



You are cordially invited to attend the 2nd Annual Fall Summit sponsored by the Florida Jump\$tart Coalition® for Personal Financial Literacy, Inc.

**Thursday, August 23
8 am to 4 pm
Orlando**

Hosted by:
InCharge Debt Solutions
5750 Major Blvd., Suite 310
Orlando, FL 32801

Summit Agenda

- 8:00 – 8:30 am Registration and Partner Displays
- 8:30 – 8:40 am Welcome and Opening Remarks
Michael S. Gutter, President, Florida Jump\$tart Coalition
- 8:40 – 9:15 am Teaching Youth about Money
Kate Fogarty, PhD
- 9:15 – 9:45 am FDIC Money Smart for Small Business and other updates
John Olsen, FDIC - Community Affairs Specialist
- 9:45 – 10:00 am Break and Vendor Displays
- 10:00 – 10:45 am National Institute for Financial and Economic Literacy Goes Online
Michael Gutter, PhD, University of Florida IFAS Extension
- 10:45 – 11:45 am Financial Literacy Trends in Career and Technical Education, Middle School through State Colleges
Rod Duckworth, Chancellor of Career and Adult Education, Florida Department of Education
- 11:45 – 12:45 pm Lunch and Partner Displays, Door prizes
- 12:45 – 1:30 pm Partner Showcase
- 1:30 – 2:30 pm Glimpse of the New Normal and How it is Affecting Families
Panel Conversation, Kevin Fleming
- 2:30 – 2:45 pm Break and Vendor Displays
- 2:45 – 3:30 pm Partner Showcase, cont.
- 3:30 – 4:00 pm Wrap Up and Evaluation
Michael Gutter, PhD, President, Florida Jump\$tart

Young Adults Are Facing Some Major Financial Hurdles

(July 25, 2012; *Business Insider*) – You've probably relied on your parents to manage your financial matters for years, and you may not know more than a few basic things about personal finance. Then you graduate from college, and suddenly you're responsible for all kinds of important financial decisions. If you want to manage your finances responsibly, you'll need to overcome the following challenges.

Financial Illiteracy. "The crying need for more financial literacy in Gen Yers cannot be overstated," says consumer finance expert Kevin Gallegos, vice president of Phoenix operations for Freedom Financial Network. "The good news is that managing finances is not an innate skill, but something that is learned like math, reading and writing."

Unfortunately, financial literacy is rarely taught in schools. Gallegos says that Gen Yers must take the initiative to educate themselves about topics such as budgeting and living within one's means, paying bills on time, managing credit and debt, making regular contributions to savings, tackling student loans, and planning for retirement. Following just one good online or print resource can provide the foundation to learn these basics, he says.

Repaying Student Loans. In an age where an undergraduate degree no longer seems to be good enough, student loans have become the biggest challenge facing many young people. "There's so much pressure to go to a good school and compete for limited jobs that a lot of students are taking out expensive loans to finance an education that won't pay for itself no matter how good a job they land after graduation," says attorney Shane Fischer of Winter Park, Fla. "If I knew then what I know now, I wouldn't have gone to an expensive private school and would have opted for the less prestigious public school."

According to FinAid.org, a student financial aid information website, more than half of graduate students borrow to finance their educations, and their average cumulative debt just from grad school is around \$31,000. Almost all law students - 88.6% of them - borrow. These students incur an average of about \$80,000 in debt. Students pursuing professional degrees fare similarly, with 86.2% borrowing and an average cumulative debt of more than \$87,000. Undergraduate debt adds roughly another \$10,000 to these students' debt loads.



Learning to Invest and Take Risks. The economy's performance over the last few years has had a major impact on Gen Yers who haven't been able to find jobs or who have watched their parents' investment returns disappear.

"Unfortunately, the economic downturn has caused many young adults to fear investing in the stock market," says Rachel Cruze, professional personal finance speaker and daughter of financial expert Dave Ramsey. "But you have to think long term when investing in the stock market. The past few years have been rough, but over time the stock market has made money. If you begin investing early and often you'll be able to build wealth through your investments," she says.

