

**Youth Committee**  
**Laura Levine, Chair**

**President's Advisory Council on Financial Literacy**  
**November 3, 2009**

Members of the Youth Committee are Ted Beck, Ted Daniels, Bob Duvall, Jack Kosakowski, and David Mancl.

**Money Math: Lessons for Life**

In 2008, one of the full Council's first actions was to endorse "Money Math: Lessons for Life," a free curriculum that integrates personal finance concepts into math lessons for middle-school students. Since February 2008, Money Math has been downloaded more than 450,000 times from the MyMoney.gov and U.S. Treasury Department websites. Another 8,000 print copies have been distributed by the Treasury Department at no cost to the requestor.

Meanwhile, the Excellence in Government Fellows Program, a program of the non-profit organization Partnership for Public Service, volunteered to conduct a user-satisfaction survey on Money Math. Among the group's findings: 81 percent of respondents were satisfied with the product and 84 percent would recommend it to others; 47 percent of the respondents used the curriculum for other than math programs; and while the largest group of users (36.4%) was at the middle school level, the overall majority of uses were in elementary and high schools, and non-school-based programs, including adult and English as a Second Language courses.

**National Financial Literacy Challenge**

In 2008, the Council supported the creation and execution of the first two rounds of the National Financial Literacy Challenge, in which more than 120,000 high school students participated. In 2009, the Council recommended institutionalizing and expanding the program. Since then, the Treasury has undertaken an effort to enhance the Challenge. The Treasury will review the content, outreach approach, recognition and award structure, and develop teacher resources to broaden the use of the Challenge, especially in under-represented communities. The Youth Committee will be available to advise the Treasury staff during this review. In addition, Youth Committee members represent many of the organizations that will help to promote the Challenge when it is next conducted in spring 2010.

**Other Priorities**

Moving forward, the Youth Committee wants to focus on those efforts that "have traction" and some demonstrated ability to secure resources. We believe we need to base everything we do on research that demonstrates effectiveness. Our next priority is the Post Secondary Honor Roll program, which was recommended by the full Council in 2008, but not executed. While the Committee supports last year's recommendation to make financial education a requirement, we recognize that a lot more work is needed to fully define what a "mandate" is. We are committed to continuing our look at early childhood financial education. Beyond those recommendations put forth in the 2008 annual report, the Youth Committee is looking at ways to recognize and support teachers more broadly than just through the National Financial Literacy Challenge.