

SCHOOLSFIRST FEDERAL CREDIT UNION



Partners in Education Statistics since inception (2/09)

- ▶ 148 Requests
- ▶ 280 Classroom presentations
- ▶ 4,301 Students reached
- ▶ 20 Membership development events booked
- ▶ 52 New Memberships
- ▶ 69 Ancillary products
- ▶ 68 Loan referrals
- ▶ 250 Average unique visits per month to the Financial Resource Center

Measurements

In measuring the effectiveness of this program, SchoolsFirst FCU follows up each visit with a survey. Below are the results from 36 teachers who completed a survey:

- 1) **How would you rate the overall presentation teaching your students about financial education?**
 - ▶ Excellent = 86.1%
 - ▶ Good = 13.9%
- 2) **How would you rate the relevance of the presentation topics to your students needs?**
 - ▶ Excellent = 94.3%
 - ▶ Good = 5.7%
- 3) **Would you recommend this program to another teacher?**
 - ▶ Yes = 100%
 - ▶ No = 0%

"The hands-on interactive budget activity was great. It got the students to move around and talk it out with their peers. The presenter was an excellent speaker and successfully articulated the importance of managing finances."

"Content was rich and engaging. The presenter was dynamic, prepared and flexible in terms of adjusting delivery to time, audience and other factors."

"This topic was super relevant to all my students' needs. I have kids from very diverse financial backgrounds and every student needs to hear this message!"

The last several years has shown us that a lack of financial literacy results in lower standards of living, hinders prosperity, and can dramatically affect the stability of our own nation's financial health. As a credit union that strives to "build the future for those who build the future," SchoolsFirst FCU believes that financial education is not only important for adults, but for youth as well. By teaching students about earning, spending wisely, saving, sharing and investing, they learn to respect money and develop a foundation for understanding the basic skills needed to care for themselves and others.

In early 2009, SchoolsFirst FCU introduced an initiative entitled, "Partners in Education." This program, run entirely with teammember volunteers, has reached over 4,300 students in Orange, Los Angeles, Riverside, and San Bernardino counties.

Volunteers facilitate presentations using curriculum from Biz Kid\$, Banking on Our Future, Junior Achievement, and the National Endowment of Financial Education. These programs provide exceptional materials with strong educational content that adhere to state academic standards. In addition, they allow the flexibility to accommodate a variety of schedules and audiences and the ability for our teammembers to utilize their creativity, talents, and life experiences in delivering the materials.

Implementing a program of this nature has allowed SchoolsFirst FCU to deepen relationships within the educational communities and provide much needed resources to the schools. As an additional resource, SchoolsFirst FCU created the Financial Education Resource Center. This on-line resource is targeted to people of all ages and is arranged by audience, with sections for teachers, parents, and kids. The site invites users to learn more about content that is specific to the targeted user. For example, the teacher section is broken down by grade and links to sites that offer curriculum that is ready to be delivered in the classroom, whereas the kids section is broken down by age range and has games and activities to engage youth.

Financial education is a lifelong process that empowers individuals to plan for their futures and have funds for the lifestyle of their choosing. Children are remarkably aware and if we can assist in making kids money smart now, they will enjoy a lifetime of financial literacy and responsibility and, hopefully, not make the same financial mistakes of previous generations.

"Thank you for coming to our class to talk about banking. While I was in class I was thinking, if you have an important job, I should have an important job when I get older."



"It was interesting what you talked about! It was fun because we did a worksheet on wants vs. needs. I learned a lot about where you worked. I hope you come back again!"

"Thank you for coming to our class to talk about college. I want to get an education so I could be smart. I am definitely going to college. When I grow up I want to get a diploma!"