

F E P P P

Financial Education
Public-Private Partnership
Setting the Washington Agenda for Financial Education



REPORT TO THE LEGISLATURE

UPDATE: Financial Education Public-Private Partnership

2017 and 2018

Authorizing legislation: [RCW 28A.300.460](#)

Prepared by:

- Tracy Godat, Executive Director, FEPPP
Tracy.godat@k12.wa.us | 360-725-6260

Executive Summary

The Financial Education Public-Private Partnership (FEPPP) promotes personal financial education and is administratively housed at the Office of Superintendent of Public Instruction (OSPI). This report highlights the work of the FEPPP since the last report in December 2016.

The FEPPP mission is a partnership created by the Legislature to bring together public and private stakeholders to improve and advocate for financial education in Washington schools and communities by training teachers and providing quality resources.

The Financial Education Public-Private Partnership provides professional development and instructional tools for teachers so they can teach personal finance in their classrooms. The Partnership communicates the importance of financial education to teachers, administrators, parents, students, and other stakeholder groups. The Partnership's end goal is to equip Washington children with the skills they need to become financially capable adults.

FEPPP prioritizes the following activities:

- Continue to train teachers, and, through them, grow financial knowledge and skills of K–12 students.
- Strengthen bonds with partners and demonstrate the value of their participation.
- Expand public awareness of and support for FEPPP by reaching out to and networking with:
 - Potential and current stakeholders
 - Teachers and parents/guardians
 - Public opinion leaders
 - Elected officials
- Expand membership and participation in the work of FEPPP and its committees.
- Develop a plan to diversify the base of funding support.

Background

The Financial Education Public-Private Partnership (FEPPP) was established in 2009, updating the organization's name from the Financial Literacy Public-Private Partnership (FLPPP) to continue the work of advancing financial literacy in Washington. To accomplish this work, FEPPP leverages state funds with private donations, builds partnerships with other organizations, and provides outreach to educators and administrators in districts throughout the state.

The Partnership focused on adopting a definition of financial literacy, examining financial education curriculum for alignment with Washington's learning standards, examining

financial literacy learning standards that have been developed by other states and national organizations, and providing and encouraging professional development and workshops in financial literacy for educators. In 2007, FEPPP members worked to include “understanding the importance of work and finance” in the goals of the basic education statute. In 2008, financial literacy was included within the Washington’s Grade Level Expectations for 7th grade in social studies and economics.

The purpose of the FEPPP is to seek out and determine the best methods of equipping students before they become self-supporting with the knowledge and skills they need to make critical decisions regarding their personal finances. The components of personal financial education shall include the achievement of skills and knowledge necessary to make informed judgments and effective decisions regarding earning, spending, and the management of money and credit. In 2011, the Legislature required adoption of the Jump\$tart Coalition National Standards as the essential academic learning requirements for financial education.

In July 2011, then State Superintendent Randy Dorn adopted the Common Core State Standards (CCSS) in mathematics and English language arts for the state of Washington. In August 2012, FEPPP contracted with 10 teachers across the state to develop six financial education tasks aligned to the CCSS. They are available to the public free of charge.

In 2015, the Legislature passed House Bill 5202, which required the superintendent to adopt financial education standards. The FEPPP executive director worked with Office of Superintendent of Public Instruction (OSPI) staff on development of financial education standards. For much of the process, FEPPP was able to contribute the time of the Executive Director to coordinate the development process. They were also able to contribute funding. Superintendent Dorn adopted the Washington State Financial Education Learning Standards in September 2016.

Update Status

In 2017–18, the Financial Education Public-Private Partnership (FEPPP) staff and committee members continued their work and outreach to other agencies, teachers, and administrators. The activities completed by FEPPP during this time are included below.

Teacher Training

Provided the following financial education training programs:

- Financial Education Advanced Materials Teacher Training
Vancouver, April 20, 2017
- Financial Education Novice Teacher Training
Auburn, June 28–29, 2017
- Financial Education Masters Teacher Training

Richland, August 15–17, 2017

- Financial Education Advanced Materials Teacher Training
Everett, April 12, 2018
- Financial Education Novice Teacher Training
Auburn, June 20–21, 2018
- Financial Education Masters Teacher Training
Vancouver, August 15–16, 2018

The Financial Education Advanced Materials Teacher Trainings are offered as a one-day training. Educators receive thumb drives with access to over 1,400 curricula. The training gives educators instruction on using curricula.

The Financial Education Novice Teacher Trainings: The 2017 training was two days in length, offering teachers a variety of concurrent sessions that include content knowledge and an introduction to carefully screened curriculums. In 2018, we changed this training slightly. Day one was spent training K–5 teachers. Day two was spent training teachers in grades 6–12.

Financial Education Masters Teacher Training. The 2017 training was a three-day intensive training that was changed to a two-day intensive training in 2018. The design of this training was heavily influenced by survey results of previous institute participants.

Outreach

Presented information through outreach efforts on behalf of FEPPP at the following conferences:

2017: WA-ACTE Summer Conference, Washington Association of Early Learning Conference, WA – Association of Family and Consumer Science Educators, Washington Association of Marketing Educators, Washington Library Association Conference, FEPPP Teacher Trainings.

2018: Washington State Council for the Social Studies, Washington Technology Student Association, WA-ACTE Summer Conference, WA-ACTE Fall Conference, FEPPP Teacher Trainings.

We continue to update the [FEPPP website](#) with teacher training opportunities; online requests for financial education professional presentations; calendar of meetings, meeting materials, membership roster; resources and web links on financial education for educators, children, parents, seniors, and young adults.

