

The Measures of Success



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In 2000, CUNA made a major commitment to youth when it signed a five-year agreement with the National Endowment for Financial Education® (NEFE®) to help underwrite and promote NEFE's High School Financial

Planning Program® (HSFPP). The widespread success that followed has energized the entire movement and placed credit unions in the forefront of the national financial literacy campaign. I'm proud to announce that CUNA's Board of Directors has extended its commitment to NEFE to support the HSFPP for three more years, through 2007.

Consider the following measures of success over the past five years and be proud of your contributions:

More than 250,000—The number of students that credit unions are directly responsible for bringing into the HSFPP.

More than two million—The number of HSFPP student guides branded with the "America's Credit Unions" name that NEFE has distributed in all 50 states.

More than 785,000—The number of students that volunteers from the National Youth Involvement

Board network have taught about money, credit, and credit unions since 2000.

27—The number of credit union organizations that have won Desjardins Youth Financial Education Award recognition for exemplary youth financial literacy programs.

29—The number of states where credit unions have reported nearly 400 student-run branches in K-12 schools.

2001—The year of the inaugural National Credit Union Youth Week, which is next scheduled for April 17-23, 2005.

2004—The year of the first ever National Youth Saving Challenge, which prompted 15,000 young members at 140 credit unions to save more than \$1.3 million.

CUNA has extended its commitment to help underwrite the cost of and promote the use of the NEFE High School Financial Planning Program.

2003—The year CUNA was named to the board of the Jumpstart Coalition for Personal Financial Literacy, a group of nearly 200 organizations fighting the problem of youthful ignorance of sound money management principles.

24—The number of state Jump-

start coalitions with credit union organizations as members, including two coalitions with leagues in positions of leadership.

Besides these quantifiable achievements, there are other significant accomplishments, including:

Cooperative Extension collaborations with leagues and credit unions in most states that have used their common commitment to the HSFPP to explore other joint financial education projects, using programs that Extension developed under the heading "Financial Security in Later Life." (see story p. 16A)

Increased visibility on Capitol Hill based on a growing recognition that the credit union movement originated from a concern for the consumers' financial well being. Credit unions in the 21st century have demonstrated that their long-held tradition of member education makes them natural advocates for ordinary people.

As impressive as these accomplishments are, I know that much of the task of teaching people to support themselves and their families remains. What's more, future generations ensure that the task will never be finished.

As you read about the state of credit union youth financial literacy efforts, think about how you and your credit union can help. Consult the resources below for the tools to make the lives of your fellow Americans better from this day forth. Then tell us your success stories. ■

Resources

- Free youth financial education materials, NEFE High School Financial Planning Program (search for NEFE at www.cuna.org)
- Directory of Credit Unions with In-School Branches (search for Branches at www.cuna.org)
- National Credit Union Youth Week (April 17-23, 2005; search

for YouthWeek at www.cuna.org)

- National Youth Saving Challenge (search for SavingChallenge at www.cuna.org)
- Recognition program, Desjardins Youth Financial Education Award (search for Desjardins at www.cuna.org)
- Network for youth education and leadership development,

National Youth Involvement Board (www.nyib.org)

- National Jumpstart Coalition for Personal Financial Literacy (www.jumpstart.org)
- Financial Security in Later Life, Cooperative State Research, Education, and Extension Service (search for Later Life at www.csrees.usda.gov)