



DEPARTMENT OF FINANCIAL INSTITUTIONS



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Director

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PO Box 352

A Lesson plans that fit current Wisconsin DPI models for relevant social studies standards in range D, 1-12

Graduate credit or clock hours

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cation. Learn rsonal finance nonetary

A financial education program for Wisconsin educators presented by the Wisconsin JumpStart Coalition

August 6-10, 2001 Edgewood College, Madison

The Setting

perfect setting for learning by day and relaxing by night. and restaurants. It offers the Monroe St. neighborhood shops Wingra, Vilas Park Zoo and the to the shores of beautiful Lake Edgewood College is nestled close



with all the fixings. Meet your peers. Have fun! Enjoy a relaxed, get-acquainted first-night barbecue

The New Teaching Challenge

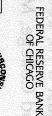
credit cards, internet shopping and other financial tools that were not available just a few years ago. access to a veritable explosion of financial venues done just three years prior! Yet students today have just half of financial questions — a drop trom a study showed that on average students could answer correctly because they lack financial literacy. A 1999 study Graduating seniors are in financial danger today

classrooms will grow exponentially in the years to come. We are contacting you because we believe you important career step today. Enroll now. financial teaching into your classroom. Take this have the leadership qualities to bring this cutting-edge The need for financial education in Wisconsin

several sponsoring organizations, the WJSC makes possible the combination of low cost and high quality for literacy among Wisconsin youth. With the assistance of Financial and Economic Education. the inaugural gathering of the Wisconsin Institute of The Wisconsin JumpStart Coalition promotes financial















A Partial List of Topics

- Savings and investing
- ▲ Time value of money
- ▲ Money Clue a financial board game simulation
- ▲ Basics of the market economy
- AThe "urge to splurge" and consumer credit
- ▲ Hidden costs buy now, pay later
- ▲ Social psychology of credit A Budgeting in the real world and credit education
- ▲ The Federal Reserve's Role in the American A Consumer rights, fraud, and consumer credit
- ▲ Credit reporting
- A The price/earnings ratio and the stock market

please see socsci.edgewood.edu/econ_ed/wifee/. For a complete program outline and DPI standards

Seven Benefits

- A Learn from top-notch instructors and guest speakers
- ▲ Earn graduate credits
- A Learn classroom teaching strategies that work A Gain lesson plans that fit DPI requirements
- A Network with other educators
- A Master your own personal finances
- A Bring back numerous materials and proven curricula

Costs and Graduate Credits

(Includes lodging and meals.) The cost of this program is \$75.

supplementary one-day trip to the Chicago Board of additional credit for only \$150 by attending a Reserve Board. (6 clock hours) Trade, Chicago Mercantile Exchange, and the Federa Earn two graduate credits for \$300. Earn an

Cancellation Policy

No Shows After July 13, 2001 By July 13, 2001

No Refund No Refund Full Refund

Signature.

Acct #

Exp. Date

Enrollment Form

The WMC Foundation, Inc. Fax: 608/258-3413 PO Box 352, Madison, WI 53701-0352 Mail: Registration Department, Phone: 608/258-3400



Please print, type or attach your business card.

Name_

Amount to be charged \$ Cardholders Name (print)	□ VISA □ MasterCard	Check for \$ is enclo Payable to: The WMC Foundation, IncOR- Please bill my:	Registration and Course Program Graduate Credits Additional Credit	Acceptance is on Acceptance is on Sessions: Monday - Thursday Friday	Summer Phone	Summer E-mail	City, State, Zip	Work E-mail	Work Address	Summer Address	Teaching Area or Title	School and City
	ırd	is enclosed. Foundation, Inc	Registration and Course Fees (please specify choices): Program —— \$75 (27 clock hours) Graduate Credits —— \$300 Additional Credit —— \$150 (trip to Chicago Financial District) —— \$20 (administration fee for Chicago trip)	Acceptance is on a first-come, first serve basis. ns: day - Thursday 8:30 a.m 4:00 p.m. ay 8:30 a.m 12:00 p.m.								

for Personal Financial Jumpstart Coalition Literacy Q & A

Q.) Who are the members of the Coalition?

for-profit providers of personal finance education groups, and non-profit and A.) A wide range of organizations universities, associations, youth including government agencies, education.

