



BUSINESS & EDUCATION at work for Maine

Financial Literacy

Financial Aid 101

- Talk about what financial literacy is and why it matters
- Share what is happening in Maine and in the other states
- Discuss various financial literacy topics
- Provide lots of Web and other resources
- Let you know how FAME can help!

- The Jump\$tart Coalition uses the following definition:
 - *Financial literacy is the ability to use knowledge and skills to manage financial resources effectively for a lifetime of financial well-being.*



- Financial education is defined as:
 - *The process by which people improve their understanding of financial products, services and concepts, so they are empowered to make informed choices, avoid pitfalls, know where to go for help and take other actions to improve their present and long-term financial well-being.*

- Here is a quote from 360 Degrees of Financial Literacy:
 - “Financial literacy isn’t just a matter of knowing what you have and knowing your options. It is a matter of planning for life’s milestones.”
- Getting students to set goals can be a challenge.
- However, once they set those goals, we certainly don’t want them to be undermined because of a lack of financial literacy.

- America's financial literacy
 - The average American family spends \$1.22 for every dollar it earns.
 - One in five American households with annual household incomes of less than \$50,000 is spending 40% of after tax income to service its debt.
 - Americans under age 25 are filing for bankruptcy faster than any other age group.



- 2 out of 3 households will fail to realize their life goals, not surprising given the statistics on the prior slide.
- Financial illiteracy is passed to the next generation
- We need to break this cycle and hands on education is the answer!

**ECONOMIC AND PERSONAL FINANCE EDUCATION
IN OUR NATION'S SCHOOLS: A COMPARATIVE LOOK (1998-2007)
NCEE'S SURVEY OF THE STATES**

	ECONOMICS			PERSONAL FINANCE		
	1998	2007	Increase	1998	2007	Increase
Number of States with Content Standards	38	48	10	21	40	19
Number of States Requiring Implementation of Content Standards	28	40	12	14	28	14
Number of States Requiring a Course to be Offered	16	17	1	0	9	9
Number of States Requiring a Course to be Taken for Graduation	13	17	4	1	7	6
Number of States Requiring Testing	25	23	-2	1	9	8

The NCEE is the National Council on Economic Education

STATUS OF ECONOMIC EDUCATION IN THE INDIVIDUAL STATES – 2007

STATE	TYPE OF STANDARDS, GUIDELINES OR PROFICIENCIES	STANDARDS REQUIRED TO BE IMPLEMENTED	HIGH SCHOOL COURSE REQUIRED TO BE OFFERED	HIGH SCHOOL COURSE REQUIRED TO BE TAKEN	REQUIRED STUDENT TESTING
Maine	Guidelines, K-12	Yes	None	None	No

STATUS OF PERSONAL FINANCE EDUCATION IN THE INDIVIDUAL STATES – 2007

STATE	TYPE OF STANDARDS, GUIDELINES OR PROFICIENCIES	STANDARDS REQUIRED TO BE IMPLEMENTED	HIGH SCHOOL COURSE REQUIRED TO BE OFFERED	HIGH SCHOOL COURSE REQUIRED TO BE TAKEN	REQUIRED STUDENT TESTING
Maine	Content Standards, K-12	Yes	None	None	No

- Social Studies
 - Section C - Economics: Students draw on concepts and processes from economics to understand issues of *personal finance* and issues of production, distribution, and consumption in the community, Maine, the United States, and world.
 - *Personal Finance* is defined in the glossary as:
The aspects of individuals or family life that involve earning and spending money; often includes making budget choices, savings and investing, the use of credit, and managing risk and insurance.

- Where can Financial Literacy be incorporated?
 - As part of the Social Studies curriculum
 - As part of the Math curriculum
 - As part of a Career Preparation curriculum
 - Stand alone presentations by the counseling staff
 - Stand alone presentation offered by outside organizations

Sampling of Potential Topics

- Financial Planning
- Banking
- Budgeting
- Savings
- Investing
- Credit and Debt
- How Money Works
- Planning for College
- Protecting Your Money & Identity
- Purchasing a Home or Car
- Insurance
- Career Choices
- Risk Management

IT SEEMS OVERWHELMING!!

