



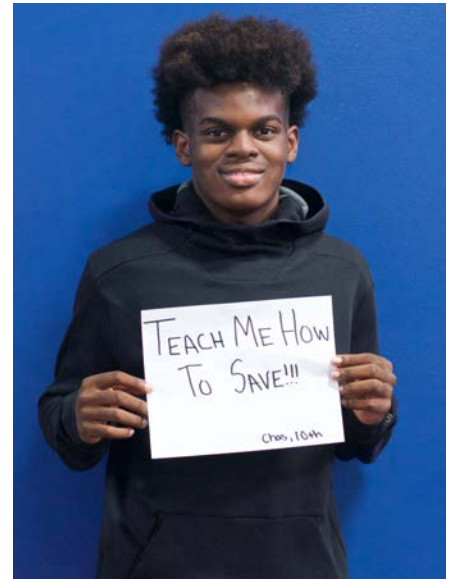
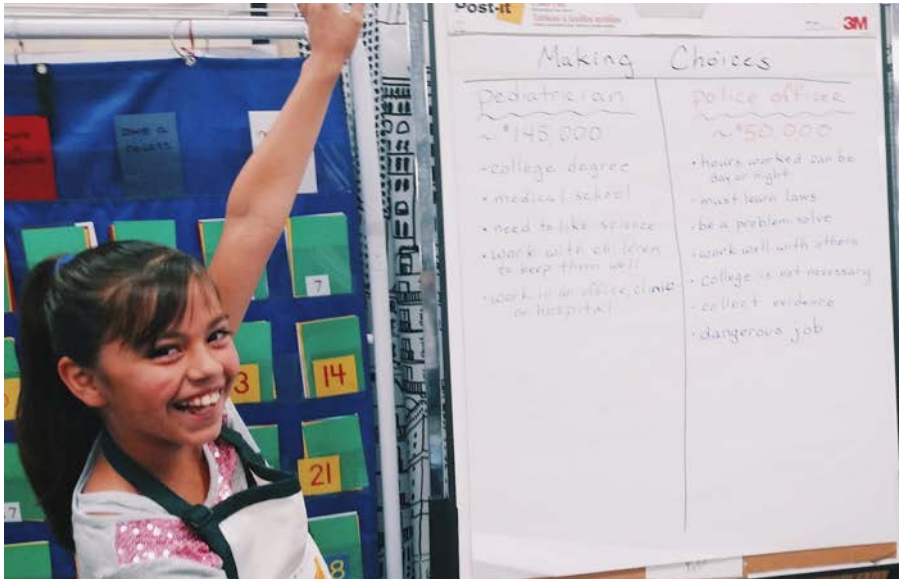
**EDUCATION. ENGAGEMENT. ECONOMIC FREEDOM.**



 **California**  
COUNCIL ON  
**Economic**  
**Education**  
**MEDIA KIT**

 @THECCEE  
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 @CCEENOW

**FOR ALL PRESS INQUIRIES:**  
**ANGUYEN@CCEE.ORG**



## Who We Are

For almost 60 years, our statewide organization has led a network of economics educators who have fought to bring economics and financial education curriculum into K-12 schools. We spearheaded the passage of legislation that requires all of California students to complete at least one semester of economics in order to graduate. In order to create a more robust and comprehensive educational scope for California's students, CCEE added personal finance to its mandate. CCEE is headquartered in Los Angeles County in the city of Torrance, CA. CCEE partners with universities throughout California, as well as The California Department of Education, to promote economic and financial education across the state.

## Our Mission

CCEE provides economic and financial literacy training and resources to K-12 teachers, students, and their parents—with a focus on underserved communities—throughout California in order to help them gain a real-world understanding of economics and personal finance, so they can make better decisions to compete and succeed in the global economy.

## Our Vision

*A financially and economically literate California.*

## We Serve

**27,000**

K-12 TEACHERS

**6,200,000**

K-12 STUDENTS

**421,000**

HIGH SCHOOL GRADUATES



# OUR WORK



**Educator Training**



**Student Contests**



**K-12 Community Programs**

## High School Economics Certification

The Economics Teacher Certification program provides teacher training on California's economic curriculum standards in order to empower students to learn and apply economic reasoning within a 21st century global economy. The program is offered jointly alongside the *California Association of School Economics Teachers*.

