

“First of all, it’s ALL kids...if they [legislators] want to choose kids that they think need finance education, have at it...we have failed...just look at the 78% currently living paycheck to paycheck in Kentucky...we can do better.”

**Alex Todd, Kentucky educator**

# Why We Do What We Do

“...after we learned about pay cards in class [Getting Paid or Getting Played?] I let my friend who was threatened with termination after being offered a pay card know that it was in his legal rights to decline that method of pay...After finding out that he is able to decline pay cards he spoke with his HR manager and let them know that he does not need to accept...my friend will continue to receive paper checks to deposit in his bank account.

From what he's told me the HR manager was not very happy...  
**thank you for giving me the knowledge to stand up for me and others.”**





- Why does this matter?
- What is the state of financial education nationally?
- What is the situation in Maine?
- How can we change the situation?
- How can NGPF support you?

# School-by-School Efforts:

Who has access to financial  
education today?



Why study the  
school level?

Implementation is  
**everything.**

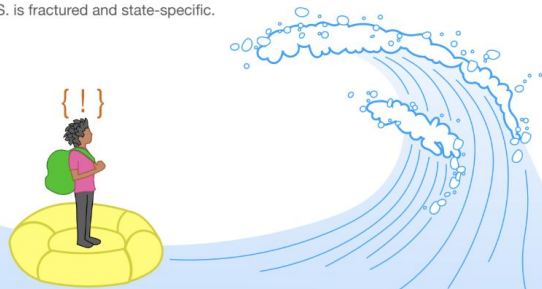
### WHY IS THIS IMPORTANT?

**{ Because personal finance critically affects every student in America. }**

BEFORE THEY GRADUATE, students must learn to manage money, create budgets and build good credit habits to become financially secure adults in the “real world.” Without exposure to these skills in school, they often learn them by making costly mistakes with lasting consequences.

Yet research shows that the United States lags its peers in financial literacy, especially among young people. In the OECD Programme for International Student Assessment (PISA), the United States ranked between 7th and 9th in financial literacy out of the 15 participating countries<sup>1</sup>. Students are taking out education loans at an alarming rate - over \$1.4 trillion currently<sup>2</sup> - and are forced to learn through costly mistakes what they should be taught in school.

In all 50 states, researchers see this problem, but their efforts typically examine only state-level policies. As a result, current knowledge of financial education in the U.S. is fractured and state-specific.



THOUGH INDIVIDUAL SCHOOLS AND DISTRICTS are ultimately responsible for their own course offerings, decisions typically run “top-down” from state or even federal legislatures that rely on the best available research. But if their data is fractured and state-specific, their efforts will be, too.

This comprehensive report, with data painstakingly collected from individual high schools across all 50 states and DC, aims to paint a complete picture of US financial education today.

In turn, we hope to inspire our nation's power-brokers to **build a better financial future for America's young people.**

<sup>1</sup> Financial Literacy: United States.” Organisation for Economic Co-Operation and Development. <http://www.oecd.org/pisa/PISA-2105-> <accessed September 27, 2017>

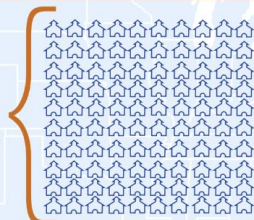
<sup>2</sup> St. Louis, 2017. Outstanding Student Loan Debt Owned and Securitized. <https://fred.stlouisfed.org/series/SLOAS> <accessed

### HOW DID WE DO THIS?

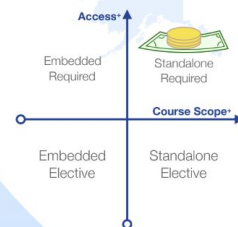
**{ By examining every high school personal finance course we could find. }**

The first financial education study to cover **over 85% of US high schoolers**

11,000+ **schools**  
13 million+ **students**



### COURSE CATEGORIZATION



### SUMMARY METRICS

- **% Standalone:** the percentage of students OFFERED at least one STANDALONE, one-semester PF course. NOT embedded in another course.
- **% Gold Standard:** the percentage of students counted REQUIRED to take at least one STANDALONE, one-semester PF course for graduation<sup>3</sup>.

### DATA SOURCES

- course **catalogs**
- department **websites**
- teacher **websites**
- teacher **syllabi**
- teacher/counselor **surveys**

<sup>3</sup> See our Full Data Collection Methodology for more details.

