

# Helping Students Become College and Career Choice Ready

Nick Haltom Personal Finance is a Big Deal! April 28, 2017



The views and opinions expressed herein are those of the author. They do not represent an official position of the Federal Reserve Bank of Richmond or the Federal Reserve System.







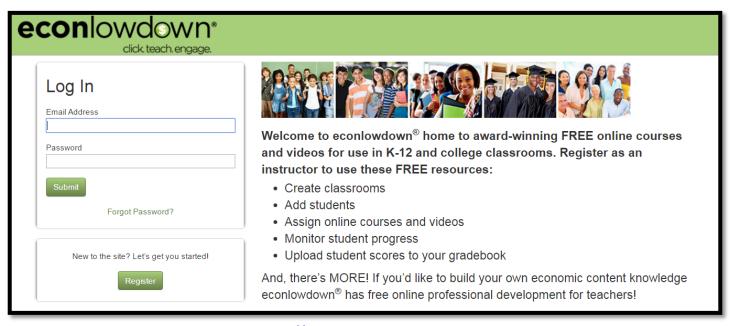
#### This video discusses:

- investing in human capital;
- factors to consider when choosing a college; and
- ways to fund higher education.

## **Saving for College Video**



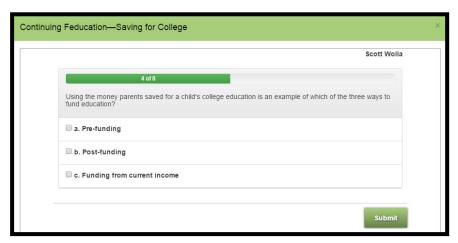




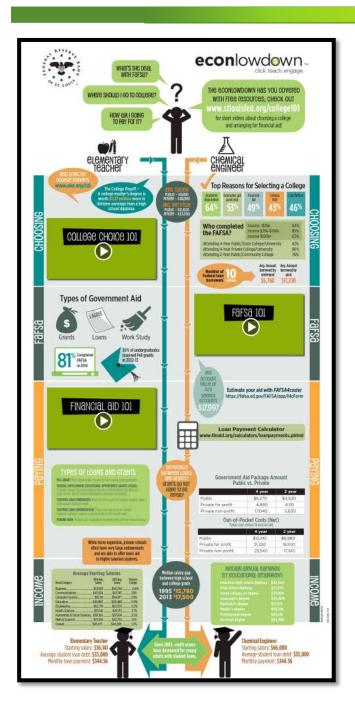
#### https://www.econlowdown.org



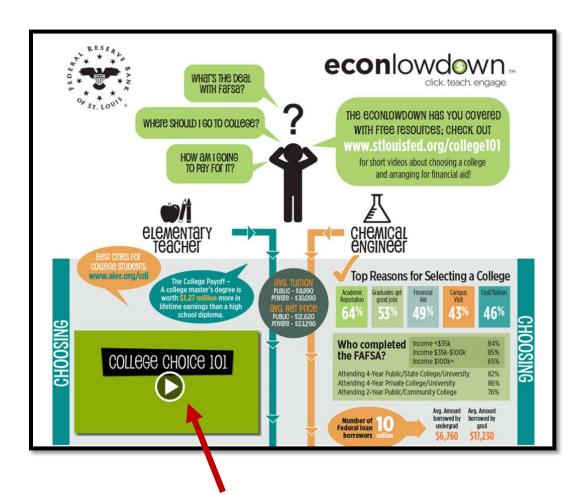
Saving for College video



Saving for College video Q&A



# College 101 Infographic



**Embedded Video Content** 

# Page One Economics



#### **PAGE ONE** Economics

#### Education, Income, and Wealth

Scott A. Wolla, Ph.D., Senior Economic Education Specialist Jessica Sullivan, Economic Education Intern

#### GLOSSARY

Asset: A resource with economic value that an individual, corporation, or country owns with the expectation that it will provide future benefits.

Capital gains: A profit from the sale of financial

Compound interest: interest computed on the sum of the original principal and accrued interest

Credit score: A number based on information in a credit report used to indicate a person's credit risk.

Delinquency rate: The number of loans that have delinquent payments relative to the total number of loans.

Financial asset: A contract that states the conditions under which one party (a person or institution) promises to pay another party cash at some point in the future.

Financial investment: Placing money in a savings account or in any number of financial assets, such as stocks, bonds, or mutual funds, with the intention of making a financial gain.

Financial literacy: Having knowledge of finandal matters and applying that knowledge to one's life

Human capital: The knowledge and skills that people obtain through education, experience, and training.

Income: The payment people receive for providing resources in the marketplace.

Payday loan: A small, short-term loan that is intended to cover a borrower's expenses until his or her next payday. May also be called a paycheck advance or a payday advance.

Transaction costs: The costs associated with buying or selling a good, service, or financial asset

January 2017

"By some estimates, income and wealth are near their highest levels in the past hundred years, much higher than the average during that time span and probably higher than for much of American history before then."

