



March Update

Maryland's Department of Education recently announced parameters for teaching financial literacy to grades 3 through 12 starting in September 2011. With hands on hips and chests thrust forward, **Stocks in the Future** students can stamp their feet and boast they've had this curriculum for years! **WUSA -TV** in Washington DC captured the essence of this 'happening' in a must-see 2-minute segment just broadcast:

<http://www.wusa9.com/video/default.aspx?bctid=794421308001>



The newscast touts the results of the supplemental three-year program designed by **Johns Hopkins University**. While students learn various investment options, keys to business expansion and steps for taking a company public, they realize their earning capabilities rest on improved attendance and grades. Built-in reinforcement happens in February when all classes compete against each other in an attendance contest. Thanks to the generosity of **PNC Bank**, the winning class is rewarded with a special 'behind the scenes' tour at one of their branches. And it is the guest appearances from investment specialist at **Goldman Sachs**, **PNC Bank**, **Brown Capital Management** and **Bank of America** that offer additional valuable insight in the world of finance.

While students post on the **Stocks in the Future** personalized web pages their attendance, grades, take quizzes, conduct research and check their portfolios, they salute the excellent web design of **Praxis Engineering**. Further recognition is directed at **SunTrust** whose professional advice crafting the 5-week mini course that introduces students to a new investment option. Called I-Hunt, a recent segment zeroed in on the health food industry and after casting votes, students chose Nutrisystem as an investment option.

Students positively respond to financial education combined with incentives for school improvements with increased attendance and better aptitude tests. Many, many additional schools now ask to include this opportunity. In preparation for the substantial expansion from the current 350 students, thanks go to **Eddie Brown** of Brown Capital Management and **Marc Terrill** of The Associated who recently organized a critical brainstorming session to generated the next 'leap forward'.

And we create a round of applause with sincere appreciation extended to corporations, foundations and individuals whose contributions enable the next generation to become investors in school and in stocks.