MISSION

The Kansas Council on Economic Education is a 501(c)(3) nonprofit organization dedicated to equipping Kansas teachers to educate Kansas students in grades K-12 on the foundational subjects of economics and personal finance.

VISION

The vision of the KCEE is that, through economic and financial literacy education, Kansas students will become more knowledgeable consumers, wiser savers and investors, more responsible citizens and better employees.

STRATEGY

By equipping teachers, KCEE can more effectively reach a greater number and diversity of students—producing a positive long-term impact.
The Kansas Council on Economic Education (KCEE) was founded in 1959 on the campus of Kansas State University in Manhattan, Kansas. Its initial focus was to equip teachers with the resources and skills needed to educate Kansas’ students on the subjects of economics and personal finance. From its inception, the Council has been positioned to serve the whole state, although in 1993, its office was moved from Manhattan to the campus of Wichita State University.

Over the years, the Council has enhanced its services, added new programs and increased its impact. However, KCEE’s central mission – to support teachers in educating youth, grades K-12, to be literate in personal finance and economics – has not changed. The Council celebrated its 50th year in 2009.

 SERVICES

KCEE offers:
- **FREE** annual student programs for grades K-12
- **FREE** teacher professional development workshops
- **FREE** curriculum & supplemental resources
- Partial scholarships for graduate college credit
- **FREE** in-service opportunities & online training
The Council’s latest fiscal year, ending on June 30, 2010, was one of mixed results. We were gratified by increased participation in some of our programs. A generous grant from the Office of the State Securities Commissioner covered team fees for The Stock Market Game™, spurring a significant boost in student participation to numbers over 10,000. We achieved greater media coverage in newspapers and radio stations across the area. However, involvement in some of our educator workshops and student programs was adversely affected by school budget restrictions. Furthermore, the recession slowed fundraising efforts considerably.

Despite ups and downs, the future of the Kansas Council on Economic Education is bright! We are confident that our fundraising will improve as the economy improves. Our board of directors has recently taken on additional members including the CEOs of the six state universities in Kansas, with which KCEE is affiliated, as well as leaders from a broad variety of fields. We have initiated a rebranding effort and will reveal a new logo soon. We have plans to work closely with high schools that are implementing the new Business Economics pathway, while we continue to work with the Missouri Council to develop resources & training for a high school personal finance course to be available in Summer 2011. This year we will be increasing our awards for teachers and students. Angela Howdeshell continues to do a great job with our programs and Sheersty Rhodes has been a valuable addition to our staff.

We sincerely appreciate your advocacy and financial support on behalf of youth economic and financial literacy education.

Please contact me at (316) 978-5165 or jim.graham@wichita.edu to learn more about the KCEE or to get more involved in the important work we do.
STUDENT PROGRAMS

KCEE’s programs provide means for students of all ages to apply what they are learning in a fun way!

STOCK MARKET GAME (SMG):
Active in Kansas since 1977 and open to grades 4-12, the SMG allows students to learn by investing hypothetical dollars in the market. The accompanying curriculum stresses math, reading and social studies, while helping students to develop critical thinking and team-work skills. Teachers and students love this game!

This year’s Stock Market Game season drew in more students than ever! Participation was doubled from previous years to a record of nearly 11,000 students.

The Stock Market Game™ improves math assessment scores! Visit page 8 to learn more about SMG national study results...

FINANCIAL FOUNDATIONS FOR KIDS (FF4Kids):
Created in 2005 by KCEE & project partners, FF4Kids is a Kansas-original FREE online standards-based series of interactive video lessons designed for K-8 students. The 75 lessons correlate with state standards in math and language arts. FF4Kids is available year-round to Kansas elementary and middle schools.

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ECONOMICS CHALLENGE:
Each spring, the Economics Challenge competition tests high school students’ knowledge of Microeconomics, Macroeconomics and International Economics.

This 2010 Kansas State LifeSmarts team, from Nickerson High School, left, placed third at Nationals in April.

LIFESMARTS:
The LifeSmarts competition, for grades 6-12, prepares students to be smart consumers. Participants learn knowledge and skills relating to Personal Finance, Health & Safety, the Environment, Technology and Consumer Rights & Responsibilities. Each spring, KCEE hosts state competitions for both middle and high school students.

GEN I REVOLUTION:
Gen I Revolution is a new online personal finance game for middle & high school students - launched by the Council for Economic Education - which enables students to complete missions, helping people in financial trouble while learning important financial concepts.

