IBA and EverFi
Illinois Financial Literacy Initiative

Sean Fitzgerald, Executive Vice President, EverFi
Julie Clark, Vice President Bank Services, IBA
## Next Generation Challenges

<table>
<thead>
<tr>
<th>1.3M</th>
<th>High school dropouts per year – 8,000 per day</th>
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<tbody>
<tr>
<td>60%</td>
<td>Students between 18—24 are victims of alcohol-related sexual assault</td>
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<tr>
<td>97K</td>
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<tr>
<td>1/3</td>
<td>of Americans don’t know their credit score</td>
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<td>50%</td>
<td>of teens have been bullied online</td>
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<td>40%</td>
<td>of Americans don’t vote—US is ranked 120th globally in voter turnout</td>
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<td>EverFi Learning Platform</td>
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<tr>
<td><strong>FINANCIAL LITERACY</strong></td>
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<tr>
<td>K-12</td>
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<tr>
<td>Vault EverFi</td>
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<tr>
<td><strong>STEM</strong></td>
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<td>K-12</td>
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<td>Ignition Radius</td>
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<td><strong>CIVIC ENGAGEMENT</strong></td>
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<td>K-12</td>
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<tr>
<td>Commons</td>
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<tr>
<td>Black History</td>
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<tr>
<td><strong>HEALTH &amp; WELLNESS</strong></td>
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<tr>
<td>K-12</td>
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<tr>
<td>AlcoholEdu</td>
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<td><strong>CAREER SUCCESS</strong></td>
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<tr>
<td>K-12</td>
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<tr>
<td>Venture</td>
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<tr>
<td><strong>HIGHER EDUCATION</strong></td>
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<tr>
<td>Transit</td>
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<tr>
<td><strong>ADULT</strong></td>
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<tr>
<td>@Work</td>
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<tr>
<td><strong>Data Analysis</strong></td>
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<tr>
<td>Assessment</td>
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<td>Digital Badging</td>
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<tr>
<td><strong>Fulfilling State &amp; National Standards</strong></td>
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High school program: *EverFi – Financial Literacy™*

- 6-8 hour online program is being utilized primarily alongside the class that teaches Consumer Education

**GOALS**

- Every high school utilizes the sponsored *EverFi-Financial Literacy™* program **at no cost to schools, districts, or taxpayers**

- Certify all students at a grade level in the online program

**Public-Private Partnership** – Local bank sponsors in partnership with the IBA and a statewide sponsor provide the program **free of charge** to schools
Last year, over 200 high schools utilized the *EverFi-Financial Literacy Program* – Forecasted to reach 400 high schools by the end of the 2013-2014 academic year.

Maps to the state’s Consumer Education Mandate and Common Core Standards.

Extensive Network of Regional Superintendents, District administrators, and teachers – Advocates for effectiveness of the learning course.
NINE LEARNING MODULES

1. Saving
2. Banking
3. Payments, Interest Rates, and Credit Cards
4. Credit Score
5. Financing Higher Education
6. Renting vs. Owning
7. Taxes and Insurance
8. Consumer Fraud
9. Investing

9th - 12th grade students
State and National Jump$tart Standards
Pre & Post Module knowledge and behavior assessments
Approximately 6-8 hours
Alignment to the state’s Consumer Education mandate

June 2013

Dear Superintendent,

In your planning for the upcoming school year, you may find a new tool on financial literacy useful. EverFi Inc. has developed an online platform entitled EverFi-Financial Literacy. It is available at no cost and will help students improve their financial literacy and meet the requirements for the state’s Consumer Education mandate. Almost 200 Illinois high schools used this web-based digital curriculum last year that incorporates instruction on topics including savings, credit scores, budgeting, credit cards and financing higher education, to name a few.

Studies have provided us with information about how financial concerns impact students:

- 44 percent of teens report that stress about money at home affects their school performance, and this feeling increases as teens get older.
- 84 percent of undergraduates admit the need for more financial management education.

The EverFi-Financial Literacy program is for high school students and is a 10 module, 6-8 hour co-curricular learning platform that covers hundreds of key subjects that will help prepare students with critical financial literacy skills. The program tracks student knowledge gains and changes in behaviors and attitudes. The knowledge students can gain from this program will remain with them throughout their lives.

EverFi Inc. forms partnerships with local foundations, banks, etc. to provide the software, training sessions and support services at no cost to the school or district. If you would like to learn more or set-up a 30-minute teacher training to get started with this learning resource, please contact Chrissy Andrews at chrissy@everfi.com. Click here for description of the platform video.

Sincerely,

Christopher A. Koch, Ed.D.
State Superintendent of Education
What Others are Saying

98% OF TEACHERS
Feel the EverFi Financial Literacy Program enhanced the material that they were teaching.

81% OF STUDENT RESPONDENTS
Feel that all students should be required to take the EverFi Financial Literacy Program.

"One of the best things I learned from EverFi is that it's never too early to begin helping your future. One of the lessons that helped me was thinking about getting a loan for college and that it's a good idea to begin looking now. I learned that if you don't take care of your money now it can damage the rest of your life. Love EverFi so much. I learned so much and it was so helpful."

