



Advancing Economic and Financial Literacy Throughout Nebraska

2012 Annual Report

Future Impact

Advancing Economic and Financial Literacy

OUR MISSION

The mission of the Nebraska Council on Economic Education is to act as a catalyst and lead a statewide initiative to advance economic literacy.

OUR VALUES

We believe that students should develop economic ways of thinking and problem-solving that they can use in their lives as consumers, savers, investors, members of the workforce, responsible citizens and effective participants in a global economy.

OUR VISION

The vision of the Nebraska Council on Economic Education is to ensure that all students from kindergarten through high school have an ongoing education in economics and to enhance teachers' understanding of economics and their ability to teach economic concepts to their students.

Every generation faces a unique set of challenges that it must confront and overcome in the continuing effort to provide for the well being of their citizens. For today's generation of students, one of their greatest challenges will be the variability of economic change and the degree of complexity created by a growing, interconnected world.

There are many things that we can do to prepare our students to meet these challenges. Most fundamentally, we need to develop a strong foundation in the three R's – Reading, Writing, and Arithmetic. Reading and writing are absolutely essential. They are the keys to obtaining knowledge and communicating information. Arithmetic, or Mathematics, provides a structure for viewing the world through a logic-based lens. It teaches us how to think about data, interpret the information around us in an unbiased manner, and make informed choices using concrete measurements.

Beyond these basics, economic literacy has become an equally important foundation for students to successfully navigate the challenges of their generation. Economics combines the communication skills developed through reading and writing along with the analytical skills of mathematics to empower students with the competencies required to grow the economy and address the well being of our citizens.

The Nebraska Council on Economic Education, together with its many partners, is dedicated to ensuring that every child in Nebraska receives an education that empowers through economics. Thank you for taking a moment to read our annual report. In its pages you find examples of how the Council is making economic literacy a reality in Nebraska.



MARK

Mark Winkler
NCEE Executive Chair
General Director - Budget
Services,
Union Pacific Railroad



Roger B. Butters

Roger B. Butters, Ph.D.
NCEE President
Assistant Professor of Economics
University of Nebraska - Lincoln

Who We Are

Mary Lynn Reiser, Co-Director, has been at the UNO Center for Economic Education since 1986 offering professional development and consulting services to all metro area school districts and k-12 teachers. She has edited several publications for the Council on Economic Education, most recently the *Financial Fitness for Life, Grades 3-5* just out this summer. In 2004, Mary Lynn received the John C. Schramm Leadership Award from the National Association of Economic Educators (NAEE) and she currently serves as Co-Chairman of the NAEE's Publications Committee.



Dr. Tammie Fischer has been the Director of the UNL Center for Economic Education since 1992. She teaches the undergraduate economics courses for education majors at UNL as well as graduate courses and workshops for teachers. Her student programs include Econ Day for High School Students, Economics is Everywhere! camp for middle school students, and Bank-in-the-School programs.



Mary Rittenhouse, Director of the UNK Center, returned in 2004 after previously serving as the Economic Education Specialist for the Federal Reserve Bank of Chicago. She has been involved in community outreach programs to increase financial literacy in the south central Nebraska region. SmartMoney Week has provided personal financial information to more than 10,000 community members in the Kearney area over the past six years. In 2007, Mary earned the State of Nebraska Women in Business Champion Award. She is currently a full-time instructor in the department of Economics at UNK.



Dr. Chuck Parker has been involved with the Wayne State College Center for Economic Education since 1995. In addition to his teaching load at Wayne State, Chuck conducts workshops for area teachers and visits K-12 classrooms to discuss economic concepts with students. He has also coauthored a curriculum guide on Nebraska Entrepreneurs.



Jennifer Davidson, Director of Programs and Community Development, has been with the Council since 2008. Jennifer works with each of the Center Directors to coordinate programs all across Nebraska. She directs student programs including the Stock Market Game, EconChallenge ONLINE!, and the Finance Challenge ONLINE! Jennifer has a Bachelor's in Economics and a Masters in Education with an economic focus.



Other Center Staff include: Jim Dick and Kim Sosin at UNO
Pat Arneson and Meena Dalal at WSC

The Nebraska Council Stock Ticker



Conserving Resources. Improving Life.



What We Do



The Nebraska Council was established in 1963 as a not-for-profit organization by university, civic, and business leaders. It is governed by its own Board of Trustees composed of about 80 state, civic, education and business leaders from across the state. The Nebraska Council has always been housed at UNL and has always been under the administrative supervision of the College of Business Administration.

The mission of the Nebraska Council is to ensure all students from kindergarten through high school receive a solid education in economics. This work is of vital importance because it helps students become more effective consumers, workers, savers, investors, and citizens in the complex economy of Nebraska and the United States.

