

Governor's Financial Literacy Awards 2016

INDIVIDUAL CATEGORY

Olivia Dachel

Tomahawk High School, Tomahawk

Olivia has created a Mini-Business World where students and businesses collaborate together to develop sound financial business prototypes. Students get to see how business and finance are interrelated. Over 100 students took part last year. However over forty upperclassmen were involved in peer education, planning and setup. Students were questioned by our community business partners and the proposals were ranked on viability and business acumen. Students gained a better understanding of debt and its long term impact. The number of students enrolled in business and finance classes increased as did membership in FBLA. These members are now coordinating nearly 40 community business events yearly.

Jennifer Guenther

Early\$start = Money\$mart, Hartford

Jennifer has created an Early\$start = Money\$mart program for preschool-grade 6. She actively works with students, teachers, and parents and uses unique techniques that include books, puppets, drama, and games. She worked directly with over 300 students with lessons, 53 teachers in classroom and workshop settings, and 27 parents in a workshop settings. Results were measured with surveys from students, teachers, and parents. The overall results were increased awareness and positive future plans of age-appropriate financial literacy activities as well as increased understanding of financial capabilities for children ages 4-13. Students-greater understanding of wants/needs & future behaviors to be wise consumers. Teachers-plan to incorporate books with a financial theme into curriculum monthly & into Social Studies lessons. Parents: using age-specific strategies from workshop to raise children to be financially smart.

Beth Roehl

Elkhart Lake-Glenbeulah High School, Elkhart Lake

Beth Roehl has converted personal finance curriculum to become individualized--focusing activities on preparing students for their career and personal lives by utilizing integrated hands-on and realistic applied simulations. There has been 45 Junior and Senior students participating this past year, and strong expectations sizeable student participation to continue to benefit from this program. Eighty percent of students, including students with an IEP (Individual Education Plan), achieved 25% or higher growth in their financial literacy knowledge and ability to complete a checkbook/financial statements; 11% had a growth of 20% or higher; 9% had at least 10% growth. Students were tested in the beginning, middle and end of the semester. From the above data, it is evident through assessments, Beth's students, not only increased their financial literacy, they were also able to demonstrate applications of the skills that were taught. By gaining a more expansive understanding of personal finances, students showed more prudent,

informed consumer habits. Beth partnered with Special Education faculty who advised on adapting instruction to meet all student needs; Junior Achievement for the Finance Park-Real-life Simulation opportunity; and various guest speakers on insurance, stock-investments, etc.

Connie Umstead

Catholic Charities, Wausau

As Project Step-Up Coordinator Connie's role requires her to work with families who struggle due to low/no income, lack of budget skills, understanding credit & goal setting. Of the 30 families in her program currently, 14 families graduated from this program after a 12 month commitment attending budget classes & utilizing Credit When Credit Is Due curriculum.

Connie provided extensive case management in order to help families develop a budget and emergency savings, increase credit scores along with sustaining affordable housing and employment. This included obtaining and reviewing quarterly credit reports; a 12 month commitment to the program of the families and willingness to make positive change. Goals were set and tracked through an action plan with continuous setting of new goals. Incentives were given based on improvement along this journey. Connie met monthly with clients to track successes documented in monthly statements of savings/checking accounts. Project Step-Up began as an initiative of United Way Marathon County in 2009. Catholic Charities was selected to take on this project in 2011.

ORGANIZATION CATEGORY

Brown County Library

Green Bay

In January of 2016 the Brown County Library embarked on a yearlong financial literacy initiative entitled, "goodcents: Financial Series." Over 100 participants attended. The initiative included book discussions and financial literacy presentations including 7 locations and 56 events. Brown County Library staff worked the UW-Extension staff and staff from FISC (Financial Information Service Center) to formulate book discussion questions. Experts in the community donated their time for all of the presentations. Among the most successful were quarterly presentations given by staff from our local Social Security office. Examples of offerings include: Financial Book Series, Preventing Financial Exploitation, Investing as You Approach Retirement Age, College Planning, Retirement Income 101, What You Need to Know about Wills, Estates and Trusts, Landlord/Tenant Relationship, The ABC & Ds of Medicare: Understanding Your Options, and Buying a Home.

Brown County UW Extension

Green Bay

Brown County UW-Extension 4-H Youth Development Program, at the request of the Green Bay Area Public School District, taught financial education as part of the district's afterschool program for low income students at nine elementary and middle school sites. The curriculum is offered to first through

seventh grades, meets state and national standards, and focuses on experiential learning. Since the program was launched in January 2016, 199 students, grades 1-8, have participated in afterschool programming. Each student participated in four (4) 1-hour sessions, meaning there were 796 contact hours with students in the afterschool program.