- So today, we are going to focus on the basics:
 - Money Management
 - Saving and Investing
 - Credit



- Potential Topic Areas
 - Goal Setting
 - Prioritizing
 - Wants vs. Needs
 - Budgeting
 - Banking



- Good Web Resources
 - Consumer Jungle - www.consumerjungle.org/



The screenshot shows the Consumer Jungle website. At the top left is the logo with the tagline "Promoting Consumer Literacy for Young Adults". A search bar is present. A navigation menu includes: Cars, Cell Phones, Computers, Credit, Health, Independent Living, Student Forum, and Life Simulation. A large banner features the word "STUDENTS" and images of people at a computer. Below the banner is a vertical menu with categories: Quizzes, Worksheets, Resources, Phone Interview, Analyzing Advertising, Individual Plan Needs, Comparing Plans, All the Bells and Whistles, Dream or Basic Phone?, Deciphering the Bill, Laws & Etiquette Questionnaire, Laws & Etiquette Debate, and PowerPoint Presentation. On the right, there is a "Subscribe to the Fraud of the Month" section with an email input field and a "Submit Query" button. Below that is a "FRAUD OF THE MONTH" section listing various scam types like ATM Scams, Mortgage Rescue Scams, Smishing, Government Rebate Checks, Tax Refund Loans, Oil & Lube Rip-Offs, PayPal Scams, and Gift Card Scams. A "Welcome to Consumer Jungle!" message is visible in the main content area.

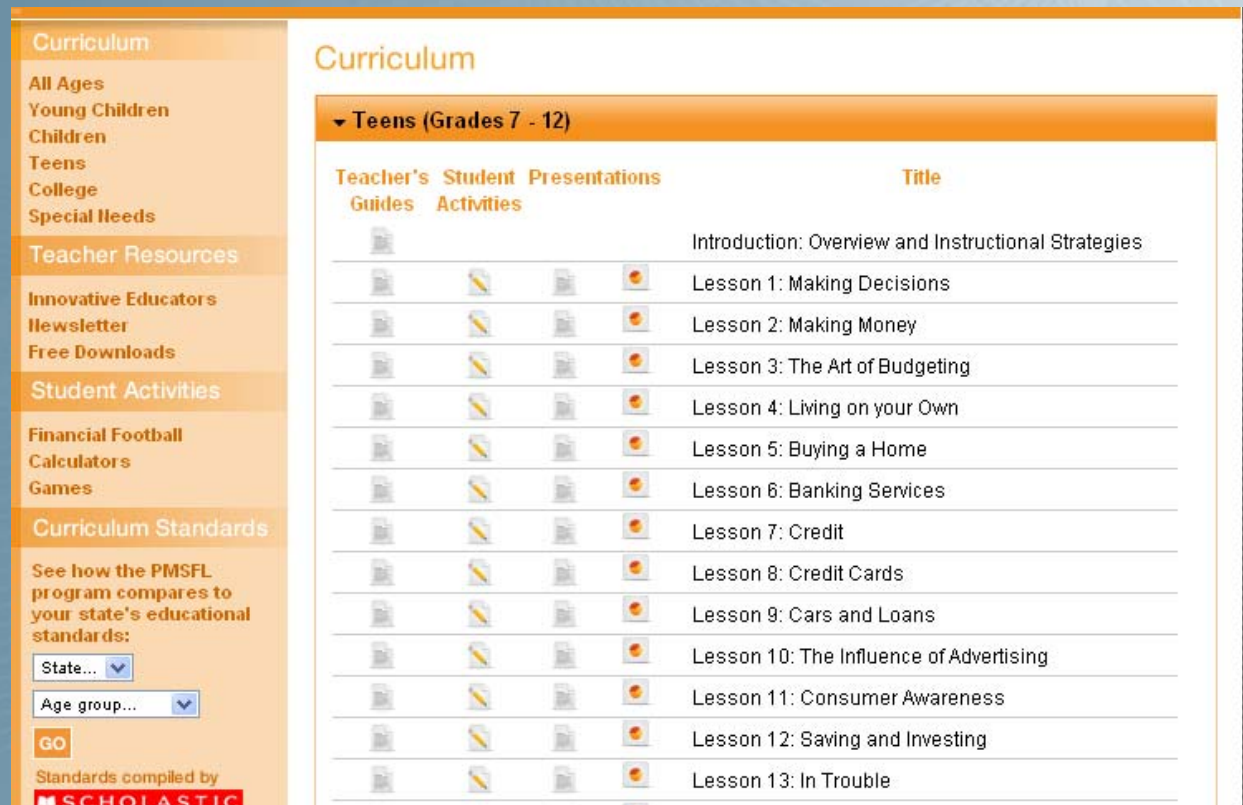
- Good Web Resources
 - Money Talks - moneytalks4teens.ucdavis.edu