Brian Ullmann, CFP and wealth manager at Ford Financial Group, an independent advisory firm in Fresno, Calif., also says that market turmoil has impacted 20-somethings' investment strategies. "Our younger clients now have a much lower tolerance for risk and have more conservative portfolios. In fact, we have clients in their 20s who wish to have their portfolio positioned for someone twice their age," he says.

"One of our concerns is that this new, more conservative positioning for Gen Y clients is a permanent change that could lead them to miss out on opportunities in the future."

Overcoming Pressure to Follow a Worn-Out Path. "One of the biggest hurdles is overcoming societal pressures," says Matthew B. Brock, CFP, senior partner and owner of Divergent Planning in Bethesda, Md. Brock says Generation Y is constantly being told that there is a right way to plan financially. This advice often comes from an older generation whose financial status doesn't show that their way is the right way. "Young adults no longer want to keep up with the Joneses because the Joneses lost their jobs, lost their house and may never retire," Brock says.

Gen Yers' choices reflect their preference for freedom and experience over property ownership, he says. "Most young adults are waiting longer to get married, waiting longer to move to the suburbs and waiting longer to have kids," says Brock.

Renting means they can leave a job and move to another city on a whim, save up and then take a few months off to travel, or quit a job to start a company. The American Dream does not always include buying a house, a nice car and earning a high salary. It means being free to do what makes you happy.

The Bottom Line. To overcome the challenges they face, today's young adults need to educate themselves about personal finance, manage the student loan debt they've already incurred, avoid or minimize additional debt, learn basic investment skills, and not be afraid to choose their own paths. Also, as youth are so often advised, they need to practice patience.

"Remember that you're still young and be content with what you have," says Cruze. "Work hard so that you're able save up to make large purchases that you can afford without having to pay interest."

<http://www.businessinsider.com/the-biggest-financial-hurdles-facing-gen-y-2012-7>

Upcoming Events

Monday, August 6, Miami

Teacher Workshop - Civics, Government, and the Economy

Sponsored by the Federal Reserve Bank of Atlanta - Miami Branch. For more information, contact Gloria Guzman at gloria.guzman@atl.frb.org.

Tuesday, August 7, Miami

Teacher Workshop - Personal Finance: It's Your Money

Sponsored by the Federal Reserve Bank of Atlanta - Miami Branch. For more information, contact Gloria Guzman at gloria.guzman@atl.frb.org.

Tuesday, August 7, Jacksonville

Teacher Workshop - A Conversation with the Chairman (Workshop and Videoconference)

Sponsored by the Federal Reserve Bank of Atlanta - Jacksonville Branch. Chairman Bernanke will address educators nationwide via video conference. His message will focus on the critical need for personal finance education in the wake of the recent financial crisis. After his remarks, he will take questions from educators who will be gathered at sites across the country. For more information, contact Lesley Mace at lesley.mace@atl.frb.org.

Wednesday, August 8, Miami

Teacher Workshop - Dynamic Teaching Tools

Sponsored by the Federal Reserve Bank of Atlanta - Miami Branch. For more information, contact Gloria Guzman at gloria.guzman@atl.frb.org.

Thursday, August 9, Miami

Teacher Workshop - "Great" Economic Eras in U.S. History

Sponsored by the Federal Reserve Bank of Atlanta - Miami Branch. For more information, contact Gloria Guzman at gloria.guzman@atl.frb.org.

Friday, August 10, Miami

Teacher Workshop - International Economics

Sponsored by the Federal Reserve Bank of Atlanta - Miami Branch. For more information, contact Gloria Guzman at gloria.guzman@atl.frb.org.

Thursday, August 23, Orlando

Florida Jump\$tart Coalition Second Annual Summit from 8 am – 4 pm

InCharge Education Foundation, Inc.; 5750 Major Blvd., Suite 310; Orlando

Thursday, September 27, 10-11 am

Florida Jump\$tart Coalition Board Meeting, Conference Call

Thursday, October 11, Miami

Teacher Workshop - Evening with the Fed 2012--Myths, Tall Tales, and Urban Legends: Facts behind the Fed

Sponsored by the Federal Reserve Bank of Atlanta - Miami Branch. For more information, contact Gloria Guzman at gloria.guzman@atl.frb.org.