The Nebraska Council fulfills its mission primarily by: (1) offering university courses, workshops and other training programs for elementary and secondary teachers and administrators; (2) conducting undergraduate courses in economics for education majors; (3) preparing instructional materials for use by teachers in Nebraska schools; (4) sponsoring programs in economic and financial literacy for Nebraska pre-college students; and (5) providing expert assistance to teachers, school administrators, and educational organizations. This statewide program is conducted through five Centers for Economic Education located at the University of Nebraska-Lincoln (UNL), University of Nebraska at Omaha (UNO), University of Nebraska at Kearney (UNK), Wayne State College, and Chadron State College.

The Nebraska Council also works cooperatively with other state units and organizations. This list includes the Nebraska Department of Education, the Lincoln and Omaha Chambers of Commerce, the State Chamber of Commerce and Industry, the Nebraska Department of Economic Development, the Omaha branch of the Kansas City Federal Reserve Bank, the State Treasurer's Office, the Nebraska Department of Banking & Finance, the Nebraska Bankers Association, and Nebraska's Congressional delegation, as well as other state organizations.'

At the national level, the Nebraska Council is affiliated with the Council for Economic Education located in New York City. The Nebraska Council is one of 38 state councils affiliated with the national Council. The missions of the Nebraska Council and the national Council are essentially the same, except one operates at the state level and the other at the national level.



The Nebraska Council Stock Ticker



Student Programs



The Stock Market Game is a 15-week academic competition open to all 4th-12th grade teachers and students in Nebraska.

Each year more than 4,500 students compete for the title of State Champion.

*2012 State Champion Team
Tyler Boesch & Alexis Ely, Blair High School
Advisor Terry Gregory
\$144,785 in 15 weeks!*



EconChallenge ONLINE!

More than 1,000 Nebraska students competed in the EconChallenge ONLINE!

Thirteen states employed the Nebraska-born EconChallenge ONLINE! portal to deliver the competition to their students.

More than 5,000 students competed nationwide.



The Nebraska Council Stock Ticker

FinanceChallenge ONLINE!

More than 2,300 Nebraska students competed in the FinanceChallenge ONLINE!

Eleven states employed the Nebraska-born FinanceChallenge ONLINE! portal to deliver the competition to their students.

More than 10,000 students competed nationwide.

The Nebraska state champion team from Bellevue West went on to compete in the national competition and brought home a 7th place win to the Good Life state.



UNO Maverick Investment Camp



Who Wants to be a Millionaire?

The first annual CBA Middle School investment camp can be deemed a big success. Twenty-six students enrolled from OPS economics magnet centers as well as Girls Inc. and Boys and Girls Clubs of Omaha. The weeklong day camp was designed to give students an understanding of the basic concepts of the stock market and local publically traded companies. In addition, the students learned to research and prepare a presentation on their selected stock to parents and guests. Instructors from OPS, Tom Dickey and Erin Ruis, presented activities to help students understand what stock prices represent, how and why stock prices can change, and how investing can be part of their future financial life. In addition to the classroom lesson, the student toured various UNO campus locations and observed college life and careers in finance and investing. The camp was organized by the UNO Center for Economic Education and underwritten by the UNO/CBA Financial Literacy Fund.

Council Receives Virtual Economics Grant

The Council received a grant to train 210 teachers on the "Cadillac" of Economic and Financial Literacy curriculum. All participating teachers received a copy of Virtual Economics 4.0 (retail \$99.95). Virtual Economics is your one-stop; resource to print-based, web-based and multimedia classroom resources. Each CD-ROM contains over 1,400 activity based lessons from more than 75 publications. This is a resource every economics and personal finance teacher, K-12, should have. We are thank to State Farm and the Council for Economic Education for providing the funding and materials to reach 210 Nebraska teachers with this great resource.



The Nebraska Council Stock Ticker



Personal Finance Institute

The Wayne State Center for Economic Education rolled out the red carpet for 30 Nebraska secondary teachers at the 2012 Personal Finance Institute held July 24-26 at Wayne State College.

The goal of the Institute is to better prepare educators who teach personal finance. Participants earned college graduate credit for their work in developing or revising an existing Personal Finance course for implementation at their high school. At the conclusion of the Institute all of the teachers successfully passed the nationally recognized Financial Literacy Certification Exam entitled W!SE (Working in Support of Education).

Sponsors that made the Institute possible included Partnerships for Innovation, an Excellence in Economic Education grant funded by the US Department of Education and administered through the Council for Economic Education, Centris Federal Credit Union, and the Nebraska Department of Education.



