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POWERED BY:
Meet the Online Conference Guest Experts

- Amber Nixon
- Dr. Esteban Santis
- Alyssa Delgado
Meet the Online Conference Guest Experts

- Yanely Espinal
- Maribel Martinez
- Raven Newberry
Retreat
from the sometimes frenetic pace
of serving others in a pandemic crisis
Reconnect with FPP Coalition Financial Capability peers from a broad variety of professional backgrounds and roles.
“Looking Back to Move Forward: Reimagining an Equitable Tax Code that Works for All”

Amber Nixon and Dr. Esteban Santis, Florida Policy Institute
Alyssa Delgado, Catalyst Miami

FPP Coalition 2022
Sixth Annual Online Conference
Looking Back to Move Forward: Reimagining an Equitable Tax Code that Works for All

February 4, 2022
Two words to describe how you feel about the Florida tax code
True or False: Florida does not have an income tax, which makes Florida a “low-tax” state.
False

While it is true that Florida does not have a state income tax, Florida is NOT a "low tax" state for all Floridians, especially those who make lower income.

Esteban will discuss this in more detail in his presentation.
True or False: It is impossible to have a state Earned Income Tax Credit (EITC) without having a state income tax.
False - Washington state does not have a state income tax and has a state EITC.

Their “Working Families Tax Credit” program will start providing payments in 2023.
How many Floridians support enacting a state EITC?

- 0-20%: 6
- 21-40%: 7
- 41-60%: 18
- 61-80%: 5
- 81-100%: 0
68 percent of likely Florida voters support enacting a state EITC or the Working Floridians Tax Rebate (WFTR).

Find your state house & senate district: myfloridahouse.gov/findyourrepresentative

Use the WFTR report from FPI to see county-level data, including the support percentage for your district: floridapolicy.org
<table>
<thead>
<tr>
<th>Category</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beverage Taxes (1)</td>
<td></td>
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<tr>
<td>Highway Safety Fees (2)</td>
<td></td>
</tr>
<tr>
<td>Article V Fees &amp; Transfers (3)</td>
<td></td>
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<tr>
<td>Service Charges (4)</td>
<td></td>
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<tr>
<td>Corporate Income Tax (5)</td>
<td></td>
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<tr>
<td>Medical Hospital Fees (6)</td>
<td></td>
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<tr>
<td>Other Nonoperating Revenues (7)</td>
<td></td>
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<tr>
<td>Documentary Stamp Tax (8)</td>
<td></td>
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<tr>
<td>Corporate Filing Fees (9)</td>
<td></td>
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<tr>
<td>Sales Tax (10)</td>
<td></td>
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<tr>
<td>Other Taxes &amp; Fees (11)</td>
<td></td>
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<tr>
<td>Earnings on Investments (12)</td>
<td></td>
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<tr>
<td>Tobacco Taxes (13)</td>
<td></td>
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<tr>
<td>Intangibles Tax (14)</td>
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<tr>
<td>Insurance Premium Tax (15)</td>
<td></td>
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<tr>
<td>Casino Gaming (16)</td>
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</tbody>
</table>
By Far, Florida's Most Important Revenue Source is the Sales Tax
If Sales Tax Revenue is Miami’s 85-story Panorama Tower (the tallest building in Florida), All Other Revenue Sources Only Make it to the 28th floor.
Average Total Sales and Local Taxes Paid by Three Different Florida Households Based on Their Annual Income

A Household that makes $25k, $2,548

A Household that makes $318k, $12,637

A Household that makes $1m, $22,618
A Household That Makes 25k Annually Spends 10% of Their Income Paying State and Local Taxes

A Household That Makes 318k Annually Spends 4% of Their Income Paying State and Local Taxes

A Household That Makes 1m Annually Spends 2.3% of Their Income Paying State and Local Taxes
As a Share of Total Income, Floridians Making Less Than $18,700 Use More of their Money Paying State and Local Taxes Than Those at the Top 20%

<table>
<thead>
<tr>
<th>Income Range</th>
<th>Lowest 20%</th>
<th>Second 20%</th>
<th>Middle 20%</th>
<th>Fourth 20%</th>
<th>Top 20%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than $18,700</td>
<td>13.3%</td>
<td>10.2%</td>
<td>8.7%</td>
<td>7.1%</td>
<td>4.0%</td>
</tr>
<tr>
<td>$18,700 to $31,400</td>
<td></td>
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<td></td>
<td></td>
<td></td>
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<tr>
<td>$31,400 to $49,500</td>
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<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>$49,500 to $86,800</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Over $86,800</td>
<td></td>
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</tbody>
</table>