Thursday, November 1, Jacksonville

Teacher Workshop - Evening with the Fed 2012--Myths, Tall Tales, and Urban Legends: Facts behind the Fed

Sponsored by the Federal Reserve Bank of Atlanta - Jacksonville Branch. For more information, contact Lesley Mace at lesley.mace@atl.frb.org.

News Briefs

Education Secretary Encourages Colleges to Adopt Easy-To-Understand Student Aid Form

(July 24, 2012; *Washington Post*) – U.S. Education Secretary Arne Duncan is urging colleges and universities to adopt an easy-to-understand financial aid form to help students make smarter decisions on where to study, how to pay and determine what they'll owe.

The Department of Education and the Consumer Financial Protection Bureau veiled a "shopping sheet" that will provide each incoming student with information on the costs of tuition, housing and other fees.

The one-page document also is designed to help students figure out how much they would receive in grants and scholarships and what options are available for loans. Additionally, it would also provide details on the percentage of students who graduate, how much the average student pays monthly on federal loans after graduation and the default rate.

Colleges and universities will not be required to use the form. Duncan said he will be sending an open letter encouraging all institutions to adopt it. In June, the Education Department announced that 10 universities had agreed to provide information similar to what is in the new form.

The Education Department and the Consumer Financial Protection Bureau released findings from a report on Friday concluding that risky lending caused private student loan debt to balloon over the last decade, leaving many Americans struggling to pay off loans they cannot afford.

The study focused on private student loans, which spiked from \$5 billion in 2001 to more than \$20 billion in 2008. The market shrank to \$6 billion in 2011 after the financial crisis and a tightening of lending standards. Student loan debt has surpassed credit cards as the largest source of unsecured debt for U.S. consumers; Americans now owe more than \$1 trillion in student loans.

Duncan said many colleges and universities use student aid letters that are confusing to understand and don't make clear exactly how much is being offered in aid and scholarships, making it difficult for families to comparison shop.

He called the shopping sheet a "step in the right direction. All of us share a responsibility for making college affordable," he said. "And for keeping the middle class dream alive."

http://www.washingtonpost.com/national/higher-education/education-secretary-encourages-colleges-to-adopt-easy-to-understand-student-aid-form/2012/07/24/gJQAgZQh5W_print.html

Financial Aid: How Much Students Really Owe

(July 24, 2012; *CNNMoney*) – A new "financial aid shopping sheet" will show college applicants exactly how much money they will be forking over for their education and help them compare financial aid offers from the different schools they're considering.

The White House, Department of Education and the Consumer Financial Protection Bureau unveiled the final version of their Financial Aid Shopping Sheet on Tuesday, after reviewing public comments on a draft they presented last year.

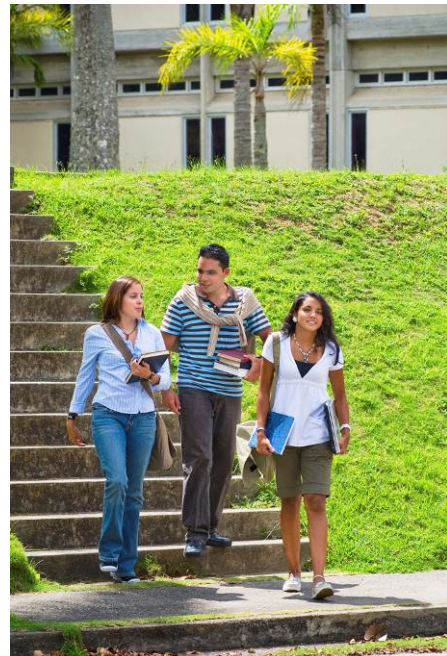
Colleges can adopt the form voluntarily, and U.S. Secretary of Education Arne Duncan will publish an open letter to U.S. colleges on Tuesday, encouraging them to adopt the new form.

Duncan said the sheet has been met with enthusiasm from schools so far, with at least 10 major undergraduate institutions -- representing about 1.5 million students -- already pledging to adopt the form, including Arizona State University, Syracuse University and Vassar College.