The screenshot shows the Money Talks website interface, which is designed to look like a corkboard. At the top, the logo "Money TALKS" is written in a colorful, bubbly font, with "CUÍDA TU DINERO" below it. To the right of the logo are four small photos of diverse young people. Below the logo, the page is organized into several sections:

- Teen Guides:** A list of topics including "Money Talks: Should I be Listening?", "My Money Personality", "Savings Made Simple", "Shopping Savvy", "Car Costs", "Hunger Attack! ¡Ataque de hambre!", "Money Talks: Should I be Banking?", "Savings Accounts", "Checking Accounts", "eBanking", "¡Ponte trucha con tu cuenta de cheques!", and "Money Talks: Should I be Charging?".
- Play Games:** A section featuring a game controller icon and a list of games: "Drinking and Driving", "Common Money Beliefs", "Financial IQ", "Values Game", and "Bricks & Bucks Banking". Below the list is a question in Spanish: "¿Cuánto te costará un accidente con el auto?".
- WATCH VIDEOS:** A section with a video player showing a "MONEY TALKS" video. Below the player is a "Watch more vids!" section with a list of video titles: "Taking the Road to Good Credit", "How to Buy a Car", "Making Your Dreams Come True", and "Camino a seguir para tener buen crédito".
- Check it out!:** A section with a red pushpin icon and a list of links: "Obtaining Credit" and "8 Great Reasons to Save".

- Good Web Resources
 - Practical Money Skills - www.practicalmoneyskills.com/english/index.php



The screenshot shows the 'Curriculum' section of the Practical Money Skills website. On the left is a navigation menu with categories like Curriculum, Teacher Resources, Student Activities, and Curriculum Standards. The main content area is titled 'Curriculum' and has a dropdown menu for 'Teens (Grades 7 - 12)'. Below this is a table with columns for 'Teacher's Guides', 'Student Activities', 'Presentations', and 'Title'. The table lists 13 lessons, each with icons representing the available resources for that lesson.

Teacher's Guides	Student Activities	Presentations	Title
			Introduction: Overview and Instructional Strategies
			Lesson 1: Making Decisions
			Lesson 2: Making Money
			Lesson 3: The Art of Budgeting
			Lesson 4: Living on your Own
			Lesson 5: Buying a Home
			Lesson 6: Banking Services
			Lesson 7: Credit
			Lesson 8: Credit Cards
			Lesson 9: Cars and Loans
			Lesson 10: The Influence of Advertising
			Lesson 11: Consumer Awareness
			Lesson 12: Saving and Investing
			Lesson 13: In Trouble

- Potential Topic Areas
 - Why save?
 - How savings grow and calculating interest (The Rule of 72)
 - Saving for short and long term goals
 - Saving methods
 - Investment vehicles



- Good Web Resources
 - Feedthepig.org - www.feedthepig.org



- Good Web Resources
 - Break the Starbucks Habit and Save - www.hughchou.org/calc/coffee.cgi

Store bought Coffee Price per Cup: (Add tax, and regular daily snacks too!)

Self-Brewed or "Office" Coffee Price per Cup: (Office coffee is tax-free too!)

Cups Per Day:

Coffee Days per year: Typical work year is 250 days

Years to Calculate:

Investment Yield: %

Store bought coffee costs you \$ 500.00 every year, wow!

