Financial Education Committee
Wednesday, January 21, 2015
Meeting Minutes

Attendance: Chris Carleton – Chair, Lea Stevenson, Andy Sathe, Adrienne James, Julie Heath, Sue Heilmayer and Lorrie Penner

Welcome
Chris Carleton welcomed the committee and new committee and trustee, Lea Stevenson. There were introductions all around.

Stock Market Game:

- Fall, Spring and Year Long games updates were reported by Sue Heilmayer.
  - The Fall game had 684 teams, which was below goal. This was expected because of the lack of Columbus teams that no longer play with the loss of the sponsorship by the Columbus Dispatch.
  - The Spring game will be starting soon on February 9. So far, 379 teams have registered, which is ahead of registration numbers that we had in the Fall game.
  - The Year long game has 147 teams, which meets the Center’s FY2015 goals.

- Planning for the Portfolio Challenge
  The first place teams from each of the three grades of the Fall and Spring games are invited to make a presentation. The winning Fall teams are:
  High School – McLain HS
  Middle School – Cincinnati Country Day
  Elementary - Mason
  The 2nd and 3rd place teams are invited to come observe, take the tour and attend lunch.

Planning is underway with the following details confirmed;
Date: April 28, 2015
8:00am Presentations: Room 400B Tangeman University Center (TUC)
11:00am Student take UC Campus Tour
11:30am – 1:00pm Lunch/awards: Faculty Club, Room 850 Lindner Center

Volunteers needed for a panel of 5 to 6 judges for the challenge – please contact Sue Heilmayer 556-2952 if you can assist. Sue will follow up with a list of past judges to Chris Carleton for consideration in judging again.

Sponsorships – Julie Heath asked the committee if they saw opportunities for sponsorship for the Portfolio Challenge. It is a smaller event with not as much opportunity for marketing and
advertising as some of the Center’s other programs. The committee recommended looking to community newspapers to run the story for those schools involved in the challenge.

The committee also recommended showing a video clip from the portfolio challenge to the Trustees at the next board meeting in March as a way to see if any of them might have a recommendation for sponsorship for scholarships.

**TL2 – Todays Learners, Tomorrow’s Leaders**

Dates for the high school dual credit program have been set for June 8-26, 2015. The program is in its third year for the “pay to play” model. The Center’s goal will be for an attendance of up to 40 high achieving high school Juniors and Seniors.

The pricing structure is $480 total charged to the participants, of which $330 is UC tuition credit and $150 goes to the Center to cover expenses.

The program consists of half to full days of a Micro Economics class and tours of local businesses such as Luxottica, Sur-Seal, Cincinnati Reds, Kings Island, Michelmans, and the Queen City Bus tour led by Dan Hurley. The tours help make the real world connections to the classrooms lessons, and the students also see a wide variety of job opportunities in the Cincinnati area that they may not have been previously aware of.

The Center offers scholarships to those students who are unable to afford the fee. This is a sponsorship opportunity for a local business. Last year the Center received some funding from US Bank for scholarships, but will be looking again for sponsors for the upcoming June class.

In its current form, the TL2 program is not residential; however looking to the future the Center would consider making it residential or adding on a second session. Bigger class size is not an option due to transportation that is used for some of the tours and also keeping the class size manageable for the instructor.

Andy Sathe offered to follow up with DePaul Cristo Rey High School to see if there was any tie-in with them to sponsor one of their students to attend TL2. Chris Carleton will follow up on the Wiz Kids programs at Crossroads to see what the age group might be.

**Personal Finance Challenge**

The Personal Finance Challenge is an online competition, which students participate in with teams of 4. At the completion of the online testing, the Center invites the top 8 teams to State finals in Columbus. There they compete in a quiz bowl style competition to determine
the state champ and win an all-expense paid trip to Kansas City to compete in the National Finals event. Following is the schedule:

Registration: 3/1-3/31
Online Competition: 04/1-04/30
State Finals: 05/7 Columbus, OH
National Finals: 05/22 Kansas City, MO

The Marketing Committee is working to leverage this event in the media for Financial Literacy Month. The Center is looking for a presenting sponsor or other sponsorship opportunities for this event. The cost to the Center to run the State Finals is $1500.

Competitions/Events

- Art and Money (Cleveland Fed Shredded money project) Update – two classes through Butler Tech have been working on this project. It is expected that their art projects will be on display at the Annual Award Luncheon.

- Art Contest/greeting cards Update – judging process for this committee
  The purpose of this contest is to have a soft entry into elementary schools for other Center programs.
  The schools participating are:
  Madeira Elementary
  Mariemont Elementary
  Salem Elementary in Little Miami District
  West Clermont Elementary
  Woodford Paideia - CPS

  The resulting art, which will serve as the images on boxed note cards, is trickling in. Lorrie Penner shared some of the art that has been received so far. This committee will judge the art to determine the final 4 scenes for the cards.

  The art is being scanned and will be posted to a photo album, where committee members will choose their favorite drawing in 4 categories; SAVING, DONATING, SPENDING, ENTREPRENEURSHIP.

  Entries will be judged on the following criteria; 1) accuracy of content, 2) spelling, and 3) artistic expression.

  Once the art has been judged by the committee, the Center staff will contact the winners, who receive a $25 cash prize. The winners will also be invited to attend the Annual Award Luncheon.
The committee recommends that the finished product be displayed on the tables at the luncheon and that one or more tables be set up to accept donations and the boxed cards will be given as a gift for any donation over $20. The staff will formulate the process for accepting credit cards at the donation tables. The committee also recommended that the cards be available to PTOs of the winning students.

2015 Meeting Schedule
Meetings to be held at the Economics Center, 225 Calhoun Street, Room 359

Monday April 6, 2015 8:30 a.m.-9:30 a.m.
Thursday, June 18, 2015 8:30 a.m.-9:30 a.m.
Wednesday, September 9, 2015 8:30 a.m.-9:30 a.m.

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 decision