Students should be wary of schools that choose not to adopt the form, he said. "If a college isn't willing to be transparent, the question you have to ask is 'why?'," Duncan said on a call with reporters.

The "shopping sheet" is meant to replace the current financial aid award letters that colleges send to students. The White House said in a statement about the new form that existing financial aid letters can be "confusing, lacking clear distinctions between grants and loans, as well as information about post-graduate outcomes associated with the institution."

The finalized form will be one page, and will include personalized information about how much one year of school will cost, the loan options available to that applicant, the differences between grants and scholarships and the net cost of college when grants and scholarships are taken into consideration.



It will also give applicants an idea of how hard it will be to repay that amount upon graduation, providing the default rates for that particular school and estimated monthly payments a student will be required to make once they graduate.

"Too often, students and families face the daunting task of deciding where to enroll, whether to write a check, or whether to sign for a student loan, without a clear explanation of what the costs mean, or how these costs compare to other colleges they are considering," the White House said. "As a result, too many students leave college with debt that they didn't understand at the time that they entered school."

As more schools adopt the sheet, it will be easier for students to comparison shop before making a decision.

Many students receiving military benefits will also be seeing these new forms show up in their mailboxes next fall. In April, President Obama signed an executive order requiring schools accepting Tuition Assistance and G.I. Bill funding to provide the sheet to military financial aid recipients in the 2013-2014 school year -- representing more than 1,500 institutions.

<http://money.cnn.com/2012/07/24/pf/financial-aid-shopping-sheet/>

NFCC Helps Consumers Understand Importance of Credit Report

(July 19, 2012; Washington, DC) – The Consumer Financial Protection Bureau (CFPB) recently announced that it would soon begin examining credit reporting agencies to confirm, among other things, that they are producing accurate credit reports and that consumers have ample ability to dispute errors on their reports.

"An accurate credit report is critical to a person's financial future, and consumers need to be aware that the responsibility for reviewing their report lies with them," said Gail Cunningham, spokesperson for the National Foundation for Credit Counseling (NFCC). "Even though consumers can obtain their credit report free of charge, the recent NFCC Financial Literacy Survey revealed that 62 percent of respondents had not ordered their report in the past 12 months."

It is important to understand what a credit report is and what it isn't. At its core, the purpose of a credit report is to provide those with a valid need a track record of a person's credit history. Having a way to evaluate the risk of extending new credit is just as important to the consumer as it is to the business.

Among other things, the report contains information such as where a person lives, how many lines of credit have been applied for or opened, and how he or she manages credit. Credit reporting bureaus are a repository of information that has been provided to them. They sell the information to lenders, insurers, employers, and other businesses that use it as a tool when evaluating a person's application for credit, insurance or employment.

There is often misunderstanding regarding credit reports. Many erroneously think that the credit report includes a credit score, a person's race, income or medical history. One of the most common misconceptions is that the credit bureaus are involved in the approval or denial of credit, which is not true.

The reasons for obtaining a credit report are many, but include confirming accuracy before applying for credit, checking for identity theft, or verifying that outdated information has rotated off. Perhaps the most important reason is that the all-important credit scores are based on the information contained in the credit report.

If, upon review, consumers question the accuracy of the information contained in the report, the Fair Credit Reporting Act provides them with the opportunity to dispute the entry. Consumers should dispute the information directly with the credit reporting bureau through which the report was obtained. The bureau must then investigate the concern and correct or delete inaccurate or unverifiable information, usually within 30 days.

Anxious to find a quick-fix for a blemished credit file, consumers often fall prey to unscrupulous businesses which charge high fees but offer no legitimate help beyond what consumers can do for themselves at little or no cost. Warning signs are if a company offers to create a new identity and credit file, or guarantees to remove late payments or other negative information from a report. The smart consumer will check with the Better Business Bureau before becoming involved with a credit repair firm.

The CFPB's announcement serves as a reminder of the importance of credit reports, and hopefully will inspire consumers to take the first step by ordering their report, examining it for accuracy, and disputing any errors. Consumers can obtain their credit report free of charge once every 12 months from each of the three credit reporting bureaus by going to <http://www.AnnualCreditReport.com>.