---Janet Yellen, Federal Reserve Chair<sup>1</sup>

Americans have among the highest living standards in the world and have enjoyed rising living standards for decades. Median household Income in the United States in 2015 was \$56,516, up from \$49,276 in 2010. However, gains in household income have not been evenly distributed across all income groups. Income inequality has been increasing in the United States since the 1970s, peaking in 2013 (Figure 1). A 2015 Gallup poll found that 63 percent of Americans feel that the distribution of U.S. money and wealth is unfair. 4 While many factors contribute to income and wealth inequality, the role of education is a key piece of the puzzle.

Figure 1 U.S. Income Inequality a Rising Trend

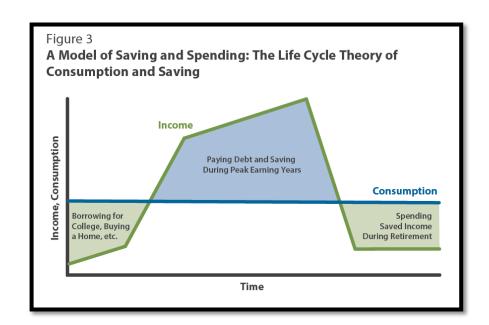


NOTE: The Gini coefficient (also known as the Gini ratio or indea) is a common measure of income inequality within a nation. It gauges income inequality on a scale from 0 to 1: The higher the number, the higher the level of inequality. The lowest U.S. value was 0.386 in 1968, and the highest value was 0.482 in 2013. In 2015 the, Gini coefficient was 0.479.

SOURCE: FRED\*, Federal Reserve Bank of St. Louis. Accessed November 22, 2016; https://fred.stlouisfed.org/graph/?q=7yKu.

Federal Reserve Bank of St. Louis | research.stlouisfed.org

No surprise—people with more education often earn higher incomes and are unemployed less than those with less education. Those with higher incomes also tend to accumulate more wealth.



# Page One Economics



#### **PAGE ONE** Economics\*

#### Soft Skills: Success May Depend on Them

A Primer for Young Adults Seeking Employment

Kris Bertelsen, Senior Economic Education Specialist

#### **GLOSSARY**

Labor force: The total number of workers, including both the employed and the unemployed.

Recession: A period of declining real income and rising unemployment; significant decline in general economic activity extending over a period of time.

Unemployment: A condition where people at least 16 years old are without jobs and actively seeking work. "Nothing ever comes to one that is worth having, except as a result of hard work."

—Booker T. Washington, Educator and founder of the Tuskegee Normal and Industrial Institute (Tuskegee University)

Hopefully Booker T. Washington's words inspire you to do your best in school, but Peggy Klaus has some sage advice as well: "Soft skills get little respect but will make or break your career." Peggy Klaus is a leadership coach and the author of The Hard Truth About Soft Skills: Workplace Lessons Smart People Wish They'd Learned Sooner. To get a glimpse of soft skills—and their importance—impagine the following lob interview scenario:

Prospective employer: I see on your resume that your GPA is 3.98.

Job applicant: Yes.

Prospective employer: That's quite impressive.

Job applicant: Thanks.

Prospective employer: Your background in IT is just what we're looking for. Job applicant: Hmm.

Prospective employer: We're looking for someone who can act as a liaison between the users and the IT department.

Job applicant: Okay.

Prospective employer: So we need someone with great communication skills. Job applicant: Okay.

Prospective employer: How would you assess your communication skills? Job applicant: Okay.

Prospective employer: Well, it was nice meeting you. I don't think our company is the right fit for you.

Job applicant: Okay.

May 2016

Federal Reserve Bank of St. Louis | research.stlouisfed.org

What skills do you need to develop for future success? Learn about soft skills, the labor force, and unemployment in this Page One Economics: Focus on Finance essay.

#### How To Not Get Hired

What kind of qualities can keep you from getting hired? Remember the importance of soft skills and personal characteristics as you prepare for interviews.

| Percent of employers<br>who would not hire<br>the candidate |
|---|
| 90.8  |
| 74.8  |
| 74.3  |
| 70.8  |
| 60.6  |
| 39.2  |
|   |

SOURCE: Center for Professional Excellence (see note 3, p. 12).

# Page One Economics



#### **PAGE ONE** Economics\*

#### College: Learning the Skills To Pay the Bills?

Scott A. Wolla, Senior Economic Education Specialist

#### **GLOSSAR**

Asymmetric information: A situation in which one party to an economic transaction has less information than the other party.

Human capital: The knowledge and skills that people obtain through education, experience, and training.

Innate: Something determined by factors present in an individual from birth rather than learned by experience.

Opportunity cost: The value of the next-best

alternative when a decision is made; it's what is given up. Productivity: The ratio of output per worker

per unit of time.

"An investment in knowledge pays the best interest."

