

IN THE FUTURE
STOCKS

...investing in students

Attendance + Financial Life Skills = Investing in School

Fall 2010

FOUNDER'S CORNER

It's Not About the Money?

Educational experts, in efforts to increase student performances, devise multiple ways for capturing their attention and producing desired results. Dangling money as a reward often accompanies the designs. *Stocks in the Future* integrates that concept with a twist. Rather than rewarding the end results with substantial funds, this program introduces *how money functions* for individuals and in the business world. Over the three-year curriculum, middle school students learn what savings options they can consider, steps to include when opening a business, and the process for companies 'going public'. The monetary incentive is relatively minimal but the way it is earned produces desired outcomes.

For the 11-, 12- and 13-year-olds taking *Stocks in the Future* classes introduces financial literacy with real life applications, business-world vocabulary, short and long-term objectives, and a bridge to converse with adults. Through its process, youngsters discover a critical self-awareness of their power to control results. It becomes clear when glancing at their on-line

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"This program gives us the responsibility of money management and helps us feel a part of what's going on in the world."

—Morgan, SIF Student

Who, What, Where?

Stocks in the Future's multi-year middle school curriculum teaches students to invest in school while learning strategies for earning, preserving and investing money. Designed by Johns Hopkins University, classes introduce ways to save money, short and long term business concepts, analysis of company decisions to go 'public', and comparative ways to judge business performances. As they learn, students earn money by attending school regularly and improving grades in reading and mathematics. With the potential of earning \$80 each year, they purchase publicly traded company stocks which they follow on personal portfolio pages. During high school, students

continue to follow their portfolio performances and can periodically trade. When graduating from high school and turning eighteen, stock ownership transfers to their names.

Result? Students invest in school: they come more often, improve aptitude scores and discover school's relevancy.

Teachers Preparing for Teaching



Back row (l to r): Lecolia Miller, Katarzyna Swieton, Bob Wassmann, Greg Hewitt, Jay Valentine, Renard Lewis. Front row: Kellye Stevens, Alissa Narcross, Kristina Golden. Missing: Brian Taltoan, Deneen McDonald, Joe Powers, Thomas Tondorf.

It's Not About the Money?

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portfolio statements that results reflect their steady school attendance and better grades. Students learn the 'bottom line' is totally controlled by their decisions.

It was one principal who overheard two sixth graders discussing not coming to school the next day. "I can't miss tomorrow," said the *Stocks in the Future* student. "I get paid." This exchange highlights the teenagers' attraction to class, and their 'excuses' for altered behavior seen as acceptable and valuable among their peers.

Independent appreciation of *Stocks in the Future* by the Thomas B. Fordham Foundation published in their weekly bulletin stated: It "...not only dangles dollars in front of youngsters, but it uses the money to spur interest in the material being taught...by tying dollars to economics education, or by, for example, rewarding improved English test scores with free books, schools use incentives wisely. Seems like an idea worth putting stock in."

Pat Bernstein

Board Chair & Founder

High Water Marks!

SIF reverses 5th graders' tendency for poor attendance

SIF students demonstrate statistically significant improvement in school attendance

Seventh graders scored 31% higher and sixth graders 18% higher on Johns Hopkins Short Achievement Test.

Student Choices

Students, after recording perfect attendance for the prior week on personalized portfolio web pages, also check the value of their stock investments. A ticker tape streams across the website showing all the stocks' latest values. It makes checking investments easy. They regularly record their perfect attendance and improved grades and watch their on-line portfolio increase in value.

- ★ Top student selections for investments? **Sirius Radio, Walt Disney, TimeWarner**
- ★ Wise investments? Many students paid \$.50 for **Sirius Radio** in 2009; its value has doubled.
- ★ Wiser investors? A few students bought **Netflix** at \$24; its current value is about \$150.

Coca-Cola

Disney

NASDAQ

NETFLIX

nutrisystem

PETSMART

SIRIUS
SATELLITE RADIO

SONY

TimeWarner

Carey Business School Charts the Future

Faculty and graduate students at the Johns Hopkins Carey Business School are applying their expertise to examine *Stocks in the Future's* record keeping systems, create a data archive that reflects the program's performance, and analyze its impact on students' academic performance. They will also examine the strength of students' academic level against a number of demographic and socio-economic factors. This gives the statistical support for the program's impact and we welcome their contribution.