Low - and Moderate-Income Floridians Would Benefit the Most from a Working Floridians Tax Rebate

- No State-EITC
- State-EITC 20 Percent

- Lowest 20%: 13.30%
- Second 20%: 11.10%
- Middle 20%: 10.20%
- Fourth 20%: 9.10%
- Next 15%: 8.70%
- Next 4%: 8.30%
- Top 1%: 7.00%
- Fourth 20%: 5.70%
- Next 4%: 4.50%
- Top 1%: 2.30%
“Looking Back to Move Forward: Reimagining an Equitable Tax Code that Works for All”

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FPP Coalition 2022
Sixth Annual Online Online Conference
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Retool

by tapping into the insights of leading-edge Guest Experts
who will share in meaningful learning dialogue with Online Conference participants
Spring 2022 Cohorts Begin March 21, 2022!

CPFinCAP

CPFinCap.org

Certification@CPFinCap.org
“Top 5 Engaging Personal Finance Activities from NGPF”

Yancy Espinal
Next Gen Personal Finance
Top 5 Engaging Personal Finance Activities

Next Gen Personal Finance
Agenda:

OBJECTIVE: Find quick-hitting resources that are suitable for financial instruction including business, careers, personal finance, economics, financial math and more!

- Grow in familiarity with NGPF website and resources
- Walk away with resources you can use in your class right away!
What are the most popular "tricks" that shopping websites use to get us to buy more?
Tricks

What are the most popular "tricks" that shopping websites use to get us to buy more?
**Number of instances by categories of dark patterns**

<table>
<thead>
<tr>
<th>Dark Pattern</th>
<th>Instances</th>
</tr>
</thead>
<tbody>
<tr>
<td>Scarcity (Low-stock/high-demand message)</td>
<td>679</td>
</tr>
<tr>
<td>Urgency (Countdown timer)</td>
<td>481</td>
</tr>
<tr>
<td>Social proof (Testimonials)</td>
<td>325</td>
</tr>
<tr>
<td>Misdirection (Confirmshaming)</td>
<td>270</td>
</tr>
<tr>
<td>Obstruction (Hard to cancel)</td>
<td>31</td>
</tr>
<tr>
<td>Sneaking (Hidden costs)</td>
<td>26</td>
</tr>
<tr>
<td>Forced action (Coerced enrollment)</td>
<td>6</td>
</tr>
</tbody>
</table>

*Note: Examples are provided in parentheses. Source: Princeton University and the University of Chicago*
1. **Question of the Day**

Questions of the Day are the perfect way to warm up your students before a lesson or introduce a new topic. These questions are designed to spark curiosity for better student engagement!

- **Sign Up for Question of the Day Email**
- **Complete Question of the Day Library**

- **Checking**
- **Saving**
- **Types of Credit**
- **Managing Credit**
Who is NGPF?

1. Curriculum
   - Courses for HS & MS
   - Lesson Plans
   - Activities, Projects
   - Supplements

2. Online PD
   - 20 hours/wk
   - Certifications in 8 content areas
   - Engaging & collaborative
   - NGPF Academy

3. Advocacy
   - Mission: 2030
   - Educators as advocates
   - All about access & quality

NGPF Academy

Mission: 2030

Educators as advocates

All about access & quality

Who is NGPF?
About NGPF

- National nonprofit on a mission to provide access for ALL high school students to a semester class in personal finance before HS graduation.
- Used by over 60,000 teachers.
- FREE... and always will be!
FinCap Friday

Weekly series that brings current events into financial education classrooms.

- 5 question quiz
- Short explainer video
- Discussion prompt
- Activity ideas + sources
- Available as tech, no tech + edpuzzle
2. FinCap Friday

FinCap Fridays combine a 5-question competition with a 2-minute video to energize classrooms and engage students through current events. Click here to learn how to implement FinCap Fridays in your class.

View Entire FinCap Friday Library
Receive the daily QoD & the Friday FinCap

Click the link to sign-up for one daily email
3 & 4. Unit Page: Lesson Plans & Activities

Browse the Unit library below to find lessons, interactives, assessments and other resources for engaging students with quality personal finance curriculum.