—Benjamin Franklin

It's often said that a college education is the key to success. And the decision to go to college is one of the most important choices young people encounter. But you might wonder why a college degree makes such a big difference. Does college really teach valuable skills, or is it all about the degree itself—the piece of paper that serves as your ticket to success? Or is it a bit of both?

#### The Economic Benefits of Education

Economists observe that individuals benefit greatly from education, and those benefits accumulate into benefits for the entire economy. For the individual, education increases job opportunities and usually results in a higher income. This occurs because workers with more education tend to have higher **productivity**, which means they tend to produce more output with the same inputs. Because businesses can sell this extra output to earn higher revenues, firms are willing to pay highly productive employees a higher wage. In other words, higher productivity increases the value of these employees to the firm.

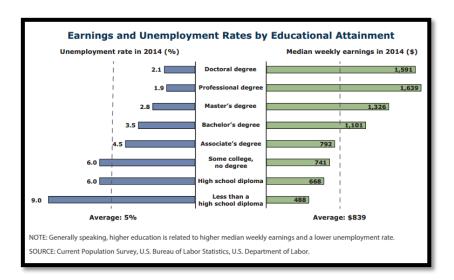
So, as noted above, an educated workforce benefits society by producing more goods and services with the same level of resources. Productivity gains fuel economic growth, which increases the standard of living in an economy—for both the highly educated workers and the population more broadly. In a sense, these are two sides of the same coin: Education increases productivity, and higher productivity results in higher incomes for workers and more economic growth for the economy.

#### **How Are Education and Productivity Linked?**

In some ways, discussing the relationship between education and productivity is like trying to answer the old question "Which came first, the chicken or the egg?" On the one hand, education might nurture productivity,

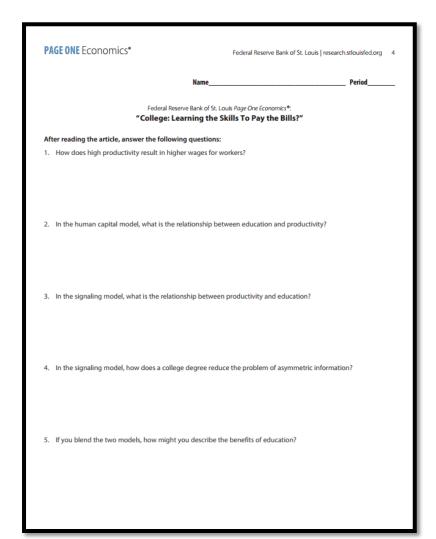
Federal Reserve Bank of St. Louis | research.stlouisfed.org

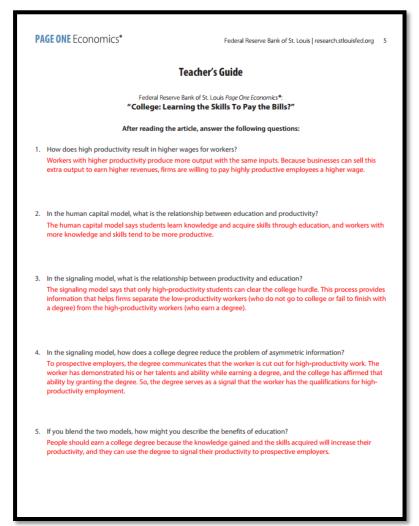
It's often said that a college degree is the key to future success. Choosing to attend college is a major decision for young people. But why is a degree so important? This issue examines two economic models used to study how education, productivity, and income are related.



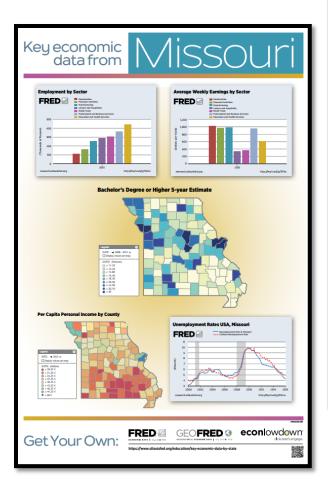
December 2015

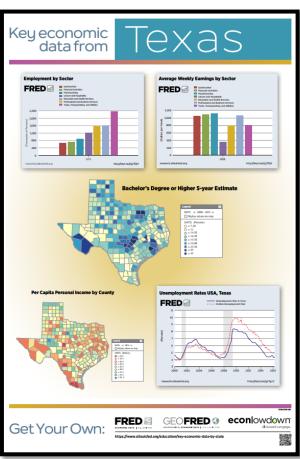
# Page One Economics Newsletter Classroom Edition – Study Guide w/ Answer Key