Year	Starting Balance	Earnings	Savings	Ending Balance
1	0.00	0.00	437.50	437.50
2	437.50	21.88	437.50	896.88
3	896.88	44.84	437.50	1,379.22
4	1,379.22	68.96	437.50	1,885.68
5	1,885.68	94.28	437.50	2,417.46
6	2,417.46	120.87	437.50	2,975.84
7	2,975.84	148.79	437.50	3,562.13
8	3,562.13	178.11	437.50	4,177.74
9	4,177.74	208.89	437.50	4,824.12

- Good Web Resources
 - Hands on Banking -
www.handsonbanking.org/HOB_teens_en.html

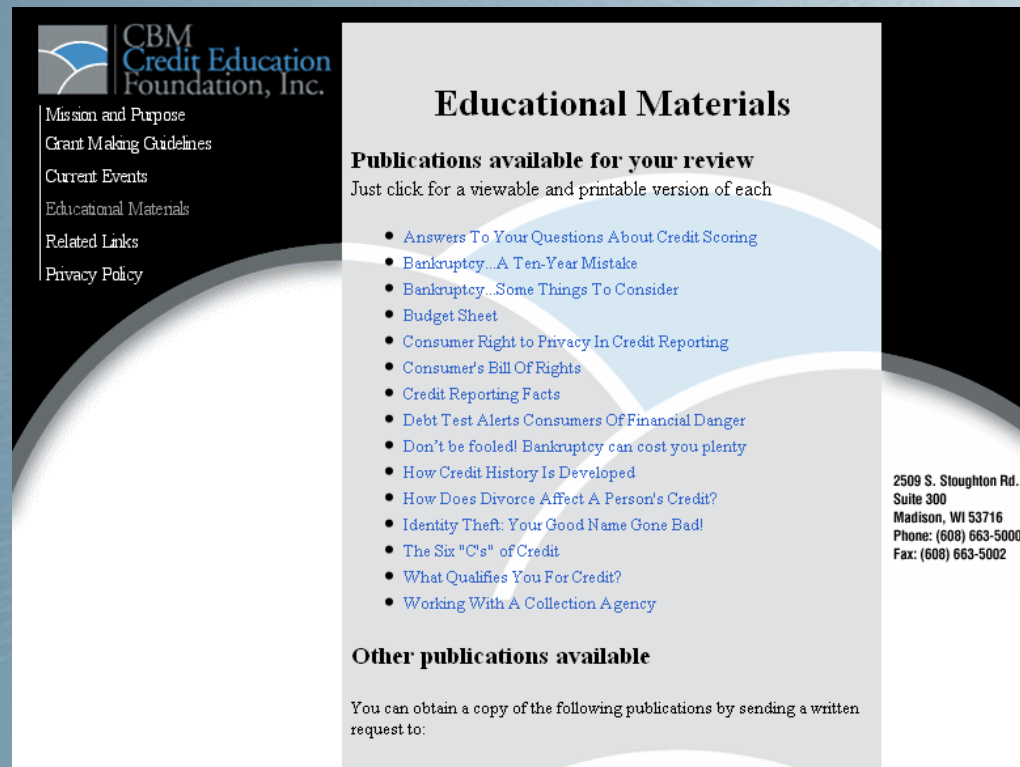


The screenshot shows the 'Hands on Banking Site Tour' interface. At the top left is a logo with a hand icon and the text 'HANDS ON BANKING® SITE TOUR'. Below it is a blue monitor displaying a woman's face. To the right, a red box titled 'SITE TOUR' contains the text: 'You're on board the *Hands on Banking*® tour bus. Getting around is a breeze! Just roll your cursor over the screen to see how to quickly get where you want to go. You'll also see some very cool features to help you get the most from this site.' Below the red box is a blue bus. At the bottom, a yellow box says: 'Just roll your cursor over the screen to see how easy it is to get where you want to go.' The interface includes several navigation buttons: 'Click to CLOSE', 'SITE TOUR', 'ESPAÑOL', 'Click to CLOSE', 'INDEX', 'CC', 'DE', 'ATM', 'Site INDEX', and a 'Site INDEX' button. At the bottom right, there are three circular navigation buttons (back, pause, forward) and a copyright notice: '© 2003-2005 Wells Fargo Banks. All rights reserved.'

