



COUNCIL FOR
**Economic
Education**

You're never too young to learn about money

SUMMER 2021

The CEE Report

“As income inequality has become a critical issue in America, an understanding of the basics of personal finances and economics has never been more important.”

– **Paula Volent**, Chief Investment Officer, Rockefeller Foundation and 2021 Visionary Awards Honoree

Upcoming Events

**2021 Financial Literacy &
Economic Education
Virtual Conference**
September 29 – October 1, 2021

**2021 Champions of
Financial Literacy Breakfast**
November 18, 2021

**2022 Visionary Awards
Benefit Dinner**
April 6, 2022

Contact Us

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If you are interested in attending or would like more information on upcoming events, please contact:

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Education doesn't take a vacation—and the Council for Economic Education has exciting news to share this summer.

We've been bringing new partners and new strategies to our important work equipping students for better futures. When strategy and creativity meet, innovation is often the result.

As the beneficiary of a new grant from the KKR Covid Response Fund, a sponsored project of Rockefeller Philanthropy Advisors, CEE will bring programming to 10 historically underserved communities. Over a two-year period, we will double down on our efforts to train teachers and engage kids and families in low- and moderate-income neighborhoods—an exciting extension of our Access Zones initiative.

A new partnership with the Southern Methodist University Cox School of Business Corporate Executive Development Program (CEDP) is helping us broaden participation in the National Personal Finance Challenge (NPFC). The CEDP helps prepare high-potential Latinx managers for executive-level roles. A project team will develop recommendations to increase NPFC participation by Latinx teens and others.

In other partnership news, media giant ViacomCBS selected CEE as one of the nonprofits for its annual Community Day. We spent a morning with ViacomCBS employees with expertise in digital marketing brainstorming on how to use social media to attract and educate high school students on personal finance topics.

Invest in Girls is expanding its career access programs to engage more financial professionals as mentors and role models. Plans for the future include online, in-person and hybrid models to access local mentors across the nation.



Note from Nan



Dear Friends and Supporters,

As I write, we are again navigating the new as we emerge from the long winter of the pandemic. This scourge and the catalyzing events of many sorts in our country have laid bare the struggles of so many individuals and communities who lack access—to financial resources, to healthcare, to the voting booth, and to the knowledge and tools to help them lay out the roadmap towards a fruitful future.

While not the whole answer by any means, CEE can make a difference; we are up to the challenge, and grateful for the support of donors—longstanding and new—in forging ahead.

We are growing—expanding staff in curriculum and programs to reach even more kids. We are innovating through Access Zones and in leveraging digital to expand the reach of our programs to those students most in need.

Equity is a theme across our organization, in the programs we deliver, the advocacy we do, and for our people, who are driven by and deeply committed to our purpose.

Thank you for standing by us—it is deeply appreciated.

Nan J. Morrison

Nan J. Morrison
President and CEO



Professional Development for Teachers

With the introduction of several timely and relevant webinar series this spring, CEE has reached more than 3,600 teachers with topical curriculum. From Black History Month, to Women's History month, to helping teachers prepare their students for AP exams, our educators have offered an interesting array of themes for teachers to choose from.

It's our second Summer Institute! This week-long training program draws from current events and provides interesting pedagogical approaches to help K–12 professionals teach the fundamentals of personal finance, macroeconomics, and microeconomics in their classrooms. More than 1,200 teachers registered for this remote-learning opportunity, that offers up to 18 credit hours for attendees.

Planning is underway for the **CEE 60th Financial Literacy & Economic Education Conference**.

This year's conference will offer over 50 educator sessions, inspiring speakers, roundtable discussions and fun activities all to improve teacher confidence and impact in the classroom.



60TH FINANCIAL LITERACY & ECONOMIC EDUCATION CONFERENCE

September 29–October 1, 2021



[Register Today!](#)

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Student Challenges

The **21st Annual National Economics Challenge (NEC)** was a threepeat! Over 6,500 students competed for the title of National Champion. Held virtually, as it was in 2020, participating students were impressive. We congratulated the students from Mount Hebron High School in Maryland who—for the third consecutive year—outscored student teams from around the United States to win both divisions of the NEC. Congratulations as well to the Maryland Council on Economic Education.



NEC emcee Karen Finerman, CEO & Co-founder, Metropolitan Capital Advisors, CNBC Fast Money Panelist; Michael Eckstut, SVP of Commercial and Products at Certara, Inc.; and David Lieman, Mount Hebron High School (Maryland); and Tianzi Zhang from Xi'an Gaoxin No. 1 High School (China) from the winning teams.



Julie Heath, Director University of Cincinnati Economics Center; Becky Barnard, Nebraska Council on Economic Education Coordinator; Kathy Farrell, Dean of the University of Nebraska College of Business; Jonathan Reilly, Head of Core Sales and Distribution, Tax Exempt Markets at Voya Financial; Loretta Mester, President & CEO of Federal Reserve Bank of Cleveland; Noah Hoffman, Nathaniel Sager, and Robert Schroeder of Millard North High School.