For help understanding the contents of your credit report, reach out to an NFCC Member Agency. To locate the agency closest to you, dial (800) 388-2227, or go online to <http://www.DebtAdvice.org>. For assistance in Spanish, call (800) 682-9832.

Source: <http://www.digitaljournal.com/pr/801510>

News from our Partners

Back to School Debt Management Solutions

It's getting near that time again. After the summer vacations and other activities, families are preparing to send the kids back to school. While there can be wear and tear on the nerves as well as the pocketbook during this time, we offer some simple solutions that will help ease the pain. You want to involve all members of the family, (kids preferably 12 and older).

- Get the family together as a group and create an initial strategy regarding how the school year is going to progress
- Make a list of all things needed for school. (Stress to the children that the purpose of this list is to identify needs, not wants)
- Create a realistic budget for school shopping and stick to it
- To ease stress during the school year, establish both educational and household goals. Make it as clear that these goals are expected to be met
- Creating and sharing a monthly household budget (income & expenses) can be helpful in illustrating to the children financial responsibility as well as eliminating any guesswork involved if they are trying to figure out where the family is financially
- Get them involved in activities such as food shopping (clipping coupons or downloading them from the internet and other money saving ideas), organizing their time and anything else that can assist in educating them in life skills
- Help the school organize Financial Life Skills programs (in conjunction with a local not-for-profit counseling agency. Debthelper.com for example offers free seminars
- Make a savings goal a priority. Make sure that the savings goal is realistic, flexible and is able to be measured.
- Develop a system of rewards for the children and for the family as a unit, if goals are met



- Remember, there are people who make things happen, people who watch things happen and people who wonder “what happened” Make things happen!!

By Andrew Bernstein/Certified Personal Finance Counselor, *DebtHelper.com*
ABernstein@debtHelper.com

Florida SSBCI Regional Roundtables

The state of Florida was allocated more than \$97.6 million by the U.S. Department of Treasury to implement the State Small Business Credit Initiative (SSBCI), a federal initiative that encourages states to establish or strengthen state programs that support lending to small businesses. SSBCI funds can be used for programs that leverage private lending to help finance small businesses that are creditworthy, but are not getting the loans they need to expand and create jobs.

The Florida Department of Economic Opportunity (DEO) is inviting bank & credit union presidents, senior loan officers & CRA staff to attend a Florida SSBCI Roundtable. The regulatory panel will consist of representatives by either the Florida Office of Financial Regulation (OFR), the Federal Deposit Insurance Corporation (FDIC), the Office of the Comptroller of the Currency (OCC) and/or the Federal Reserve Bank of Atlanta, which will discuss how the Florida SSBCI Program can be effectively used to meet small business lending needs.

Please RSVP via email at Jennifer.Schrader@deo.myflorida.com

Tuesday, August 14

Department of Economic Opportunity
 The Capital - Conference Room 2103
 400 S. Monroe St.
 Tallahassee, FL 32399

Wednesday, August 15

FRB Atlanta
 Jacksonville Branch
 800 Water St.
 Jacksonville, FL 32204

Thursday, August 16

University of South Florida
 Small Business Development Center
 1101 Channel side Dr., Ste. 210
 Tampa, FL 33602

Wednesday, August 29

National Entrepreneur Center
 3201 E. Colonial Dr.
 Suite A20
 Orlando, FL 32803

Wednesday, September 5

Florida Gulf Coast University
 Small Business Development Center
 Sudden Welcome Center (SW 108)
 10501 FGCU Blvd, South
 Fort Myers, FL 33965

Thursday, September 6

FRB Atlanta
 Miami Branch
 9100 N.W. 36th St.
 Miami, FL 33178



Financial Literacy Research

Proof That Workplace Financial Education Works

(July 19, 2012; *Time*) – One-on-one financial counseling at the office leads to higher savings rates and other wise money choices, a new study shows. Other research in this area is conflicting. But employers are embracing the benefit.

When it comes to financial education, nothing works like one-on-one counseling at the office during work hours, according to a new analysis from The Principal Financial

Group. Employees exposed to this kind of program become more engaged in their financial affairs and save more, among other positive outcomes.

