



Financial Education Approaches and Resources for Pre-College Youth

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NOW Accounts	Mutual Funds (money market mutual funds and stock, bond, or other security mutual funds)
Savings Accounts	Annuities
Certificates of Deposit	Insurance Products (automobile and life insurance)
Money Market Deposit Accounts	U.S. Treasury Bills, Bonds or Notes
	Safe Deposit Box Contents



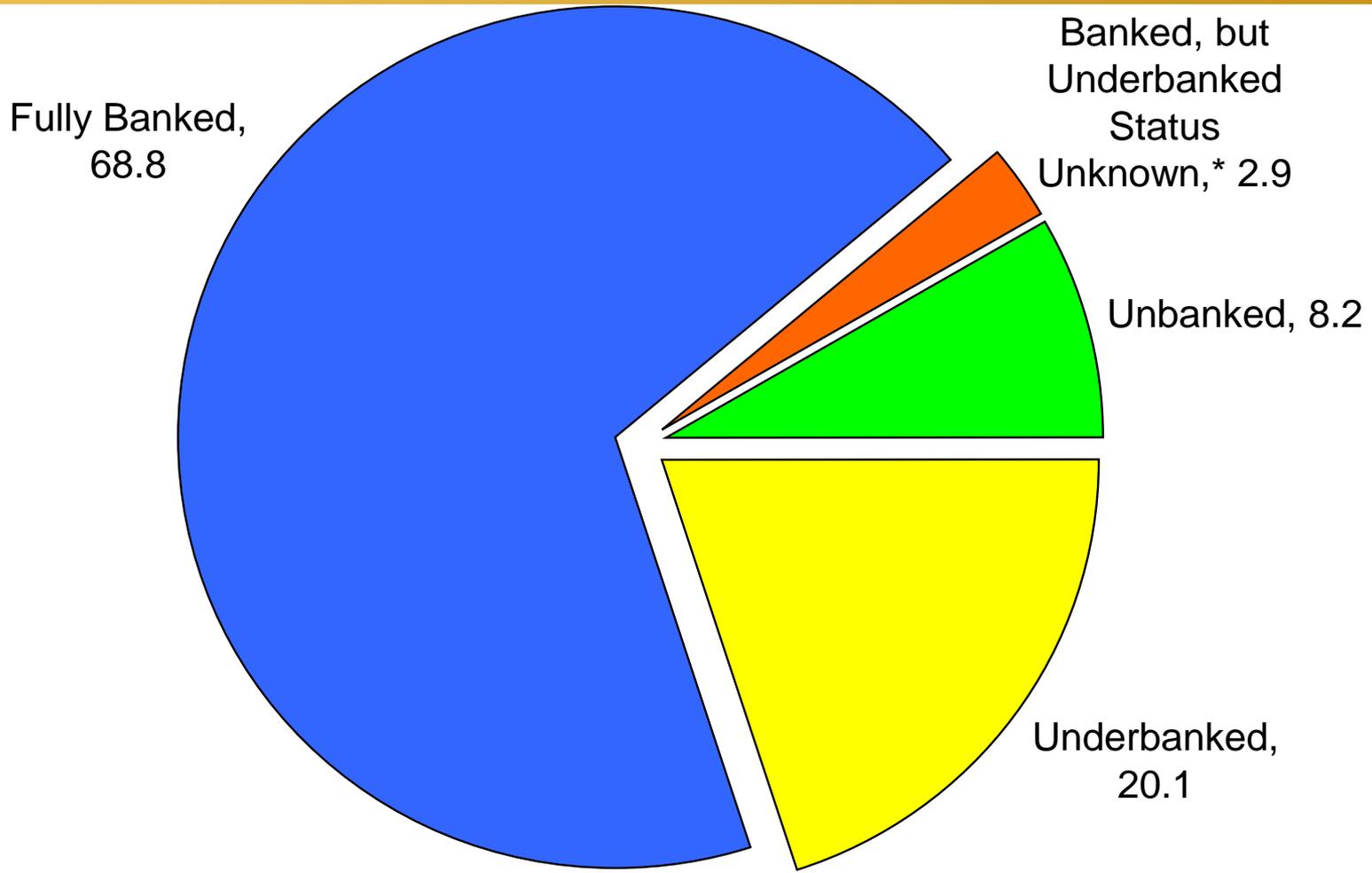
FDIC-NCUA-US Dept. Of Education Collaboration