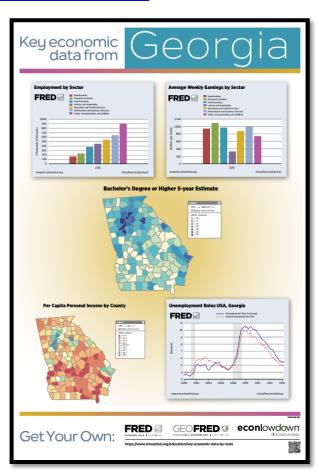




### Key Economic Data - Classroom Data Posters!











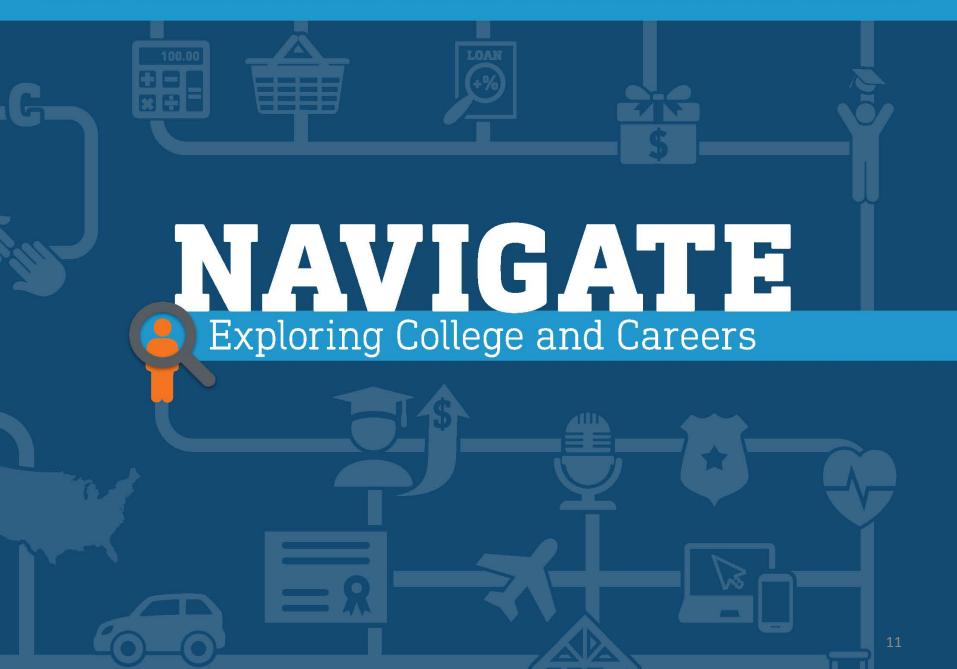
# Questions?

Scott Wolla, Ph.D.

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Find us at: www.stlouisfed.org/education

A new classroom resource from the Federal Reserve Bank of Dallas



# **Program Features**

- Designed for easy classroom implementation
- Instructor-led program
- Targeted for 7<sup>th</sup> to 9<sup>th</sup> grade students
- Consumable student workbook
- Detailed instructor handbook





# Six Units

Unit 1 Exploring Careers

Unit 2 What About College?

Unit 3 How Do I Get In?

Unit 4 How Much Does College Cost?

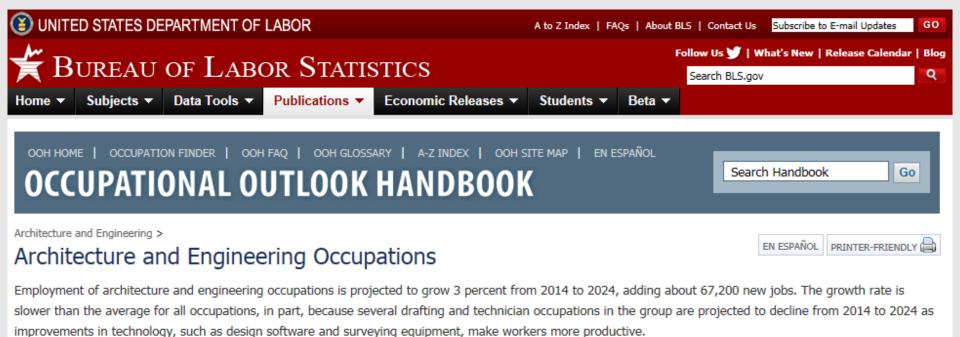
Unit 5 Paying for College

Unit 6 Future Paths





# www.bls.gov/ooh

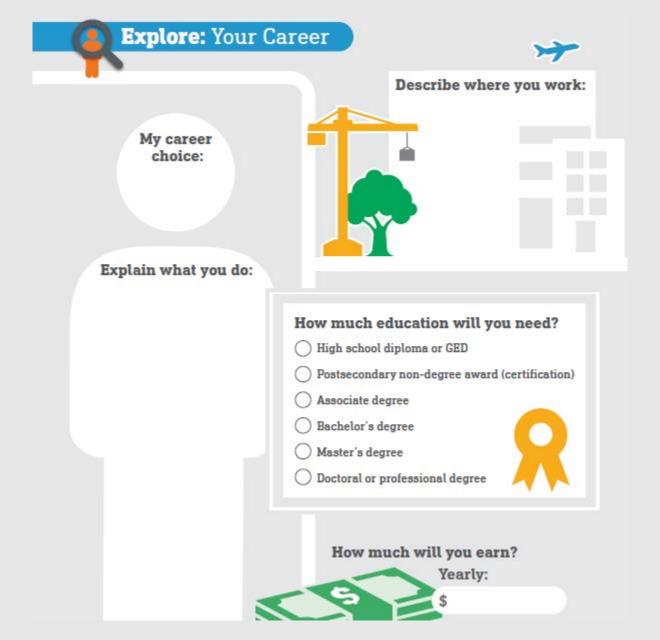


The median annual wage for architecture and engineering occupations was \$76,870 in May 2015. The median annual wages for all occupations in this group was

