

Governor's Financial Literacy Awards 2015

INDIVIDUAL CATEGORY

Steve H. Adams

Northwood High School, Minong

Steve Adams gave up a successful 20-year career as a Certified Public Accountant and financial planner for a higher calling - teacher -and his students at Northwood High School in Minong have been the beneficiaries of his selfless decision. Adams is a math and business education teacher in the Northwood School District, which has an enrollment of 368 students in K-12. Like many smaller rural school districts, Northwood has its share of financial challenges. In addition, employment opportunities for students who graduate from Northwood are limited due to the lack of major employers in the area. When he joined the district in 2013, Adams recognized that the district could do a better job of equipping its students with the personal financial skills necessary for them to be successful adults. Based on his private-sector experience, Adams believed strongly that the district should require all high school students to take a one-semester course in personal finance in order to graduate. He took his idea to the Northwood School Board, which was very supportive of the idea and gave him the green light to proceed. He sought assistance from staff at Wisconsin Indianhead Technical College in Shell Lake, who agreed to help the district articulate a course in financial planning. There was only one problem: How would the district pay for implementation of the course? Adams applied for a financial literacy grant through a program funded by the Wisconsin Department of Financial Institutions. An excerpt from Adams' grant application underscored his strong belief in the need for the program:

Northwood was awarded \$10,000 last year, one of 26 districts to receive a grant under the program. Adams wasted no time, implementing the required course in time for the current school year. Some of the funding was used to purchase new text books to replace ones that were at three decades old. His nontraditional career path has made a difference at Northwood for both students and staff.

Dana Berger

Financial Information & Service Center (FI\$C) Goodwill Industries, Menasha

Dana Berger was instrumental in creating a collaborative effort to provide financial literacy education within Native American communities. Berger worked with Oneida Nation's Family Services Department to analyze financial wellness programs that the tribe was implementing at that time. It was found that there was a great need to teach basic financial literacy and encourage good financial behaviors and self-sufficiency among their TANF (Temporary Assistance for Needy Families) recipients. By spring of 2011, a series of hands-on financial literacy workshops was implemented by Berger and FISC. Berger work with the College of Menominee Nation to share expertise to develop a financial wellness program that complimented the college's current financial education efforts by integrating educational workshops and one-on-one counseling not only to the students but any tribal member. The new specialized program is entitled "Increasing Economic Opportunities and Improved Quality of Life." Berger initiated a

collaborative effort with Potawatomi's programs (Family Services Life Skills Classes and BEARS – (Bode'Wad Mi Economic Awareness Resource Skills) a series of workshops and one-on-one counseling was put into action to teach basic budgeting and credit management skills. The collaborations formed have the potential to drive new and innovative financial literacy education for the Menominee, Oneida and Potawatomi Nations and can be used as a model to reach out to more tribal nations in the state of Wisconsin. The uniqueness and richness of financial coaching and education is the coming together of these tribal communities to provide culturally sensitive services, skills and serve individuals in financial distress or transition. Between 2011 and 2015 a total of 333 tribal members were served, with 54 Individual (1:1) Financial Counseling Sessions, and a total of 57 workshops were held at the three tribal nations. The workshops included: borrowing, credit, financial stress, debt management, and more.

Kory Krauss

Catholic Charities – Consumer Credit Counseling, Green Bay

Kory Krauss has created a financial literacy superhero, "Budgetman." This innovated concept helps promoted financial education in an engaging format. Budgetman appears in coloring & comic books, has a Facebook page, is on the Catholic Charities website, and appears at various Money Smart Week events particularly the "Big Read". Budgetman's Facebook page has 120 likes. He's been featured in the Diocesan newspaper, *The Compass*, which reaches 8,000 houses and 2,500 Catholic schools. Budegtman appears at Money Smart Week events and has a significant impact online and a very memorable experience in person. Using his knowledge and experience as a credit counselor, Kory's Budgetman provides a weekly budget tip on Facebook including has created a video/webcast chat. He is currently filming a video geared towards Black Friday Christmas shopping and debt. These are original productions. The goal is to increase financial literacy, change behavior around finances, and provide a modern means for people to provide their experiences and learning opportunities. Kory produces Budgetman videos with the help of family and co-workers. Additionally, Krauss is Chairman of Money Smart Week Green Bay. Money Smart Week is an annual financial literacy education and awareness campaign conducted statewide in conjunction with the Governor's Council on Financial Literacy and the Federal Reserve Bank of Chicago. Over 400 attendees participate in the numerous events held in the Green Bay Area in 2015.