- Excerpt from the IL Student Blog Winner
Knowledge Gains From Your Program—EverFi

- **Pre-Assessment**
  - Illinois Statewide: 62
  - EverFi Aggregate: 86

- **Post-Assessment**
  - Illinois Statewide: 60
  - EverFi Aggregate: 85

**EVERFI ASSESSMENT SCORES**

After the Pre-Assessment, the majority of your students scored in the Basic category. At Post-Assessment, there was a 39% increase in assessment scores, where the majority scored in the Advanced category.

On average, your students scored above the national aggregate on the Post-Assessment.
Knowledge Gains by Module - EverFi

The top two modules with the highest growth rate in your footprint are Investing and Savings.

Module Assessment Scores

<table>
<thead>
<tr>
<th>Module</th>
<th>Pre-Assessment</th>
<th>Post-Assessment</th>
<th>Percent Growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Savings</td>
<td>53</td>
<td>86</td>
<td>62%</td>
</tr>
<tr>
<td>Banking</td>
<td>62</td>
<td>83</td>
<td>34%</td>
</tr>
<tr>
<td>Payment Types</td>
<td>74</td>
<td>84</td>
<td>14%</td>
</tr>
<tr>
<td>Credit Score</td>
<td>59</td>
<td>88</td>
<td>49%</td>
</tr>
<tr>
<td>Financing Higher Education</td>
<td>59</td>
<td>83</td>
<td>41%</td>
</tr>
<tr>
<td>Renting vs. Owning</td>
<td>79</td>
<td>88</td>
<td>11%</td>
</tr>
<tr>
<td>Taxes and Insurance</td>
<td>54</td>
<td>86</td>
<td>59%</td>
</tr>
<tr>
<td>Consumer Fraud</td>
<td>85</td>
<td>90</td>
<td>6%</td>
</tr>
<tr>
<td>Investing</td>
<td>52</td>
<td>85</td>
<td>63%</td>
</tr>
<tr>
<td>Across Modules</td>
<td>62</td>
<td>86</td>
<td>39%</td>
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</tbody>
</table>
2012-2013 Student Attitude and Behavior Changes

- Students were **15%** more likely to buy shares of stock in a company.
- **7%** more likely to talk about finances with their parents/guardians.
- Saw a **5%** increase in “banks are an important part of my community”.
- **31%** increase in understanding what a credit score is.
Implementation Suggestions

- Preview of Content
- 100% In Class Instruction
- Review of Content
- Flipped Classroom
REGISTRATION
Getting Started

• Go to www.everfi.com/login and select “Sign Up” in the upper right hand corner

• Enter your registration code and click “I am a Teacher”

• Enter your information
To Register: everfi.com/login

CLICK HERE

Education is evolving

Email or Username

Password

Forgot password?

Log in
Setting up your classes

• Click on the “Classes” tab and select “Create Class”

• Enter your class name and all additional information

• Class registration code will be automatically generated and can be found on your dashboard
Click “I’m Ready”
Create a class!

Most teachers like to create a class for each section they teach. If you are teaching three sections of Econ, you could create three classes with names like: "Econ – Fall Period 1," "Econ – Fall Period 3," and "Econ – Spring Period 4."

Name of class: Test 1

What type of class is this?
- Semester Long
- Year Long

<table>
<thead>
<tr>
<th>Semester Long</th>
<th>Estimated Start Date</th>
<th>Estimated End Date</th>
<th>Estimated # of Students</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>08/14/13</td>
<td>09/14/13</td>
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</table>

Add Class
Registering students

• Students will go to www.everfi.com/login and click “Sign Up”

• Provide class registration code you created for this class

• Click “Finished,” and get started!
OTHER FINANCIAL LITERACY COURSES
Vault UNDERSTANDING MONEY

SIX LEARNING GROUPS

1. Responsible Money Choices
2. Income and Careers
3. Making Plans with Money
4. Credit and Borrowing
5. Insurance and Safety
6. Savings and Investing

Games: Users also unlock two games per group as they progress through the course.

4th - 6th grade students
Required Course
Pre & Post Module
Approximately 2.5 hours
Transit FINANCIAL WELLNESS

SIX LEARNING MODULES

1. Back to School 2.0
2. Best Weekend Ever
3. Balancing Act
4. Best Life Ever
5. Salary Split
6. Payback Time

*Personalized Action Plan:* Students add to their personalized Action Plan as they progress through each module, which they can email and print after completing the course.

For College Students — highly customizable for individuals and institutions
Pre & Post Module knowledge and behavior assessments
Approximately 1-2 hours
LEARNING MODULES

1. Savings and Investments
2. Mortgages
3. Overdraft Protection
4. Payment Types and Credit Cards
5. Credit Scores and Reports
6. Insurance and Taxes
7. Identity Protection
8. Financing Higher Education

For Adult learners
State and National Jump$tart Standards
Pre & Post Module knowledge and behavior assessments
Approximately 2 hours
Venture ENTREPRENEURIAL EXPEDITION

KEY FEATURES

1. **Interactive Personal Diagnostic**: Identifies their individual entrepreneurial characteristics
2. **Personalized Business Simulation**: create business plan for a simulated business
3. **Business Pitch**: finance, marketing, team-building and market research
4. **Standards-Based**

7th-10th grade students
Common Core, Math and ELA standards
Pre & Post Module/Attitudinal and Behavior Surveying
Approximately 4-6 hours
For More Information:

• Please Contact Chrissy Andrews, Midwest Schools Manager

Chrissy@everfi.com
312.566.7648