



COUNCIL FOR
**Economic
Education**

You're never too young to learn about money

WINTER 2021

The CEE Report

Upcoming Events

**National Economics
Virtual Challenge**
May 22 – 24, 2021

**National Personal Finance
Virtual Challenge**
June 3, 2021

**Visionary Awards
Virtual Benefit**
June 9, 2021

Honoring:

Raj Chetty, William A. Ackman
Professor of Public Economics at
Harvard University

Paula Volent, Chief Investment
Officer and Senior Vice President for
Investments at Bowdoin College

More honorees to be announced.

**60th Annual Financial
Literacy and Economic
Education Conference**
September 29 – October 1, 2021

Contact Us

Council for Economic Education
122 East 42nd Street
Suite 1012
New York, NY 10168

www.councilforeconed.org

If you are interested in attending
or would like more information on
upcoming events, please contact:
Tarnisha Smart at 212.827.3620
or tsmart@councilforeconed.org.



“The great economist Alfred Marshall said that economics is a study of man in the ordinary business of life. Learning about economics helps kids to live better, more satisfying lives and to better understand the world around them.”

– **Dr. Ben S. Bernanke**, Distinguished Fellow in Residence, Brookings Institution, Former Chair of the Federal Reserve System, 2020 Visionary Awards Honoree

Supporting and Celebrating Teachers

In a challenging year we supported our mission by doing more for teachers, parents and families. Teachers are critical to the way we deliver our programs and in 2020 we accelerated the pace of our digital transformation to honor our commitment to teachers—heroes on the front lines of educating students in every state of the union.

Delivering relevant and effective teaching resources and training for K–12 educators remained our primary objective, and by building on our strengths, the Council for Economic Education provided consistency and quality.

- More than 800 educators attended our first ever virtual summer institute.
- Record-breaking attendance:
 - More than 10,000 teachers took advantage of online professional development, more than twice the number in 2019.
 - More than 600 attendees participated in our 59th Annual Financial Literacy and Economic Education Conference, a 50% increase over 2019.

But sometimes words matter more than numbers. This is what three outstanding teachers—our 2020 John Morton Excellence in the Teaching of Economics Award recipients—have to say about the importance of CEE’s mission.

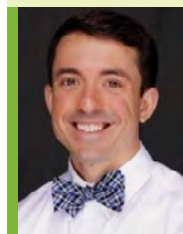


“Thank you for providing teachers such as myself, high-quality resources and training. ... Now more than ever, we must be diligent in teaching the personal financial literacy and economics standards. It is my belief that these standards are the most important lessons a student receives during their academic career.”

– **Charles Kastens**, Mission Viejo Elementary School, Aurora, CO

“I would like to thank CEE...for the invaluable teaching resources—especially their Teaching the News resource that supported me during the shift to virtual learning during the pandemic... Teaching economics is vital, because students need to be taught the topics of taxes, personal finance, budgeting, investing, and entrepreneurship, which are life skills...”

– **Linda O’Dwyer**, Parker Junior High School, Flossmoor, IL



“I would like to thank CEE...for the instructional resources provided—virtual economics, the student resource manual on EconEdLink, just to name a few—are providing more utility value to educators than ever before. I’m very grateful to be plugged in to this generous organization.”

– **Joel Miller**, South Forsyth High School, Cummings, GA

Note from Nan



Dear Friends and Supporters,

We made it. A new year. A new vaccine. A new semester. It is our fondest hope that your loved ones and friends traversed this year safely with you.

As I listened to President Biden’s inaugural speech and his top priorities list (which may or may not be the same as your own), I thought: “Economics plays a critical role in addressing all of those.” This is because it illuminates “how” we can make effective change as well as the likely intended and unintended consequences. This knowledge, as well as personal finance, serves the same purpose for our families and kids: providing a road map to a better life within an understanding of how the world works.

All of us at CEE have a truly reinvigorated commitment to our mission for the coming year: increasing access to this knowledge, ensuring equity in our work and celebrating the possible. Thank you for your commitment and invaluable support. I hope that you will continue with us on this journey.

