



Practical Applications for Enhancing Financial Literacy

Tim Ranzetta



Financial Education in US High Schools



- 1 The Student Perspective**

- 2 The Financial Education Movement**

- 3 Curriculum and PD Resources**

- 4 Investing Approach**

- 5 Considerations for SEC**

How do students benefit from financial education?



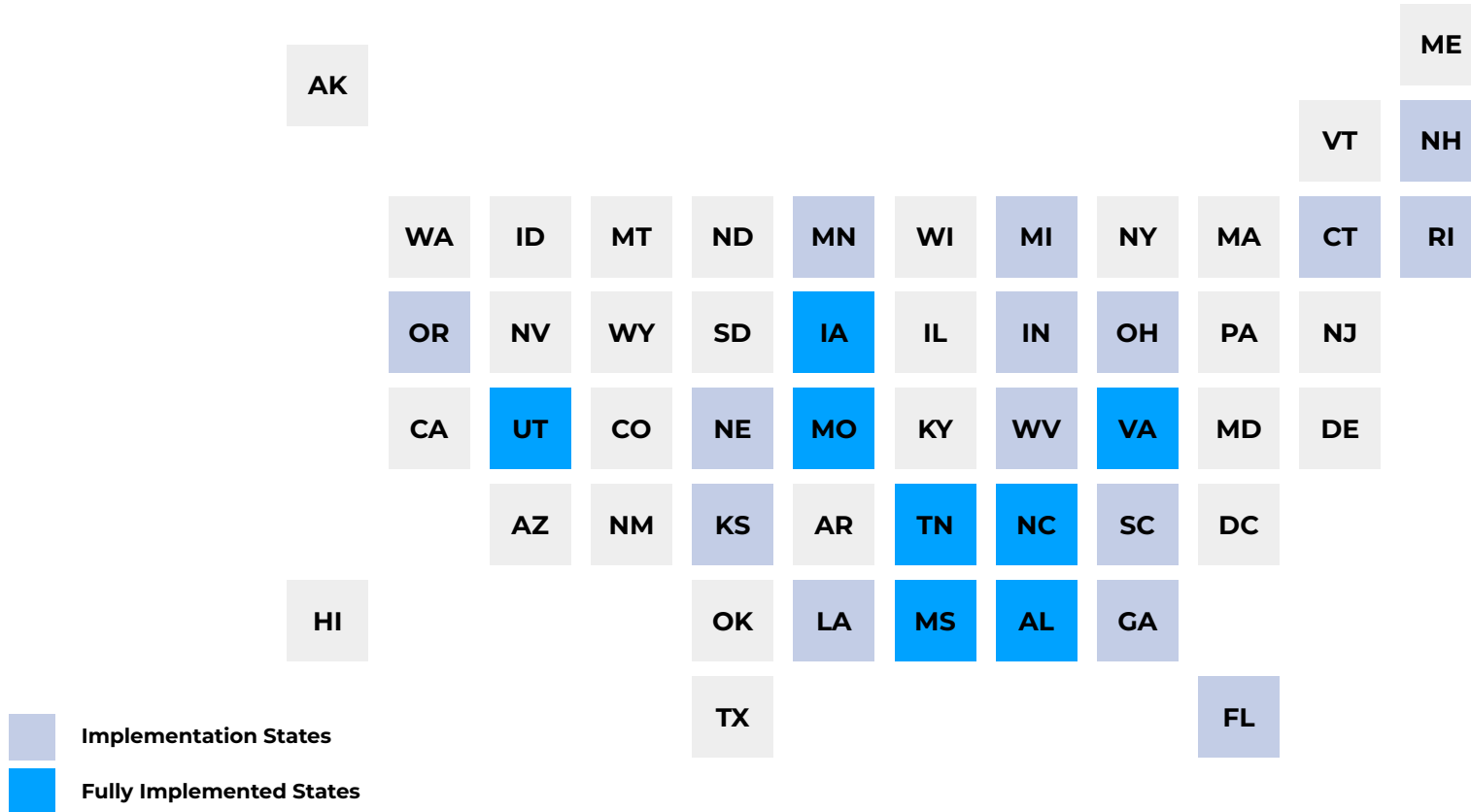
Financial Education Movement

Progress Toward Mission 2030

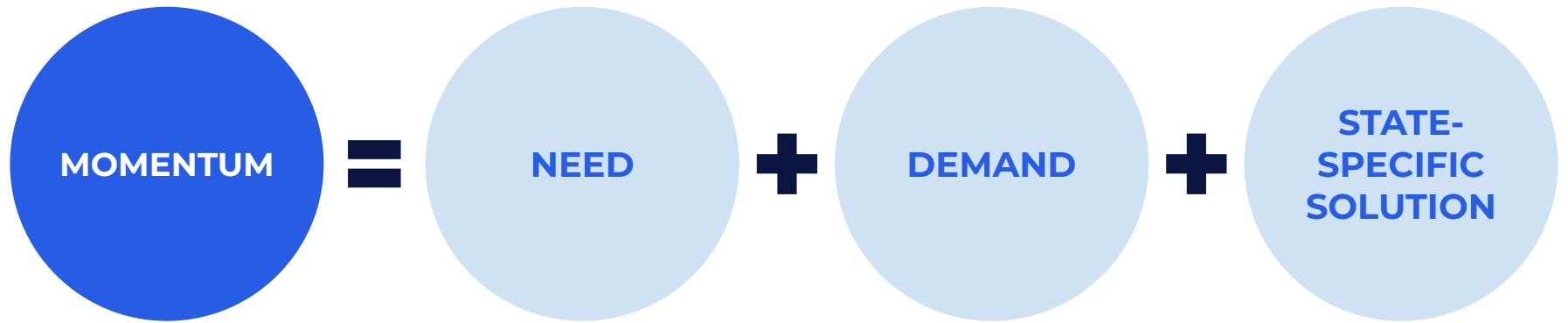
Momentum is growing each year as more states guarantee a standalone Personal Finance course for all high schoolers.