Gregory Ogunbowale

James Madison Academic Campus, Milwaukee

Gregory Ogunbowale, in his role as principal of James Madison Academic Campus (JMAC), enthusiastically instituted National Academy Foundation (NAF) Academy of Finance (AOF); Make A Difference - Wisconsin Money Sense, Money Coach, Money Path programs; Asset Builders of America programs, NAF Career Fair. Over 300 students have participated in some or all of these programs and another 200 scheduled for second semester 2016. The Academy of Finance (AOF) is the only such academy in the state of Wisconsin. Any student that successfully complete the course work will obtain a certificate that will signify preparedness to work in any financial organization. Some of our business partners are guaranteeing that those students will have an advantage for recruitment into their industry. The students will be exposed to many facets of the financial world that will open a gambit of opportunities. Students will also be exposed to varieties of opportunities in higher institutions. The AOF connects high school students with the world of financial services and personal finance, offering a curriculum that covers

banking and credit, financial planning, global finance, securities, insurance, accounting, and economics. Sixty students elected to formally join the AOF as sophomores. This is the first cohort of students to be measured. Make A Difference – Wisconsin programs empowers teenagers with financial literacy educational resources and real-world lessons. One such program is Money Path, a lesson focused on teaching high school students financial planning principles necessary for making a successful transition to living financially independent. The lesson is delivered by an experienced business professional from the community in a highly interactive manner.

ORGANIZATION CATEGORY

Altra Federal Credit Union

Onalaska

Altra Federal Credit Union multi-faceted approach promotes and implements financial literacy through many activities such as: community programs, events, presentations, and providing web-based activities and simulations. Include numerous classroom presentations, Junior Achievement sessions, workshops for members as well as the general public, high school reality stores, Teens & Money sessions, Cash Camp events, financial aid nights, and several Boy Scout sessions to assist troops in earning their financial literacy badges. Through a virtual simulation called “Mo’Doh Island,” students have an opportunity to “go through life” with an avatar making real-life financial decisions. Altra provides staffing of a two day workshop working with more than 200 high school youth at the Wisconsin Challenge Academy at Fort McCoy to help the cadets prepare for the cost of living on their own and getting them to think about life after high school. For adults aged 50 and older Altra sponsors “Prime Times” which are educational events that covers topics such as: retirement, investments, taxes as well as recognizing and avoiding fraud.

Community State Bank

Union Grove

Community State Bank’s (CSB) initiative entitled, MyLIFE (My Local Interactive Financial Education), is a comprehensive interactive financial literacy program for high school students designed to demonstrate the importance of sound money management skills. Since 2013 CSB has expanded the program from 1 to 6 local schools (Union Grove Union High School, Waterford Union High School, Shoreland Lutheran High School, Shepherds College, Lake Geneva Badger High School, Westosha Central High School). In 2015 MyLIFE was attended by over 1000 students with the help of 45 businesses and 110 volunteers from the community assisted in making it a successful program. In addition students from both Union Grove and Waterford High School volunteered their time to help prepare for the event. In recognition of their dedication to the program, CSB awarded scholarships to 9 high school seniors. Since the program has launched over 2000 local students have been able to experience MyLIFE. The community is seeing the importance and benefits of the program and it has influenced businesses, civic participants and students

to volunteer on a yearly basis. The program has become so popular that a middle school version has already been developed known as “MyLIFE Essentials”.

Layton State Bank Financial Scholars Program

West Allis

The Layton State Bank Financial Scholars Program is based on partnership between public and private institutions. At the center is an online financial education simulation entitled, EverFi-Financial Literacy. The tool helps make students are more knowledgeable and better prepared to manage their financial futures and builds the foundation for students’ future financial well-being. Covering everything from common account types to the basics of investing, each module provides bite-sized, instructional animations to make each topic approachable and relatable to students. Student are immersed in real-life financial scenarios and documentation. Complicated processes – like buying a car or filling out the FAFSA form – are broken down for the student in an easy-to-understand way. Over 600 students have been impacted at 6 public schools. Student were pre- and post-tested and after taking this course, scores increased by an average of 91%. Most gain was seen in Financing Higher Ed and Renting vs. Owning. After taking the course, 60% more students feel prepared to handle important financial matters.