The median annual wage for architecture and engineering occupations was \$76,870 in May 2015. The median annual wages for all occupations in this group was higher than the median annual wage for all occupations in the economy, which was \$36,200.

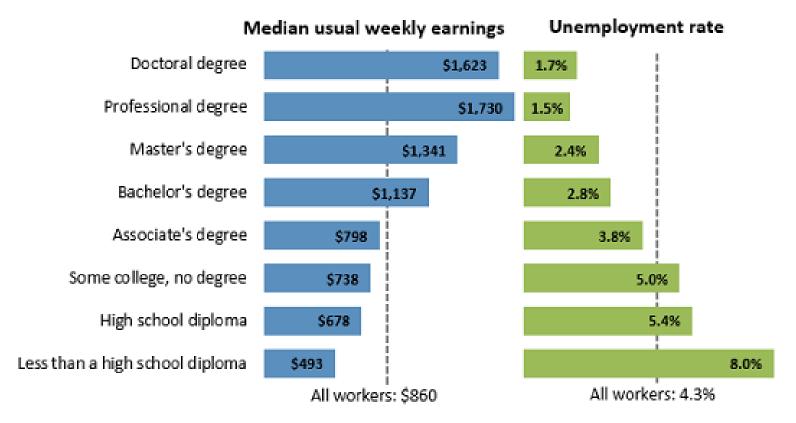








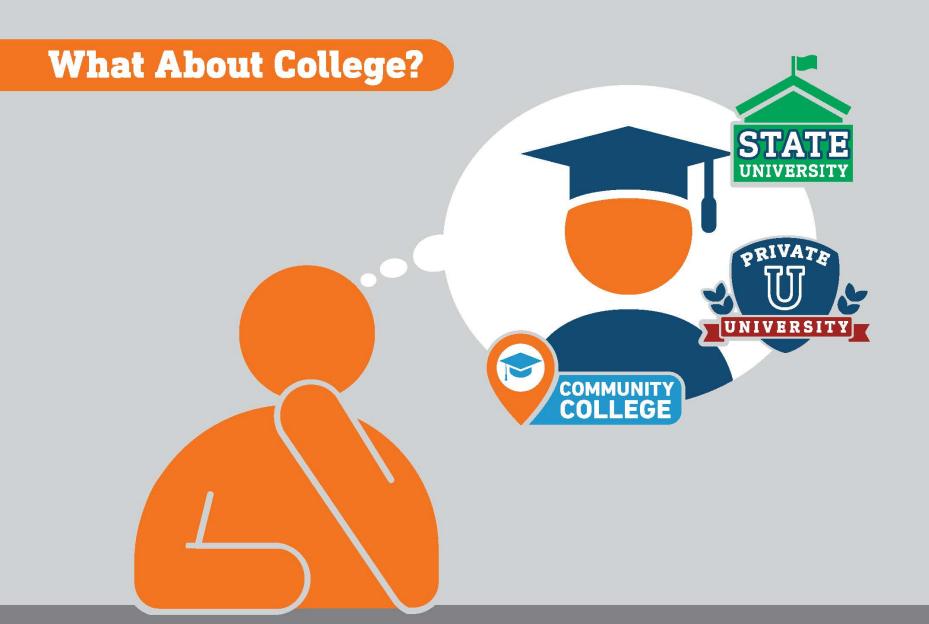
#### Earnings and unemployment rates by educational attainment, 2015



