



Youth Savings: Insight from Practice

Financial Literacy Education Commission

February 25, 2015

Gigi Hyland, Director
National Credit Union Foundation

Foundation Background

- Chartered as the Credit Union National Association (CUNA) Foundation in 1980, we served as a standard trade association foundation for our first decade.
- In 1991, the Foundation reorganized to become a true charitable foundation focused on the needs of consumers and credit unions' unique ability to meet those needs.
- Today, the Foundation remains closely aligned with the CUNA. We are widely recognized as the national charitable arm of America's credit union movement. Our mission is to be a catalyst to improve people's financial lives through credit unions.

NCUA Call Report Data

September 2014 5300 Data

Financial Education Programs

BY ASSET SIZE (\$ in Millions)	Financial Counseling	Financial Education	Financial Literacy Workshops	First Time Homebuyer	In-School Branches
0.0 - 0.2	13.6%	14.8%	8.6%	.0%	.0%
0.2 - 0.5	15.0	10.0	6.4	.0	.7
0.5 - 1.0	13.3	10.3	7.3	.0	.6
1.0 - 2.0	12.4	10.6	6.4	1.8	.4
2.0 - 5.0	13.3	11.5	3.7	.6	.2
5.0 - 10.0	16.7	12.1	2.9	.4	.5
10.0 - 20.0	23.9	17.9	7.1	2.1	1.3
20.0 - 50.0	30.7	32.0	13.4	4.7	3.2
50.0 - 100.0	38.2	42.7	21.2	13.1	9.0
100.0 - 200.0	46.5	52.3	35.4	20.9	11.1
200.0 - 500.0	60.8	66.4	49.8	37.6	14.9
500.0 - 1000.0	74.0	81.8	64.5	56.3	19.0
1000.0 and over	79.6	81.3	68.9	62.2	28.4
Overall % of CUs	32.3	32.6	19.0	11.7	5.7
Overall % of CU Members in the CUs Offering these Services	69.2	73.2	60.3	50.9	19.8

Youth Savings in Practice

- 259 credit unions nationwide self-report operating 876 in-school and youth-centered based branches.
- National Youth Savings Challenge – Hosted by CUNA and sponsored by Green Path® Debt Solutions, this challenge takes place annually in April and is held in conjunction with National Credit Union Youth Week. Last year at least 95,000 young credit union members deposited \$20.5 million into their saving accounts during this national event – with 8,844 of these being new accounts.

Youth Savings in Practice

- The National Youth Involvement Board (NYIB; www.nyib.org) is a volunteer organization whose mission is to equip the credit union industry to reach youth.
- To that end, NYIB's website has a host of resources and a reporting database where credit unions can document youth financial education presentations. Statistics for 2013/14 are shown below:

NYIB Statistics	2013/14
Presenters Reporting	276
Presentations Given	10,989
Students Reached	389,909

Youth Savings in Practice

- 295 credit unions nationwide offer one or more of CUNA's youth and young adult microsites (Googolplex, Guides to Independence, and MoneyMix). Combined these credit unions serve nearly 15 million members.
- Through CUNA, the Desjardins Youth & Adult Financial Education Awards Program is a national program which recognizes exemplary credit union, chapter, and state credit union trade association efforts to improve youth and adult personal finance knowledge and skills. You can find descriptions of past awards winners at: <http://www.cuna.org/Footer/Awards/Past-Desjardins-Award-Recipients/>

Youth Savings in Practice: The Foundation's Work

- In partnership with PBS, Biz Kid\$ is a youth financial literacy initiative that inspires kids to think about their future and empowers them to make smart financial decisions through an award winning TV series, free classroom curriculum mapped to each state's specific financial literacy criteria, and outreach activities for kids ages 9-16.
- **Impact:** Since 2008, the Biz Kid\$ series has reached over 65 million viewers.