Progress toward Mission 2030



Momentum



NEED

**34% of Gen Z Is Learning Personal Finance
From TikTok and YouTube**

**32% of Teens Can't Tell Difference
Between Debt and Credit Cards**

**50% of Americans Think that Mutual
Funds Offer a Guaranteed Return**

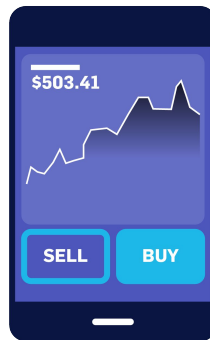
Source: Go Banking Rates Gen Z Survey, Debit and Credit Card survey from ChooseFI, Mutual Fund data from Economist column

Need

NEED



BUY NOW PAY LATER



TRADING APPS



CRYPTOCURRENCY

Demand

DEMAND

88%

Support for semester long
or full year course

78-85%

Range in popularity for support
when polled in 7 states

Bipartisan

Source: 88% from NEFE 2022 Survey; 78-85% from 7 polls conducted by Public Policy Polling for NGPF Mission 2030 Fund in 2022; Florida and Michigan Governors both signed bills guaranteeing personal finance courses for high schoolers.

State-Specific Solution

**STATE-
SPECIFIC
SOLUTION**

State-specific solution

LOCAL CONTROL

DISTRICT FLEXIBILITY

LITTLE OR NO COST

BIPARTISAN

Curriculum and PD Resources

Quick Intro to NGPF



Curriculum

Courses for HS & MS

Semester Course

Lesson Plans, Activities,
& Projects

Arcade (TOP HIT!)



Teacher PD

3-5 live events/wk

40+ On-Demands

**12 content area
Certifications**

NGPF Academy



Advocacy

Mission 2030

Educators as
advocates

**It's all about access
& quality**

Free, and always will be.



By 2030, all U.S. high schoolers will be guaranteed to take at least one semester-long Personal Finance course before graduation.

Approach to Investing

Our approach to investing




Key questions in Investing Unit



- **Why invest?**
- **What's the stock market?**
- **What's a stock/bond?**
- **How can I manage risk?**
- **What's a mutual fund?**
 - Heavy emphasis on index funds
- **How do I start investing?**
- **Why should I think about investing for retirement now?**
- **How should I evaluate online investing tools and apps?**

Arcade Game: Stax

YEAR 7 OF 20



POCKET CASH
\$58,193.76

OVERALL NET WORTH
\$70,011.02

LEADERBOARD

| | |
|-------------|-------------|
| 1. COMPUTER | \$80,639.59 |
| 2. YOU | \$70,011.02 |

SAVINGS ACCOUNT ?

BALANCE \$1,554.12

withdraw deposit

CERTIFICATE OF DEPOSIT ?

\$7,697.86 collect \$550.67 collect

PROFIT \$2,748.53

buy

INDEX FUND

BALANCE \$1,020.00

MAX \$0.00

INDIVIDUAL STOCKS

| | | | | |
|--|--|--|---|---|
| JADE'S PAINT CO \$37.22 -16.07% PROFIT \$11.84 shares: 4 sell buy | FUN TECH \$48.18 -10.86% PROFIT \$-39.52 shares: 2 sell buy | MEDLABZ INC. \$15.47 -8.60% PROFIT \$12.47 shares: 4 sell buy | FUEL CORP. \$23.23 -6.84% PROFIT \$4.16 shares: 3 sell buy | SMELLY GOODS \$38.40 -16.85% PROFIT \$-101.15 shares: 3 sell buy |
|--|--|--|---|---|

GOVERNMENT BONDS ?

1 Years 5 Years 10 Years

8.50% APY MIN. DEPOSIT \$500.00

MAX \$0.00 buy

CERTIFICATE OF DEPOSIT



To buy a CD, click "buy," select one and deposit your desired amount.

CERTIFICATE OF DEPOSIT

\$1,000 collect \$210 collect \$1,001 collect

BALANCE \$2,220.00

buy

BALANCE \$2,206.08

DING, DONG, WEDDING BELLS ARE RINGING.

Ah, sweet love. A big commitment like this demands a big ceremony. And that'll cost a pretty penny.

PAY \$7,000.00

pay with pocket cash find funds

SEC's Role

Looking for investment strategies on social media...



Options Trading for Beginners
(The ULTIMATE In-Depth Guide)

16M views



The Beginners Guide to Day Trading
Strategy 📊🍏 (Working in 2023!)

10M views



Forex Trading For Beginners
(Full Course)

6M views



Meanwhile...

The HoweyTrade Investment
Program Explained

6,200 views

Distributing Your Content More Broadly



VIDEOS

- Investomania (meme stocks, margin, crypto, easy money)
- Howeytrade Investment Program
- Crypto Assets
- Warnings about Frauds and Scams
- [Short explainer videos](#)



CALCULATORS

- Compound interest calculator



PARTNERSHIPS

Partner with organizations in the K-12 financial education space to distribute this content more broadly

- 3.5 million students graduate every year from U.S. high schools

How the SEC can support the movement

1

Bully pulpit

“Nobody is going to shape your future more than you do,” said Chair Gensler. “You’re in the driver’s seat, and that begins with financial literacy.” [April 2023 Virtual Event]

2

Updated Research

Update to the 2012 Study Regarding Financial Literacy Among Investors

3

Regulation

- Kudos for actions taken against crypto endorsers
- Remain vigilant in the social media space