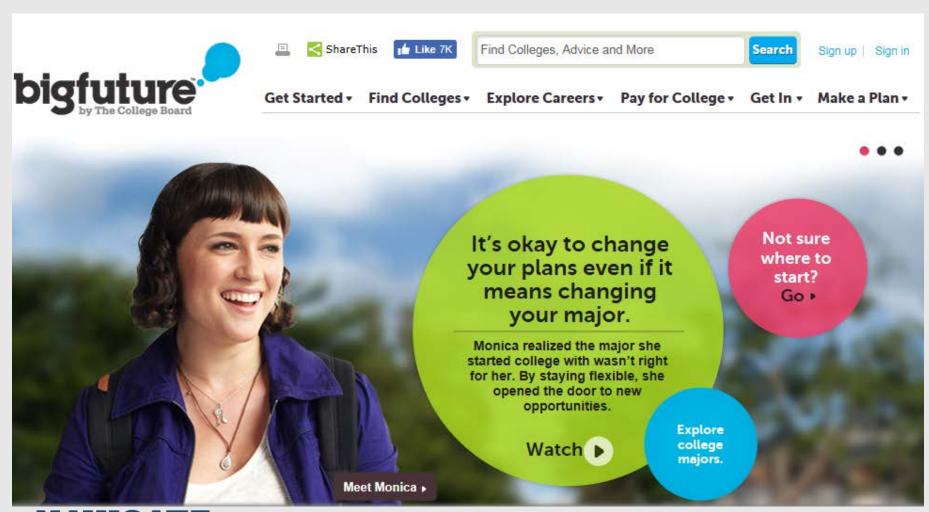
Note: Data are for persons age 25 and over. Earnings are for full-time wage and salary workers. Source: U.S. Bureau of Labor Statistics, Current Population Survey







# bigfuture.collegeboard.org





# **How Do I Get In?**







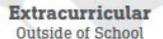








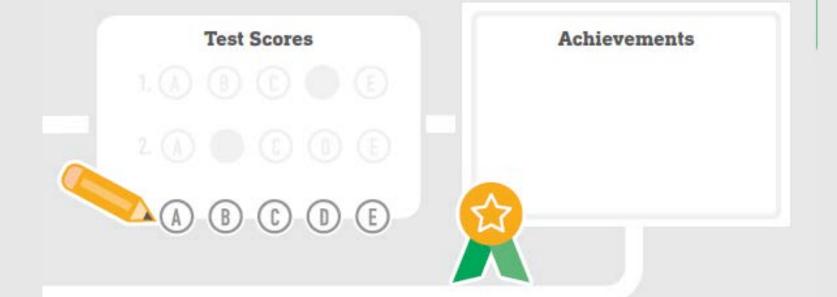
















# **How Much Does College Cost?**



#### Personal Expenses

National Average

\$2,105 per year

\$234 month (School year - 9 months)

\$725

#### Create a Budget

Some possible expenses that are included in this budget are listed below. They currently total \$725. You must reduce the expenditures to \$234 or plan to get a part-time job.

| Expen                    | Current<br>Amount                 | Change | New<br>Amount | Explanation |  |
|--------------------------|-----------------------------------|--------|---------------|-------------|--|
| Dining of                | out \$120                         |        |               |             |  |
| Student                  | t tickets to                      |        |               |             |  |
| Snacks<br>dorm ro        |                                   |        |               |             |  |
| Clothes                  | \$100                             |        |               |             |  |
| ΣΩΔΙ Fratern<br>sorority |                                   |        |               |             |  |
| Movies Movies            | \$45                              |        |               |             |  |
| Cell pho                 | one \$60                          |        |               |             |  |
| Persona<br>(haircut,     | al care<br>toiletries, etc.) \$75 |        |               |             |  |
| Laundr                   | у \$40                            |        |               |             |  |
|                          | Total Expens                      | es     |               |             |  |

# Paying for College





Imagine that you are 25
years old working in the career
on your card. You receive this letter
inviting you to write a personal
narrative that will be published
by your high school.



Dear Graduate,

Our student council is excited to offer incoming freshmen a book about recent graduates from our high school. We are hoping that the book will inspire them to continue their education after high school and inform them of the steps that students from our school took to achieve that goal.

As a successful graduate of our high school, would you write an essay for the book describing your path through high school and beyond? Please address these guestions in your essay.

- · What did you do in high school to prepare for your career?
- What type of education did you pursue after high school? How did you pick the school? What did you study?
- What challenges did you face? How did you overcome them?

We look forward to sharing with our incoming students the details about the choices that contributed to your success.

