

**2016-17**  
ANNUAL  
REPORT





It is my pleasure to share the results of our efforts in our 2016-2017 annual report. It has been an incredible year. Thank you for your interest in the Nebraska Council on Economic Education, and more importantly, thank you for your continued support. We cannot promote economic and financial education without generous supporters like YOU!

Last year, we reached a record number of people with economic and financial education – almost 17,000 Nebraskans. Add to that, over 25,000 students across the country through the Economics Challenge and Finance Challenge online competition platforms. It was an absolute banner year for us.

In addition to our expanded reach, we added some innovative methods for educational delivery. Some highlights include financial literacy rock 'n roll concerts for middle and high school students, a high school economics music video competition, seminars for all ages in partnership with local libraries, economic and financial content and tidbits on local television for parents, budgeting information in class for college seniors, day long seminars and competitions for high school students at each of our Center locations (UNL, UNO, UNK, Wayne State, and Chadron State). And, of course, we continued our signature programs including the Stock Market Game, Economics Challenge, and Finance Challenge.

Nebraska students were extremely successful at National level competitions. The state champion Finance Challenge team, from Arthur, Nebraska, took 3rd place in the national competition. Our Rockonomix state champion team from Fremont High School in Fremont, Nebraska, won the national championship.

On a personal level, I was deeply honored to be named the 2017 Nebraska Future Business Leaders of American National Business Person of the Year. This prestigious award was the result of the hard work and dedication of the amazing team we have at the Nebraska Council on Economic Education and all its affiliated Centers across the state.

Our goals for the coming year include organizing an educator's study tour to Cuba, hosting the 2018 National Personal Finance Challenge Competition, and partnering with the Nebraska Department of Education to provide a three day Personal Finance Institute for teachers. We will only reach our goals with your continued support.

**Jennifer Davidson**  
President, Nebraska Council on Economic Education  
Assistant Professor of Practice in Economics, UNL



## NEW LOOK, SAME MISSION

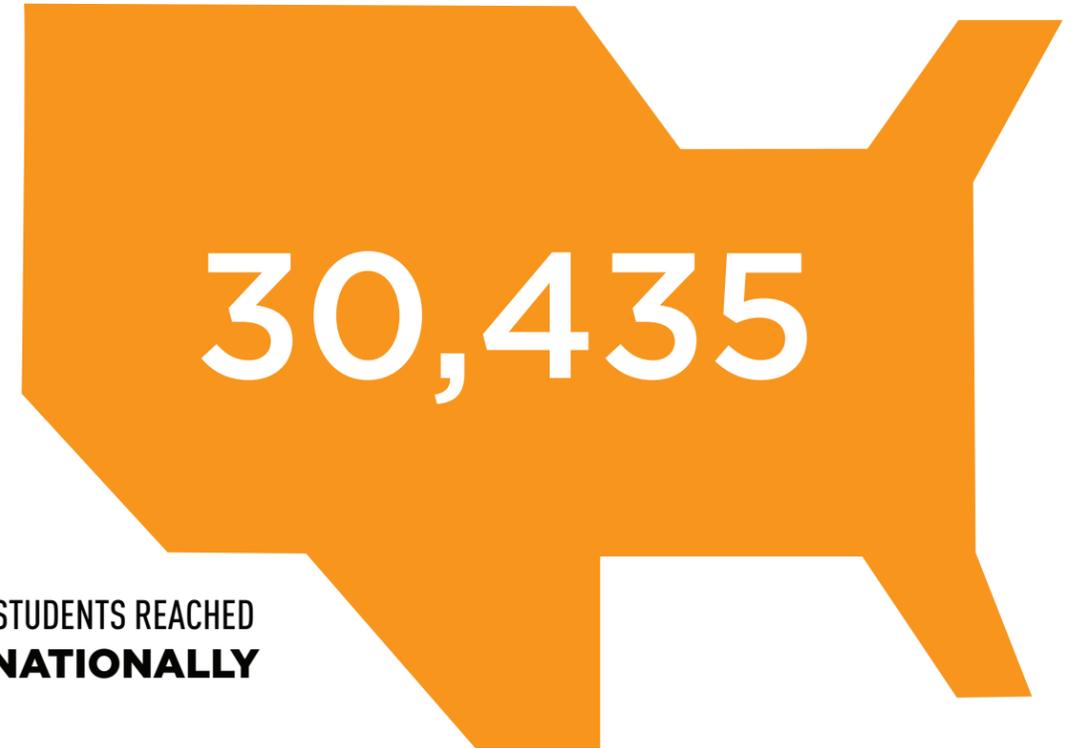


It is with great excitement we unveil the new branding of the Nebraska Council on Economic Education. Through extensive market research, we found it was time to tell our story, refresh, and reenergize. The branding you will see through our new logo, this annual report, and other materials, aims to reflect the forward movement in the areas of economic and financial literacy within our great state. Our goal is to reach more teachers and show the success of our programs.