## Federal Reserve Institute Program

High school and community college teachers come together for a week-long immersive program to learn about economic concepts to accommodate any learning style/interest using:

- Interactive lessons,
- Infographics,
- Online courses,
- Video Q+As,
- & More!

## Financial Smarts for Teachers

This professional development program is for all K-12+ teachers and focuses on building their personal financial capability. The program uses a curriculum jointly developed by CCEE, CalCPA, and the California Jump\$tart Coalition titles, "Financial Smarts for Teachers." Teacher-specific personal finance topics covered include:

- Budgeting on a 10-month pay cycle
- Specific loan or housing programs available to educators
- Teacher retirement
- & More!

## National Economics Challenge

The National Economics Challenge is a great way for students to flex their intellectual muscle & test their economic content knowledge by competing with other students from across the state. All high school & middle school students are eligible to participate in their respective divisions. Teachers & students throughout California are able to participate regardless of travel or budgetary constraints.

## Personal Finance Challenge

The National Personal Finance Challenge is an opportunity for students to demonstrate their knowledge of personal finance by connecting with other students from across the state in an online competition. The top 10 highest scoring teams are invited to the state championships. The highest score will then compete for the national title in a fast-paced "Quiz Bowl" round and an all expense paid trip to the competition.

## Financial Advisors Contest

This unique-to-California competition is for high school students. Students work in teams acting as Financial Advisors, providing advising services to a fictional client case-study. Working with professionals from CFA Society Los Angeles as mentors, the students prepare for 4-6 weeks to provide a presentation addressing the needs and goals of their fictional client in a showdown with other teams at the Los Angeles Federal Reserve Branch. Top performing teams win cash prizes and an even richer experience!

## Never Too Young: Personal Finance for Young Learners

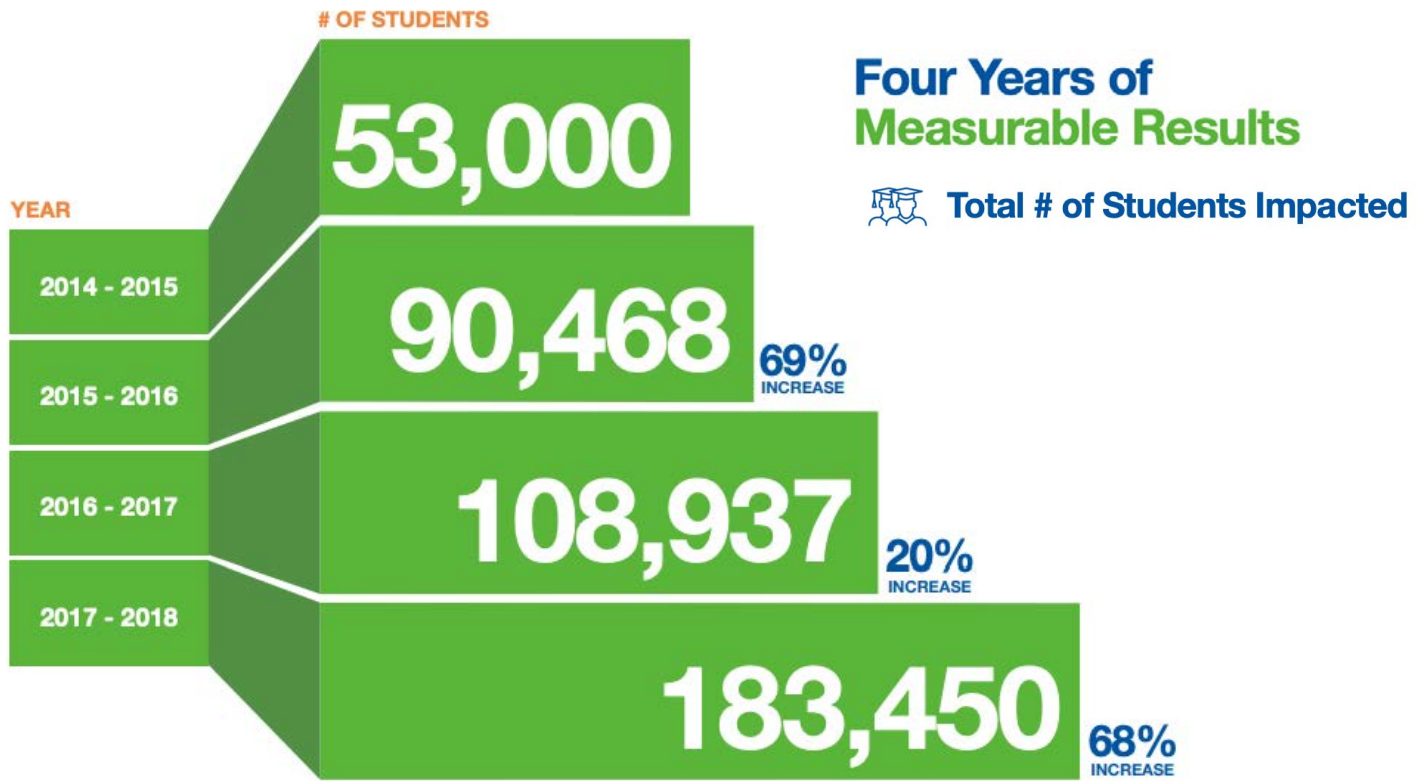
Never Too Young is an elementary school-level expanded learning program designed to instill a real-world understanding of personal finance and economics in K-5 students with a basic introduction to personal finance, economics and entrepreneurship. Designed to work in an after-school setting, the program includes 12 lessons that are sequential, interactive, and activity-driven. The program culminates in a Market Day, where students can showcase and sell their products and services to parents, teachers and other students.

