NAST Webinar
Jump$tart 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.

The Jump$tart Financial Foundations for Educators (J$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:
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

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 $1,578 every year at a 7% annual rate of return.
- Even invested $1,578 every year at a 7% annual rate of return, but didn’t start until age 30.

Version 2

INVESTMENT TYPES: THE BIG THREE ASSET CLASSES AND THEIR RISK

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 returns 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, the longer 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. This 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. Many money market funds are mutual funds that invest in very short-term bonds from issuers with the least credit risk, like the U.S. government, and other short-term investments. These types of investments typically offer the lowest potential returns, while also offering the lowest level of potential risk.
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