Be safe and strong,

Nan J. Morrison

Nan J. Morrison
President and CEO

Professional Development for Teachers

- We added webinars to help teachers leverage the newest tech tools and launched our very own Green Umbrella Google classroom.
- Our first-ever virtual summer institute provided more than 800 educators with a multi-day program that allowed them to get more in-depth training to fill the gaps left from the loss of local in-person instruction. In the words of one participant, “This was the best class I have taken in years. Seriously. Loved it and can’t wait to use these tools and information.”
- The 600 attendees of CEE’s 59th Annual Financial Literacy and Economic Education Conference heard from plenary speakers Sharon Epperson, CNBC Senior Personal Finance Correspondent; Kartik Athreya, EVP and Director of Research of Federal Reserve Bank of Richmond; and Mellody Hobson, Co-CEO and President of Ariel Investments, and participated in over 50 educator sessions to help them incorporate economics and personal finance into their classroom.

CEE Programs

- In only 8 weeks, we turned the **National Economics & Personal Finance Challenges** into fully virtual competitions, enabling over 16,000 students to continue their economic and financial education with fun and motivating team activities.
- We developed new grade-banded **Family Financial Fun Packs** for students and families to use at home. Feel free to download for your own family’s use or to share with kids you know. <https://www.eonedlink.org/family-at-home-financial-fun-pack/>.



and providing engagement strategies so that teachers can learn how to start difficult conversations with their students. With this training, dialogue can be initiated, sustained and folded into works of anti-racism and full inclusion classroom materials.

Invest in Girls

- To maintain the momentum of our Invest in Girls program, we launched virtual student seminars to serve students without the restriction of geography: IIG After School. Enrollment in this enhanced mentoring program grew by almost 100%, allowing us to provide a robust curriculum and foster a strong sense of community among mentors and mentees.
- IIG launched a new Future Females in Finance program focused on demystifying careers in finance, giving girls the language to understand and succeed in the industry by introducing them to women who serve as role models.
- We also hosted our first Women for Girls speaker events with Olympic gold medalist Jackie Joyner-Kersey in September and PenFed CFO, Jill Streit in November.

- We helped 63 students in a Title 1 high school in the South Bronx to graduate by providing them with an online Economics and Personal Finance course designed to meet the standards and requirements of the NYCDOE to complete the economic course credit.



Engaging with Long-Standing Issues of Equity in Our Economy

- Our 2020 Survey of the States clearly shows that students in low- and moderate-income communities have less access to financial education and that without access to financial education, students fare worse on metrics such as lower-cost college financing and credit scores. Read the results: <https://www.councilforeconed.org/survey-of-the-states-2020/>
- CEE developed and launched a new Culturally Responsive Pedagogy to help teachers connect with their students and build the trust that allows learning to happen. These webinars meet the needs of educators by honing in on pedagogical practices for today's students,



Advocacy: 2021 Financial Education Policy Convenings



In partnership with the National Endowment for Financial Education, we developed five events to advance advocacy for financial education. All convenings are held as four-hour discussion sessions.

Hosts

Nan J. Morrison

President and CEO
Council for Economic Education

Billy J. Hensley, Ph.D.

President and CEO
National Endowment for Financial Education

Areas of Focus

January 26 What role might financial education play in equitable access to postsecondary education and training?

February 2 What are evidence-based alternatives to financial education mandates that can be implemented at the state level and how effective are they?

February 4 What does the research say is most the effective in financial programming and where can legislative dollars be best spent?

February 9 How might we better support financial education in rural areas?

February 11 How might we build consensus around essential competencies that support financial well-being and are relevant to the diverse cultures represented in the United States?



In 2020, the **National Economics Challenge** moved to a completely virtual setting and reached more than 6,650 students from across the U.S. Karen Finerman, Chief Executive Officer of Metropolitan Capital Advisors and panelist on CNBC's Fast Money, served as emcee.



The **National Personal Finance Challenge** also moved to a completely virtual setting and had more than 9,300 students from 31 states participate.

Save the Dates!

The 2021 National Economics Challenge will be held online May 22–24.
The 2021 National Personal Finance Challenge will be held online on June 3.

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We make every effort to ensure that the information listed is accurate.

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2020 Visionary Awards Virtual Benefit Was a Great Success!