Among employees who attended a one-on-one session in 2011, 92% agreed to take certain positive steps and 80% followed through with those steps, according to The Principal. The most common steps were to increase savings now and agree to automatic increases in the future.

Meanwhile, payroll deferral rates were 9% higher among those who attended a one-on-one session; 19% of those who attended chose to automatically increase their retirement plan contribution with pay increases, compared to only 2% of those who did not get one-on-one counseling.

Research in the area of adult workplace education is relatively sparse and the results have been conflicting. The Cleveland Fed found that workplace programs have little impact. Yet others have found that employer education efforts can make a big difference in retirement planning, especially among lower income workers.

Financial literacy expert Annamaria Lusardi writes in her blog: “Estimated effects are sizable, particularly for the least wealthy, for whom attending seminars appears to increase financial wealth (a measure of retirement savings that excludes housing and business equity) by approximately 18%.”

Even without conclusive data, employers are starting to see workplace financial counseling as an important benefit. The International Foundation of Employee Benefit Plans found that 43% of U.S. companies offer financial education at work. This is not an act of altruism. According to Financial Education and Literacy Advisers, which designs workplace programs: “American workers spend an average of 28 hours a month researching personal financial issues. This lost productivity across an organization can be translated into real dollars—as much as \$5,000 per employee per year. The collective loss across an organization can quickly have a significant negative impact on the financial performance of the company.”

So workplace financial education seems to be a win-win. The Principal found that the higher deferral rate of those who had one-on-one counseling, along with their commitment to keep boosting savings, could translate into an additional \$242,000 at retirement for a typical worker. That, in turn, would provide an extra \$905 a month in retirement income.

“We know from face-to-face educational meetings that retirement savers benefit from hearing a person explain how the retirement plan works rather than having to shuffle through documents,” says Barrie Christman, vice president, individual investor services at The Principal. “Take it a step further, with personalized one-on-one meetings on company time, and significantly higher numbers of participants are taking actions that can help get them to the 11% to 15% contribution range that we believe is needed.”

Workplace programs are one of four battlegrounds where the war on financial illiteracy is being waged. The others are schools, community outreach and at the point of sale. These other battlegrounds face daunting obstacles, not least of which is heavy government involvement. So financial education advocates have high hopes that companies, acting on their own and out of self-interest, will fill in some gaps.

Source: <http://moneyland.time.com/2012/07/19/new-evidence-says-workplace-financial-education-effective/>

Report Details Woes of Student Loan Debt

(July 20, 2012; *New York Times*) – As in the housing market, securitization of student loans led to more aggressive underwriting for borrowers who could not possibly afford the debt they took on, according to a government report:

http://files.consumerfinance.gov/f/201207_cfpb_Reports_Private-Student-Loans.pdf.

The 131-page report was formally released by the Education Department and the Consumer Financial Protection Bureau on Friday. It provides new estimates for total outstanding student loan debt: more than \$1 trillion in 2011, composed of \$864 billion in federal government loans and \$150 billion in private student loan debt.

Cumulative defaults on private student loans exceeded \$8 billion, a sum from over 850,000 distinct loans.

That total has risen in the last decade as lenders bypassed college financial aid offices and marketed loans directly to students. Students often signed on without realizing the difference between private and government loans or that government loans usually offered better terms, the report says.

Private student loans, for example, usually charge higher interest rates and are harder to discharge in bankruptcy.

In addition, many lenders lowered their underwriting standards so that they could originate and then sell off more loans, even if the loans were based on terms the borrowers could not possibly fulfill. Defaults became even more inevitable after the recession slashed graduates' job possibilities.

"Subprime-style lending went to college and now students are paying the price," the education secretary, Arne Duncan, said. "We still have some work to do to ensure that students who take out private student loans have the same kinds of protections offered by federal loans. In the meantime, if you have to take out a loan to pay for college, federal student aid should be your first option."

In a conference call with reporters on Thursday, Mr. Duncan and Richard Cordray, the director of the Consumer Financial Protection Bureau, described ways in which private lenders might have misled borrowers or failed to be entirely transparent about their borrowing terms.