- Checking
- Saving
- Types of Credit
- Managing Credit
Choose a Unit → Find a Resource!

- Checking
- Saving
- Types of Credit
- Managing Credit
- Paying for College
- Budgeting
- Investing
- Financial Pitfalls
- Career
- Taxes
- Insurance
5. Arcade

NEW RELEASE
- Play the Game
- Use the Reflection Worksheet

INVESTING
- Play the Game
- Use the Reflection Worksheet

PAYING FOR COLLEGE
- Play the Game
- Use the Reflection Worksheet

BUDGETING
- Play the Game
- Use the Reflection Worksheet

MONEY MAGIC
Help students manage their budget, much like a casino, and make it to Vegas.

INVESTING
- Play the Game
- Use the Reflection Worksheet

$TAX
See the consequences of 25 minutes of investing decisions in just 20 minutes.

MANAGING CREDIT
- Play the Game
- Use the Reflection Worksheet

CREDIT CLASH
Build your way to the perfect credit score. Make the odds be in your favor.

BUDGETING
- Play the Game
- Use the Reflection Worksheet

Types of Credit
- Play the Game
- Use the Reflection Worksheet

CAREER
- Play the Game
- Use the Reflection Worksheet

Can you make it as an Uber driver with the help of support and a mortgage payment due in a week?
Join the community!
THANK YOU!

Any questions?
“Top 5 Engaging Personal Finance Activities from NGPF”

Yanely Espinal
Next Gen Personal Finance

FPP Coalition 2022
Sixth Annual Online Conference
Rejuvenate your head, heart, hands and spirit with relevant professional development to support your serving others at your best.
FPPConference.org

May 31 – June 3, 2022

Elevated Financial Capability for All
A One-of-a-Kind Financial Capacity
Training Conference and Retreat

14th Annual May 31st –
FPP Financial Capability June 3rd, 2022
Training Conference Westgate River Ranch

Register at FPPConference.org

Segments Simulcast on Spondulics.org
“Fragmented Skills, Fragmented Progress: How Digital Skills Impact the Way Organizations Achieve Their Mission”

Maribel Martinez
Maribel Martinez Consulting

FPP Coalition 2022
Sixth Annual Online Conference
Fragmented Skills
Fragmented Progress:
How Digital Skills Impact the Way Organizations Achieve their Missions

Maribel Martinez, Presenter
FPP Coalition 6th Annual Online Conference
February 4, 2022
10,600,000

number of job openings in the U.S. as of November 30, 2021

according to the Bureau of Labor Statistics
Digital Skills

The broad set of skills needed to use

- digital devices
- communication applications
- networks

to access and manage information.
100,000,000

number of U.S. jobs that require significant digital skills
30% percentage of U.S. workers who lacked basic foundational digital literacy skills in 2020
66% percentage of U.S. jobs created in the last 10 years that require moderate to high levels of digital skills
20% percentage of managers in the U.S. who believe they are developing their own digital skills at work
86% percentage of Black and Latino workers who will be unqualified to fill good jobs by 2045
Technology moves fast.
What is meant by *fragmented* digital skills?
3 Levels of Digital Literacy

1. **Beginner** - rare or no previous experience with a computer, cannot use a mouse or double-click, does not understand how to connect to WiFi

1. **Limited** - can manage email basics for example, but not sorting email into folders

1. **Proficient** - can demonstrate sophistication with essential workplace tasks, such as working in the cloud and navigating more complex websites
Innovation without adequate training creates a service gap.
LEARN

Learn whether staff and clients have access to affordable broadband and adequate computing devices.

REEVALUATE

Discover needs around digital literacy for staff and clients, especially as they relate to your products and services.

PLAN

Create short and long-term goals to address digital literacy skills gaps among staff.

PARTNER

Collaborate with digital equity champions to align digital inclusion activities with your organization’s mission so no one is left behind.
Thank You

maribel@maribelmartinezconsulting.com

@MMartConsult

https://www.linkedin.com/in/maribel-martinez-1aa10721/
“Fragmented Skills, Fragmented Progress: How Digital Skills Impact the Way Organizations Achieve Their Mission”

Maribel Martinez
Maribel Martinez Consulting

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POWERED BY:
Renew

your commitment to the FPP Coalition Mission,

To Elevate Financial Capability for All

FPP Coalition 2022
Sixth Annual Online Conference
The Financial Edutainment Streaming Platform

Spondulics.org

Films and Entertainment with Personal Finance in Mind.