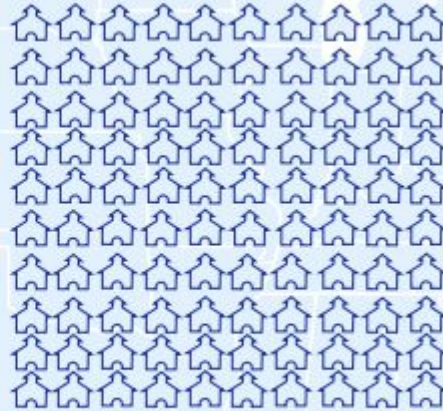
### Who has access to financial education in America today?

a nationwide study of 13 million students across 11,000 high schools



# NGPF 2017: who has access to financial education in America?

11,000+ **schools**  
13 million+ **students**

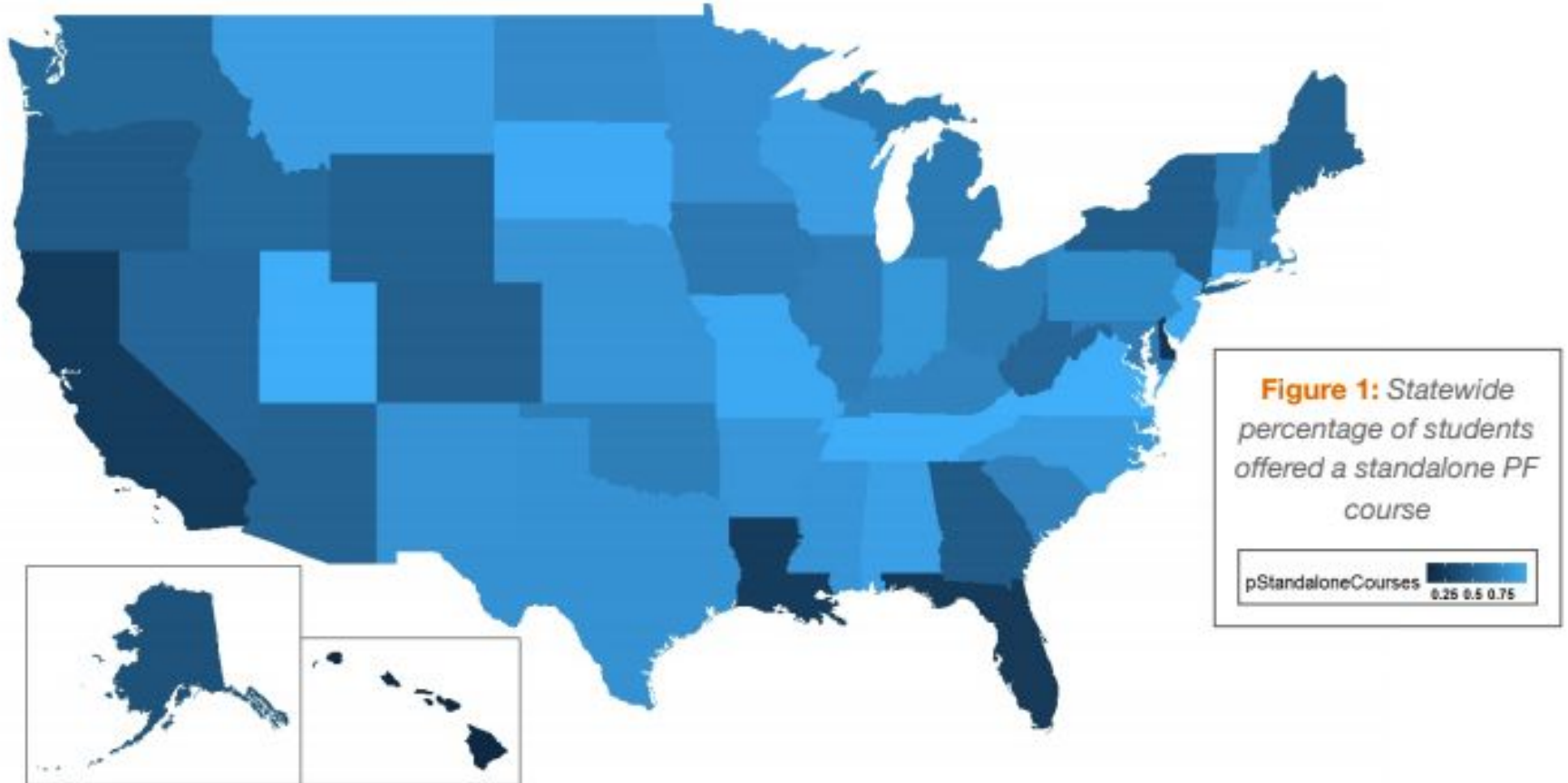


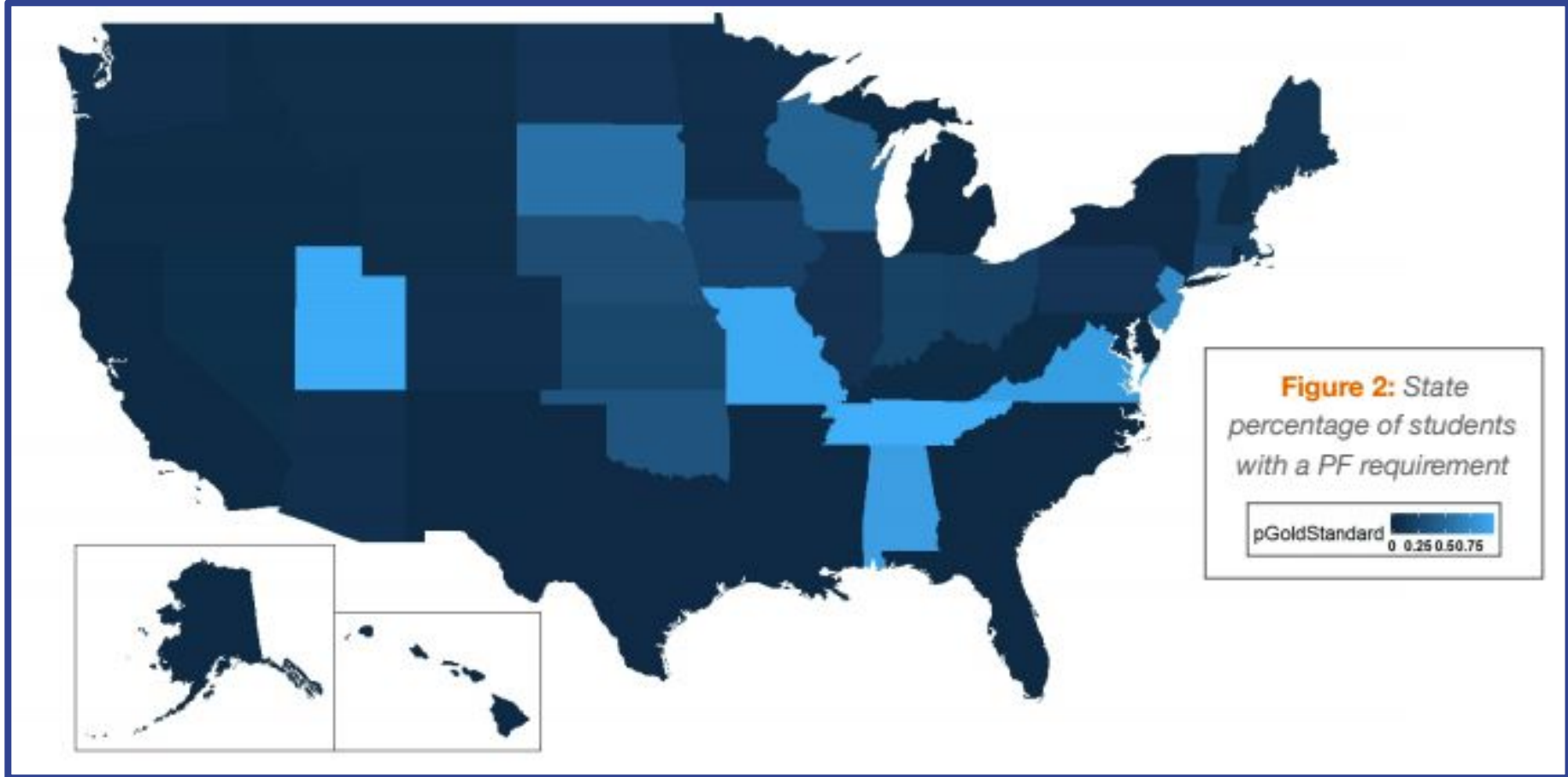
## COURSE CATEGORIZATION



## DATA SOURCES

- course **catalogs**
- department **websites**
- teacher **websites**
- teacher **syllabi**
- teacher/counselor **surveys**





1 in 6

Excluding the  
5 mandate  
states... **1 in 12.**

In schools with more  
than 75% of students  
receiving  
free/reduced lunch... **1**  
**in 19.**

