



The New Jersey Coalition for Financial Education

2012 Annual Report

Sponsored by



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Our mission:

The goal of the New Jersey Coalition for Financial Education is to improve the personal financial literacy of New Jersey's citizens by promoting the teaching of personal finance to people of all ages. The Coalition believes that all citizens of New Jersey must have the financial literacy necessary to make informed financial decisions.

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NJCFE Spring “Teachers Teaching Teachers” Conference

On April 2, 2012, NJCFE held their annual Teachers Teaching Teachers (T-3) Conference. NJCFE invited teachers throughout the state to the Donald D. Warner Student Life Center located at Brookdale Community College for this year’s conference. The day was highlighted by the conference’s six breakout sessions as well as a keynote address about the increasing percentage of high school students using credit cards from Dr. Robert H. Scott III from Monmouth University.

T-3 began with NJCFE Vice Chair Deb Figart providing the conference’s opening address welcoming all to the event, then introduced NJ Credit Unions League President/CEO Paul Gentile, who outlined credit unions as members of the community and a positive alternative to banks. Figart then introduced Ms. Jo-Anne Olszewski, 2010 Muriel Siebert Lifetime Achievement in Financial Literacy Award Winner, who spoke about her personal experiences with financial literacy and Ms. Kathy Griffin, a Financial Educator and Curriculum Developer, who discussed financial literacy activities nationally.

Each of the breakout sessions at the T-3 Conference were able to offer something different for all who participated. NJCFE members were petitioned for workshops submissions and received over 20 submissions. NJCFE Vice Chair Deb Figart did a terrific job of selecting this year’s breakout sessions.

Between the breakout sessions, there were opportunities where participants could visit the conference’s various financial literacy vendors and obtain more information and possible resources for their classrooms. This year the symposium’s vendors were Dfree, EMC Publishing, Goodheart-Willcox Publisher, and Pearson.

At noon, participants gathered from the breakout sessions for lunch in the main auditorium for Dr. Robert H. Scott III’s afternoon keynote address. Dr. Scott highlighted the changes in federal law in regards to credit cards actually make obtaining credit easier instead of making it more difficult. Dr. Scott noted that there are more children today using credit cards than there are children paying with cash. Dr. Scott also believes that this phenomenon is due to the electronic age where any transaction can be paid online.

NJCFE CALENDAR OF **EVENTS**

February 22, 2013:

Annual Meeting

April 11, 2013:

NJCFE T-3 Spring Conference

June 21, 2013:

Membership Meeting

September 20, 2013:

Membership Meeting

December 2013:

NJCFE Financial Literacy Symposium

NJCFE's Impact :

By the Numbers

- **12,000** + students, teachers, and community members reached in 2012 alone.
- **1,200** contacts receiving NJCFE's weekly E-newsletter
- **4,000** Financial Literacy "tweets"
- **745,029** NJCFE website hits
- **100,000** + NJ residents reached through NJCFE's resource sharing networks made up of financial literacy newspapers, articles, and related newsletters

The Coalition
meets regularly
in a Central
New Jersey
location and
consists of
about 100
representatives
of government
agencies,
schools,
businesses,
and nonprofit
organizations
that provide
financial
education and
related
services.

“Talking Money: From Surviving to Thriving”



6th Annual Financial Literacy

Symposium and Awards Luncheon

The New Jersey Coalition for Financial Education (NJCFE) brought together New Jersey’s top leaders and educators in financial literacy on December 3th at the RWJ Hamilton Center for Health & Wellness from 8:30AM until 2PM.

Co-Chaired by NJCFE Chair Maryanne Evanko and NJCFE Conference Steering Committee Chair John Natale of Lincoln Investment Planning, the NJCFE Annual Symposium entitled “Talking Money: From Surviving to Thriving” educated the community about adaptive resources, tools of the trade, and strategies to equip members of the community with personal financial literacy skills.

At each financial literacy symposium, NJCFE collaborates with professional and financial institutions as well as financial literacy teachers and community leaders from across the state to jointly present financial literacy material to members of New Jersey various communities and backgrounds.

As a new addition, this year’s symposium was digitally recorded and will be re-aired as part of NJCFE’s expansion into Webinars.

This year, the symposium's afternoon keynote speaker and recipient of the Muriel Siebert Financial Literacy Lifetime Achievement Award was Mr. Ryan Mack, President of Optimum Capital Management. Mr. Mack's passion and dedication for financial literacy can be seen throughout his career, especially in his efforts to provide clients of all income levels with responsible investment plans that help lead to financial independence.

Muriel F. Siebert herself attended the symposium and was on hand to present the award. These high-profile attendees and their participation in our symposium displays NJCFE's growing scope and visibility in the greater New Jersey area. We were extremely pleased with the day's turnout.