- **U.S. Department Of Education, FDIC, and NCUA Financial Access & Financial Education Collaboration Agreement**
- **Signed 11/15/2010**





Banking Status of Households



Notes: Percentages are based on 120.4 million U.S. households. Percentages may not sum to 100 because of rounding.

* These households are banked, but there is not enough information to determine if they are underbanked.

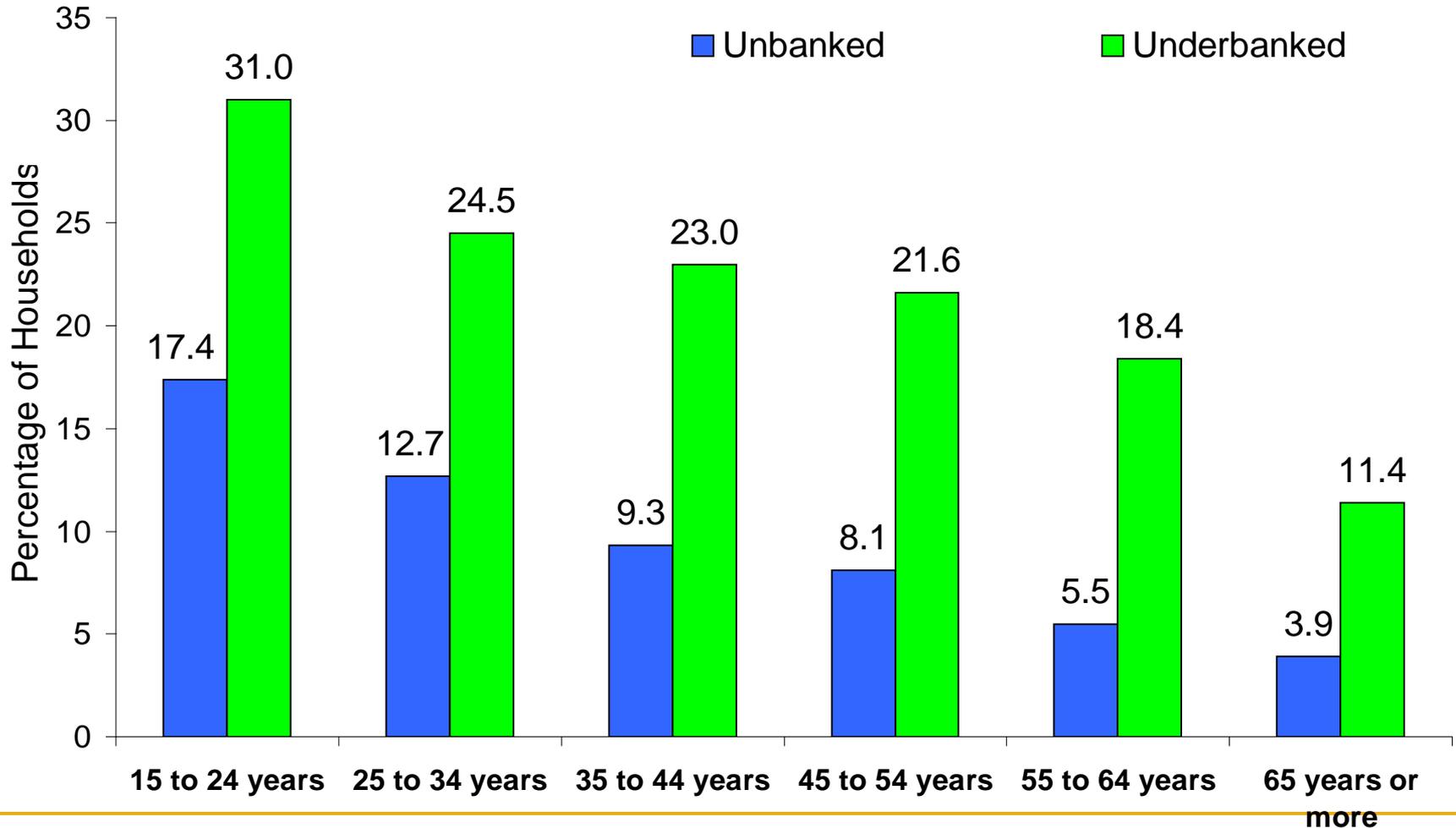


Rates for Specific Groups

Select Demographic Groups	Percent Unbanked	Percent Underbanked	Percent Fully Banked
All households	8.2	20.1	68.3
Blacks	21.4	33.9	41.6
Hispanics	20.1	28.6	48.7
Foreign-born noncitizens	22.2	28.9	45.8
Unemployed householder	22.5	28.0	47.5
Income below \$15,000	28.2	21.6	47.6
Unmarried female family households	19.1	29.5	48.4
Under age 24 householder	17.4	31.0	49.7



Rates by Age





How to Access the Data

ECONOMICINCLUSION.GOV

FDIC

> INITIATIVES > HOUSEHOLD SURVEY > PRESS ROOM

NATIONAL HOUSEHOLD SURVEY

Results from the 2009 FDIC National Survey of Unbanked and Underbanked Households.
Read the [full report](#) and [Executive Summary](#).