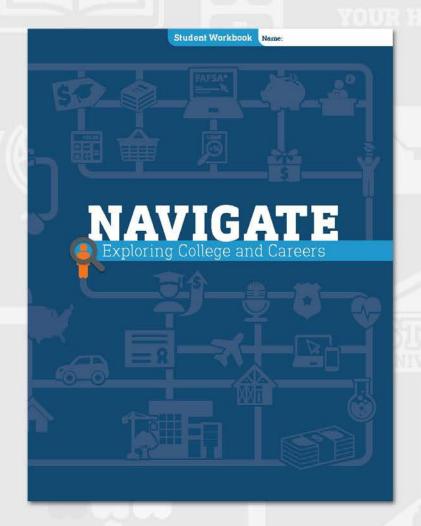
Sincerely,

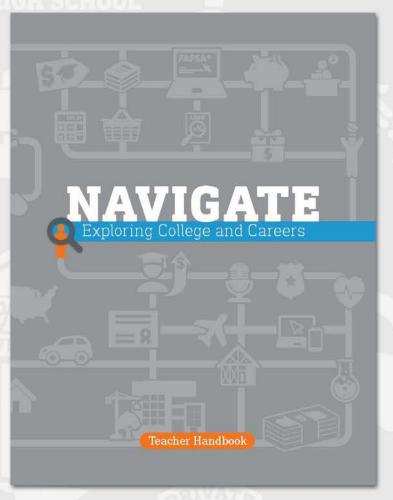
The Student Council President





# Preview the lessons and order copies at www.dallasfed.org/educate/navigate.









# QUESTIONS?

#### **Princeton Williams**

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214-922-6826





# INVEST IN WHAT'S NEXT

investinwhatsnext.org





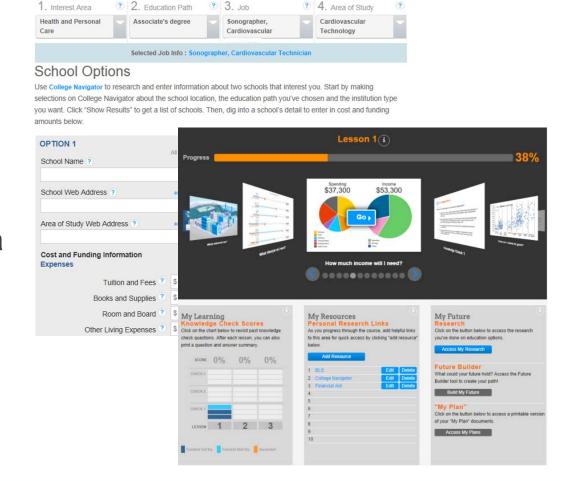


## **Course Goals**

My Research

Personalized Research Form

- Build economics and personal finance knowledge and skills in the context of a student's first major financial decision
- Help students evaluate a range of options for life after high school to find the right path for themselves





# Course Approach

# Characteristics of a Major Financial Decision

$$\max_{S} \int_{S}^{\infty} \exp(-(r+\nu)t) w(t) h(t) dt *$$
Complex





Irreversible



Long-term

## Course Approach

- Guiding questions
- Avenues to related information
- Data-driven, interactive practice
- Personalized selections and research
- Reality checks
- Real-life scenarios
- Long-term look at potential payoffs and obligations

<sup>\*</sup>Acemoglu, Daron and David Autor. "Lectures in Labor Economics." MIT.



# Course Overview

- The mini-course includes three sequential online lessons
  - Lesson 1 and 2 are currently available
  - Lesson 3 is currently in development (expected in early 2018)





# **Lesson 1: Exploring My Options**





# Lesson 2: Budgeting for My Future





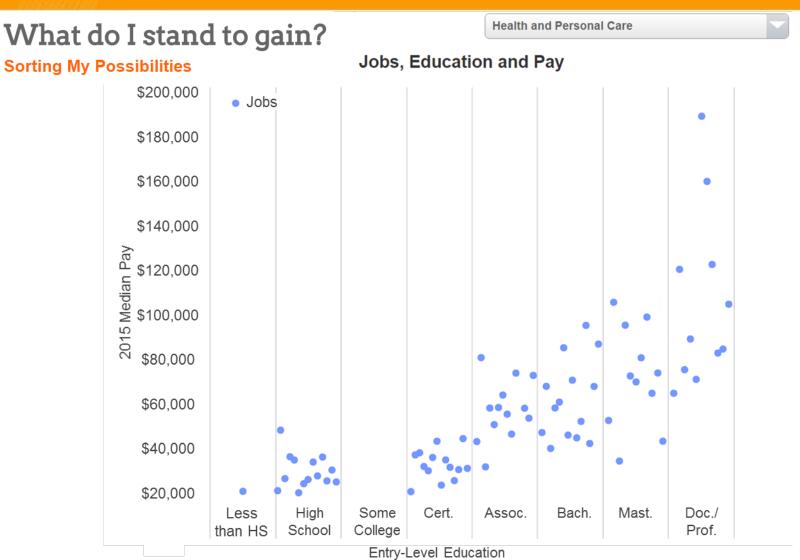
# Lesson 3: Building My Plan

# **Guiding Questions**

- What's included in my plan?
- How do I evaluate my plan?
- How well does my plan handle change?
- How do I prepare for my path?
- How can I build and compare other plans?