The **2021 National Personal Finance Challenge** drew students from all over the nation to test themselves on their financial knowledge. More than 9,500 students showcased their skills in finance with Millard North in Nebraska taking home top honors at this year's Finals. These competitors adeptly demonstrated their understanding of essential life skills: how to manage money and make tough choices. We thank the Nebraska Council on Economic Education for its continued support for this program.

Invest in Girls

Invest in Girls is growing and innovating. The number of students continues to grow rapidly with the expansion to a virtual platform. So far this year, girls from 22 states and Canada have joined in.

- This year, IIG took initiative to get more girls involved in the National Personal Finance Challenge. We successfully recruited 10 all-girl teams and two of them made it all the way to the finals! (continued on page 4)



IIG's Shannan Taylor teaching a "money personality" lesson to a group of students.



Invest in Girls (continued)

Next year, we look to bring even more female teams to the Challenge and invite NPFC participants who identify as female to participate in IIG programs.

- To celebrate the end of the school year and our graduating seniors, IIG invited Titi Cole, Head of Operations & Fraud Prevention and the Chief Client Officer for Citi's Global Consumer Bank, to be the final Women for Girls speaker of the academic year. She shared career insights and advice and illustrated—by her own example—what is possible for women in finance.



Titi Cole, Head of Operations & Fraud Prevention and the Chief Client Officer for Citi's Global Consumer Bank.

- This summer IIG is piloting a Day in Finance event in collaboration with Wellington Management, Putnam Investments, and SLC Management. Students who participate will have the opportunity to spend a full day with professionals working in the finance industry to see what careers might look like.

2021 Visionary Awards Virtual Benefit – a Great Success!



2021 Visionary Award recipients Raj Chetty, Peter Stavros, and Paula Volent (top row) and Nan J. Morrison and Steve Liesman (bottom row)

Thanks to the generosity of our partners, donors, and the CEE Board of Directors, the annual Visionary Awards Virtual Benefit was a resounding success. Hosted with intelligence and charm, seasoned journalist and CNBC Senior Economics Reporter **Steve Liesman** moved with ease through the program and led a topical and informative fireside chat with the honorees, **Raj Chetty**, William A. Ackman, Professor of Public Economics Harvard University; **Peter Stavros**, Partner & Co-Head of Americas Private Equity, KKR; and **Paula Volent**, former Chief Investment Officer and Senior Vice President for Investments, Bowdoin College.

The evening's program gave attendees a glimpse of our classrooms in action. We observed teen girls learning about their "money style" and high school teachers being trained on how to teach fiscal policy choices.

The Alfred P. Sloan Foundation Teaching Champion Awards were presented to **Joshua Frost** of Brooklyn Technical High School, **Rachel Goldstein** of Innovation Charter High, Manhattan, and **Andrew Menfi** of New Visions Charter High School for Advanced Math & Science, Bronx.

With your generous support, we raised \$635,000. Proceeds will help CEE continue to be there for our K–12 students, equipping them with the tools and knowledge to make better decisions and build better and more resilient lives. Special thanks to our sponsors and donors who supported the event.

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Amazon will donate 0.5% of **ALL** your purchases to CEE.

Advocacy: 2021 Financial Education Policy Convenings



In the first quarter of this year, CEE held five Financial Education Policy Convenings with partner organization the National Endowment for Financial Education (NEFE). This series of invitation-only discussions provided state policy makers a neutral forum in which to discuss the opportunities and challenges they encounter when advocating for and developing statewide financial education policy and programming.

By participating in these national conversations, CEE sought to:

- Encourage an intentionality in approaches to financial education policy and practice that focuses on evidence-based strategies, is informed by the right stakeholders, and assesses meaningful impact.
- Surface research questions that, if answered, could inform and advance the field of economic education.
- Facilitate space for individuals to connect with others outside of their usual contacts and foster professional networking across sectors.

Post-event feedback showed participants found their session valuable!

- 3 out of 4 participants said the event would inform their work.
- 4 out of 5 participants are likely to reach out to someone who attended the event.
- Surfaced areas for more exploration including other disciplines that could help inform effective financial education and economic & public benefits of financial education.

IIG Champions of Financial Literacy Breakfast



We hope you'll
join us in Boston on
November 18, 2021



Featured Speaker
Michelle Singletary
Author and award-winning
personal finance columnist
at *The Washington Post*



From articles based on CEE’s Personal Finance Education Survey, to coverage of Financial Literacy Month and the extraordinary Mark Haines NFT auction to benefit our work, to gender issues in financial education, here are some highlights of recent national media.