NATION REGION STATE MSA

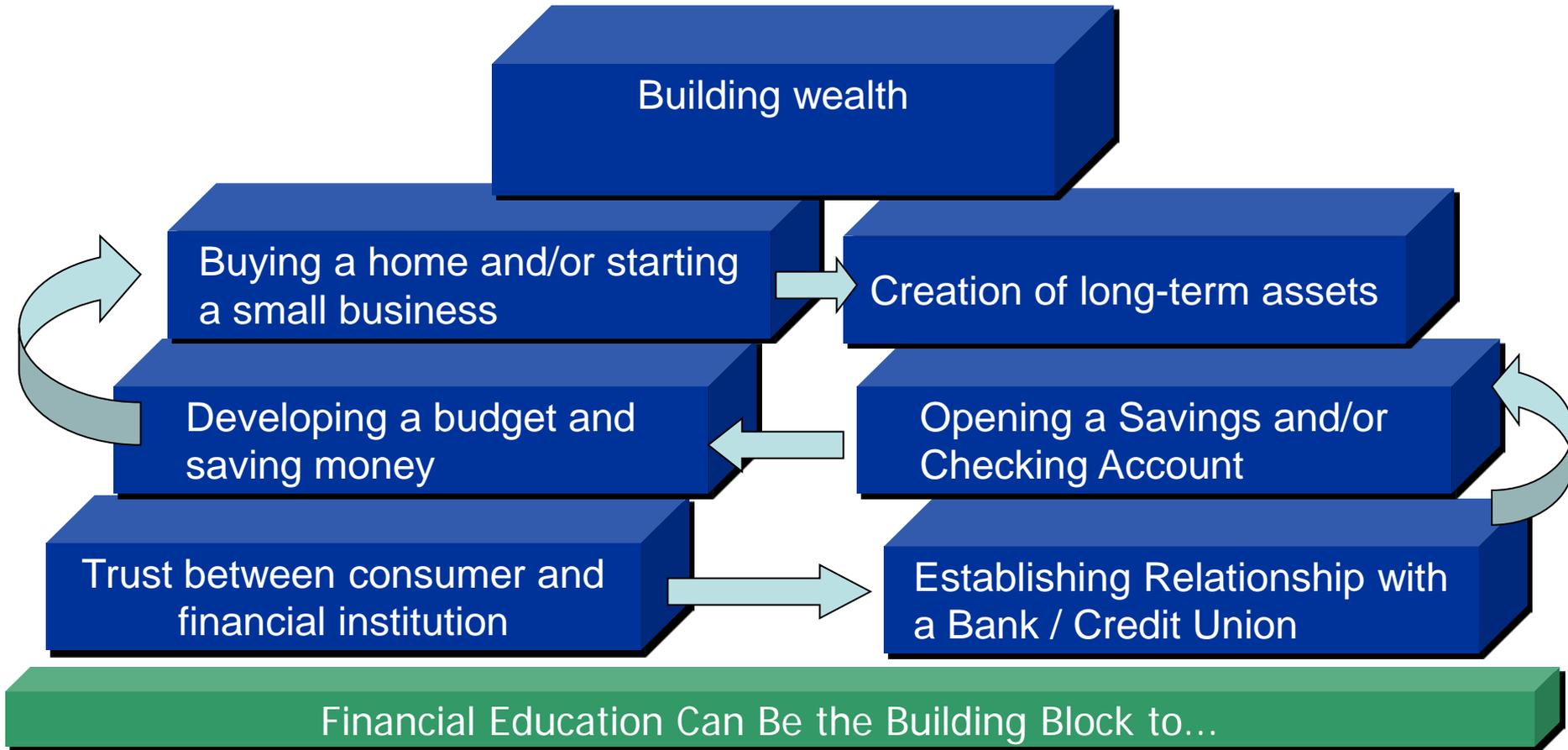


Role of Financial Education

- **GAO findings**
- **FDIC initiatives demonstrate that well-designed financial education programs can have a positive impact on consumers' ability to make sound choices**
- **Experiential-based approaches are particularly promising for young people**



Financial Education: the Foundation





What Should We Be Teaching People About Money???





The Money Smart Program

- **Curriculums for:**

- ◆ Elementary School students (ages 5-8)
- ◆ Young Adults (ages 12-20)
- ◆ Adults
- ◆ Older Adults
- ◆ Small Businesses

- **Implementation resources:**

- ◆ *Money Smart News*
- ◆ Train-the-Trainers
- ◆ Alliance



Money Smart for Elementary School Students

Two components:

- A teacher's manual for use by anyone leading a group of youngsters in a discussion about money
- A coloring/activity book for the students



For ages
5-8



Money Smart for Young Adults

The Modules

- Bank On It
- Check It Out
- Setting Financial Goals
- Pay Yourself First
- Borrowing Basics
- Charge It Right
- Paying for College and Cars
- A Roof Over Your Head

For ages
12-20

Two
Formats

- Instructor-led
- Self-paced



The Guides....