Learn more about KCEE student programs at www.kcee.wichita.edu or contact us at (316) 978-5183
A middle school division was added to the personal finance competition this year. More than 1,500 middle and high school students participated!

PERSONAL FINANCE CHALLENGE:
The PFC allows 6th-12th grade students to challenge each other to become experts on financial matters: Spending & Credit, Saving & Investing and Income & Money Management. The program has been in Kansas since 2008 and is helping equip students for bright financial futures!

ECONOMICS POSTER CONTEST:
Since 2002, the Economics Poster Contest has been a creative exercise for use when introducing K-8th graders to basic economic principles like scarcity, opportunity costs, producers & consumers, productive resources, specialization and goods & services.

IMPACT
These numbers represent KCEE’s 2009-2010 direct impact.

14,000+ students

TEACHER WORKSHOPS
Annual workshops give educators opportunities to develop knowledge and skills needed for teaching.

Financial Fitness Institute

2010 FFI workshops featured speakers including Kansas Assistant Insurance Commissioner, Bob Tomlinson; Deputy Commissioner of the Division of Consumer & Mortgage Lending, Kevin Glendening; Bankruptcy Attorney, Bill Zimmerman; Estate Planning Attorney, Tim O’Sullivan; Jeff Witherspoon, Director of Consumer Credit Counseling Services; and more.

FINANCIAL FITNESS INSTITUTES (FFI):
Financial Fitness Institutes have been held each summer since 2001 for K-12 teachers seeking to integrate economics & personal finance into their classrooms. Workshops feature curriculum resources, training and expert advice from the field, all at no cost!

Learn more about KCEE teacher resources at www.kcee.wichita.edu or contact us at (316) 978-5183
CURRENT BOARD OF DIRECTORS

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Scott Oberkrom, Director of Community Affairs
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   Board Chair of the KCEE
Brian Docking, Wells Fargo Advisors, LLC
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Keith Lane, Sales Associate
   Rusty Lane Agency of Farmers Insurance Group
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   a subsidiary of Intrust Financial Corporation
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   Kansas State Board of Education
   Immediate Past Chair of the KCEE

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   Education, Wichita Public Schools
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   Ellis County Coalition for Economic Development
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John Wadsworth, President
   Piping and Equipment Co., Inc.
Brian Watson, 6th Grade Teacher
   Westwood View Elementary School
Alex Williams, President, The Halstead Bank

2009-2010 FINANCIAL REPORT
Financial Statements & Independent Accountants’ Review Report by Allen, Gibbs & Houlik, L.C.

Statement of Position
JUNE 30, 2010

ASSETS
Cash $ 104,625
Accounts receivable 1,665
Investments 415,694
Current assets 521,984
Property and equipment 101,612
Less accumulated depreciation (65,337)
Net property and equipment 36,275
Total assets 558,259

LIABILITIES
Accounts payable 3,317
Accrued salaries and benefits 21,071
Total liabilities 24,388

NET ASSETS
Unrestricted 63,372
Temporarily restricted 321,780
Permanently restricted - endowment 148,719
Total net assets $ 533,871
Total liabilities & net assets 558,259

Statement of Activities—Totals
YEAR ENDED JUNE 30, 2010

Revenues:
Contributions $ 237,349
Grants 15,282
Fees 60
In-Kind donations 3,700
Investment income 22,211
Product Sales 2,454
Unrealized loss on investments (1,528)
Net assets released from restrictions —
Total revenues 279,528

Expenses:
Educational 227,082
General and administrative 98,386
Fund raising 13,320
Total expenses 338,788

Changes in net assets (59,260)
Net assets, beginning of year 593,131
Total net assets $ 533,871
2009-2010 DONORS

75,000+
Office of the State Bank Commissioner

50,000+
Kansas Board of Regents

25,000+
Office of the Kansas Securities Commissioner

15,000+
Cloud L Cray Foundation
Council for Economic Education

5,000+
American Century Investments
Foundation

FHLBank of Topeka
Koch Industries, Inc
Piping & Equipment Co, Inc
Norman & Elaine Polsky Family Supporting Foundation
QC Foundation, Inc
State Farm Mutual Automotive Insurance Company
Westar Energy Foundation

2,000+
Allen, Gibbs & Houlik, LC
The Bicknell Family Foundation Fund
Intrust Bank, Wichita
Kansas Gas Service
Charles Schwab Foundation
Tortoise Capital Advisors, LLC
Valley View Bank, Overland Park