Due to the support of the New Jersey Credit Unions, the symposium reached out to a broader audience, community leaders and various faith-based organizations, as well as teachers from numerous disciplines. NJCFE's motto "cradle to grave" allows the coalition to focus within school districts; however, at the symposium this year, NJCFE was able to successfully reach out to a broader audience. It is one of the goals of NJCFE to expand upon the success of the financial literacy symposium and further enhance the coalition's influence into this audience. Overall, the symposium had over 100 registrants with a special presentation by Barbara O'Neill followed by a roundtable discussion and breakout sessions and seven vendors that offered a wide range of information to our target audience. Each breakout session was able to offer something different for any attendee who decided to participate. NJCFE members were petitioned for workshops submissions and received over 25 submissions. NJCFE Conference Committee did a terrific job planning a wonderful day for all those who were in attendance.

Vendors contributed by bringing financial literacy materials, offering services and providing resources for our participants to take back into their community. This year's symposium included the following: NJ Credit Unions, Lincoln Investment, TD Bank, Junior Achievement, Social Security Administration and NJ Saves.



Symposium participants involved in one of the numerous breakout sessions available at this year's symposium.



Ryan Mack provided an uplifting speech about spreading financial literacy throughout the state and also warned of the dangers of predatory lenders targeting our youth.



Muriel F. Siebert, the "First Woman of Finance" presented the NJCFE Lifetime Achievement Award to Ryan Mack at the event.



Participants at this year's symposium all gathered for the acceptance speech of the NJCFE Lifetime Achievement Award winner Ryan Mack.

NJCFE Hosts Financial Education Boot Camp with Advanced Training Programs in Media, Math, and Methods

The New Jersey Coalition for Financial Education (NJCFE) following its successful interactive workshops last year, Boot Camp II, has returned with the next installment of the Boot Camp series “Hardcore Boot Camp” on July 24, 2012 at the YES Center in Newark and July 31, 2012 at the Morris-Union Jointure Commission Board of Education located at 340 Central Avenue New Providence, NJ 07974.



Photos taken of Participants at this year’s Hardcore Boot Camp

These “hardcore” training programs are designed to provide new and advanced knowledge, skills, approaches, activities, and tools to further develop teaching resources and strategies. Key features of the boot camp consist of personal finance instruction using applied math problems and



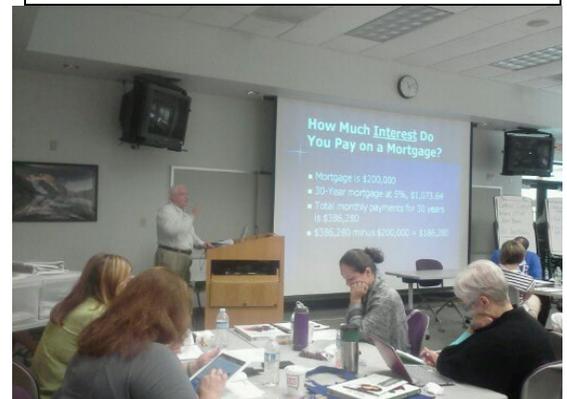
Photos taken of Participants at this year’s Hardcore Boot Camp

social media and three in-depth and advanced content presentations on credit, insurance, and saving/investing with corresponding learning activities and technology tools that will engage your students. Participation certificates and 6 hours of professional development credits are offered through the boot camp.

At each financial education event, the NJCFE collaborates with professional finance teachers and experts from across

the state to jointly present financial education ideas, strategies, and resources to teachers throughout New Jersey. NJCFE’s Boot Camp financial education training programs have been made possible due to the generous funding provided by Citi Community Developer. Tuition-free scholarships were available for the first 50 people who registered for each location.

Photos taken of Participants at this year’s Hardcore Boot Camp



NJCFE Grants & Mini Grant

During the past ten years, the NJ Coalition for Financial Education has received a total of **\$433,200** in grants and external funding and successfully completed **41** funded financial education projects and **4** more in progress, with **4** more in progress and continues to look for more grants everyday.

Mary O’Neill Financial Literacy Mini Grant

The NJCFE recently awarded its Mary O’Neill Financial Literacy Mini Grant Award of \$2500 in matching funds to Clarifi. Accepting this Mini-Grant on behalf of Clarifi is Stephanie Bittner, *Community Outreach and Education Manager* with the stipulation that the grant will be completed in less than one year’s time.



Originally known since 1966 as Consumer Credit Counseling

Service of Delaware Valley (CCCS), this organization has its roots in helping people who are struggling with debt. This may include a debt management plan that helps people find the discipline required to see their way to a clear financial future. Or an intervention with their mortgage company to stop a potential foreclosure and get the payments back on track. It all starts with an immediate reaction to the individual problem, followed by a long-term transformation to Lifelong Financial Literacy.