In addition, each school or location that hosted a financial literacy afterschool program involved a minimum of 1 adult, thus reaching an additional 15 adults. The program has received high reviews from site directors as a fun and effective way to teach financial literacy. In 2017, after a review process and updates, the curriculum will be shared state-wide with youth serving organizations, school districts and county UW-Extension offices.

Economics Wisconsin

Milwaukee

Economics Wisconsin was formed in 1963 to improve economic and financial literacy in Wisconsin, particularly for youth. Recent innovative efforts also focus on opinion leaders and business professionals. The organization impacted over 71,000 individuals through our programs, primarily K-12 teachers and students. Opinion leaders, notably School Board Directors, and business professionals were also impacted. Besides successful youth programs - the Stock Market Simulation, the Economics Challenge and Community Ambassadors - Economics Wisconsin held many conferences and seminars. Pre- and post-test results, for example, from our 2016 Economics for Opinion Leaders Seminars demonstrated that participants' financial literacy knowledge increased as a result of the trainings. The Wisconsin Department of Financial Institutions (DFI) and Lakeland University were partners on 10/4/16 for our signature event, Get Your Students Pumped Up on Personal Finance and Economics. The 10th Annual Lambeau Conference was held with the 6th Annual Wisconsin Summit on Financial Literacy.

Financial Life Skills Program, School of Human Ecology, University of Wisconsin – Madison

Madison

Financial Life Skills is a 15 week course with a “flipped classroom” experience offered by the School of Human Ecology. The program provides a clear and consistent message to the campus as a whole and provides financial wellness resources to all students, staff, and faculty. The course is led in part by an instructor from the financial industry (often times alums of the program themselves). Each weekly topic begins with relevant articles, video, and/or self-assessments prior to an in person classroom setting to engage students and force them to think about a financial issue in a manner they might not have in the past. The program believes the mini-lectures and reading material are a key component in route to overall financial wellness, but it is the activities and group discussions facilitated by peer educators that plays the biggest role of all. The curriculum is regularly updated and “tweaked” as the needs and requests of students change through feedback from the students, peer educators, and instructors. Enrollment in the program has grown from nearly 200 last spring to over 300 during this fall term. The high demand for the financial knowledge provided by the Financial Life Skills course has allowed the program to create availability for even more students, and the program will now work with 500+ students per semester beginning in the spring of 2017. The length of the course allows for actual behavioral change and provides

students with an opportunity to create habits and plan ahead. The goal is to demystify financial jargon and lingo and provide guidance from the peer educators. This is demonstrated in students' increased knowledge and understanding through the quizzes that focus on financial terms and concepts discussed in the variety of material.

GL money\$mart Initiative

Madison

The Great Lakes money\$mart work place financial literacy initiative was developed as a collaborative effort from across the Great Lakes affiliated group. As Great Lakes' primary mission is to help students get to and through college and to help student loan borrowers successfully repay their student loans; Great Lakes recognized a need for employees to be financially literate. The Great Lakes money\$mart program was developed to compliment the Great Lakes mission of doing what's right to change lives for the better by encouraging the financial well-being of our employees. It also aligns with the Consumer Financial Protection Bureau's (CFPB) encouragement of consumer finance organizations to provide programs to their own employees to ensure they are good financial consumers. In addition, we wanted to find a way to support the internal Great Lakes Gives initiative that encourages employees to join in and change lives for the better through efforts such as the United Way campaign. The program includes GradReady. GradReady is Great Lakes' financial literacy program specifically designed for new, currently enrolled, or recently graduated college students and their families. The GradReady website provides video tutorials, calculators, and worksheets to help user make wise decisions about how to pay for school, maintain a budget, and select a manageable student loan repayment plan.

GL money\$mart employee-focused financial literacy initiative. GL money\$mart is geared toward employees of the Great Lakes affiliated groups and at each of the Great Lakes centers. Great Lakes has eight locations with a total of approximately 2,000 employees.

