: Check Your School, Customize, 2, 0, + New, Edit Page, Memberships, and Forms. A user profile for 'Howdy, John Doyle' is in the top right. Below the navigation bar is a header with the CheckYourSchool.org logo and a menu: Search Schools, Parents, Educators (selected), Students, Partners & Affiliates, About, and Donate. A dropdown menu for 'Educators' is open, showing: Educators Page, Implementation Toolkit, Add a School, and Essential Elements. The main content area has a large image of a group of people at a conference with the text 'For Educators' overlaid. Below this is a section titled 'The Unique Power and Perspective of Educators' with a paragraph of text. To the right is a box titled 'Educators' with a yellow 'Add a School' button.

Check Your School Customize 2 0 + New Edit Page Memberships Forms Howdy, John Doyle

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Educators Page
Implementation Toolkit
Add a School
Essential Elements

For Educators

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

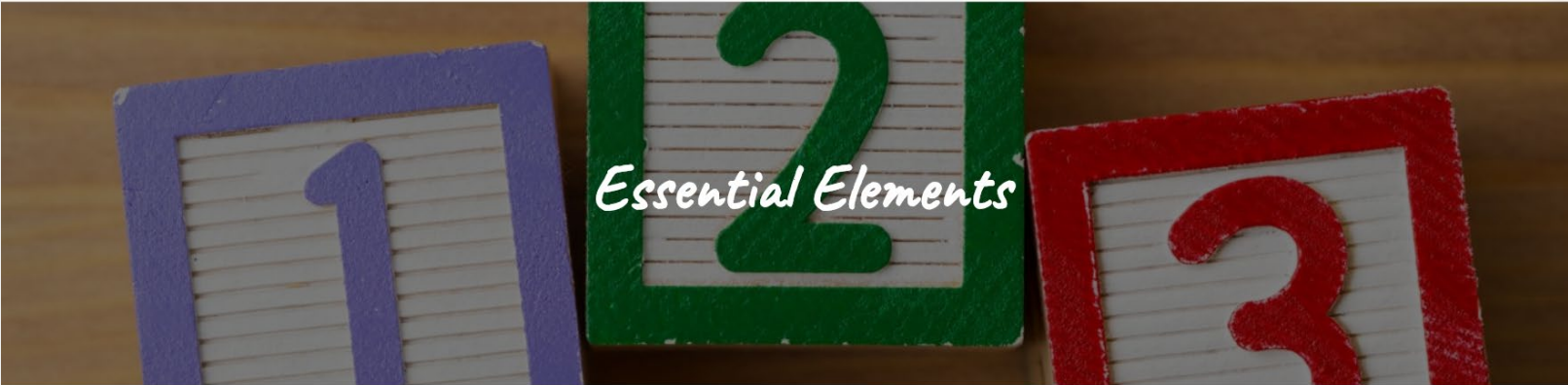
Educators

Add a School

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Essential Elements

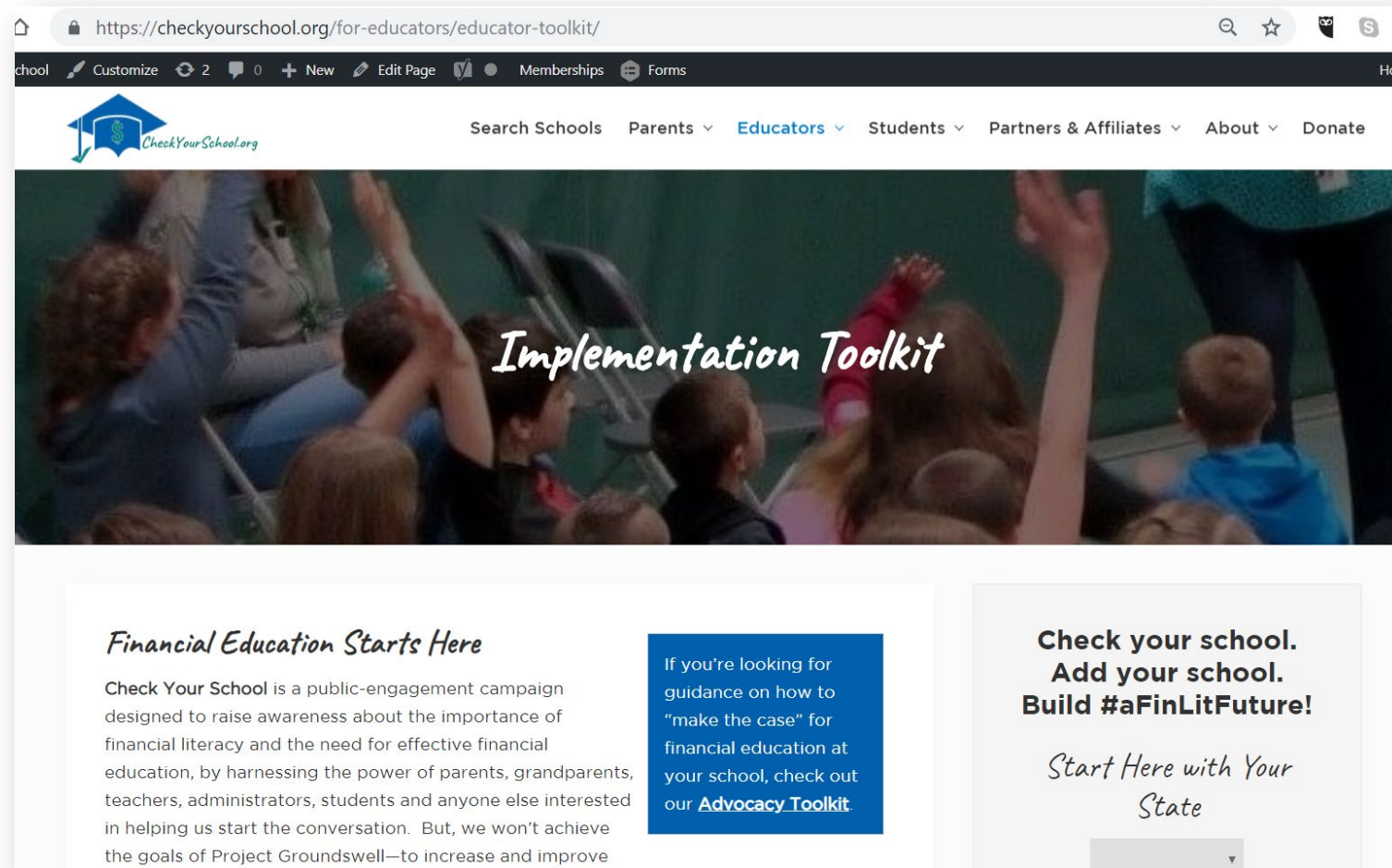
Effectiveness in Financial Education

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

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

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https://checkyourschool.org/for-educators/educator-toolkit/