Money Smart for Adults

The Modules

- Bank on It
- Borrowing Basics
- Check It Out
- Money Matters
- Pay Yourself First
- Keep It Safe
- To Your Credit
- Charge It Right
- Loan To Own
- Your Own Home
- Financial Recovery

In Nine Languages

- English
- Chinese
- Haitian Creole
- Hindi
- Hmong
- Korean
- Russian
- Spanish
- Vietnamese

Two
Formats

- Instructor-led
- Self-paced



Money Smart for Small Business

The Modules

- Organizational Types
- Time Management
- Financial Management
- Recordkeeping
- Banking Services
- Credit Reporting
- Risk Management
- Insurance
- Tax Planning and Reporting
- Selling Your Business and Succession Planning

**Jointly
produced
by FDIC
and SBA**

Instructor-Led Training



Instructor-Led Curriculums

- **Each module is structured identically**
 - ◆ Comprehensive guide for instructors
 - ◆ Take-home booklet for participants
 - ◆ Overheads (PowerPoint and PDF format)
- **Modules can be taught in any order or combination**
- **Flexibility to teach portions of modules**

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Train-the-Trainer Program

- **Train-the-Trainer Video**
 - ◆ About half an hour overview
 - ◆ English and Spanish
 - ◆ Viewable online
- **Train-the-Trainer workshops**