The New York Times

Pandemic Helps Stir Interest in Teaching Financial Literacy

April 2, 2021

[READ NOW](#)

CNBC

To Combat Financial Illiteracy, Education Needs to Start Early in the Classroom, Advocates Say

April 5, 2021

[READ NOW](#)

6NEWS
WRGB ALBANY

Survey Finds Personal Financial Education Only Required in 21 States, But Not in New York

April 6, 2021

[READ NOW](#)

Nasdaq

5 Easy Ways to Improve Financial Literacy in Your Community

April 29, 2021

[READ NOW](#)

MSNBC

To Close the Gender Investing Gap, Talk to Your Young Girls

April 30, 2021

[READ NOW](#)

Connecticut **public** PBS npr

Financial Literacy For Kids, and Beyond!

May 4, 2021

[READ NOW](#)

TheStreet.

Bidding Drama Over Mark Haines’ NFT Auction Comes to a Conclusion

May 26, 2021

[READ NOW](#)

JOURNAL OF **ACCOUNTANCY**

Reach Your Students with Financial Literacy

July 13, 2021

[READ NOW](#)



CEE is pleased to welcome three new members to its Board of Directors



Lisa Banker

Lisa has more than 25 years of experience in the financial services industry, currently serving as Senior Vice President and Cross-Business Finance Initiatives & Risk Management Implementation Manager. In this role, Lisa is responsible for providing strategic leadership and support, ensuring seamless execution of activities on behalf of Finance leadership, including strategic planning, risk policy implementation, and business continuity planning.

As a 20-year-veteran of Wells Fargo, Lisa was previously Group Lead for Consumer Lending Group Financial Planning and Analysis. Prior to that, she was Division Finance Officer for Wells Fargo Consumer Financial Services lines of business, Retail Services, and CCS Shared Services. Her career at Wells Fargo also includes Division Finance Officer for Credit Card and Debit Card. She has held positions in Community Banking and Regional Finance Manager for the Iowa Regions, and has served in roles in Credit Card Risk Management.

Lisa currently co-chairs the Finance Diversity, Equity and Inclusion Council, and is also past chair of the Central Iowa Diversity and Inclusion Council. She is an active volunteer, teaching Junior Achievement financial literacy over several years.

She has a BBA in Finance from the University of Iowa, and holds the Chartered Financial Analyst designation.



Rebecca Patterson

Rebecca Patterson joined Bridgewater in 2020 as Director of Investment Research. In this capacity, she helps shape the firm's agenda for researching and building systematic strategies to trade global financial markets. Rebecca is a frequent author of Bridgewater's Daily Observations and meets regularly with investors and policymakers. She is also a member of Bridgewater's Executive Committee, Investment Committee, and Commercial and Business Strategy Committee, in addition to being a Partner and helping to lead the firm's Diversity & Inclusion efforts.

With more than twenty years of investment management experience, Rebecca came to Bridgewater after serving as Chief Investment Officer at Bessemer Trust, where she oversaw \$85 billion in client assets. She was also a member of the firm's Management Committee and helped launch its D&I Committee. Before joining Bessemer in 2012, she spent fifteen years at JP Morgan where she worked as a researcher in the firm's investment bank in Europe, Singapore, and the US. She also served as a Chief Investment Strategist in the firm's asset management arm and ran the private bank's global currency and commodity trading desk.

Rebecca is currently a member of the Council on Foreign Relations and the Economic Club of New York, and is on the board of the Council for Economic Education. She has served on the New York Federal Reserve's Foreign Exchange and Investor Advisory Committees and served on and chaired the University of Florida's Investment Corporation's Advisory Board.

She holds an MBA from New York University, an MA in International Relations from The Johns Hopkins University School of Advanced International Studies, and a BS in Journalism from the University of Florida.



Kim Sharan

Kim Sharan is an Independent Director with Fortune 100 board experience and a proven track record participating in enterprise-level decisions impacting company mission, leadership, revenue/bottom line growth, the customer experience, executive total rewards, acquisitions, and regulatory considerations. She built her career over 35+ years at leading global financial services firms, including Citicorp, Merrill Lynch, American Express, and later Ameriprise and held President, CMO, and Managing Director roles. Kim has been recognized as One of Most Influential CMOs in the World by Forbes, Top 100 Women in Corporate America by *Women 3.0 Magazine*, and Top 25 Women to Watch by *Minneapolis Business Journal 2.0*.

Ms. Sharan currently serves on the Board of Trustees for TIAA, a leading provider of financial services with \$1.3T in assets under management and serves as the Chair of the HR Committee. Kim is also a member of the Board of Directors of TIAA Bank and serves as the Chair of the Trust Committee.

Kim is active on several executive advisory and nonprofit boards: Own the Room, Yext, and Partner Here. She serves on the Board of Directors for Council for Economic Education and is the Chair of the CEO Advisory Council for Girls Inc.

Kim earned her MBA from the University of Chicago and her BA in Economics from Drew University. She holds the NACD Board Leadership Fellow accreditation and is a member of The Economic Club of New York, Women's Forum New York, and The Committee of 200.

Thank you for your continued support.

