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

315,000 K-12 TEACHERS
6,200,000 K-12 STUDENTS
421,000 HIGH SCHOOL GRADUATES
**High School Economics Certification Program**

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 Advisor 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

Four Years of Measurable Results

- Total # of Students Impacted
- 53,000 Students in 2014-2015
- 90,468 Students in 2015-2016 (69% increase)
- 108,937 Students in 2016-2017 (20% increase)
- 183,450 Students in 2017-2018 (68% increase)

- 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 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.

Ariana Diaz
**Program Coordinator**
Ariana Diaz got her degree from Cal State University, Fullerton. During her undergrad, she had the privilege of interning with the National Coalition for the Homeless in Washington D.C., where she conducted outreach programs designed to educate others on gentrification, Section 8 housing, and breaking the negative stigma associated with the homeless population. After college she set off to Austin, Texas where she spent time working with children and teenagers creating college prep and personal finance programs. She has made her way back home to her native roots in California as the program coordinator at CCEE.

Lexie Nguyen
**Director of Communications and Marketing**
Lexie is a vibrant communications and marketing specialist, with an emphasis on digital marketing. She 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 nonprofit initiatives; political and labor campaigns; and expanded learning education and policy. She is a trained youth facilitator in human relations, and volunteers as a mentor to engage elementary, middle, and high school students in dialogue focused on transforming and challenging oppression and inequities.

Carmen Solorzano
**Operations Coordinator**
Carmen Solorzano was born and raised in South Los Angeles for her entire life before moving to Northern California for college. She is a first-generation college graduate with a B.A. in Liberal Arts from California State University, East Bay. Her family is originally from El Salvador. She is passionate about the economics and personal finance programs that CCEE provides to K-12 schools and communities due to a desire to share valuable resources to communities like the one that she’s a part of.
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