- Potential Topic Areas
 - The cost of credit
 - Types and sources of credit
 - Good credit vs. bad credit
 - Credit history, credit reports and why it matters
 - The Six C's of Credit (character, capacity, capital, conditions, collateral, common sense)



- Good Web Resources
 - Credit Education - www.cbmfoundation.org/pageserver.php/educational_materials.html



CBM Credit Education Foundation, Inc.

Mission and Purpose
Grant Making Guidelines
Current Events
Educational Materials
Related Links
Privacy Policy

Educational Materials

Publications available for your review
Just click for a viewable and printable version of each

- [Answers To Your Questions About Credit Scoring](#)
- [Bankruptcy...A Ten-Year Mistake](#)
- [Bankruptcy...Some Things To Consider](#)
- [Budget Sheet](#)
- [Consumer Right to Privacy In Credit Reporting](#)
- [Consumer's Bill Of Rights](#)
- [Credit Reporting Facts](#)
- [Debt Test Alerts Consumers Of Financial Danger](#)
- [Don't be fooled! Bankruptcy can cost you plenty](#)
- [How Credit History Is Developed](#)
- [How Does Divorce Affect A Person's Credit?](#)
- [Identity Theft: Your Good Name Gone Bad!](#)
- [The Six "C's" of Credit](#)
- [What Qualifies You For Credit?](#)
- [Working With A Collection Agency](#)

Other publications available

You can obtain a copy of the following publications by sending a written request to:

2509 S. Stoughton Rd.,
Suite 300
Madison, WI 53716
Phone: (608) 663-5000
Fax: (608) 663-5002

- Good Web Resources
 - Credit.com - www.credit.com



by Talks Workgroup

credit.com
wherever you stand, we stand by you®

Take our 2 minute survey!
Contact Us | Login | Answers | Forum

SEARCH

Credit Cards | Loans | Credit Reports | Debt Help | Learning Center | NEWS

Make the Most of Your Money

In today's tough economy, it's more important than ever to take control of your finances. From understanding your credit scores to getting out of debt, Credit.com can help you get ahead.

Start Here ▶ TAKE CONTROL OF YOUR CREDIT & DEBT TODAY!

Shop our Products

- Credit Cards**
 - Cards for bad credit
 - Student credit cards
 - Rewards credit cards
- Loans**
 - Personal loans
 - Emergency loans
 - Auto loans
- Credit Reports**
 - Free credit score
 - 3 reports & 3 scores
 - Credit monitoring
- Debt Help**
 - Debt consultation
 - Stop foreclosure
 - Debt consolidation

online security

News from our Experts

03.25.09 [Debit card slip-ups cost consumers plenty](#)

03.25.09 [Credit card testimony may influence reform](#)

03.25.09 [Advanced-fee loan scams on the rise](#)

03.25.09 [Worried workers cutting back on food spending](#)

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Featured Offers March 25, 2009

Check your credit now!
SPECIAL OFFER **FREE**

Get Your 3 Credit Reports and 3 Credit Scores!

Order | See more reports

Credit Tips & Resources

Credit Score Compass
See where your credit score stands with this tool developed by credit experts. Plus, receive tips based on your data!

▶ **Credit.com Community Forums**
Discuss the latest in credit cards, credit reports

- Good Web Resources
 - Credit Karma - www.creditkarma.com/tools

Tools & Calculators Overview

Use the Credit Karma tools to learn more about how activities will affect your credit score, how credit score trend across ages, or determine how much home you can afford and your payments.

SELECT FROM THE FOLLOWING OPTIONS

Credit Trends


Trends and differences in credit scores can be a very useful way to learn about credit and credit scores and sometimes it can just be a fun statistic too.

- State Trends
- Age Trends
- Domain Trends
- Credit Cards

Rate Trends


Historical interest rate can tell you when to buy a home or a car because the cost of borrowing is low or it can tell you when to buy a CD or save because returns are high.

- Savings & Deposits
- Mortgage & Home Equity
- Credit Cards
- Auto Loans




Home Affordability Calculator

The Home Affordability Calculator easily estimates how much home you can afford along with estimated monthly payments.



Simple Loan Calculator

The Simple Loan Calculator helps you determine estimated payments for different loan amounts, interest rates and terms.



