

Financial Literacy Leaders

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Rhode Island Senate Legislative Grants

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FRIENDS OF FINANCIAL LITERACY



Charles Kelley, CFA, CPA

Report 2008



FINANCIAL SMARTS FOR STUDENTS
Rhode Island Coalition



General Treasurer Frank T. Caprio, and representatives from Sovereign Bank join the 2008 LifeSmarts state champion team from North Providence High School. Team Captain, Ray Iannuccillo holds the "Consumer Cup."

*The Rhode Island Jump\$tart Coalition
for Personal Financial Literacy*

11 South Angell Street #174 | Providence, RI 02906
www.rijumpstart.org | 401.385.9411

Annual

Organizational Description

The *Rhode Island JumpStart Coalition for Personal Financial Literacy (RIJ\$C)* is a non-profit organization incorporated in the State of Rhode Island on May 5, 2004. The RIJ\$C receives 501(c)3 I.R.S. designation through affiliation with and under the group exemption of the JumpStart Coalition for Personal Financial Literacy (national organization).

Our Partners

College Planning Center of Rhode Island
The Council for Economic Education
FDIC Boston Area Office
Federal Reserve Bank of Boston (FRBB)
The Financial Planning Association of Rhode Island (FPA-RI)
Greater Providence Chamber of Commerce
Hispanic American Chamber Of Commerce Rhode Island
The Internal Revenue Service (IRS)
Junior Achievement of Rhode Island, Inc. (JARI)
National Consumers League (NCL)
LifeSmarts, the ultimate consumer challenge
National Endowment for Financial Education (NEFE)
Rhode Island Association of School Principals
Rhode Island Association of Family & Consumer Sciences (RIAFCS)
Rhode Island Bankers Association (RIBA)
Rhode Island Business Educators Association (RIBEA)
Rhode Island Department of Labor and Training
Rhode Island Federation of Teachers and Health Professionals (RIFTHP)
Rhode Island Higher Education Assistance Authority (RIHEAA), CollegeBoundfund, WayToGoRI
Rhode Island Mortgage Bankers Association (RIMBA)
Rhode Island National Guard Family Resource Center
Rhode Island Society of Certified Public Accountants (RISCPA)
Rhode Island Student Loan Authority (RISLA)
Various Rhode Island Public & Private Middle and High Schools
U.S. Bankruptcy Court District of Rhode Island
University of Rhode Island Center for Personal Financial Education
University of Rhode Island College of Business Administration
U.S. Dept. of the Treasury: Office of Financial Education
Visa

Mission Statement

We are a coalition of Rhode Island businesses, organizations, individuals and other stakeholders dedicated to improving the financial literacy of young people and other vulnerable populations by improving individuals' personal financial knowledge and skills so that they may be enabled and motivated to employ responsible personal financial practices that can lead to lifelong financial security and fulfillment.

We carry out our mission by:

- Convening forums where partners and other stakeholders can network, exchange ideas, promote efforts and form alliances;
- Sharing and promoting best-practices in financial literacy programs;
- Creating, planning, executing and securing funds for valuable initiatives;
- Promoting trusted programs, educational resources, and when possible, providing funds to target program providers; and
- Increasing awareness among policy-makers, civic leaders, and other people of influence about the need for and benefits of increased personal financial literacy in Rhode Island.

Financial Summary '08

For a copy of our 2008 Form 990 as filed with the I.R.S. please contact the Coalition.

Directors Serving in 2008:

President

Paul Maloney, MBA, CPA, CFP®
Chair, Department of Finance
Providence College

Vice President

Marcia Reback
State President
Rhode Island Federation of Teachers & Health Professionals AFT AFL-CIO

Treasurer

Peter Chatellier, CPA
Partner
Braver PC

Secretary

Justin Bownds, MBA
Financial Advisor, Global Wealth & Investment Management
Banc of America Investment Services, Inc.