Q.) How can I get involved in Jump\$tart?

local level is possible through involvement A.) Coalition partnerships are considered for all national organizations who share Jump\$tart's mission. Participation on a with state coalitions.

Q.) How can I keep up to date on the personal finance movement?

personal finance information. To receive a costs only \$8.00 for a yearly subscription. The coalition members contribute articles A.) Subscribe to Jump\$tart's newsletter. free sample of Jump\$tart's Update, call for each issue. Topics relate to existing The Update is published quarterly and programs, research, and other youth 1-888-45-EDUCATE.

personal finance teaching materials? Q.) How can I get top quality

accessible via the web site, www.jumpstartcoalition.org (click on "Education Materials" on the left side of the screen). Also, check out the Speakers and Training sections. A.) Visit Jump\$tart's Clearinghouse,

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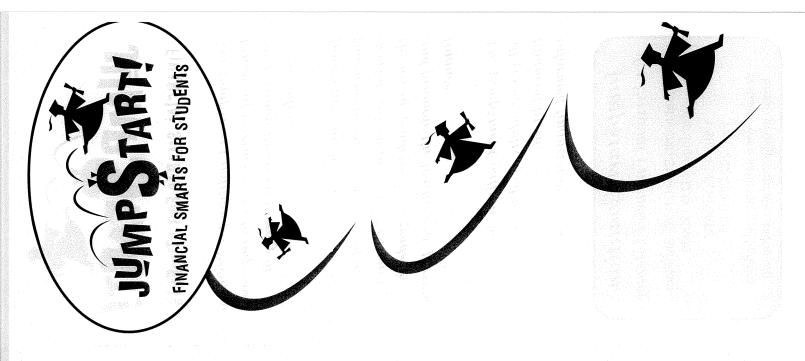
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FINANCIAL SMARTS FOR STUDENTS

The Jump\$tart Coalition for Personal Financial Literacy seeks to improve the personal financial literacy of young adults.

Jump\$tart's purpose is to evaluate the financial literacy of young adults; develop, disseminate, and encourage the use of guidelines for grades K-12; and promote the teaching of personal finance.

The Jumpstart Coalition believes that all young adults need to have the financial literacy necessary to make informed financial decisions.

Jump\$tart Coalition

for Personal Financial Literacy

919 Eighteenth Street, N.W., 3rd Floor Washington, D.C. 20006

1-888-45-EDUCATE Fax: 202-223-0321 Website: www.jumpstartcoalition.org Email: info@jumpstartcoalition.org

Jumpstart Initiatives

PERSONAL FINANCIAL LITERACY SURVEY

A Personal Financial Literacy Survey was administered to a national sample of 1509 high school seniors in February 1997. On average, survey participants answered only 57% of the questions correctly — failing, on the grade scale used by most schools. When asked where they learned the most about managing their money, fewer than 11% answered "at school." Clearly, this demonstrates the need to provide personal finance curricula for the nation's 50 million students in grades K-12.

When the survey was repeated in 2000 to measure progress toward achieving Jump\$tart's goal of personal financial literacy among all high school graduates by the year 2007, the average score was 51%. This decline is alarming since personal finance has evolved into a complex life skill that few graduates are prepared to manage wisely. A copy of the survey and its results may be obtained by calling 1-888-45-EDUCATE or clicking on "downloads" at Jump\$tart's website.

GUIDELINES AND BENCHMARKS

A nationally selected panel of teachers completed the *Personal Finance Education Guidelines and Benchmarks* for use by educators and parents. The guidelines provide a recommended scope of personal finance basics to be taught within four core areas:

- Income
- Money management
 - Spending and credit
- Saving and investing

The benchmarks correlate with the guidelines to indicate the knowledge and skills that students need to learn by grades 4, 8 and 12. The guidelines and benchmarks enable school systems and youth-serving organizations to integrate resources into their curricula for educating students in this area of critical need. To receive a copy, call 1-888-45-EDUCATE or clicking on "downloads" at Jump\$tart's website.