Park Bank

Madison

Park Bank has partnered with EverFi, Inc., Madison Metropolitan Schools, and Edgewood High School to bring the program to local students at no cost to the schools or the taxpayer. The web-based program uses the latest in new media technology to bring complex financial concepts to life for today's digital generation. The 7-8 hour course covers a variety of critical financial topics, while providing teachers with real-time performance data to guide student instruction. Students who successfully complete the course are rewarded with a certificate, a valuable mark of distinction, which can be used on job and college applications. 278 Madison students were reached through the Park Bank Financial Scholars Program this year at Edgewood High School, Madison West High School, Madison East High School, James Madison Memorial High School, La Follette High School, and Shabazz City High School. The students completed an estimated 1,350 hours of financial education via a web-based program that uses the latest in new media technologies – videos, animation, 3-D gaming, avatars, and digital badging – to bring complex financial concepts to life for today's digital generation. The 7-8 hour course covers a variety of critical financial topics, while providing teachers with real-time performance data to guide student instruction. Park Bank employees are encouraged to volunteer to help with financial literacy. This year, over 15 employees (out

of 200) donated their time to various organizations including Junior Achievement, serving as financial coaches for families at Habitat for Humanity, Teach Children to Save events, high school financial literacy projects, serving on the Wisconsin Banker's Association's Financial Literacy advisory board, and teaching financial literacy seminars at the Urban League, Black Woman's Leadership Conference, and the Black Women's Wellness Day.

Peoples State Bank

Wausau

Peoples State Bank encourages every employee to volunteer in the communities we serve. For the past 4 years, employees have given back over 7,000 hours in volunteer activities in our community. In 2015 we volunteered 8,128 hours. That is approximately 40 hours per year per employee. Employees are especially encouraged to serve in organizations which promote financial literacy. Many choose to teach Junior Achievement in our local schools, many women serve in a very active Women in Action group through United Way, which has a signature project called project Step Up that assists low income women learn skills, gain rewards and rise above financial challenges through mentorship, educational classes and goal achievement. Peoples' employees also participate as teachers in the summer Upward Bound program to teach Hmong teens the finance basics. Each year Peoples helps organize and volunteer at the annual Financial Wellness Conference and the annual Money Smart week. Peoples is an active member of the Get Smart Wausau Coalition which promotes financial wellness in Marathon County. Peoples' advocacy and willingness to serve is well known in our communities, this leads to one-on-one invitations from our local school districts to teach occasional classes to students of all ages. Northcentral Technical College requests us to serve on panels and learning fairs so we can serve their students as well. We also teach and serve on committees for the Wisconsin Bankers Association so we can share ideas with our professional peers.

When the employees volunteer our main objective is to give back, however, we also like to have a little fun! We plan well in advance for each volunteer opportunity, whether it be a video game designed to raise excitement or a calm voice and sympathetic ear, time is taken to make sure everyone we serve we connect with on a meaningful level to them.

Summit Credit Union

Madison

Summit's vision is to connect people and inspire action to create member and community wealth. We'd begun work on our Project Money program around this time and launched it in June of 2009. The program continues today as a source of financial empowerment and transformation not only for the four annual participants who are featured, but for thousands who follow along and benefit from the lessons. Project Money is a financial challenge & community education program where four participants/couples/families are paired with a financial coach for seven months with the goal of increasing their savings and reducing their debt. They share their successes and struggles through blogs, TV interviews and social media. Whoever has the most financial success, will win \$10,000. The essence of the program is to transform participants' money mindset and financial habits from one of spending to one of saving and debt reduction to reach their financial goals. Project Money is a financial coaching program that inspires and motivates others through community role models telling their

personal stories. This innovative approach to financial education has increased community awareness of financial literacy, financial capability and financial wellness. Participants in the program learn about wise money management, implement financial strategies and make changes to their financial health so they are more financially well. Specifically, they go from living paycheck to paycheck to identifying personal financial habit changes and taking action to intentionally build wealth. Their personal stories are shared publically.

To date in this year's competition, participants have increased their savings by \$39,428.49 and reduced their debt by \$20,149.12. Over the last seven years of the program our 28 participants have increased their savings by \$218,500 and decreased their debt by \$305,547.

The impact reaches the community and builds awareness, metrics on community impact includes: 67,466 - Social media reach / impressions; 12,335 - Blog page views; 89,300 - Average number of monthly e-newsletter impressions; 3,870,000 - NBC 15 Project Money impressions.

