



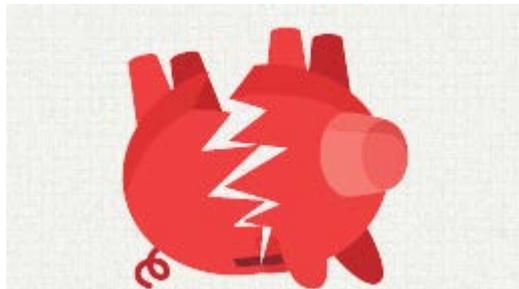
# **NAST Webinar** **Jump\$start Financial** **Foundation for Educators** **Web Project**

**June 6, 2017**

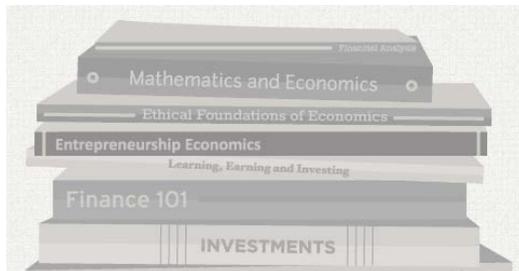
# Current State of Financial Literacy



More than one in six students in the United States does not reach the baseline level of proficiency in financial literacy.



More than half of Millennials say they are living paycheck to paycheck and unable to save for the future.



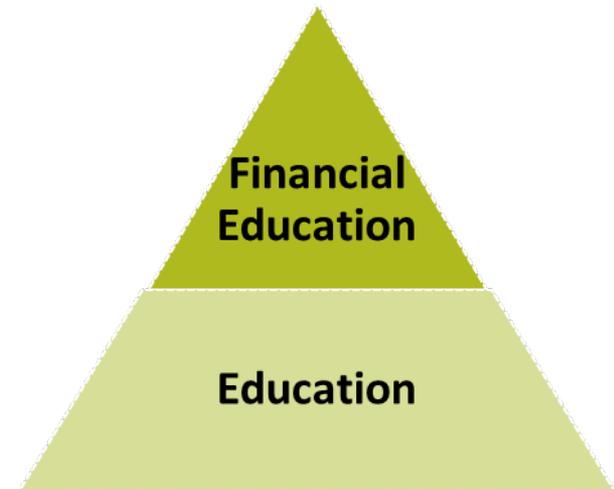
Only 17 states require students to take a high school course in Personal Finance.

# Financial Education & Fidelity Volunteers

## Fidelity Cares 2-Part Issue Focus

Help ensure all students— especially those in-need – have the foundation to achieve financial success.

- 1. Foundational education for children:**  
helps create success economically and in life, and provides a foundation for acquiring financial skills and knowledge
- 2. Financial education:** key to achieving financial success



# Teacher Training- The Need & Opportunity

How can we impact students if their teachers do not feel confident or competent to teach financial literacy?

According to research from the University of Wisconsin-Madison:

***Teachers believe teaching financial literacy is important...***

- 89% of teachers agree or strongly agree that students should take a financial literacy course or pass a test for high school graduation.

***... but fewer than 20% of teachers reported feeling “very competent” to teach personal finance topics.***

- Only 29% teachers are teaching financial education in any way— in existing classes or special classes on finance topics.

Source: Way, W. L., & Holden, K. C. (2009). Teachers' background and capacity to teach personal finance: Results of a national study.

*Journal of Financial Counseling and Planning* (20)2, 64-78.

# Starting Point: Jump\$Start Financial Foundations

The Jump\$Start Financial Foundations for Educators (J\$FFE) model:

- Focuses on teachers as learners and as consumers.
- Complements many existing teacher training programs and conferences.
- Is suitable for teachers at any grade level, regardless of the subject into which the teacher incorporates financial education.
- Promotes both consistency and customization.
- Has been proven by [research](#) to be effective through a multi-state study by NEFE.
- 7 modules delivered over 18-24 contact hours of training (3 days) typically done over consecutive days
- **In this format, Fidelity has provided presenters and support volunteers for the Spending & Planning and Saving & Investing modules, typically in a one-day training event.**
- The model was created by the following well-respected nonprofit organizations:

Seminar 1: Global Economics and Personal Finances

Seminar 2: Spending and Financial Planning

Seminar 3: Saving and Investing

Seminar 4: Enhancing Your Earning Capacity

Seminar 5: Financial Services, Identity Fraud

Seminar 6: Manage Credit and Debt

Seminar 7: Risk Management and Insurance



# Learning from In-Person Training Events

- Over 1,000 teachers trained to date.
- Teachers trained serve more than 100,000 students this year
  - In ten years, this number will grow to over 700,000 students
- 20+ events held to date in all Fidelity regions as well as Washington, DC and Columbus, OH.
- Events attended by CFPB Director Richard Cordray, **State Treasurers Magaziner, Dwyer, Eichenberg** as well as multiple state governors.
- Over 300 Fidelity volunteers to date.