CLEARINGHOUSE OF EDUCATION MATERIALS

The Jump\$tart Clearinghouse provides a searchable database of educational materials for the K-12 age group. All materials have been evaluated to ensure coverage of at least one of the four guidelines of personal financial literacy. The Clearinghouse is searchable by grade level and topic in addition to other categories.

Located in the Clearinghouse is *How to Raise a Money-Smart Child: A Parents Guide,* a compilation of articles and activities written by Jump\$tart's coalition members to help parents and educators explore the fundamentals of money management with their children and students.

To search the Clearinghouse, go to **www.jump-startcoalition.org** and click on the "Education Materials" button on the left side of the screen.

STATE COALITIONS

The Jump\$tart Coalition is involved in a leadership role in the formation of state coalitions for personal financial literacy. The state coalitions' membership mirrors that of the national coalition. The reason for their formation is to work with those who are familiar with the particular needs of a state in the area of personal finance education for grades K-12. Each state coalition has adopted Jump\$tart's mission, guidelines, and initiatives.

To see if a state coalition has been formed in your state go to www.jumpstartcoalition.org and click on the "State Coalitions" button on the left side of the screen

PUBLIC AWARENESS CAMPAIGN

Jump\$tart is raising the public's awareness that personal finance management, like reading, math, or driver education, is a fundamental life skill that needs to be taught to our nation's youth before they become self-supporting. The Jump\$tart Campaign targets the educational decision makers and communicators, such as government and administration officials, parents, educators, school board officials, personal finance media, and organizations represented as coalition members. The idea is to move the public through various levels of awareness toward the goals of improved personal financial education for America's youth.

Partners (In addition to Board Members)

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North American Securities Administrators Association (1994)

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This is DFI...

State of Wisconsin

DEPARTMENT OF FINANCIAL INSTITUTIONS

"A strong foundation for

Wisconsin's financial

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Governor Scott McCallum



THE DEPARTMENT OF FINANCIAL INSTITUTIONS...

is a single, streamlined department to regulate the financial services industry and educate Wisconsin's citizens about their money matters. This isDFI, the State of Wisconsin's answer to less government that delivers more.



MISSION STATEMENT

WISCONSIN'S FINANCIAL STRENGTH TO PROTECT AND PROMOTE

Nothing says this better than our mission statement-Protecting and promoting Wisconsin's financial strength ur first order of business at DFI is to protect Wisconsin's financial consumers through regulation and education.

record-keeping system enhancing the viability and accessibility of the state's business depository institutions, protecting the investing public, and e are committed to Wisconsin's financial strength by ensuring the safety and soundness of Wisconsin

eyond regulation, DFI believes "information is power." DFI arms consumers with the information they need for financial

records, and financial education material issues and legislative activity, statutes and administrative rules, financial data, access to DFI forms and wealth of information to our regulated industries, policy makers, entrepreneurs, the media and consumers preparedness through our Your Money Matters financial education program. We, here at DFI, provide a through our Website-www.wdfi.org. Check our site for up-to-the-moment information on current financial

stakeholders through a dedicated staff with years of extensive financial expertise. are committed to providing quality customer service to our many his is DFI. DFI truly recognizes the importance of service. We



John F. Kundert Secretary

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investment advisers.

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Regulates 24 savings and loans, and savings banks.

Office of Financial Education

the collection of consumer debt. governs consumer credit transactions and under the Wisconsin Consumer Act, which regarding their rights and responsibilities

Credit, Financing and Entrepreneurship. and informational brochures on Investing for the public on current financial topics; resources on our Website; presentations education opportunities including extensive The Your Money Matters financial education program offers a variety of financial

Office of Credit Unions

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hub for new technology department-wide administrative services, and acts as the Manages the centralized delivery of

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State of Wisconsin

Department of Financial Institutions

Scott McCallum, Governor

John F. Kundert, Secretary

Financial education is the key to achieving your goals and your family's well being. Your Money Matters; and the Department of Financial Institutions, can help you reach your goals with its financial education program, "DFI, Your Money Matters".