The NJCFE Mary O’Neill Financial Literacy Mini Grant Award was created in honor of the late Mary O’Neill, mother of NJCFE Board of Director Member and Grant Liaison Dr. Barbara O’Neill of Rutgers University. The Mary O’Neill Financial Education Mini-Grant reflects an unprecedented commitment, not only to the NJCFE but more importantly, to the promotion of financial literacy statewide.

NJCFE Partnerships

at a glance

NJ SAVES

America Saves Week is organized by NJCFE and is a weeklong campaign to promote savings for future financial goals, particularly among low and moderate-income U.S. households. It ran from February 19-26, 2012 under the leadership of the Consumer Federation of America and participating Saves campaigns in cities, counties, and states around the country. This event includes information and events designed to promote savings by New Jersey residents, including financial programs for consumers conducted by NJCFE member organizations as well as the promotion of the direct deposit of tax refunds at volunteer income tax assistance (VITA) sites.

NJSaves, AmericaSaves' state affiliate, was able to assist in networking with the NJCFE's T-3 Conference as well as the 6th Annual Financial Literacy Symposium's faith-based outreach by purchasing a vendor table for distribution of NJSaves material. NJSaves Campaign contributed a total of \$500 to faith-based participants in attendance at both conferences. NJSaves believes that NJCFE, by continuing a shared partnership, can enhance and expand mutual community outreach goals and continue to develop working relationships within existing faith-based organizations and the senior citizen community.

Other NJCFE's Partnerships in 2012

- Jump\$tart
- Stockton Center for Economic & Financial Literacy
- Affinity Credit Union
- Junior Achievement
- HESSA
- NJ Department of Banking and Insurance
- NJ Saves/America Saves
- McGraw-Hill
- Burlington Library
- Annual FinLit Summit
- NJCFE Speaker's Bureau
- FDIC
- Rutgers Cooperative Extension
- NJ Department of Education

NJCFE Partnerships

at a glance

Affinity Credit Union

NJCFE has partnered with Affinity Federal Credit Union (www.joinaffinity.com) in the hopes of expanding our membership base. This partnership with Affinity Federal Credit Union will further expand the NJCFE membership by creating incentives to join. Credit unions are not-for-profit financial institutions that follow a credo of people helping people. We value this partnership with Affinity as we are constantly seeking relevant ways for us to both give back and invest in our community.

Affinity is a member-owned, not-for-profit, full-service financial institution. Their profits go back to members in the form of great rates, fewer fees, and more services. Affinity and NJCFE have a shared mission to improve the personal financial literacy of New Jersey residents and arm them with the knowledge to make informed financial decisions.

A large part of Affinity's community outreach includes financial literacy programs for the residents of our community who fall through the cracks in having an understanding of the all-too-important money management basic – this includes youth, emerging immigrant markets, those with diverse problems and life challenges, and others. The programs are taught by Affinity employee volunteers and include topics such as wants versus needs, pros and cons of credit, and paying yourselves first. Affinity also provides "Budgeting And Score Enhancement Services. This area is comprised of specially trained and experienced employees that provide credit and budget counseling services.

Affinity is committed to helping people of all walks of life regain or achieve financial independence, and we the New Jersey Coalition for Financial Education are proud to serve as an outstanding resource to improve upon and expand our mutual strengths.

prospering partners.

NJCFE

Partnerships

at a glance

Boys Club of NY

NJCFE began a new partnership in 2012 with the Boys Club of New York to create a financial literacy school. On June 8, 2012, members of the NJCFE visited and held their quarterly meeting at BCNY Facility in Martinsville, NJ. NJCFE hopes this venture will further expand NJCFE core mission to expand financial literacy throughout the state.

NJCFE Web Activity

NJCFE's website continues to be a valuable resource for financial literacy materials and remains a primary source for both teachers, parents, and students. Along with regular updates, NJCFE website contains a growing community of resources such as NJCFE's Speakers Bureau and FinEd Reviews.

The NJCFE website also includes our weekly e-newsletter, which is available for reference. The e-newsletter is an collection of material accumulated through the vast NJCFE membership network and distributed for the benefit of our members and community.

**Did
you
know?**

In 2012,
our
website
has had
759,350
views.

2013 Coalition Goals:

2013 plans to be another successful year for the NJCFE. Our goals will always be to implement financial literacy throughout the state of New Jersey, as well as inform students of the importance in this field of study. In 2013, the NJCFE plans to:

- 1.** Expand the Coalition's presence within the community through our continued work with community leaders.
- 2.** Continue Financial Literacy Teacher Training through our annual T-3 Conference.
- 3.** Build upon our success at the 6th Annual Financial Literacy Symposium and expand the program with the addition with an internet based portion of the event.
- 4.** Launch NJCFE's Webinar program through a partnership with Burlington County Libraries.
- 5.** Further expand the NJCFE website with our developing partnerships.
- 6.** Establish our own 501c3.



a local Jump\$TART Affiliate