



*The Florida Jump\$Tart Coalition for Personal Financial Literacy seeks to improve the personal financial literacy of young adults.*

*Jump\$Tart's purpose is to evaluate the financial literacy of young adults; develop, disseminate, and encourage the use of standards for grades Kindergarten through Young Adults; and promote the teaching of personal finance.*

*The Florida Jump\$Tart Coalition believes that all young adults need to have the financial literacy necessary to make informed financial decisions.*

## Jump\$Tart Initiatives

### PERSONAL FINANCIAL LITERACY SURVEY

The Jump\$Tart Personal Financial Literacy Survey was first administered in February 1997 to a national sample of high school students. On average, survey participants answered only 57% of the questions correctly—which would be a failing grade on the scale used by most schools. When the survey was repeated in 2000, the average score declined to 51% and then declined further to 50.2% in 2002.

The fourth biennial survey of high school 12th graders, completed early in 2004, shows the first increase in average scores to 52.3%. The upward movement is encouraging and has been interpreted as an early sign of effectiveness on the part of our state coalitions and coalition partners. Still, the results paint an alarming picture of graduating seniors, about to enter an adult world, largely unprepared to face the many financial challenges and decisions that will come their way. A copy of the survey and its results may be obtained by calling **1-888-45-EDUCATE** or clicking on "downloads" on the Jump\$Tart Web site.

### STANDARDS AND BENCHMARKS

A nationally selected panel of experts completed the revised *Personal Finance Education Standards and Benchmarks* for use by educators and parents. The standards provide a recommended scope of personal finance basics to be taught within four core areas:

- Income
- Spending and credit
- Money management
- Saving and investing

The benchmarks correlate with the standards to indicate the knowledge and skills that students need to learn by grades 4, 8 and 12. The standards and benchmarks enable school systems and youth-serving organizations to integrate resources into their curricula for educating students in this area of critical need. To receive a copy, call **1-888-45-EDUCATE**.

### CLEARINGHOUSE OF EDUCATION MATERIALS

The national Jump\$Tart Clearinghouse provides a searchable database of educational materials for the K-College age group. All materials have been evaluated to ensure coverage of at least one of the four standards of personal financial literacy. The Clearinghouse is searchable by grade level and topic, in addition to other categories.

Located in the Clearinghouse is *How to Raise a Money-Smart Child: A Parents Guide*, a compilation of articles and activities written by Jump\$Tart's coalition members to help parents and educators explore the fundamentals of money management with their children and students.

To search the Clearinghouse, go to [www.jumpstartclearinghouse.org](http://www.jumpstartclearinghouse.org).

### STATE COALITIONS

The Jump\$Tart Coalition is involved in a leadership role in the formation of state coalitions for personal financial literacy. The Florida state coalitions' membership mirrors that of the national coalition. The reason for their formation is to work with those who are familiar with the particular needs of a state in the area of personal finance education for students Kindergarten through Young Adults. Each state coalition has adopted Jump\$Tart's mission, standards, and initiatives. See [www.FLjumpstart.org](http://www.FLjumpstart.org)

### PUBLIC AWARENESS CAMPAIGN

Florida Jump\$Tart is raising the public's awareness that personal finance management, like reading, math, or driver education, is a fundamental life skill that needs to be taught to our nation's youth before they become self-supporting. The Jump\$Tart Campaign (which includes public service announcements) targets the educational decision makers and communicators, such as government and administration officials, parents, educators, school board officials, personal finance media, and organizations represented as coalition members. The idea is to move the public through various levels of awareness toward the goals of improved personal financial education for America's youth.

## FLORIDA JUMP\$TART COALITION

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**FLORIDA  
JUMP\$TART COALITION  
FOR PERSONAL  
FINANCIAL  
LITERACY Q & A**

**Q.) Who are the members of the Coalition?**

A.) A wide range of organizations including government agencies, universities, associations, youth education groups, and non-profit and for-profit providers of personal finance education.

**Q.) How can I get involved in Jump\$tart?**

A.) Coalition partnerships are considered for all national organizations that share Jump\$tart's mission. Participation on a local level is possible through involvement with the Florida state coalition.

**Q.) How can I keep up to date on the personal finance movement?**

A.) Subscribe to Jump\$tart's newsletter. Update, published quarterly, is offered at no charge. The coalition members contribute articles for each issue. Topics relate to existing curricula, research, and other youth personal finance information. To receive a free sample of national Jump\$tart's Update, call 1-888-45-EDUCATE, or visit our Web site.

**Q.) How can I get top quality personal finance teaching materials?**

A.) Visit Florida Jump\$tart's Web site at [www.FLjumpstart.org](http://www.FLjumpstart.org).

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**FINANCIAL SMARTS FOR STUDENTS**

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