DFI's combined strength as Wisconsin's "one-stop" financial regulatory agency provides a wide range of resources for a broad-based financial education program.

Your Money Matters-provides:

Speakers for meetings and seminars, conventions, professional and civic groups, high school and college classes, and other audiences of 30 or more.

Presentations for the public on current financial topics.

Informational Brochures on Investing, Credit, Financing and Entrepreneurship.

All services and information are free to the public. As a Wisconsin State agency, information and presentations remain unbiased. No products or services are sold.

Though the Department cannot provide investment or financial advice, please feel welcome to contact us with all of your questions about the financial industry in Wisconsin.

It is my hope, DFI, *Your Money Matters*, can provide needed information to help individuals make sound financial decisions; because with finances, information is power and your protection.

John F. Kundert

Secretary

Wisconsin Jump\$tart Coalition Committee Members March, 2001

David Mancl

WJSC State Leader

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State of Wisconsin

Department of Financial Institutions

Scott McCallum, Governor

John F. Kundert, Secretary

Testimony of Secretary John F. Kundert

Senate Committee on Education SJR 31 – Financial Literacy April 18, 2001

Good morning Chairman Grobschmidt and committee members. I am pleased to be here on behalf of the Department of Financial Institutions to testify in support of Senate Joint Resolution 31, which calls for greater public awareness of the need for financial education.

Last year, I appointed a Task Force on Financial Competitiveness made up of forty-two members representing consumers, regulators, policy makers and all of Wisconsin's financial services. I asked the task force to develop recommendations to enhance the competitive environment for Wisconsin's financial services and, you'll be interested to know, that their number one recommendation and priority involved financial education.

Since it was created, the Department of Financial Institutions has been committed to financial education. In the early days, we created a financial education program called "Your Money Matters," through which we print and distribute publications on important financial topics. We also provide speakers for community groups and school classes. More recently, DFI has taken a leadership role with the Wisconsin JumpStart Coalition, an effort that has brought together a wide variety of individuals and groups who share our commitment to increasing the financial literacy of our young people.

The goals of Senate Joint Resolution 31 fit right in with the efforts that are already underway here in the State of Wisconsin. Frankly, the attention this resolution focuses on financial literacy will go far in assuring that the need for financial education gets the attention it deserves. I would like to thank you, Senator Grobschmidt, as well as your counterpart in the State Assembly, Representative Luther Olsen, for your commitment to this cause. I would also like to thank Americans for Consumer Education and Competition (ACEC) for helping to raise the profile of this important issue.

We welcome a more complete study of financial literacy among young people here in Wisconsin. The Department of Financial Institutions wants to be involved with any organization or coalition which shares our commitment to financial education. As a matter of fact, we see a tremendous opportunity for groups like ACEC to work through already established efforts like the Wisconsin JumpStart Coalition to accomplish everything called for in this resolution.

With that, I would like to introduce David Mancl, the Director of DFI's Office of Financial Education, who also serves as the Chairman of Wisconsin's JumpStart Coalition. Thank you once again for the opportunity to testify today.

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State of Wisconsin

Department of Financial Institutions

Scott McCallum, Governor

John F. Kundert, Secretary

Testimony of
David Mancl, Director
Office of Financial Education

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Chairman Grobschimdt and Honorable members of the Committee on Education thank you for the opportunity to speak before you today to encourage your support of Senate Joint Resolution 31 concerning the importance of financial literacy. My name is David Mancl, and as the Director of the Office of Financial Education, I am representing the Department of Financial Institutions (DFI) in endorsing this resolution.

It is fitting that the Committee has convened on the topic of financial education this month as Governor Scott McCallum has proclaimed the month of April as, "Savings and Investing Month." Also, several associations representing the finance industry, e.g., North American Securities Administrators Association, American Bankers Association and the Credit Union National Association, are participating nationally in financial awareness activities during the month as well.