Youth Savings in Practice: The Foundation's Work

- High School Financial Reality Fairs – Through grants from the Foundation, state credit union trade associations, credit unions and other credit union system partners have greatly expanded this interactive financial literacy tool for high school students.
- Reality Fairs are a hands-on experience in which students identify their career choice and starting salaries then complete a budget sheet requiring them to live within their monthly salary while paying for basics such as housing, utilities, transportation, clothing, and food.

Youth Savings in Practice: The Foundation's Work

- Currently, 444 credit unions use CUNA's Mad City Money Reality Fair experience. Credit unions share their experiences on #MadCityMoney.
- In addition, America's Credit Union Museum, the Maine, Connecticut, Cornerstone, and California/Nevada Credit Union Leagues all have very strong Reality Fair programs.
- **Impact:** Since 2010, 104,000 high school students have attended over 1,050 credit union financial reality fairs.

Youth Savings in Practice

- Youth financial capability is a key component of the credit union system's outreach and financial education work.
- The credit union system is eager to work with the FLEC on best practices around youth savings to assure the generations behind ours are financially capable.

Thank you!

“Keep purpose constant.”

– Edward Filene

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For more information, go to:

www.ncuf.coop

Community Financial and Youth Financial Literacy Education



About us

- Assets: \$600 million
- Team members: 207
- Members: 58,000
- 16th largest of 280 Michigan credit unions
- 1% of Michigan credit union assets
- .27% of Michigan bank deposits

Community Financial and Youth Financial Literacy Education



Picture from 1962

Our history of youth financial literacy education

- We have always encouraged youth savings
- Our first Student-Run Credit Union - 1990
- We opened a Student-Run Credit Union in each community we served
- Operated by branch team members and parent volunteers
- Our Board recognizes need for youth education
- We hire team members dedicated to educating youth
- We recognize the financial benefits of building relationships with youth

Community Financial and Youth Financial Literacy Education



Results

- Our seven Educational Partnership Coordinators provide:
 - Student-Run Credit Unions (37)
 - Junior Achievement
 - Financial Life Skills Workshops
 - Student Interviews
 - Reality Fairs
- New relationships with parents
- Builds on our community focused brand
- Creates a strong base of young members:
 - Of 11,562 accounts used in schools since 1995 - 6,759 are still open - 58% retention rate
 - \$9 million in deposits
 - \$2 million in loans

Over 20,000 Youth Reached in 2014!

Community Financial and Youth Financial Literacy Education



Challenges

- Finding school partners
- Justifying the cost internally
- Tracking results
 - Effectiveness
 - Value of the relationship
- Focusing on education

Community Financial and Youth Financial Literacy Education

Student Credit Union

Deposit Days for 2014-2015

Thursdays:

October 2, October 30, November 13, December 4, December 18, January 15, January 29, February 12, February 26, March 12, March 26, April 30, and May 14.

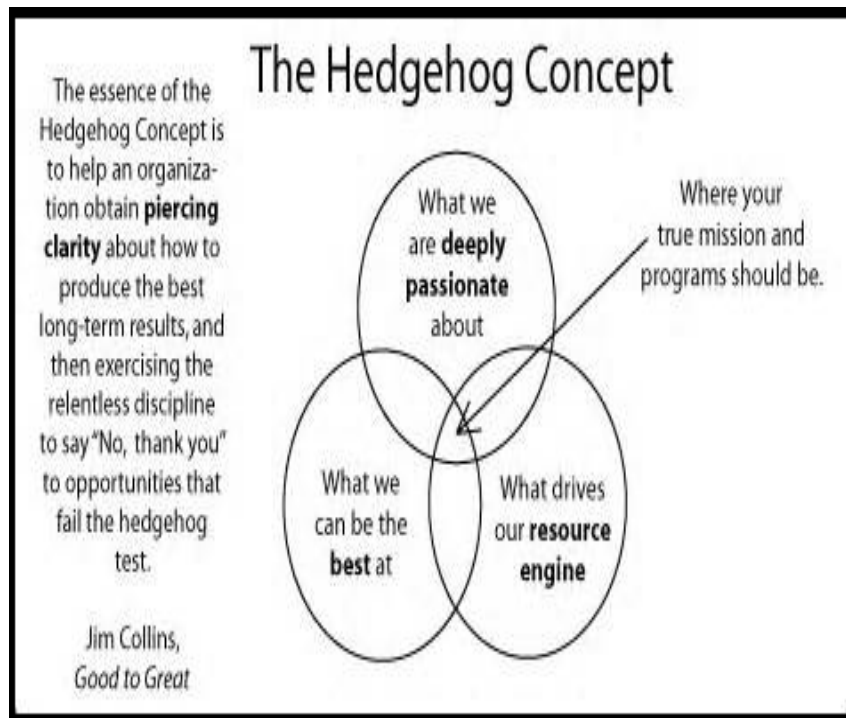
We would like to thank Community Financial Credit Union for all the support they provide.