Debt Repayment Calculator

The Debt Repayment Calculator will show you how long it will take to pay off your credit card debt.

SURVEY

Have any of these actions been taken by your credit card provider this year?

- Credit Limit Lowered or Closed
- Interest Rate Increased
- Fees Raised or New Fees Added
- Rewards Program Changed
- No Changes

[Submit](#)

NATIONAL OVERNIGHT AVERAGES

Source: [Bankrate.com](#)

PRODUCT	TODAY'S RATE	+/-	LAST WEEK
30 Yr. Fixed	5.09%	▼	5.15%
15 Yr. Fixed	4.81%	▲	4.71%
30 Yr. Fixed Jumbo	6.46%	▼	6.89%
5/1 ARM	4.78%	—	4.78%
5/1 ARM Jumbo	5.34%	▼	5.40%

[> See All Current Rates](#)


TOP 100 POPULAR OFFERS

- Smart Money Quiz Show - www.practicalmoneyskills.com/cgi-bin/english/qs/disp_cat.pl

Jean Chatzky's Practical Money Series

- Employer Provided Benefits
- Choosing Health Insurance
- Apartment Hunting
- Managing Divorce
- Plan for the Unexpected
- Back to School Spending
- Plan Your Retirement
- Buying a Home
- Welcome to the Job Market
- Setting Allowances
- Marriage Planning
- Caregiving & Elder care
- Financial Literacy Education
- Saving for College
- Buying a Car
- Baby Budgeting
- Reducing Debt
- New Year's Resolutions
- Budget Building
- Identity Theft
- Holiday Spending
- Financial Football
- Women and Savings
- Halloween
- My Family or My Job
- Learning Centers**
- Jason Alderman's Practical Money Matters
- Women's Savings Initiative

Smart Money Quiz Show



[CLICK HERE FOR THE FLASH 5 QUIZ](#)

The "Smart Money Quiz Show" is designed to teach you about banks and credit while you try to get out of debt by answering questions. You start out with \$10,000 of debt. Work through each category of questions below. You must answer all of the questions, and each question is worth money. If you answer a question incorrectly, your debt will increase by the amount that question is worth. By answering the questions correctly, you will decrease your \$10,000 debt.

If you're successful, you will have no debt by the time you've answered all the questions, and your Current Balance will be \$0 or above. When this happens, congratulations! You've managed to Get-Out-of-Debt.

Note: The Flash version of the Quiz Show requires additional software. [Download the Flash 5 player for your computer.](#)

Current Balance: -10000.00

● GET WIRED

[Buying Online](#)
[Electronic Banking](#)
[Online Banking](#)

● GOING TO THE BANK

[Bank Services](#)
[Checking Accounts](#)
[The Fine Print](#)

● PAYING WITH PLASTIC

[ACloserLook](#)

G

\$

-10000

Get Wired

EXIT

START OVER

- **Electronic Banking**
- \$25 **Pin Me**
- \$50 **Transfer Time**
- \$100 **How Do I Debit Thee, Let Me Count the Ways**
- \$250 **Staying on Track**
- \$500 **Different Kinds of Cards**

◀ PREVIOUS

▶ NEXT

Transferring data from www.practicalmoneyskills.com

- Financial Football**
www.practicalmoneyskills.com/english/at_school/training_camp/

Curriculum

- All Ages
- Young Children
- Children
- Teens
- College
- Special Needs

Teacher Resources

- Innovative Educators
- Newsletter
- Free Downloads

Student Activities

- Financial Football
- Calculators
- Games

Curriculum Standards

See how the PMSFL program compares to your state's educational standards:

State:

Age group:

Standards compiled by **SCHOLASTIC**

Sign up for our FREE monthly newsletter:

whatsmyscore.org

Financial FOOTBALL

WELCOME TO FINANCIAL FOOTBALL TRAINING CAMP

Visa and the National Football League have teamed up to help teach financial concepts with Financial Football, a fast-paced, interactive game that engages students while teaching them money management skills. Teams compete by answering financial questions to earn yardage and score touchdowns.

Learn It Now

Download lessons for your class now! Use these fun and exciting lesson plans to spice up your financial curriculum.