LEGACY

Rebecca Neumann

University of Wisconsin – Milwaukee, Milwaukee

Rebecca Neumann, Assoc. Professor of Economics at UW – Milwaukee (UWM), champions and advocates for personal financial literacy and has built a reputation as the go-to person on campus. Originally developing the innovative “Economics of Personal Finance” class a decade ago, she relentlessly pushes for its growth and availability. Rebecca’s initiative began with designing a one-credit course in our department in personal finance, which has now expanded to a campus-wide resource, with over 3100 students having improved their financial literacy under her guidance. The performance metrics, which are attached, are staggering, including a near doubling of student understanding of their student loans and payments and a near tripling of student understanding of their credit reports. Rebecca’s course is now a requirement of the UW-System Lawton Undergraduate Minority Retention Grant Program at UWM--a State of Wisconsin funded program intended to increase the retention and degree attainment for underrepresented racial/ethnic minority students who exhibit strong academic performance. Lawton Scholars are required to participate in several student success programs designed to improve academic success and retention. Among these, students must complete the 1-credit Econ 110 Economics of Personal Finance course within the first year of the scholarship. This requirement fulfills the state mandate that financial literacy be included as one component of the Lawton Scholars Program. Rebecca’s initiative is nationally recognized, as she has presented an overview of her program and its successes at the Southern Economic Association national meeting.

Kelly Ostrander

Altoona High School, Altoona

Kelly Ostrander is one of the Business Education teachers at Altoona High School. She has been teaching business education in Altoona for the past 26 years. In April 2010, her students were ranked in the top

20% in the Nation for outstanding achievement on the National Treasury Department Financial Literacy Challenge. She was also a recipient of a 2012-13 Gold Star Teacher Award. This award is given to teachers if their students achieve a 90% pass rate on the WISE Financial Literacy Certification Test.

In 2008, she was instrumental in petitioning the School Board to approve Personal Finance as a required class for all students. In the year 2008-09 the School Board adopted the proposal and ruled that Personal Finance would be a required class starting with the 2010 graduates. The required semester course, Personal Finance was created and implemented long before the Department of Public Instruction made Financial Literacy a requirement. She has created multiple community partners with area business leaders and invites them in each semester to share their professional knowledge with the Altoona High School students.

Kelly has also partnered with the Eau Claire Area Chamber of Commerce and other area school districts to provide the "Real Life Academy," an interactive financial literacy program for high school students. Over 4,500 students have attended the Real Life Academy. Kelly serves on the planning committee with the Chamber to develop and organize the Real Life Academy program. Kelly has served on this committee since the program began in 2010 and continues to do so today. Many of the committee meetings take place outside of the school day and during the summer months. Her innovative ideas and educational perspective is a great asset to the program. Because of Kelly's contributions, the Real Life Academy is a sound educational experience for approximately 500 high school students in our area each school year. Kelly's involvement with the Real Life Academy speaks volumes about her dedication to providing personal financial education to not only her own students at Altoona High School, but to so many students in our area.

Kelly has multiple strengths in this area. One - she herself believes in having a healthy personal financial relationship. She is not saying one thing to her students and doing another outside of the classroom. Kelly uses multiple resources to meet her students' educational needs. Kelly introduces personal finance through the eyes of Dave Ramsey, Clark Howard, her own personal finance lessons, the required curriculum set by DPI, and community volunteer experts in personal finance. Kelly also partners with Junior Achievement on an annual basis.

Cathie Tierney

Community First Credit Union, Appleton

Not long after becoming Community First Credit Union's President/CEO in late 1994, Cathie Tierney was integrally involved in originating and developing a partnership with the Appleton Area School District that led directly to addressing real concerns about a lack of financial literacy among young people. That school-business collaboration led Community First to open one of Wisconsin's first in-school, student-run credit union branches at Appleton West HS in early 2001.

By 2004, three other student-run branches had opened in area high schools and at Touchmark Retirement Community in Appleton. Besides actively supporting and leading this partnership, Tierney served on both local and statewide committees that helped write curriculum relating to financial literacy education. In Appleton, she helped develop the Personal Financial Management course that became a graduation requirement. Under her leadership, Community First also developed and continues to offer a Reality Check simulation to support the mandated course.

During planning to provide a student-run CFCU branch at Touchmark, retirement community officials said they were also looking to add a convenience store. Community First suggested an innovative credit union

branch-store combination that years later still fills the needs for residents while offering a unique intergenerational learning and work experience opportunity for one or two high school student tellers each semester.

Appleton school officials say that every semester between 500 and 650 high school juniors and seniors go through CFCU's Reality Check simulations as part of the Personal Financial Management class that Tierney helped develop. In addition to that, since 2001, more than 600 high school students have also gained hands-on work experience serving as student tellers in the student-run high school CFCU branches. These are paid positions but most importantly the students involved gain the experience of going through an interview, learning money handling/security procedures and important interpersonal skills in how to serve credit union members. Many of these students also go on to work part-time at various branches throughout the school year and summers while several also had the opportunity to be a Community First representative in a state youth apprenticeship program. Finally, a number of former student tellers are now employed full-time at CFCU in a variety of positions, including managerial posts.