Immediate Past President

Claudia Kerbel
Academic Advisor
*University of Rhode Island
Dept. of Human Development & Family Studies*

Prof. Joan Gray Anderson, Ph.D.
Director of Research
University of Rhode Island, Center for Personal Financial Education

Charles Kelley, CFA, CPA
Executive Director

Rhode Island Student Loan Authority

Gene Kelly

Business Teacher
Warwick Veteran's High School

Kathi Masi

Family & Consumer Science Educator
South Kingstown High School

Moses Saygbe

Crime Prevention Specialist
Office of the
Rhode Island Attorney General

Stephen Tetzner

Founder, Executive VP, COO
HomeStar Mortgage

A Message from our President



I am very pleased to share this Annual Report with you that summarizes our efforts in 2008.

As the leader of two Coalition partner organizations, a father of two young adults, and as a concerned citizen, I am very proud of our progress in our priority areas:

Support of Students,
Support of Educators,
Support of Partners & Stakeholders, and
Communication to Policy Makers and the General Public.

Perhaps one of the positive impacts of these turbulent economic times is the increased focus on the importance of youth personal financial education.

We are making positive impact in the Ocean State. If you have been involved, I ask for your continued partnership. And if you have yet to join the Coalition, I hope that 2009 will be the year that we begin to work together.

Sincerely,

Charles Kelley, CFA, CPA
President





LifeSmarts, the ultimate consumer challenge is a fast-paced, quiz show program for teenagers that teaches and rewards students for consumer knowledge. This program of the National Consumers League has been coordinated in RI by the Coalition since 2005.

Volunteers, including Secretary of State A. Ralph Mollis, General Treasurer Frank T. Caprio, and nearly twenty other academic, business, and civic leaders gave their time as Officials at our state competition that was held in 2008 at the State House. We are grateful to all of those whose efforts increase our students' LifeSmarts!

Each March, we hold our state competition "March Smartness." Teams of four teenagers from high schools around Rhode Island compete to claim the Rhode Island "Consumer Cup." In 2008, the "Senior Cougars" team from North Providence High School (pictured on the cover) bested ten other teams and claimed the Rhode Island title.

Our state champions represented the Ocean State in April '08 at the national competition in St. Paul, Minnesota.

Below, students prepare to field 2008 consumer questions.



April 2008 is Financial Literacy Month

For the fifth year, we promoted April as "Financial Literacy Month" in the Ocean State.

Proclamations were issued by Governor Donald Carcieri, the Rhode Island Senate and House of Representatives.

Our special guest, Christopher Foote, Ph.D., Senior Economist and Policy Advisor at the Federal Reserve Bank of Boston (pictured at right) delivered the keynote address at our annual Financial

Literacy Leaders' Luncheon that was attended by one-hundred Rhode Island academic, business, and civic leaders.

At the luncheon, the Coalition presented our annual "Spark a Student" award to Claudia Kerbel, who served as President of the Coalition for two years.



2008 Jump\$tart Coalition National Survey Sees Lowest High School Seniors' Personal Financial Scores in Twelve Year History of Study.

Scores	USA%	RI%
Overall	48	48
Passed (60+)	26	29
C or Over (75+)	4	6
Subject		
Income	56	55
Money Mgmt.	41	45
Savings	43	42
Spending	51	49
Debt	44	43

On April 9, 2008 at the Federal Reserve Board of Governors Meeting Room in Washington D.C., the national Jump\$tart Coalition announced that United States high school seniors' financial literacy scores have gone from bad to worse.

Over 6,800 high school seniors from across the United States, including Rhode Island, took the Jump\$tart Coalition survey. The mean U.S. score was 48 percent, a decrease from 52 percent in 2006. Rhode Island students had a mean score of 48 percent in 2008, a slight decrease from 49 percent in 2006.



At the press conference, Chairman of the Federal Reserve System Board of Governors, Ben S. Bernanke (pictured above) said, **"Today, only eight states across the U.S. require personal finance before middle or high school graduation. I believe more states should consider making personal finance a requirement for all students who seek a high school diploma."**

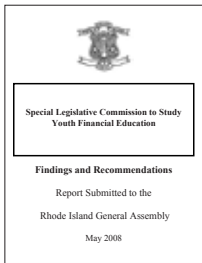
Professor Joan Gray Anderson, Director of the University of Rhode Island Center for Personal Financial Education (and RI Jump\$tart Coalition Director) said in a press release, "I am pleased that Chairman Bernanke is on record supporting my long held belief that all students in Rhode Island and throughout the United States should be required to pass a course in personal finance before high school graduation."