Business Competition Day at Kearney



The UNK Center for Economic Education, in its 24th year in operation, organized and co-hosted the 25th Annual University of Nebraska 2012 Business Competition Day. One hundred ninety-nine students from 16 regional high schools competed in 18 business contests, ranging from Business Math to Personal Financial management.

An Investment that Pays Dividends Every Day



BUILDING AMERICA®

Teacher Programs

Guffey Memorial Economic Education Scholarships

With generous support from Blue Cross and Blue Shield of Nebraska, Tri-West Health Care Alliance, and Centris Federal Credit Union, the Guffey Memorial Economic Education Scholarship Fund provides tuition scholarships for teachers throughout Nebraska. Over the years, hundreds of teachers have benefitted.



Economics and the Environment

The Nebraska Council on Economic Education partnered with the Foundation for Teaching Economics to host 30 teachers for a 4 day residential economics institute: *Institute on the Environment and the Economy*. The Institute incorporated a blend of learning activities, including hands-on classroom activities, lectures, simulations and a one-day field trip to the OPPD power plant at Nebraska City and the Fuel Wood Energy Plant at Lied Lodge. The business conference was held December 3 - 6 at Lied Lodge in Nebraska City.

Key topics covered: tragedy of the commons, wealth creation, endangered species, cap and trade, land use, air and water quality.

Key concepts covered: marginal decision-making, externalities, scarcity, pricing, opportunity cost, and incentives.

An Investment that Pays Dividends Every Day



Community Partnerships



The UNL Center, in partnership with Liberty First Credit Union, opened its second Savings in the School Program. The newest branch of Liberty First, located at Hartley Elementary School, opened its doors November 2, 2011.



Banking With Purpose.™

Liberty First has plans for two additional school branches for the 2012-2013 school year.



The Council partnered with the State Treasurer's Office, NEST, and First National Bank to provide the 2011 Money Smart Kid Essay Competition. Middle school students had the opportunity to earn one of four scholarship prizes: two at \$500 and two at \$250.

Pictured right is Mary Lynn Reiser, UNO Center Director, congratulating the essay winner from Morton Middle School in Omaha, Nebraska.



Media Partnership

We have established an ongoing relationship with Channel 1011. Dr. Butters visits the station on a monthly basis to discuss current happenings at the Council.

Jennifer Davidson is also featured regularly on the Mom's Everyday segment to discuss any money related topic that might be pertinent to today's moms.



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Sincere Thanks to our Investors

You can expect incredible returns on your investment in the Nebraska Council.

Adam Smith Society

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Blue Cross and Blue Shield of Nebraska
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Kazanjan Economics Foundation
Nebraska Department of Banking & Finance

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Financial Report

Income	\$176,545
Contributions, Grant	\$144,904
Program Revenue	\$18,743
Investment Income	\$12,898
Expenses	\$161,502
Salaries	\$90,386
Professional Fees	\$3,345
Rent, Utilities	\$3,977
Printing, Postage	\$9,956
Web Development	\$35,000
Program Expenses	\$18,838
Net	\$15,043

The Invisible Hand Club - Recognizing significant in-kind contributions to the Council

Ameritas Investments

Blue Cross and Blue Shield of Nebraska

The Federal Reserve Bank of Kansas City - Omaha Branch

UNL, UNK, UNO, CSC and WSC for supporting the Council and our Centers with offices, resources and generous ongoing support.

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Thanks for your support and leadership.

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Return on Investment

You can expect incredible returns on your investment in the Nebraska Council.

Activity Report for the 2011-2012 School Year

- Taught:** 12 graduate credit courses to more than 130 elementary and secondary teachers.
- Conducted:** 4 pre-service courses and 18 pre-service workshops for more than 500 future educators.
- Provided:** Workshops and other programs for more than 1,100 teachers and administrators.
- Sponsored:** Over 850 teams that registered for the Nebraska Stock Market Game, representing more than 4,500 students.
- Hosted:** The Finance and Econ Challenges, Econ Day and the and the Economic Olympics, bringing an additional 6,000 students to our programs.
- Partnered:** With 200 groups to organize and promote the 4th annual Nebraska Money Smart Week and \$martMoney Week.

Capital Investment

By focusing on teacher training the Council makes a permanent capital improvement in the quality of Nebraska's K-12 school system. Each year we do great things and deliver the tools, resources and materials our teachers need to find success in the classroom.



The Nebraska Council on Economic Education is classified as a 501 c(3) non-profit organization. The Council's federal identification number is 47-6036149. We are supported by the generous contributions of private citizens, businesses, civic groups, public agencies, and direct and in-kind support from the Universities that host and sponsor our Centers for Economic Education. If you would like more information about the Council, would like a Council member to speak to your group about economic and financial literacy education, would like to contribute to the Council, or would like to sponsor a program, please contact us at the following numbers:

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