1,000+
Cargill Cares
The Docking Family
Empire Bank
Kansas Contractors Association
Construction Education Foundation
NuStar Energy, LP
David & Kathy Robertson
SIFMA Southern/SouthCentral District

500+
Capital Federal Foundation
Cereal Food Processors, Inc
Cox Communications, Inc
Delta Dental of Kansas
Brian Docking
Jim Graham
IMA of Kansas, Inc
Kansas State Treasurer, Dennis McKinney
Midwest Energy, Inc
Midwest Radiology Institute, PA
Sunflower Electric Power Corporation

DONORS & GIVING

WE ARE EXPERIENCING AN INCREASING DEMAND FOR OUR PERSONAL FINANCE AND ECONOMICS PROGRAMS

GIVING

The Kansas Council on Economic Education receives support from both public and private sources. Our staff and board members are responsible for developing all operational funds through donations, partnerships and grant proposals. We rely on businesses and community members to back our efforts.

In the midst of a difficult economic time, KCEE has not been unaffected. In general, giving is down and we are working with fewer resources. Many of the schools we serve are also facing budget restrictions which limit their ability to participate in extracurricular programs involving travel, technology or participation fees.

Yet, in today’s society, institutions and individuals are recognizing the necessity of education on these fundamental, relevant concepts; we are experiencing a greater demand for our resources. Therefore, KCEE is determined to continue helping to meet the economic and personal finance education needs of our state’s schools. KCEE will continue to offer FREE programs, workshops and online resources, as well as discounted higher learning opportunities for teachers to encourage further integration of economics & personal finance into classrooms. We are asking you to respond as well by providing support for our work. As a supporting partner, you may choose to commit your resources to a specific KCEE program or contribute to our general operations funds.

If you have interest in learning more about how you or your organization might partner with KCEE, or if you would like to financially support the work we do, please contact our President, Jim Graham at (316) 978-5165 or jim.graham@wichita.edu.

CONTACT KCEE

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Fax: (316) 978-5164
Email: kcee@wichita.edu
Web: www.kcee.wichita.edu

Thank you.

C Clyde Jones
The Kansas State Bank of Overbrook
Kanza Bank
Denis A Kurtenbach
The Lawrence Paper Company
Robert J Moore
Mussatto Brothers, Inc
Tim Neslage
Jerome R Noll
Papa Johns Wichita
Parrish Corporation
Peabody State Bank
Power Flame, Inc
Reece Construction Company, Inc
Sayers Ace Hardware, Inc
Shelley Electric
St Mary’s State Bank
Robert J Steffens, CPA
Stockgrowers State Bank
Sunflower Bank
Union State Bank of Arkansas City
US Bank
Varney’s Book Store
Wilko Paint, Inc
The Stock Market Game™ Impact Study

It’s true: Students learn through The Stock Market Game...and teachers do too!

In 2009, Learning Point Associates, a leading educational research firm, completed a two-year study – funded by the Financial Industry Regulatory Authority (FINRA) Investor Education Foundation – to test the efficacy of the SMG program. The findings showed that SMG substantially improves student math scores on standardized tests and improves student financial literacy knowledge. The study also showed that teachers were more likely to engage in financial planning practices as a result of teaching SMG.

Students with Better Math Performance on Assessments

From the study: “Students who played The Stock Market Game™ scored significantly higher on mathematics tests than their peers who did not play the game. Students in Grades 4–6 who played the game scored on average above the 55th percentile, whereas students who did not play the game scored on average above the 43rd percentile. Students in Grades 7–10 scored on average above the 54th percentile, while students who did not play the game scored on average above the 46th percentile.”

Teachers Engaging in More Financial Planning

From the study: “Many teachers reported that The Stock Market Game™ had a moderate or major influence on their own financial practices in these areas. Teachers were especially likely to report that teaching The Stock Market Game influenced their likelihood to set financial goals, analyze their risk tolerance, read the business section of the newspaper, and watch financial programs.”

(Source: Learning Point Associates)

Students with Greater Financial Literacy Knowledge

From the study: “Students who played The Stock Market Game™ scored significantly higher on financial literacy tests than their peers who did not play. Elementary school students playing the game scored on average above the 68th percentile, while non-playing students scored above the 42nd percentile. Students playing the game in both middle & high school scored on average above the 58th percentile, while their non-playing peers scored above the 42nd and 40th percentiles respectively.”

(Source: Learning Point Associates)

To learn more about The Stock Market Game™ and other KCEE programs, please visit our website:  www.kcee.wichita.edu