The Department of Financial Institutions has been committed to the proactive promotion of financial education since the department was created in 1995. Prior to its formation various entities that now make up DFI were involved with some level of financial education outreach as well.

Today, DFI's agency wide financial education program provides extensive information and materials. Please refer to the packets of printed brochures for a sample of topical areas. These brochures are available on line at no cost and can be easily printed. The brochures are written by experts at DFI and are not copyrighted to encourage broad use. Our Website also provides useful links, educational tips, timely alerts, and there's even a, "Kids Page."

DFI provides presentations to organizations and classrooms on such topics as credit, investing and personal finance. This spring DFI will host its third annual personal finance conference for youth and their parents in Milwaukee.

The Department's success in financial literacy outreach is stronger than ever before in large part through DFI initiated public and private partnerships. DFI has worked with the Wisconsin Women's Council to create and deliver a financial education series aimed at disadvantaged women. DFI works with the Wisconsin Council on Economic Education in providing the Stock Market Simulation—a statewide competition teaching the basics of our free enterprise system.

DFI has taken the initiative to provide a leadership role in The Wisconsin Jumpstart Coalition by allowing me to act as chair to facilitate the statewide collaborative.

The Wisconsin Jumpstart Coalition is an affiliate of the National Jumpstart Coalition which is a group of public and private organizations working collaboratively to promote financial education among youth since 1995. Please refer to the handouts for the list of partners for the state and national coalitions.

Many successful programs and proven curricula already exist. However, many of these seem to exist mutually exclusive of one another. Wisconsin Jumpstart Coalition was created by bringing representatives of these initiatives together which has amplified the individual initiatives and created new synergy. Organized over one year ago, Wisconsin Jumpstart has established three areas of focus:

The Economic and Personal Financial Policies Committee promotes personal finance education in all Wisconsin schools by focusing on legislative proposals and leveraging existing standards to increase financial education instruction in each school district. This committee will be responsible for overseeing a Wisconsin-specific statewide survey.

The **Awareness Committee** focuses on raising the level of attention towards improving financial literacy; and

The **Education Materials and Programs Committee** is working to identify Wisconsin-specific education institutions and their proven resources, materials and programs to augment the National Jumpstart Coalition's extensive database of 300 curricula on financial education, grades K-12.

The Wisconsin Jumpstart Coalition has just launched Wisconsin's first Institute on Financial and Economic Education. The week long graduate level training will offer instruction for teachers and will provide curricula and teaching tools to effectively integrate financial education into core subjects in the classroom.

Since Governor Scott McCallum's public announcement last week, the Institute has received a lot of attention from the media and most importantly teachers who want to attend. Clearly a common chord has been struck.

This initiative spends no tax dollars, and would not have been possible without the willingness and collaboration of its public and private partners, e.g. CBM Foundation, Wisconsin Manufactures and Commerce Foundation, CUNA Mutual Foundation, and Edgewood College among others.

The power produced by working together with organizations that share the financial education mission provides greater opportunity to combat financial illiteracy. Realizing this fact, the Americans for Consumer Education and Competition and the National Jumpstart Coalition, who share a parallel mission, just two weeks ago, hosted an awards ceremony to recognize various financial education initiatives around the nation.

Senate Joint Resolution 31 represents another opportunity for the two organizations to work together. Wisconsin Jumpstart has already invited Americans for Consumer Education and Competition to serve as a member on the state's coalition.

By working collaboratively much can be done to help our youth become prepared to enter our continuously evolving financial system. Through surveys that measure student's financial acumen, providing training to educators, and distributing organized materials and curricula, together we can improve the financial illiteracy trend.

America's financial illiteracy is so concerning that Chairman Allen Greenspan identified the importance of financial education especially among youth in a recent address to the Community Affairs Research Conference of the Federal Reserve. Never has it been so critical that our youth attain the tools they need to prevent potentially devastating financial mistakes.

I encourage your support of SJR31.