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Computer-Based Instruction

- **Can be either a:**
 - ◆ Supplement to instructor-led training
 - ◆ Stand-alone training
- **Certificates of completion**
- **Available in English and Spanish**

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MP3 Version

- **Money Smart Podcast Network**
- **Suitable for use with virtually all portable audio players**
- **Grouped into four categories**
- **Enhanced version coming soon!**

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Money Smart Changes Behavior

- **Statistically significant improvements 6-12 months after Money Smart in:**
 - ◆ Unbanked participants opening account
 - ◆ Banked consumers selecting a new account (comparison-shopping)
 - ◆ Using spending plans (budgets)
 - ◆ Paying bills on-time

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Money Smart News

- **View online or subscribe**
- **Released quarterly**
- **Provides:**
 - ◆ Success stories
 - ◆ Updates on the Money Smart program
 - ◆ Other items potentially of interest to financial educators
- **Submissions are welcome**

www.fdic.gov/moneysmart



Sample Success Stories

- **Helping Low-Income Teens Save for Financial Independence**
- **Money Smart for Young Adults: Success Stories and Strategies for the School Year**
- **Personal Statements and Essay Contests: Sharing Money Smarts and Success Stories the “Write” Way**
- **Passing the Test: Success Stories and Tips for Teaching Kids About Money**
- **Tales Out of School: Lessons Learned from Money Smart Presentations to Youth**
- **Ways to Introduce College Students to Financial Education**



Sample Success Stories

- ***Passing the Test: Success Stories and Tips for Teaching Kids About Money (Spring 2008)***
- **A few strategies outlined:**
 - ◆ Vary your teaching methods to grab and hold the attention of students who learn in different ways.
 - ◆ Consider adding after-school activities if class time is limited.
 - ◆ Supplement classes with examples from the real world.
 - ◆ Bring in guest speakers.



Sample Success Stories

- ***Money Smart for Young Adults: Success Stories and Strategies for the School Year (Fall 2009)***
- **A few strategies outlined:**
 - ◆ Feature financial education resources, including the Money Smart Podcast Network, on your Web site
 - ◆ Link participation in the MSYA curriculum at a school to opening a bank savings account.
 - ◆ Be creative about where financial education is integrated.
 - ◆ Don't forget college students.



Money Smart Alliance

- **Money Smart Alliance Members can assist by:**
 - ◆ Hosting classes
 - ◆ Presenting or promoting Money Smart
 - ◆ Enhancing delivery and distribution networks.
 - ◆ Funding local efforts
 - ◆ Evaluating implementation efforts

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Different delivery mechanisms

- **Individual Methods**
 - ◆ One-on-one counseling
 - ◆ Telephone advising
- **Group Methods**
 - ◆ Seminars/presentations
 - ◆ Training workshops
 - ◆ Workshop series
 - ◆ Credit courses offered through formal educational institutions
 - ◆ Small discussion groups
 - ◆ Games and simulations
- **Mass Methods**
 - ◆ Web-based programs
 - ◆ Interactive CD programs
 - ◆ TV programs
 - ◆ Newsletters/papers
 - ◆ Radio programs



FDIC's Role

- **Distribute the curriculum to potential instructors**
- **Provide technical assistance, possibly including linking sites interested in delivering financial education with potential instructors**
- **Teach Train-the-Trainer classes**
- **Publications**