Pictured L to R: Dan Hebert, Northeast Regional Jump\$tart Coalition Director; Prof. Joan Gray Anderson, RI Jump\$tart Coalition Director and Jim Hedemark, RI Jump\$tart Coalition Executive Director outside the Federal Reserve Board of Governors building after the April, 2008 press conference.

RI Joint Legislative Commission to Study Youth Financial Education

Three Coalition directors served on the fifteen member Commission that was created by the RI legislature in April of 2007. The Commission concluded its work in May of 2008 with a press conference and a final report that was delivered to the legislature.



We played an active role in supporting the work of the Commission,

holding a public meeting at our December 2007 educator conference, and provided testimony twice, offering compelling national and state based research that was incorporated in the Commission's final report.

The Commission issued four Findings and eleven Recommendations including:

- Adoption of statewide standards
- Inclusion in NECAP
- Educator professional development
- Inclusion in content guidelines
- Creation of statewide task force
- Promotion of curricular resources
- Cross-curricular incorporation
- Increase public/private partnerships
- Achieve yearly participation growth

visit: www.rijumpstart.org to view the full report

Call for Task Force

In June of 2008, the legislature passed a Joint Resolution calling upon the Department of Education to create a Task Force on Youth Financial Literacy with the purpose of developing a statewide strategy, action and marketing plan to increase middle and high school students' knowledge of personal financial literacy.

New England Youth Financial Education Forum

Coalition Executive Director, Jim Hedemark organized a two-day forum at the Federal Reserve Bank of Boston, convening forty (40) regional youth personal financial education advocates with the purpose of discussing strategies to forward our common mission.

Delegates from each New England state discussed shared challenges, discovered current efforts from colleagues, discerned best practices, and delivered an action plan that involves continued communications in the region, the call for development of a regional campaign



and the establishment of an ongoing working group.

Keynote speakers included: Deputy, Asst. Secretary for Financial Education, U.S. Treasury, Dan Iannicola, Jr.; Citi Office of Financial Education Director Dara Duguay; and NCEE CEO Robert Duvall.

RI High School Financial Literacy Education: A Depth Chart

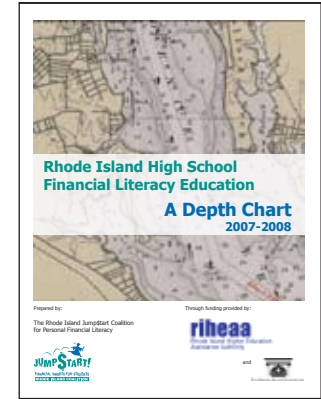
Between the Fall of '07 and the Spring of '08, the Coalition conducted research with the purpose of comprehensively documenting the youth personal financial education practices being provided in our public high schools. This project was the first of its kind in Rhode Island.

Interviews were conducted with educators at thirty-six (36) public high schools. The key findings of the research are:

• Only six percent (6%) of high school students participate in a course dedicated to personal finance in a school year statewide.

• The vast majority of personal finance classes in RI public high schools are offered as electives.

• Educators who offer personal financial courses report covering most of the Jumpstart National Standards in Personal Finance Education.



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• Courses dedicated to personal finance are primarily offered in business classes by business certified teachers.

• A very low number of students receive personal financial education in classes that are not dedicated to personal finance (such as math).

While evidence of direct personal financial education of students is low statewide, a handful of high schools have found ways to ensure that all of their students receive such education.

Our New Web Presence

Visitors to:

www.rijumpstart.org

will find vastly increased access to information pertaining to the financial education of you. Special sections have been devoted to **Educators, Parents, Students, and Professionals.**

Continue to learn more about our work at our site today!