Royal Credit Union

Eau Claire

Royal Credit Union developed the Future U.S. Entrepreneurs (FUSE) program which is a six week, innovative, competitive learning experience for middle school students. FUSE allows participants to draw from business, entrepreneurship and financial education classroom lessons to create and complete a business proposal and then present it to a panel of experts consisting of RCU business loan professionals and executives. Participation is voluntary and offered as collaborative effort between the Eau Claire Area School District and RCU. Royal Credit Union financial education and business loan professionals spend four weeks in the classroom helping students develop their ideas for a small business and submit business plans. Students can choose to establish a sole proprietorship (1 student), a partnership (2 students) or a corporation (3or more students). In addition to developing a business plan, students are asked to develop a resume and submit a letter of reference from an individual outside their immediate family. The fifth week of class features a special FUSE Challenge event held at Royal Credit Union’s Corporate Headquarters. Students present their business proposals to a panel of judges and an audience. Monetary prizes are awarded for the top entrepreneurs. The final session in week six is back in the classroom where leaders provide feedback and discuss options for moving the business plans forward.

Sauk Prairie Economic Empowerment Project

Sauk Prairie

The Sauk Prairie Economic Empowerment Project’s mission is to empower students to make informed financial and employment decisions through its innovative use of cutting edge technology, the meaningful linking of business leaders to student participants, and its communication with parents. The initiative is a collaborative partnership between businesses, the Chamber of Commerce, school district employees, and young professionals that work together to connect with students at the middle and high school levels. The initiative includes lessons focused on navigating early employment and employability skills- and

knowledge- based assessment. Class activities and small group simulations led by local business leaders provide students the opportunity to practice interview skills, review resumes, examine risks associated with social media in the workplace, and study paycheck deductions and personal budgeting. These multi-day lessons have been used with high school students, at-risk populations, and adults seeking support as they look for increased economic opportunity. Over 840 student and adults participated this past year.

School District of New Berlin

New Berlin

The School District of New Berlin has made a committed effort over the past several years to grow student financial literacy for all students. The district has developed financial literacy programs at four grade levels (5th to 12th grades) impacting 1,535 students. In 5th grade students are engage in The Junior Achievement of Wisconsin's BizTown program combines classroom lessons with a daylong visit to an interactive, simulated town with a City Hall, restaurant, newspaper, radio station, banks, retail stores, utility companies and other businesses. Seventh-graders, in the Careers and Communication Course, learn to develop a financial vision based on an examination of personal values, analyze and discuss the long-range impact of setting personal financial goals and understand how career choices, education skills, entrepreneurship and economic conditions affect income. By senior year participate in JA's Personal Finance program that teaches high school students smart personal finances that will help them develop their own personal financial plan with lifelong goals and desired quality of life focuses on earning money, spending money wisely through budgeting, saving and investing money, using credit cautiously and protecting one's personal finances.

Talk With our Kids About Money (TWOKAM) - A Money Fair Project - Power by BMO Harris Bank

Milwaukee

Held at the Business and Economics Academy of Milwaukee (BEAM) this initiative is the first of its kind in Wisconsin bringing a new twist to a science fair style showcase focusing on money. Students follow a six step process where they explore and chose a financial topic, develop a hypothesis and share the results in an engaging manner in order to educate their peers and families about their financial insight. As in a science fair, students had to complete each step in order before they could advance to the next step. Instead of ribbons being awarded as would be in a science fair students were intrigued by the fact that monetary prizes would be awarded for the TWOKAM – Money Fair event! Fashioned after an event in Canada which was sponsored by a partnership between Canadian Foundation for Economic Education and BMO Harris Bank the Money Fair Project was successfully piloted and grown at BEAM. Forty students (20 teams) participated in this pilot project last year, and due to student enthusiasm and participation the number tripled this year where 60 teams (120 students) will compete and participate to make it to the finals. The impact was felt to over 300 people which consisted of teachers, students, and their parents. The event had an impact on our guests and other community partners as they were able to witness the hard work that is going on at BEAM to bring financial literacy to the community.

Wisconsin Department of Employee Trust Funds (ETF)

Madison

The department created the EMPOWER Campaign, an innovative, grass-roots-style marketing effort that links Affirmative Action goals with the mission and goals of ETF – protecting public employees from the financial hardships of old age. In early 2015, ETF and the Wisconsin Deferred Compensation (WDC) Program began sponsoring a statewide educational campaign to raise awareness about the retirement savings gap affecting women. This national recognized campaign, “EMPOWER: Guiding Women of All Cultures Toward a Strong Financial Future,” has been designed to engage and inspire female state employees to save more for their retirement.