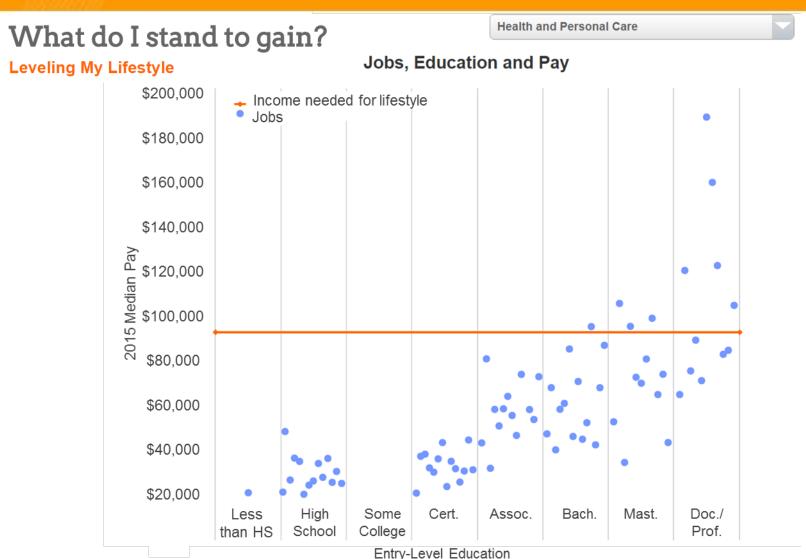


## Interactions and Data Connections





## Interactions and Data Connections





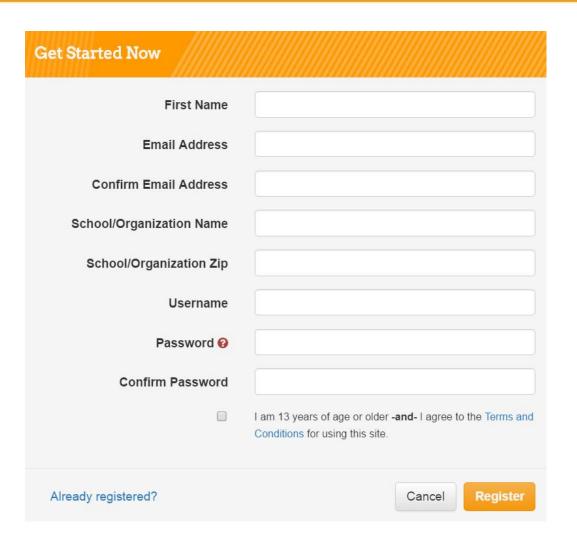
## Interactions and Data Connections





#### Student Accounts

- Save progress
- Carry through data selections





#### Student Dashboard

- Track progress
- See quiz scores
- Store links
- Access research





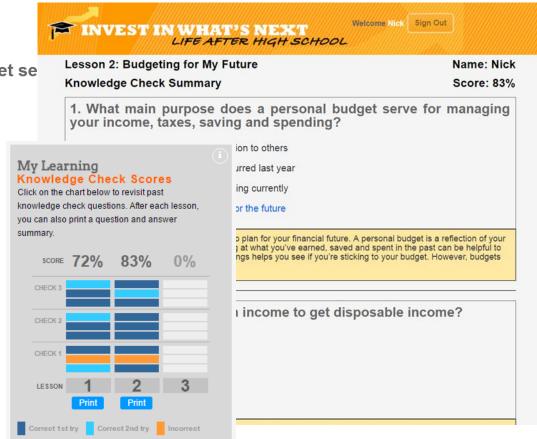




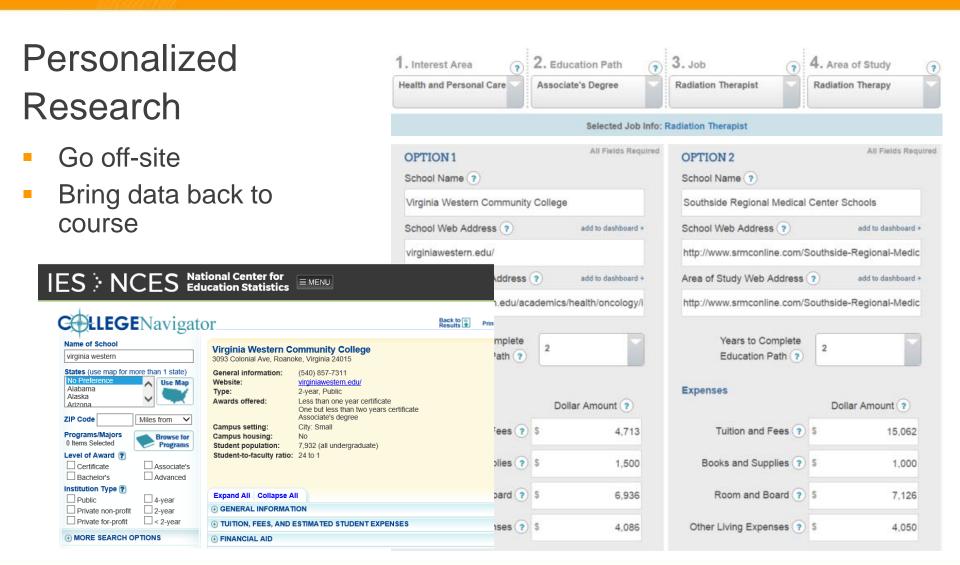
Question 1 of 3

What main purpose does a personal budget se income, taxes, saving and spending?

- A: To compare your situation to others
- B: To document what occurred last year
- C: To track what's happening currently
- **D:** To plan and set goals for the future









# Questions?

#### Contact us!

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