Appointees

- Representative Monica Stonier was appointed by the Speaker of the House for a two-year term expiring July 2019.

- Former Senator Joe Fain was re-appointed by the President of the Senate for a two-year term expiring July 2020. This appointment is currently vacant due to the former Senator losing his seat in the Senate. To fill this vacancy, FEPPP is currently working with the Speaker of the House.
- Karen Childs and Eric Christiansen were re-appointed by the Governor for a two-year term expiring July 2020.
- Cathie Winegar was re-appointed by the Governor for a one-year term expiring July 2019.
- Pam Whalley and Betty Beier were re-appointed by the Superintendent of Public Instruction for a two-year term expiring July 2020.
- Barbara Soots was appointed by the Superintendent of Public Instruction for a two-year term expiring July 2020.
- Brenda Snyder was appointed by the Washington State Treasurer for an indefinite term.

Committee Work

The Executive Committee held a Strategic Planning Retreat in October 2017. The Committee reported progress was made in raising the visibility of FEPPP. They will move forward focusing on working with sub-committee chairs to create a message to partners identifying why they should engage in FEPPP's work/mission. They will also review and schedule updates of all governance documents. The Committee will create a two-year work plan. All sub-committees were charged with holding mini-strategic planning retreats and reporting the results to the Executive Committee. Legislative appointees will solicit higher appropriations from the Legislature.

The Education Committee reported progress in providing increased teacher trainings statewide; and the development, selection, and training of FEPPP Financial Fellows. They will move forward with work on how to engage partners.

The Communications Committee reported progress in the areas of increased outreach opportunities and focusing more on the FEPPP website. They will create an elevator speech for all FEPPP partners, appointees, and committee members to use that assists in defining the unique roles and responsibilities of FEPPP. They will move forward with work on how to engage partners.

2018 update:

- The Communications Committee created a two-year projects and work plan to coordinate and streamline multiple areas of outreach and sources of communications.
- The 2018 Reading Days program was able to serve 43 classrooms, with more than 1,000 students in 13 cities. Some of our volunteer readers included: Representative Kristine Reeves, Representative Cindy Ryu, State Treasurer Duane Davidson, and

Superintendent of Public Instruction Chris Reykdal. We had a total of 44 government officials who volunteered to read.

- Created a 15-second tagline that combines FEPPP's mission and vision.
- Updated the media release guidelines and provided a template for all media releases.
- Coordinated a system to align speaking requests with speakers.
- Provided a financial education-focused 2018 calendar.
- Began the process of developing a FEPPP speaker's bureau for Washington educators to request financial education presentations from reliable sources.

The Development Committee reported progress was made in making FEPPP general membership meetings relevant and focusing more on fundraising events. Also identified succession planning should be a priority of all sub-committee chairs.

2018 update:

- The Development Committee conducted a strategic planning meeting in January 2018 and they created a five-year plan that focuses on recruiting volunteers and capital resources.
- The Development Committee finalized a FEPPP fundraising letter to be used by all FEPPP committees to further fundraising activities.
- Identified the benefits to becoming a partner and created a formal information sheet to be used for promotional purposes.
- Created an initial list of contacts to assist in promoting and growing interest in financial education, as well as potential funding partners. Also created fundraising goals and encourage seeking grant opportunities.

Executive Director

The FEPPP executive director continues outreach efforts, individual committee work, meeting with partners, meeting with local legislators, monitoring legislation, facilitating strategic plan writing, facilitating committee strategic planning meetings, coordinating teacher trainings across the state, volunteering with community organizations, and continuing to build social media outreach. New collaborative efforts have been made with the State Board of Education and The Professional Educator Standards Board.

Conclusion and Next Steps

- Update the Financial Education Public-Private Partnership (FEPPP) website – review current information and layout.
- Continue to seek new and larger outreach platforms.
- Onboard intern for public media outreach for young audiences.
- Pre-package financial education resources and activities for classrooms.
- Educate and provide opportunities for legislators to participate in public events.

- Restructure financing of FEPPP.

As FEPPP operations continue to change, primary work is increasingly supported by grants from the Washington State Department of Financial Institutions, allowing FEPPP to increase operations. As FEPPP continues to evolve, the workload has also increased. This work demands more time and attention from a dedicated staff member, as well as administrative support.

The Partnership will continue to provide outreach to educators and administrators, providing information, resources, and support to further financial education efforts across the state.

Detailed plans for 2018 and 2019 include expanding the number and content of professional development opportunities to serve a broader audience of educators with geographic diversity.

Prior events were conducted in Bellingham (2009), Spokane (2010, 2014, 2015, 2018), Auburn (2011, 2015, 2017), Vancouver (2011, 2014, 2017, 2018), Tacoma (2012), Yakima (2012), Everett (2013, 2016, 2018), Renton (2013, 2015), Bremerton (2014), Bellevue (2016), and Richland (2017), Everett (2018), Spokane (2018), and Vancouver (2018).

FEPPP Members 2018

Executive Members

Representative Monica Stonier, Chair	Washington State House of Representatives
Barbara Soots	Office of Superintendent of Public Instruction
Eric Christiansen, Development Committee Chair	Quantum Financial Planning Services, Inc.
Lyn Peters, Communications Committee Chair	Department of Financial Institutions
Mark Minickiello, Development Committee Co-Chair	Harborstone Credit Union
Brenda Snyder	Washington State Treasurer's Office
Pam Whalley	Western Washington University
Betty Beier, Member at Large	FEPPP Middle School Educator

A complete list of committee members can be found on the FEPPP website at [FEPPP Roster](#).