- Module 1: The Fundamentals
- Module 2: Strength Training
- Module 3: Defensive Spending
- Module 4: The Game Plan

Download Game

Standard Edition

- PC Version
- PC Installer
- Mac Version

Advanced Edition

- PC Version
- Mac Version

After The Game

Enter Completion Code

Financial FOOTBALL

LEARN IT | STANDARD EDITION | ADVANCED EDITION | ENTER COMPLETION CODE

VISA | Financial FOOTBALL | END GAME | NFL

A hidden cost of a job might involve:

- A. gross pay
- B. uniform fees
- C. employee discounts
- D. retirement benefits

QUARTER DOWN YARDS TO GO

WIKINGS PATRIOTS

- The Stock Market Game
www.stockmarketgame.org



The screenshot shows the homepage of The Stock Market Game. At the top right is a "Home" link. The main header features the logo and the text "THE STOCK MARKET GAME™". Below this is a navigation bar with four tabs: "Overview", "Teachers New to SMG", "Industry Involvement", and "Registration".

The main content area is divided into two columns. The left column features a photo of students at computers and the text: "Virtual Learning. Real Results. Celebrating 30 Years! The Stock Market Game™ (SMG) gives students the chance to invest a hypothetical \$100,000 in an on-line portfolio. They think they're playing a game. You know they're learning economic and financial concepts they'll use for the rest of their lives." Below this is a "More Details" link.

The right column contains a "Log In" section with fields for "User Name:" and "Password:", a "Login Help" link, and a "Log In" button. Below this is a red "Register Now" button.

At the bottom, there are two sidebars. The left sidebar is titled "How do I get my class involved?" and lists links for "Teachers new to SMG" (including "View teachers classroom experiences", "Access the teacher support center to examine:" with sub-links for "Lessons and Activities", "Projects and Assessments", and "Standards Correlations", and "Read FAQs") and "Your local program" with a "Learn more" link.

The right sidebar is titled "Thanks to our sponsors." and contains text about sponsors and a link for "National Sponsors".

- Peanuts and Crackerjacks - The Economics of Pro Team Sports

www.bos.frb.org/peanuts/indexnosound.htm


Peanuts & Crackerjacks	Inning	1	2	3	4	5	6	7	8	9	Score
	Hits										
	Outs										
	Runs										


Inning 1: The Pro Sports Product

Pro sports leagues are selling a product that blends:

- a. athletics and civic pride
- b. athletics, business, and entertainment
- c. athletics, entrepreneurship, and community spirit
- d. faith, hope, and charity


Swing






Batter Up


Game photo used by permission of Boston Red Sox © Dave Bartruff/CORBIS



The Sports Page
Answers Guide



Exit



Restart

HELP

Done

- National Endowment for Financial Education
www.nefe.org/HighSchoolProgram/tabid/146/Default.aspx
 - Provides a free High School Financial Planning Program (I have samples)
- FDIC - Smart Money for Young Adults -
www.fdic.gov/consumers/consumer/moneysmart/young.html
 - Provides free comprehensive CD with full range of topics and real life scenarios (I have samples)

- Financial Literacy in Action
www.newyorkfed.org/education/invest/investing.html
- Jumpstart Coalition for Personal Financial Literacy
www.jumpstart.org/index.cfm
- 360 Degrees of Financial Literacy
www.360financialliteracy.org

- “Get a Life” for Middle School Students
 - FAME’s interactive financial literacy game.
 - Students learn about budgeting, wants vs. needs and the consequences of choices.
 - FAME staff presents “Get a Life”
 - It is FREE!
- NEW - “Get a Life - What’s In Your Future?” for High School Students
- Brainstorming to develop comprehensive financial literacy program (in person and on line) for students age birth through adulthood

- Give us your feedback
 - What are your needs?
 - What are your biggest challenges in providing financial literacy to your students?
 - What type of support and resources do you need?
 - How can we assist you?
 - Questions, thoughts, concerns, comments?



Let Me Know What We Can Do

Financial Aid 101

BUSINESS & EDUCATION
at work for Maine

Mila Tappan
Finance Authority of Maine
www.famemaine.com
1-800-228-3734
207-620-3504
mtappan@famemaine.com