

Public Comments on Effective Investor Education Programs

There is NOTHING currently “out there” that effectively educates current investors or the general public at large. I’ve been to so many “educational seminars” put on by the financial industry it isn’t funny. They only are interested in getting attendees to set an appointment with them. NO ONE wants to help educate investors or the general public for FREE. In my opinion, there is a solution.

Investor education needs to become part of the general education curriculum of public and private elementary, middle and high school programs. The material **can be developed** to be appropriate for the learning audience’s age and background. Unlike traditional subject learning methodologies that rely on progressive learning techniques that incorporate “new” subjects at successive levels, a “Fundamentals of Personal Finances” course of study would begin a very high level understanding of all topical areas. As the students progress through the various grades, they study the same areas but the depth/details of each topical area increases. The same course material could be used for adults who have not been exposed to this material. This approach would be an “EVERYBODY WINS BUT THE BAD GUYS” solution to building stronger financial security for individuals as well as our nation as a whole.

Integral to the material is the KISS principal – KEEP IT SIMPLE STUPID! We are not trying to make financial professional and financial experts out of everybody. We are trying to make the general public accountable for their financial decisions.

The basic curriculum outline can be constructed within thirty (30) days. The details of the first year’s course of study will take approximately 60 days to assemble. Material for each succeeding year’s course of study will take an additional 30 days each. Assuming the “Fundamentals of Personal Finances” begins at the third grade level, the entire program could be completed and ready to roll out by the 2012-2013 school year.

The team selected to develop this solution would be limited to ten (10) individual private citizens who will volunteer their time and knowledge for something higher than personal gain. They would report their progress directly to the SEC who would coordinate with Department of Education for implementation.