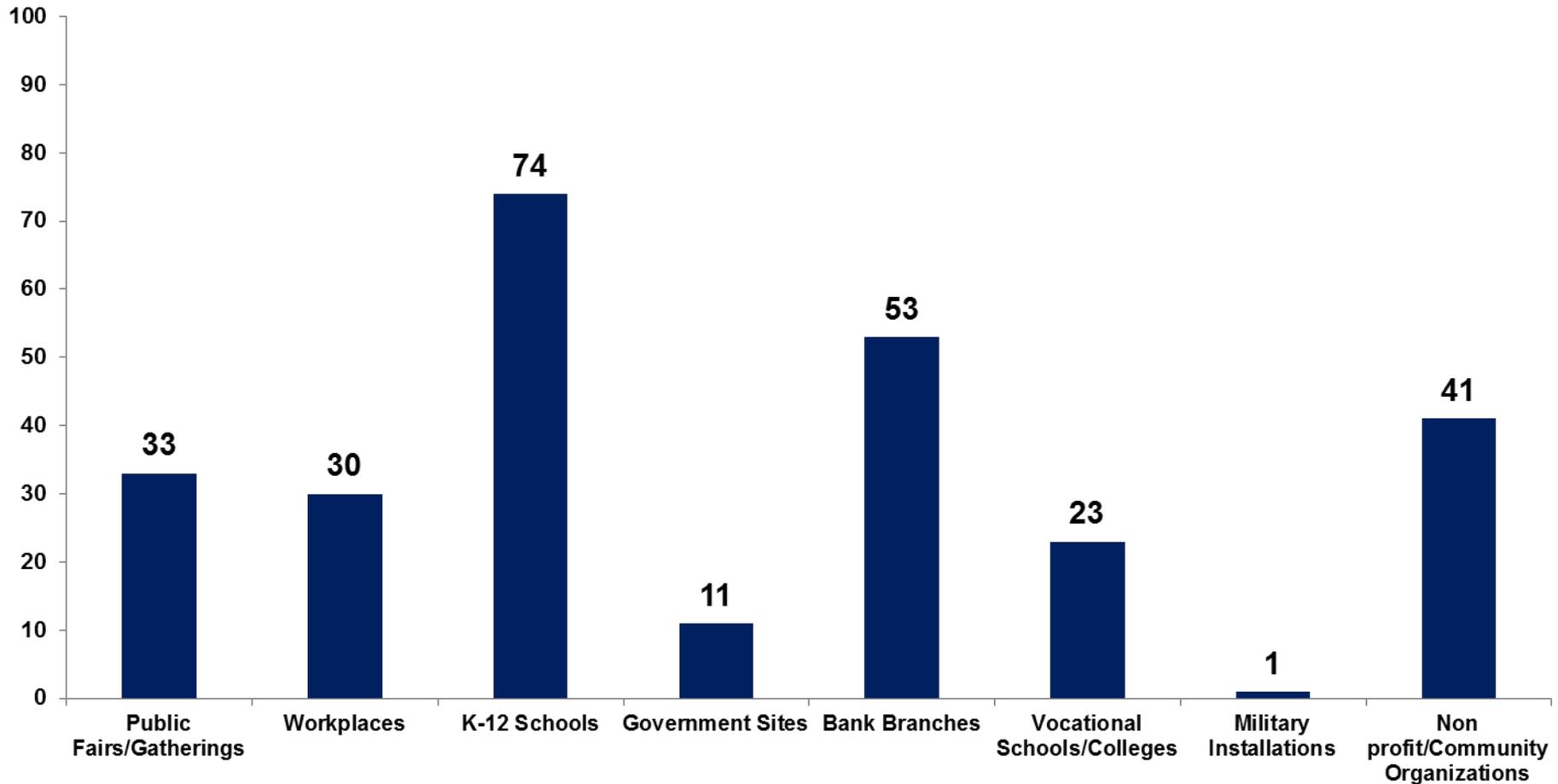
FDIC Consumer News

- **Offers practical guidance on becoming a smarter user of financial services**
- **Each issue offers helpful hints, quick tips, and common-sense strategies to protect and stretch hard-earned dollars**
- **Quarterly**
- **Re-printable**
 - ◆ **Blank space on the back**