The government officials said they are not currently pursuing action against lenders for these past lending practices, but are monitoring the market now under authority granted by the Dodd-Frank financial regulation legislation. They have also urged Congress to reconsider the treatment of private loans in bankruptcies and to require more disclosure in the loan application process.

Private lenders have already tightened their credit standards after the torrent of defaults in several ways, like requiring student loans to be co-signed. In 2008, 67 percent of private student loans were co-signed; as of 2011, more than 90 percent were.

Mr. Duncan also offered a checklist of tasks that students should complete to make more conscientious decisions about financing college. These include applying to more than one school and filling out a financial aid form for each school. The vast majority of students who fill out federal student financial aid forms do so for only one school, he said, and so do not have an opportunity to compare the value they could get from different schools.

Source: http://www.nytimes.com/2012/07/20/business/government-report-details-student-loan-debt.html?_r=1&ref=catherinerampell



Capital One's Annual Back-to-School Shopping Survey Finds Current Economic Environment, School Budget Cuts Will Impact Back-to-School Spending This Year

(July 31, 2012; MCLEAN, Va) – As back-to-school shopping season kicks into full swing, a new survey from Capital One Financial Corporation finds that current economic

conditions and school budget cuts are having a significant impact on back-to-school shopping plans, and that more parents and teens are planning ahead and talking seriously about back-to-school shopping and budgets.

In Capital One's 12th annual back-to-school shopping survey, 59 percent of parents say the amount of money they plan to spend on back-to-school shopping this year is impacted by current economic concerns, and 42 percent of parents say their spending will be impacted by school budget cuts.

This is causing parents to plan ahead and think smartly about their back-to-school shopping plans. The majority of parents report looking for deals on back to school purchases, with 49 percent planning to do the majority of their back-to-school shopping at discount retailers and 70 percent of parents reporting that they are shopping throughout the summer and starting early to score deals. More often than not, this also means getting their teens involved.

Nearly 70 percent of parents and 84 percent of teens say they've discussed needs versus wants for back-to-school items. About half of parents and teens say they've created a back-to-school shopping budget, while 64 percent of parents and 71 percent of teens say they've made a list of back-to-school items together. These conversations are taking place at a much higher rate than in 2011. Last year, less than one-third of parents and teens reported making a shopping list or back-to-school budget.

Both parents and teens identified clothing as their top back-to-school priority, followed closely by traditional supplies, such as notebooks, pens and backpacks.

Teens Lack Practical Money Management Experience

The survey results also suggest that parents are missing opportunities to talk to their teens about money on a regular basis, beyond back-to-school time --only 33 percent of parents say they talk to their kids about money more than once a week.

Although teens report high levels of confidence in their money management skills--76 percent gave themselves an "A" or "B" grade for their current knowledge of financial responsibility--teens have limited practical money management experience. Half (49 percent) of teens haven't worked with their parents to develop a budget for saving or spending their money, even though 61 percent report receiving an allowance. Teens also lack an array of other money management experiences:

- 81 percent of teens report that they don't have a checking account
- Only 33 percent of teens have a summer job
- 9 out of 10 teens say they are not involved in paying household bills or managing the household budget
- 85 percent of teens don't use any online tools to help manage their finances

The good news is that teens have an appetite for financial education, with half (52 percent) of teens saying they want to learn more about how to manage their money. Teens are particularly interested in learning more about basic personal finance topics such as budgeting (80 percent), saving (75 percent), checking accounts (68 percent) and investing (67 percent).

<http://www.marketwatch.com/story/capital-ones-annual-back-to-school-shopping-survey-finds-current-economic-environment-school-budget-cuts-will-impact-back-to-school-spending-this-year-2012-07-31>



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Please contact us if you believe that you are receiving this newsletter by mistake, are a current Partner that has not been receiving the newsletter, or wish to update your contact information. Any additional concerns or questions should be directed to FLJumpstart@ficpa.org.

This newsletter is one of our primary communication tools. We invite Partners to submit articles, photos, or news briefs about your innovative ideas, research, activities and events. Financial education is rapidly growing in Florida. We need your help to stay on top of trends and information. Please submit your information to FLJumpstart@ficpa.org.

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