# Building a Web Portal: Our Guiding Principles

*Listen to teachers - Voice of “customer” drives execution*

*Encourage Collaboration – Leverage expertise from the Fidelity, Jump\$tart, their partners & teachers*

*Promote vitality – Innovation, impact & professional development*

*Deliver high quality – Produce a product that meets a need and of which we can all be proud.*

# The Development Journey

## First Iterations

### Version 1

**Menu**

- Module 1: Saving and Investing
- Module Overview
- Lesson 1: Building Wealth
- Lesson Overview
- Knowledge Check
- Spending and Planning

**Before you explore Saving and Investing it's important to define your values, financial goals and spending habits.**

---

**Menu**

- Module 1: Saving and Investing
- Module Overview
- Lesson 1: Building Wealth
- Lesson Overview
- Knowledge Check
- Spending and Planning
- Saving
- Wants and Needs
- Play Yourself First
- Savings Challenge
- Part 1
- Part 2
- Putting Your Money to Work
- Now What?
- Don't Just Save/Rule of 72
- Don't Wait
- Start Today
- Rate of Return
- RoR 1
- RoR 2
- How Much Do I Need to Save?
- Saving vs. Investing
- Key Takeaways
- Test Your Knowledge
- Resources
- Evaluation

**Saving and Investing**

**But don't wait!**

*The single most important thing you can do is start saving early. The earlier you start, the more time you have for your investments to grow—and recover from the market's inevitable downturns.*

Starting at age 25, I invested \$1,378 every year at a 7% annual rate of return.



I also invested \$1,378 every year at a 7% annual rate of return...but didn't start until age 35.



< PREV   NEXT >

### Version 2

**Menu**

- Module 1: Saving and Investing
- Module Overview
- Lesson 1: Building Wealth
- Lesson Overview
- Knowledge Check
- Spending and Planning

**Lesson 2: Investment Options**

8 TOPICS ABOUT 28 MINUTES

---

**OVERVIEW**

Learn how to use different investment types to build your investment portfolio. Simple way of referring your mix of investments.

**INVESTMENT TYPES: THE BIG THREE ASSET CLASSES AND THEIR RISK**

There are a few basic investments that represent the building blocks for putting together a complete portfolio.

**Stocks**

Stocks, or equity, represent **ownership of a company**. If the company performs well financially—meaning earnings go up and maybe they start paying or increase dividends the value of your stock may grow too. Conversely, if the company doesn't do well, the value of your stock may decrease. Generally, stocks are the asset class with the **highest potential return and potential risk**.

**Bonds**

Bonds, or fixed income, represent a debt owed to you by a company. By buying a bond you are **lending money to a corporation, government, or municipality**. The bond issuer agrees to pay you a stated rate of interest over a certain period of time. In general, when the time period is up, the bond matures and the issuer gives you your money back.

The two main risks of bonds are credit risk and interest rate risk.

- Credit risk: The danger that you won't be paid back some or all of your investment.
- Interest rate risk: When interest rates rise, the value of your bond may go down. That is because there is an inverse (one goes up, the other goes down) relationship between bond values and interest rates. [Learn more about interest rate risk.](#)

Bonds as an asset class typically offer **lower potential returns and have less potential risk** than stocks.

**Short-term**

Short-term investments generally include **cash deposits at banks, certificates of deposit (CDs), or money market funds**. Money market funds are mutual funds that invest in very short-term bonds from issuers with the best credit, like the U.S. government, and other debt investments. These types of investments typically offer the lowest potential returns, while also offering the **lowest level of potential risk**.

**Interested in Learning More?**

[Stocks & Bonds 101](#)

Watch this short video to learn more about stocks and bonds

# The Development Journey

## First Iterations

IN-PERSON

Discovery Day



6  
Hours

15  
Teachers

20  
Volunteers

3  
Activities

4  
New Concepts

# The Development Journey

## Refinements

### Design Blitz



13  
Hours

12  
Teachers

20  
Volunteers

3  
Teams

3  
New Lessons

# The Development Journey

## Where We Are Today

You are not logged in. (Log in) ^



[HOME](#) [MODULES](#) [RESOURCES](#) [TEACHER SPOTLIGHTS](#) [FEEDBACK](#) [ABOUT](#)