Financial Edutainment.
“Insights from Five Financial Education Policy Convenings”

Raven Newberry
National Endowment for Financial Education (NEFE)
Major Themes from Five 2021 Financial Education Policy Convenings

FPP Coalition 2022 Sixth Annual Online Conference | February 4, 2022

Raven Newberry, Director of Policy and Advocacy
National Endowment for Financial Education
About the Convening Initiative

The Financial Education Policy Convening Initiative was a series of five virtual, invitation-only discussions that provided state policymakers a neutral forum in which to discuss the opportunities, technicalities and challenges they encounter when considering statewide financial education policy and programming.
A Continuing Conversation

• 2021 Policy Convening Series
• 2021-2022 Listening Sessions, Presentations, and Share-Outs
• 2022 Limited Podcast Series

We want to hear from you. **Why do you do the work you do?**
Discussion Themes

- Financial Education’s Role in *Equitable Access To Postsecondary Education* (January 26, 2021)
- Alternatives to State Financial Education Mandates (February 2, 2021)
- Best Use of Legislative Dollars on State Financial Education (February 4, 2021)
- How to Better Support *Financial Education in Rural Areas* (February 9, 2021)
- Rethinking Financial Education to Support Diverse Communities (February 11, 2021)
Financial Education’s Role in Post-Secondary Access

• K-12 financial education should include supports for navigating college admissions and financial aid. FAFSA and navigating student loans are common stumbling blocks.

• States should support clearer pathways for transfers from two-year institutions to four-year institutions.

• Research indicates that mandated K-12 financial education does have positive effects on student financial wellbeing in college. (Urban 2018)
Alternative Approaches to Mandates

• Mandates: state-required financial education component in K-12 schools.
  • Common challenges: lack of funding, teacher training, and local control.
• Collaborations among local school boards to initiate financial education policies.
• Statewide organizations can support efforts outside of mandates:
  • College savings accounts initiatives, after school programs, support educator training resources, connect students/families/educators with trusted resources.
“Best Bang for the Legislative Buck”

• Intentional and funded mandates work. Successful legislation includes:
  • Financial education structured as a standalone class of at least one semester.
  • Uses performance-based assessments.
  • Supported and required teacher training.
  • Includes funding for schools and partner organizations.
  • Includes an experiential, hands-on curriculum.
Financial Education Considerations for Rural Communities

- Rural communities are not a monolith. “If you know one rural community, you know one rural community”.

- Important to check assumptions about content that may have been developed for more urban areas. (e.g., public transportation may not be relevant, available financial services may be lacking)

- Community and local partnerships are crucial for success.

- Storytelling is often a strength of rural communities.
Rethinking Financial Education to Support Diverse Communities

- Financial markers of well-being should be adjusted for different communities. (e.g., homeownership vs. safe and stable housing)
- Funded mandates help ensure equitable access to financial education.
- It is important that those developing and implementing financial education for specific communities are from that community.
Themes Across All Five Events

- Financial education benefits from community input.
- Language matters in financial education.
- Consider incentives to move behavior change.
- Legislation ensures action across schools; funding ensures access to quality education.
Research Questions Raised

• Where is financial education the right tool to lead with, and where could choices and behaviors be the driver?
• What is the cost of *not* offering financial education?
• Is there research from other sectors outside of education we could use to make the case for financial education?
• What is the business case for financial education? Can we quantify the economic return? What is the public benefit?
What question, if answered, would help you with your work? What evidence would be helpful?
What policy supports would you like to see for your clients?
Next Steps for NEFE

• Continue to listen to the field.
• Coordinate the field to drive toward collective impact.
• Continue to fund research.
Raven Newberry
Director, Policy and Advocacy
rnewberry@nefe.org

Convening summaries are available at
https://www.nefe.org/initiatives/financial-education-policy-convenings/default

Policy podcast series available at
https://www.nefe.org/initiatives/financial-education-policy-convenings/podcast
“Insights from Five Financial Education Policy Convenings”

Raven Newberry
National Endowment for Financial Education (NEFE)
from your engagement with peers and experts to support others as they move through the Financial Capability Continuum from Financial Crisis, to Stability and Security, on to Well-Being and Prosperity!
Guest Experts and FPP Coalition Participants!

Thank You!
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Friday, February 4, 2022
9:00 a.m. – 11:30 a.m. Eastern

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