

Jump\$tart National Educator Conference
for
Personal Financial Literacy



Conference Objectives:

- To train, inform, support, motivate, and appreciate PreK-12 classroom educators who teach personal finance or wish to incorporate the content into the classroom.
- To build a network of financial literacy advocates within the education community.
- To provide a platform for national Jump\$tart partners to share their resources and expertise with the education community.

Philosophical Objectives

- Demonstrate to teachers that the corporate, non-profit, and government communities appreciate and support what they do.
- Treat teachers like professionals.
- Consider that many teachers have limited training opportunities; ensure that the conference is practical, relevant, worth their time.
- Appreciate the contributions and diversity of Jump\$tart's national partners.
- Encourage communication, relationship-building, and networking.
- Strive for appropriate levels of diversity in all aspects of the event—including, but not limited to, the participants, geographic regions, and socio-economic sectors served, as well as the individuals, organizations and business sectors represented in the program.
- Within the limitations of time and resources, make every element of the conference the best it can be. Aim high. Never settle for “good enough.”

Conference Components:

- Plenary and breakout sessions designed to:
 - Introduce classroom educators to resources and techniques to help them teach personal finance.
 - Improve educators' own level of financial literacy.
 - Inform educators about national initiatives in personal finance and financial education.
 - Develop educators as “ambassadors” of financial education among their colleagues.
- An exhibit hall, which mirrors the session objectives, above, and offers participants the opportunity see, try, and ask questions about the exhibited resources and organizations that provide them. Jump\$tart is specifically *not* interested in:
 - Exhibits and materials unrelated to financial education.
 - Exhibits that sell or promote specific financial products, services, accounts, or institutions (except to the extent relevant to financial education).
 - Exhibits that feature financial products, services, accounts, or institutions, which are contrary to Jump\$tart's financial education standards. (“Predatory” lending practices, for example.)
- Meal events that follow the financial education theme, but also give all attendees—including sponsors, speakers, exhibitors, and others-- the chance to relax and network.

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Conference Participants:

Are, in priority order:

1. Licensed, full-time PreK-12 classroom teachers—public or private school;
2. PreK-12 school administrators and/or parents home schooling their children; or,
3. Others who teach personal finance to PreK-12 aged students.

Until October 6, Jump\$tart will register licensed, full-time teachers on a first come, first served basis. If the conference is not at capacity, Jump\$tart will begin accepting pending registrants from priority categories 2 and 3 on October 7, to a maximum of 10 percent, total.

Conference Exhibitors:

Support the exhibit hall and conference objectives, above, and are, in priority order:

1. Jump\$tart national or state coalition partner organizations;
2. Organizations with resources currently listed in the Jump\$tart Clearinghouse; or,
3. Other entities that provide resources that would support or advance the teaching of personal finance to PreK-12 students.

Keynote, Meal-Event and Featured Plenary Session Speakers:

Will be determined by invitation only and will generally be (in no particular order):

- Top ranking leaders from government, finance or education.
- Media personalities or notable authors on relevant subjects.
- Motivating or entertaining marquee presenters with a relevant message.
- Jump\$tart leadership and representatives of underwriter organizations.

Breakout Session Speakers:

- May be invited by the conference committee or may be selected based on the **Session Proposal Submission Form**.
- Will be, by priority, representatives of Jump\$tart national or state coalition partners, followed by individuals/organizations with resources listed in the Jump\$tart Clearinghouse or whose work/expertise is known to Jump\$tart or its committee members.
 - *Additional priority consideration will be given to representatives of organizations that are registered as conference sponsors or exhibitors.*
- Will hold a senior-level title with the organization he/she represents and/or will have well documented expertise in the subject area.
- Will meet one or more of the design elements for plenary and breakout sessions outlined above under Conference Components.
- Will focus on a single personal finance subject (or a few closely related subjects) that is particularly timely and topical.