Money Mandate in Maryland

During last year's Maryland's State Legislature, lawmakers recognized the need to better educate students on financial literacy. Starting September 2011, the fundamentals are to be taught to third through twelfth grade students. *Stocks in the Future's* curriculum already infuses this knowledge. It includes the mandated requirements and gets high marks for teaching the basics of savings, managing money, handling risks, and creating knowledge for building and preserving wealth. Now they can teach their parents!



"The Stocks in the Future program has inspired me to get to school on time and get good grades, but it has also taught me to be creative with my money.

—Derron, SIF Student



“Thank you for giving us money for our education. . . [and] letting us learn about the stocks. . . by teaching us new words so that we can know them better and even probably become very smart and intelligent investors when we get older in life.”

—Danielle, SIF student

SIF in Action

(360+ students at 8 schools in 16 classes!)

School	County	Classes	Principal
Arlington	Baltimore City	8th	Terrell Gray
The Barclay School	Baltimore City	two 6th; 7th	Jenny Heinbaugh
East	Carroll	8th	Mary Swack
Fallstaff	Baltimore City	6th, 7th	Faith Hibbert
Francis Scott Key	Baltimore City	6th, 8th	Mary Booker
John Ruhrah	Baltimore City	two 6th	Mary Donnelly
Thomas Jefferson	Baltimore City	two 6th	Angela Henry
Washington Jesuit Academy	District of Columbia	6th, 7th, 8th	Joseph Powers

Proof is in the Numbers

SIF's track record of success endorses its impact:

- ★ **6 out of 8** SIF schools are repeat performers.
- ★ The Barclay School has offered SIF since **2003**.
- ★ Fallstaff Middle and Francis Scott Key schools have offered SIF since **2004**.
- ★ Washington Jesuit Academy has offered SIF since **2006**.
- ★ Two additional schools are in their **3rd** year with the program.

More than 2,000 SIF ‘alumni’ graduated from middle school. When graduating from high school and turning 18, students create their own on-line stock accounts and watch their previously earned investments transferred to their names. Ten high school graduates are already official stockholders!



“Our teachers love SIF. . . (it) is important for expanding students’ knowledge and gives them a chance to share what they learn with their parents.”

Ms. Terrell Grey, Principal at Arlington Middle School, Baltimore City, MD. Offering SIF for a third year.



“I love this program. The kids learn everyday life skills, and the teachers make it exciting for the students to learn.”

Ms. Jenny Heinbaugh, Principal at The Barclay School, Baltimore City, MD. One of the original schools offering SIF since 2003.



“This program has successfully improved attendance and positively impacts this student population.”

Mr. Chris Roemer,
Vice Principal at East Middle School, Carroll County, MD.
Offering SIF for a third year.

We Salute Our Supporters

- Baltimore City Foundation
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Special Thanks

Teachers were the lucky recipients of gift certificates from these businesses:

One World Café, Crush Restaurant, Hull Street Blues Restaurant, Romano’s Macaroni Grill, Donna’s Café, 921 Salon and Day Spa, City Café, Joe Squared, The Panera Bread Company, The Falls Restaurant, Sammy’s Trattoria, Cold Stone Creamery, The Inn at Norwood

How Much Can Be Earned?

	Possible per quarter	Possible per year
Perfect attendance for the entire week (\$1 per week)	\$8–\$10	\$36
Perfect attendance for the quarter	\$1	\$4
Improving reading grade for the quarter	\$2	\$8
Improving math grade for the quarter	\$2	\$8
A reading grade of A	\$3	\$12
A reading grade of B	\$2	\$8
A math grade of A	\$3	\$12
A math grade of B	\$2	\$8

A total of \$80 possible per year



Request for Support

Help the next generation learn to invest in school and discover financial literacy! Your contribution is tax-deductible.

- ★ \$300 buys take-home text books for class of thirty (30)
- ★ \$150 buys school supplies for five (5) students
- ★ \$80 underwrites the yearly earnings potential for a youngster

Name

Address

Home phone (.....)

Work phone (.....)

E-mail address

Donation: \$

Donation of stock: Call 410-516-6882 for information.

Please return completed form and check, made payable to *Stocks in the Future*, to: 2701 N. Charles St., Suite 300, Baltimore, MD 21218 or donate online.

★ **Thank you for your support!** ★