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Implementation Toolkit

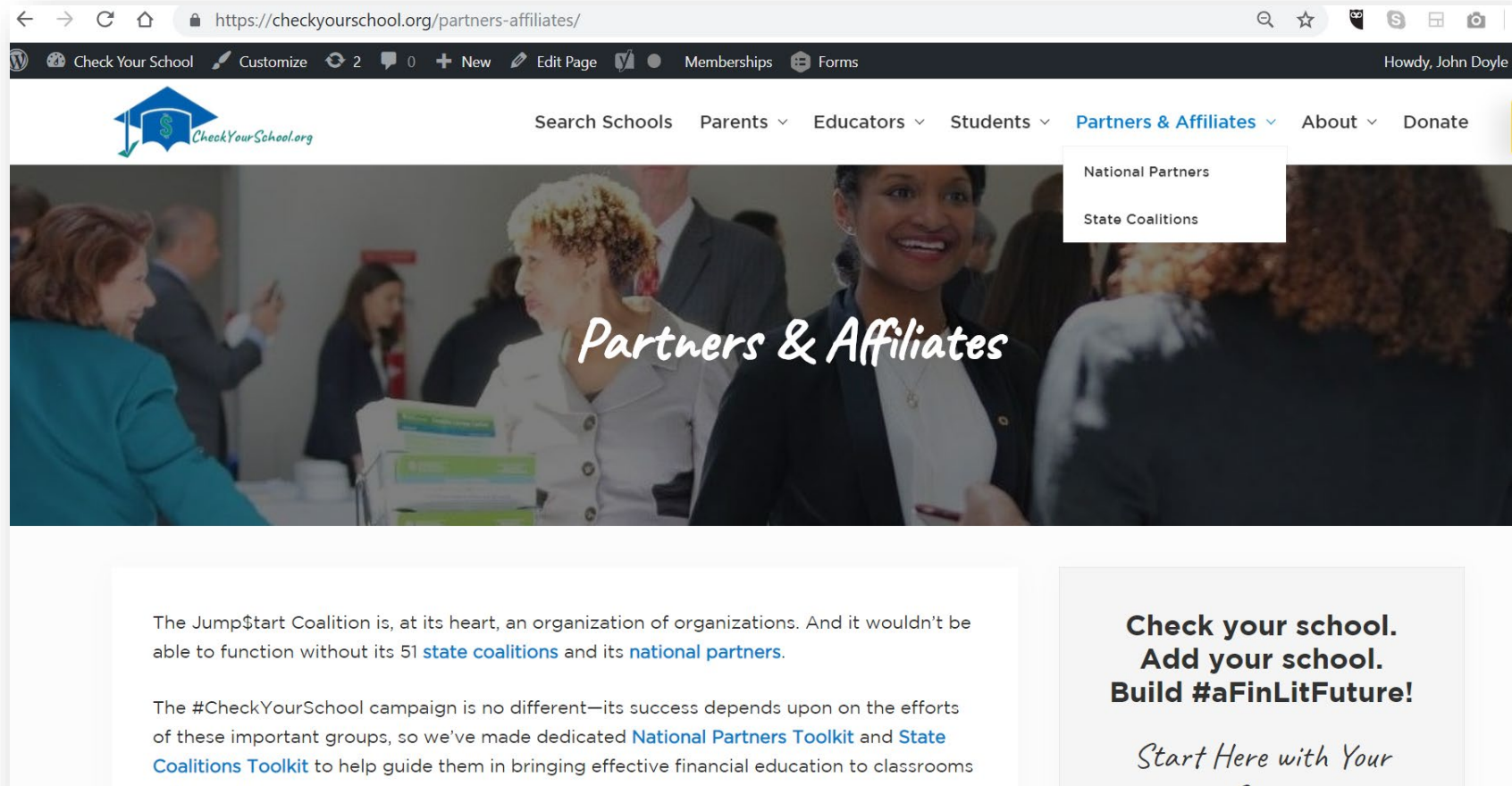
Financial Education Starts Here

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

If you're looking for guidance on how to "make the case" for financial education at your school, check out our [Advocacy Toolkit](#)

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Start Here with Your State



The screenshot shows a web browser at the URL <https://checkyourschool.org/partners-affiliates/>. The website has a dark header with navigation links: Check Your School, Customize, 2, 0, + New, Edit Page, Memberships, and Forms. A user greeting "Howdy, John Doyle" is visible on the right. Below the header is a white navigation bar with the CheckYourSchool.org logo and links for Search Schools, Parents, Educators, Students, Partners & Affiliates (selected), About, and Donate. A dropdown menu for "Partners & Affiliates" shows "National Partners" and "State Coalitions". The main content area features a large image of a group of people in a meeting, with the text "Partners & Affiliates" overlaid in a white script font. Below this image are two columns of text. The left column contains two paragraphs about the Jump\$tart Coalition and the #CheckYourSchool campaign. The right column contains a call to action to check and add schools, build #aFinLitFuture!, and start here with your school.

Partners & Affiliates

National Partners
State Coalitions

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—its 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.

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National Partners Toolkit

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


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State Coalitions
A Guide to Getting Involved

Your Unique Role

Each of Jump\$tart's 51 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 51 independent,

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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



CheckYourSchool.org

Questions?