Women save significantly less money for retirement than men and live longer than men after retirement. As a result, women are almost twice as likely as men to live below the poverty line during retirement. EMPOWER used a multitude of delivery methods to reach and engage nearly a half million Wisconsin Retirement System members using only shared and volunteer resources – no budget, no staff, and no dedicated resources. The campaign used brochures, posters, articles in WRS online newsletters and WDC newsletters, webinars, seminars, benefit fairs, wellness fairs, agency workshops, website messaging and twitter. Well over 5,000 employees have attended a webinar or event generated by the EMPOWER campaign. ETF and the EMPOWER campaign took a lead role in working with the Financial Fitness Group to provide public employees in Wisconsin with a free, 10-minute checkup to assess their current financial well-being. Over 10,000 employees have utilized the checkup. A dedicated webpage provides educational resources to Financial Fitness Checkup users upon completion of the tool.

LEGACY

Brian Schultz

University of Wisconsin –River Falls, River Falls

Dr. Brian Schultz has taught economics and personal finance for more than thirty-five years. Through his work at UW- River Falls and through the Center for Economic Education, he has impacted thousands of university students, Wisconsin teachers and Wisconsin high school students, and through K-12 teacher training, numbers well over 25,000, due to a multiplier-effect. Dr. Schultz has been the Director of Economics Wisconsin’s Center for Economic Education located at UW-River Falls since 1998. Through this affiliation, he has led several economics and financial education programs for K-12 teachers throughout the state, such as, Lessons for Teaching Financial Crises, Stock Market Simulation for Middle and High School Teachers, Teaching Economics with Children’s Literature for Elementary School Teachers, Math and Economics: Connections for Life, Is College Worth It? Covering the Student Debt Crisis, Math and Economics: Real World Applications, etc. His most recognized achievement through his affiliation with Economics Wisconsin has been through his leadership of the statewide program, the “Economics Challenge”. This annual, one-day competition is available to all high school students throughout the state, and is currently held at three locations: Eau Claire, Milwaukee, and Oshkosh. The Challenge provides an

opportunity for student teams to demonstrate their knowledge of economics concepts in a competitive and fun atmosphere. Last year, more than 160 students participated in the Challenge. In addition to the thousands of college students that Dr. Schulz has reached throughout his teaching career at UW-River Falls, the number of elementary, middle, and high school students he has impacted through the Economics Challenge.

Teresa Walker

Department of Financial Institutions, Madison

Teresa Walker has played a key role in coordinating financial literacy programming in Wisconsin since for 15 years. She helped make the DFI a leader in the financial literacy movement nationwide. In her coordinating and supporting role "behind the scenes", Walker helped ensure that many other initiatives got started and continue to this day. One of many would be the annual teachers training program in Madison known as the National Institute of Financial and Economic Literacy (NIFEL, formerly the Wisconsin Institute). Each year, teachers receive the information they need to "take it back to the classroom" and teach students effectively. Over 600 educators participated in one or more courses and in turn incorporate new knowledge and curriculum in their classrooms. As a result over 38,000 students in the 2014-15 school year were taught by institute teachers in Wisconsin. In her tenure Teresa has helped foster the growth of Money Smart Week from 6,487 attendees in 2006 to 21, 223 attendees in 2015; The Big Read campaign from 64 locations to 116 locations in its peak in 2014 with more than 18,800 financial literacy books distributed to youth and their families all totaled. In her role as native liaison Walker worked with all of Wisconsin's eleven tribes to build positive interpersonal relationships with stakeholders especially recognizing cultural differences with the native community while providing financial education opportunities. Most dramatically, due, in part, to Teresa's commitment in promoting financial literacy education over 60 percent of Wisconsin school districts have a personal finance literacy course graduation requirement up from 25 percent in 2010.

Jody Forsythe

Northwestern High School, Maple

Since 2010 Jody Forsythe has encouraged her students to promote financial literacy by developing a Financial Literacy Promotion Project under the DECA competitive series. This chapter project develops the economic and marketing knowledge and skills necessary to be successful in a global economy. Thousands of students and community members have been exposed to this project over the past 6 years. Lessons have been taught from K-12 grade and Reality Fair. Parents and community members were aware of the lessons taught and the insight of the importance of financial literacy at a very young age. Every year that Northwestern High School has competed at our State Career Development Conference students were able to successfully qualify for International competition. More importantly, teachers and parents reported that students retained the information and it became a discussion point at school and at home. Forsythe's projects allows students to demonstrate their knowledge and understanding of financial literacy by teaching. And engage in activities that clarify and enhance understanding of financial literacy. The project includes opportunities for teachers to help by providing a venue for our students to present

material to classrooms. During Red Ribbon week students were involved in booths that educated students about personal finance. Parents were exposed to lessons that were taught in the classroom by discussions that they had with kids. As a result the administration and school board support the value of personal finance and impact it had on the students. Financial literacy for all juniors as personal finance is now a required course.