Financial Education Committee  
Wednesday, January 22  
Economics Center  
Minutes

Attendance; Mike Conaton, Chair (by phone), Bill Neyer, Mark Cinquina, Christine Carelton, Lea Stevenson, Lori Poole, Jonathan Papin, Will Schumacher, Julie Heath, Casey Woodruff, and Lorrie Penner

Welcome  
Casey opened the meeting and welcomed new members, Lea Stevenson of Fifth Third and Young Professional Council Members, Lori Poole, Jonathan Papin, and Will Schumacher.

Stock Market Game:
- Sponsorship - Columbus
  - In the Columbus Market the Center had a sponsor for all the Columbus SMG students for $20,000 annually. The Columbus Dispatch chose not to renew their participation in Fall 2013. The Center honored students wishing to play the Fall game by absorbing the loss and allowed them to play for free.  
  In the Spring 2014 all of the Columbus teams are aware they have no sponsorship and must pay themselves. Registration is early yet, since the game doesn’t start until February, 400 of the 1500 teams have registered to play at this point.

  **ACTION ITEM:** Please contact Casey if you have a connection to a business or businesses in Columbus who may be interested in sponsoring SMG teams, casey.woodruff@uc.edu

  **ACTION ITEM:** Casey will contact Investwrite (SIFMA) for a list of Columbus area businesses who participate as judges to see if their company may be interested in sponsorship.

- Statewide sponsors
  - The Center is looking for sponsors in various regions of the state.
  - $20 per team; 3-5 students per team. It varies from school to school as to how many teams they want to sign up for SMG.

  **ACTION ITEM:** Please contact Casey if you have a connection to a business or businesses around the state who may be interested in sponsoring SMG teams, casey.woodruff@uc.edu
• Classroom speakers
  ▪ The Center is looking for speakers who would come into a classroom on subjects relating to Finance, the Stock Market, Saving and Investing.

  If you would like to volunteer you can use the Volunteer sign up page on the website at: http://economicscenter.org/volunteer.aspx?LInk=
or call Casey directly: 513-556-5198

TL2
• Program has been sponsored.
  ▪ The Center applied for funding with the Honor Project Trust. These funds are from the Ohio State Cy Pres, which are funds in class action cases and some other types of legal proceedings that cannot be distributed to the class members or intended beneficiaries. The Honor Project is charged with distributing these unclaimed funds and the Center went through a process of sending in an application, which has been granted. The Center will use the funds over a two year period to support scholarships to 20 students and support the fixed costs of the program.

• Overview
The program for high school juniors and seniors has a class capacity of 40 students who earn college credit for 3 semester hours of Microeconomics.
Additional information can be found online at: economicscenter.org/student-program-competitions/today's-learners-tomorrow's-leaders

ACTION ITEM: Casey will send a current copy of the TL2 flier to the committee.

• Tour locations
There are typically 8 to 10 tour locations. The June 2014 class will be returning to locations such as Surseal, Luxxotica, the Cincinnati City Bus Tour and Meridian Bio Science.

Tour locations tie into the lessons being learned in class and many have hands-on activities for the students. The most successful tours are those where the employees and management are actively involved.

ACTION ITEM: Casey to discuss with Leanne the possibility of Fifth Third Operations Center being included in the June 2014 tour schedule.
Next Steps for TL2
The committee agreed that the Center should look into expanding the TL2 sessions into a session in June and one in July. 
An additional recommendation is to discuss the possibility of internships at the tour locations.

**ACTION ITEM:** Center will discuss an additional session with the current professor or look into hiring qualified high school educators (with a Master’s Degree) who could be hired by the college as an Adjunct professor. One of these educators may be culled from the Alpaugh Scholars Alumni.

**ACTION ITEM:** Casey to research the opportunity to connect with the Chamber of Commerce to underwrite an additional session.

Marketing TL2
- Posted to the UC website for summer programs
- Email blasts to high school counselors and principals
- Thank you letters to participant’s parents and school principals
- Participation recognition at the participant’s high school
- Participant does presentation to their peers at their school upon completion of the program.
- Article submission to the Enquirer
- Follow up letter to the Editor by parents

**ACTION ITEM:** Julie to follow up with the Enquirer on the article submission which has not been published.

**Personal Finance Challenge/Economics Challenge**
- Paula has resigned from Ohio Council, so we are back in control.
- Need volunteers – needed 1 moderator and multiple judges for the quiz bowl style competition.
- Sponsor – need sponsorship of $3000. Funds cover costs of the online platform, marketing efforts, trophies and t-shirts.
- April 11, 2014 will be held at the Riffe Center in room "South B and C", Columbus, OH

**ACTION ITEM:** Please contact Casey to volunteer in Columbus on this one day. 
[casey.woodruff@uc.edu](mailto:casey.woodruff@uc.edu) or call 513-556-5198.
NW Local-Financial Literacy Day
APRIL 14 and 16, 2014
Location: University of Cincinnati in Tangeman Center (TUC) – various rooms on the 4th floor.
10am – 1pm
- Need 70 volunteers 2 days – arrive at 9am
  - Volunteers at tables (44) – will be able to talk about simple concepts for Finance, Real Estate, Insurance and Health Care.
  - Volunteers as chaperones (26) – escort the students from their bus to their meeting rooms, activity room and accompany them on their UC campus tour.
- Approximate student count - 250 from NW and 550 from Colerain

ACTION ITEM: Please contact Casey to volunteer in for one or both days. casey.woodruff@uc.edu or call 513-556-5198.

NEXT MEETING:
Please Save the Date for the scheduled 2014 Financial Education Committee meetings:

**Wednesday, April 9, 2014**  8am-9:30am
**Wednesday, July 9, 2014**  8am-9:30am
**Wednesday, Sept. 10,2014**  8am-9:30am

**Location:**
Economics Center
U Square Building
225 Calhoun St., Ste. 370
Cincinnati Oh 45219

**Mission:** As a thought leader in the community, the Economics Center provides the knowledge building blocks for a stronger economy through education and research. Our student-based programs, interactive tools and professional development improve the economics and financial literacy of school children and young adults. Our research and consulting empowers business and civic leaders to make informed policy and economic development decisions.