## Family Financial Literacy Events

Family Financial Literacy Events are an opportunity for students and parents to learn and discuss personal finance topics together. Typically held on a school evening or Saturday morning, these programs feature activity stations (staffed by volunteers from local businesses, banks or community organizations) with experiential learning activities such as budgeting exercises or role-playing financial transactions. The goal is to facilitate conversations around money and finances between families and their children.

# OUR IMPACT

## 2017-2018



**629 Parents Provided Financial Literacy Education**



**1,840 Teachers Trained**

**\$313**

Cost per Teacher



**184,000 Students Trained**

**\$3.13**

Cost per Student

**69%** **Teachers Trained**

From Title 1 Schools

## OUR TEAM



### **Denise Gutierrez** **President and CEO**

Denise M. Gutierrez began her educational journey at Chaffey Community College. As a part time student - often taking three classes per semester, she continued to be an independent mother of four wonderful children, which included her severely disabled daughter. Denise received a Bachelor of Arts degree in Sociology and a Master's degree in Leadership and Management from the University of La Verne. She praises her four children for being her biggest inspiration.

In 2015, Denise left the University of La Verne after serving the advancement office for more than 10 years. She served as the director of development for the College of Business and Economics at Cal State Los Angeles for 4 years, prior to joining the California Council on Economic Education (CCEE). She has an extensive background in institutional advancement, fundraising, and corporate and foundation relations. As the youngest of five children from El Sereno, California and someone who is the first in her family to earn a college degree, she is deeply committed to being of service to her community.



### **Joshua Mitton** **Chief Program Officer**

After reading his first economics textbook in a single weekend, Joshua went on to obtain a B.A. in Applied Economics from Idaho State University. He relocated with his family to Southern California to pursue graduate studies at Cal State Fullerton, which he is due to complete this fall. During his time there he worked as a graduate assistant for the Center for Economic Education and gained a taste for expanding others' understanding of economic and personal finance principles and concepts as well as apply it in their lives to their own success.

## OUR TEAM



### **Gladys Alfaro** ***Program Manager***

Gladys Alfaro joined the CCEE team in September 2017 and is the Program Manager for Community Financial Education programs. Gladys is a gifted educator and leads community outreach trainings, including bilingual financial education and provides additional support to development, programs, and event management. Formerly, Gladys was Youth Development Coordinator and Instructor at Advancing the Seed, overseeing development and implementation of curriculum in financial education, leadership and personal development.



### **Lexie Nguyen** ***Development and Marketing Manager***

Lexie Nguyen is a Long Beach, California native who studied Political Science and International Relations at Florida International University in Miami, Florida. She has experience with international, state, and local non-profit initiatives; political and labor campaigns; and expanded learning education and policy. Lexie is a vibrant communications and marketing specialist, with an emphasis on digital marketing. She is a non-native Spanish-speaker and currently honing her Vietnamese. Lexie's passion for ensuring effective and meaningful economic outcomes for marginalized or disadvantaged communities lends to her passionate, creative, human-centered approaches.

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# 2017-18 SUPPORTERS

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## \$50,000-99,999

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Confidence Foundation  
ECMC Foundation

## \$20,000-49,999

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Pacific Western Bank  
Union Bank/MUFG US Bank

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