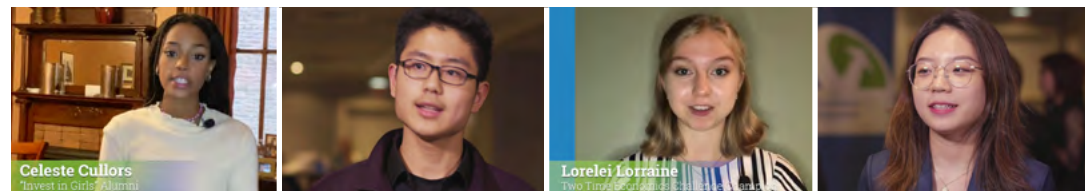
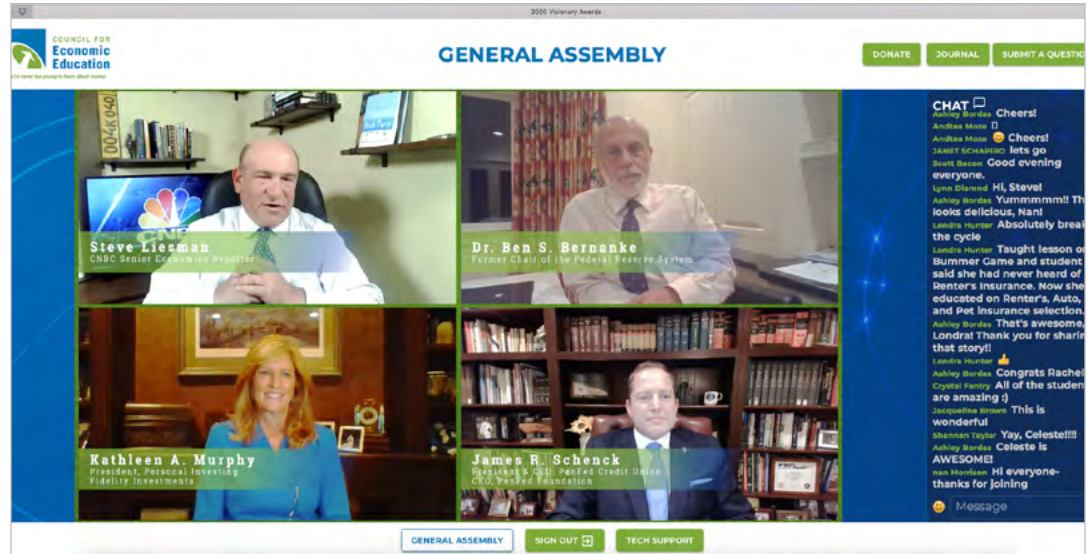
Many thanks to those who attended and supported our 2020 Visionary Awards Benefit featuring our wonderful emcee **Steve Liesman**, CNBC Senior Economics Reporter; and honoring **Dr. Ben S. Bernanke**, Former Chair of the Federal Reserve System; **Kathleen A. Murphy**, President, Personal Investing Fidelity Investments; and **James R. Schenck**, President & CEO, PenFed Credit Union.

We also celebrated high school teachers **Joel Kirkhart**, Queens High School for Language Studies; **Rachel Kessous**, Urban Assembly School for Law and Justice; and **Alhassan Susso**,

International Community High School, who received The Alfred P. Sloan Foundation Teaching Awards for excellence in economic education.

The Visionary Awards raised over \$400,000. Monies raised helps K-12 students gain the knowledge and skills to make better decisions for themselves, their families, and their communities, providing them with a path to economic stability and upward mobility.

Special thanks to our sponsors and donors who supported the event.



2021 Visionary Awards Virtual Benefit

SAVE THE DATE • Wednesday, June 9, 2021

Virtual Cocktails 5:45pm • Awards Program 6:00pm – 7:00pm ET

Visionary Award Honorees



Raj Chetty

William A. Ackman Professor of Public Economics at Harvard University



Paula Volent

Chief Investment Officer and Senior Vice President for Investments at Bowdoin College



Honorees will participate in a fireside chat with

Steve Liesman

CNBC Senior Economics Reporter

...more honorees to be announced