600+

## The Standards:

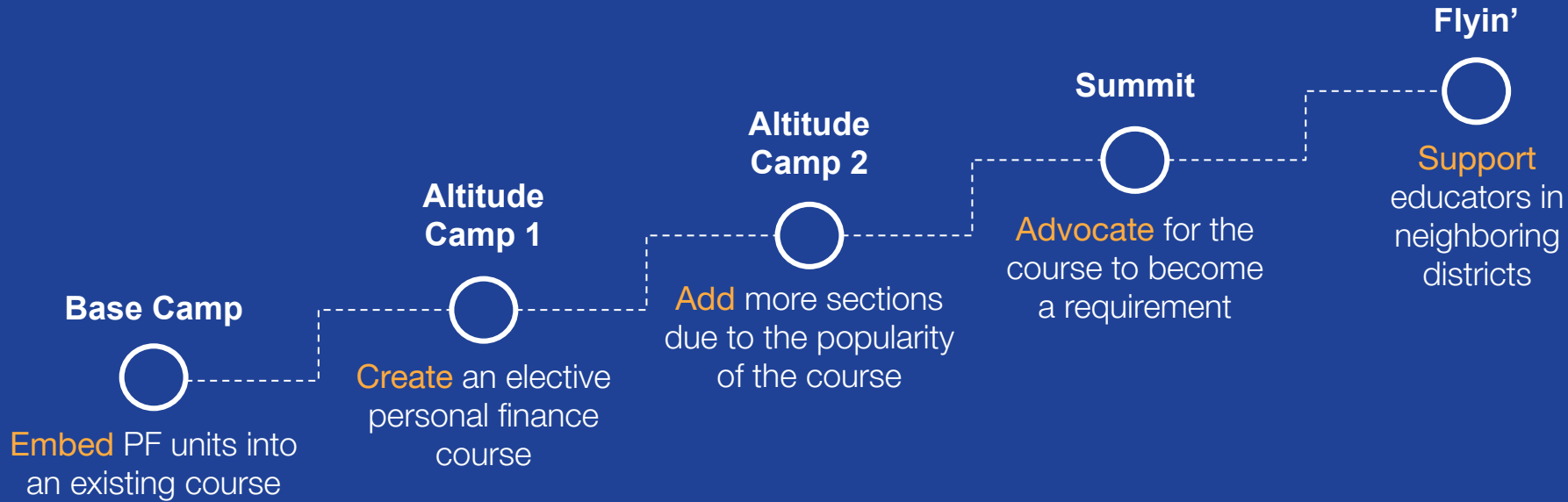
- **Gold:** Standalone, one semester required for graduation
- **Silver:** Standalone, one semester elective course
- **Bronze:** Embeds personal finance in another course

## Gold Standard:

- Bonny Eagle H.S.
- Portland H.S.
- Lawrence H.S.
- Maranacook Community H.S.
- Skowhegan Area H.S.



Bangor High School	Lewiston High School
Biddeford High School	Lisbon High School
Camden Hills Regional H S	Messalonskee High School
Cape Elizabeth High School	Mt Ararat High School
Caribou High School	Mt Blue High School
Dexter Regional High School	Mt View High School
Dirigo High School	Orono High School
Edward Little High School	Oxford Hills Comprehensive H S
Ellsworth High School	Penquis Valley High School
Falmouth High School	Presque Isle High School
Freeport High School	Sacopee Valley High School
Greely High School	Scarborough High School
Hermon High School	South Portland High School
Houlton High School	Spruce Mountain High School
Kennebunk High School	Wells High School
Lake Region High School	Westbrook High School
Leavitt Area High School	York High School



# The FinHero's Journey

Where are you on the  
FinHero Journey?

Where do you want to be?



# What is a stakeholder?

n. one who is involved in or affected by a course of action

- Merriam-Webster dictionary



# Who Are Your Stakeholders?

Top 3 in terms  
of power



- Students
- Parents
- Other teachers
- Admin
- School Board
- Business community
- State legislators

# How can we engage and cultivate each stakeholder?



- Split into groups with a focus on a single stakeholder
- Brainstorm on Post-It notes ways to engage that specific stakeholder
- Pick top 4 ideas and place on the wall under the corresponding stakeholder heading

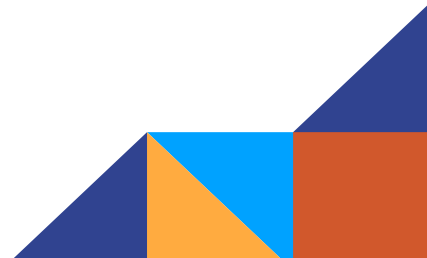


- **Semester Course**
- School Search Tool
- Mini-Documentary “Finding Finance”
- Student Surveys
- Case Studies of How Educators Increased Access
- Presentation Templates



# Mission:

# 2030



100% of U.S. high schoolers  
will have guaranteed access  
to at least a semester of  
personal finance instruction  
before graduation.

# What do you know?

## Statewide & School Personal Finance Efforts

The Kahoot! logo is displayed in a large, white, bold, sans-serif font. The letters are slightly irregular, giving it a playful, hand-drawn feel. The exclamation mark is also white and matches the font style. The logo is centered within a purple rectangular box that has a thin orange border.

Play to win.