Recommendations

- Find success stories
- Share those stories
- Create educational standards for healthy living
 - Financial
 - Nutritional
 - Health
- Provide turnkey best practice solutions

Community Financial and Youth Financial Literacy Education



The difference between good and great in youth financial literacy education

For us:

- Are we deeply passionate about it
- Are we the best
- Does it drive our resource engine

For our school partners:

- Are they deeply passionate about it
- Are they the best
- Does it drive their resource engine

TS Institute
Financial Literacy Program

Financial Literacy for the Future!

Who We Are

- ◆ The TS Institute is a 501(c)(3) organization affiliated with TS Bank located in Treynor, Iowa.
- ◆ Created through an idea generated by the owners of TS Bank. Based upon the belief that America's economic challenges are rooted in a general lack of financial literacy.
- ◆ The Institute was created in 2009 through a partnership with TS Bank and the Treynor Community School District. The goal of this partnership was to create a comprehensive K-12 financial literacy program that meets Iowa's Core Curriculum 21st Century financial literacy standards.

What We Do

- ◆ Promote and enhance financial literacy by providing the following to educators and students:
 - ◆ Objective, unbiased advice and reviews on curriculum materials and resources.
 - ◆ Consulting services to share best practices.
 - ◆ Subject matter expertise on state financial literacy standards.
 - ◆ In-school support (lesson plan delivery, assessment facilitation).
 - ◆ Facilitation of in-school banking programs, after school events, and events with non-profit organizations.

What We Do

Focus Areas:

- ◆ Personal/Consumer Finance
- ◆ Banking & Financial Markets
- ◆ Insurance & Risk Management
- ◆ Economics
- ◆ Entrepreneurship

Program Elements:

- ◆ K-12 curriculum introduction and/or integration
- ◆ Support infrastructure to compliment classroom learning (in-school banking, after school programs)
- ◆ Assessment tools to measure student progress
- ◆ Professional development for teachers

TS Institute Success Stories

- ◆ Complete K-12 financial literacy integration in Treynor. Every student receives financial literacy instruction during the school year.
- ◆ TS Bank in-school branches at Treynor Elementary (Cardinal Branch), Rue Elementary (Junior Jacket Branch), and Thomas Jefferson High School (Yellowjacket Branch).
- ◆ Since the 2010-11 school year the Cardinal Branch has accepted 7,827 deposits totaling \$71,366. The Junior Jacket Branch has accepted 1,354 deposits totaling \$10,568 since the 2013-14 school year.

Integrating Financial Literacy in Iowa

- ◆ Greater opportunity now than ever before due to the Iowa Department of Education's 21st Century Skills mandate.
 - ◆ July 1, 2012 for all Iowa 9th – 12th students.
 - ◆ July 1, 2014 for all Iowa K – 8th students.
- ◆ The Iowa Department of Education has recently dedicated resources to the improvement of financial literacy in our state. More work needs to be done but progress is being made.

Thank You!

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TS Institute
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