www.fdic.gov/consumernews

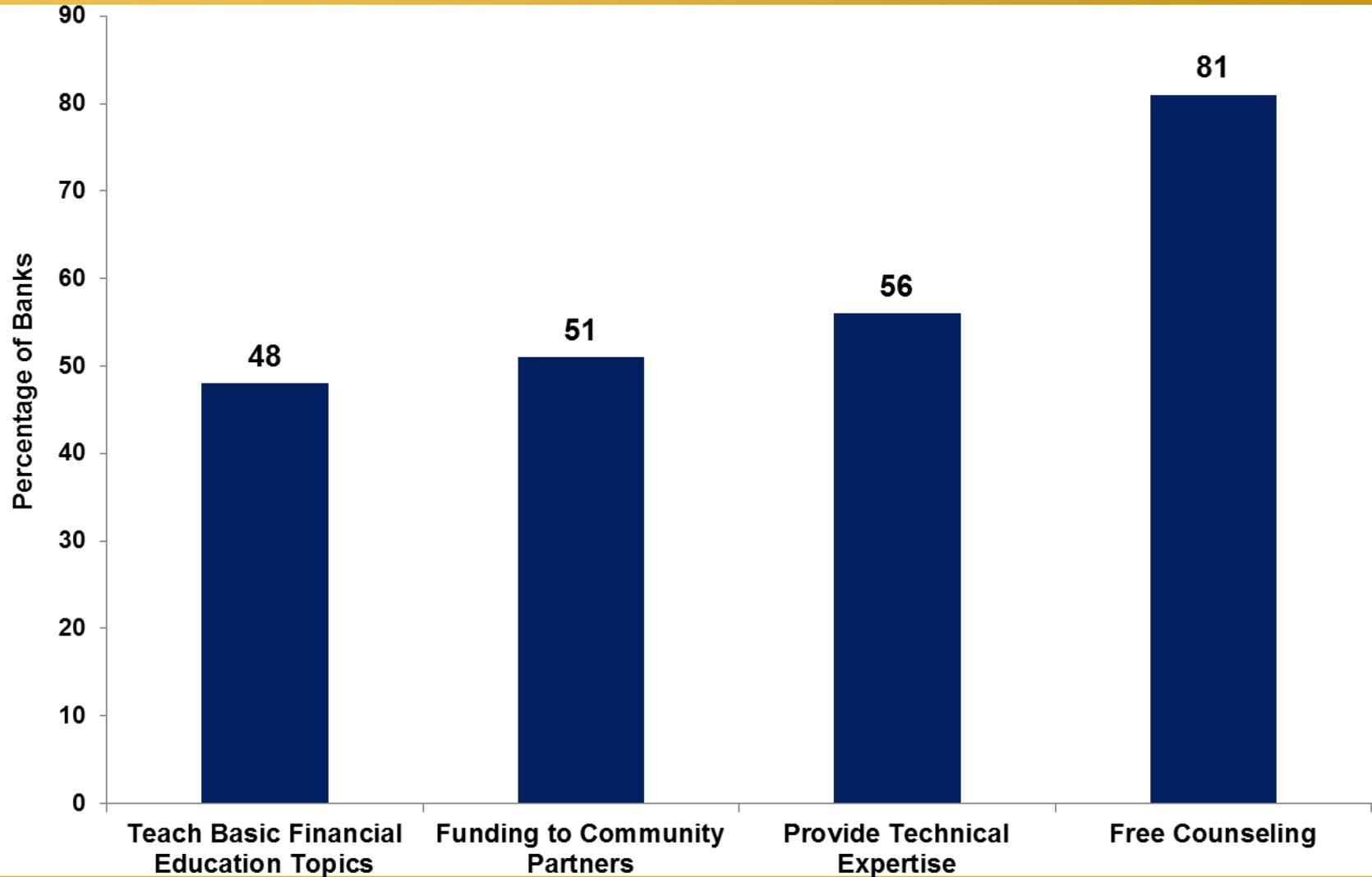


Banks Can Be a Key Partner





What are Common Approaches?





Starting Early

- **Consider discussing with banks ways they can be involved such as through:**
 - ◆ Classroom instruction
 - ◆ After-school programs
 - ◆ In collaboration with youth organizations
 - ◆ As a subject-matter expert for educators
 - ◆ Hosting a field trip
 - ◆ Facilitating or providing support for in-school student savings programs



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