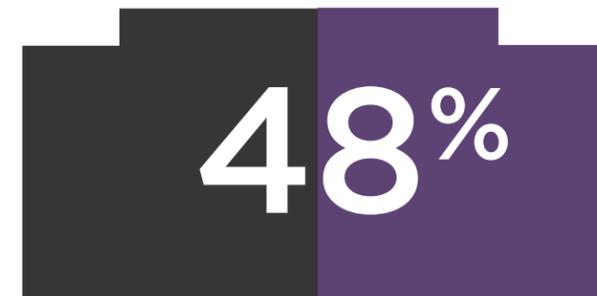


The mission of the Nebraska Council on Economic Education is to act as a catalyst and lead a statewide initiative to advance economic and financial literacy.

**16,914**  
NEBRASKANS REACHED



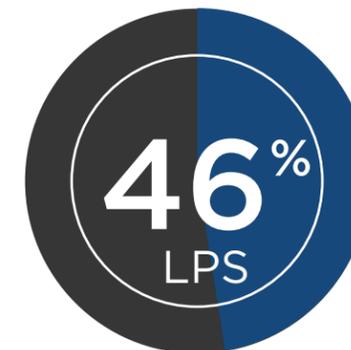
STUDENTS REACHED  
**NATIONALLY**



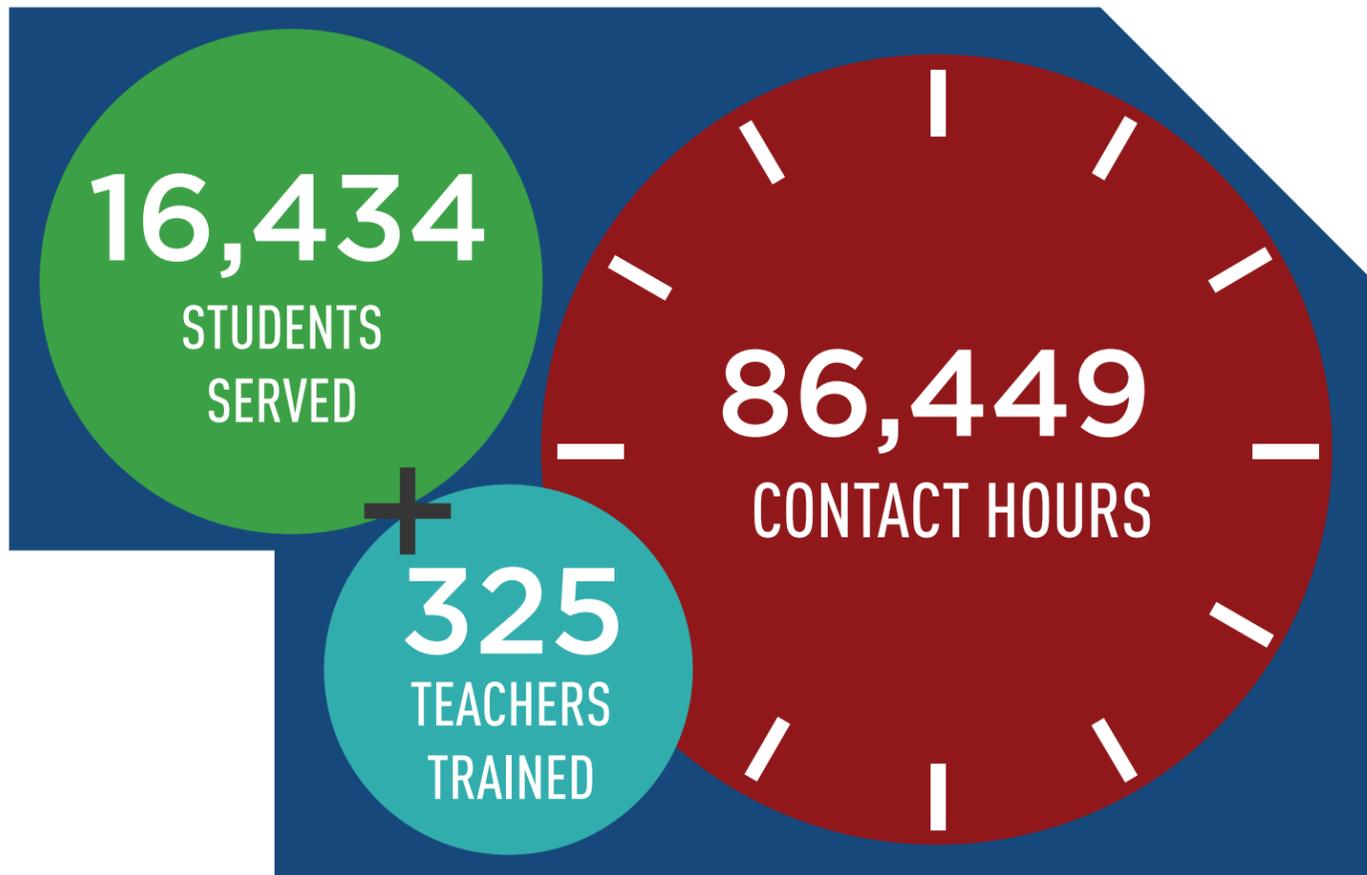
of our partner schools are designated  
**LOW OR MODERATE INCOME**

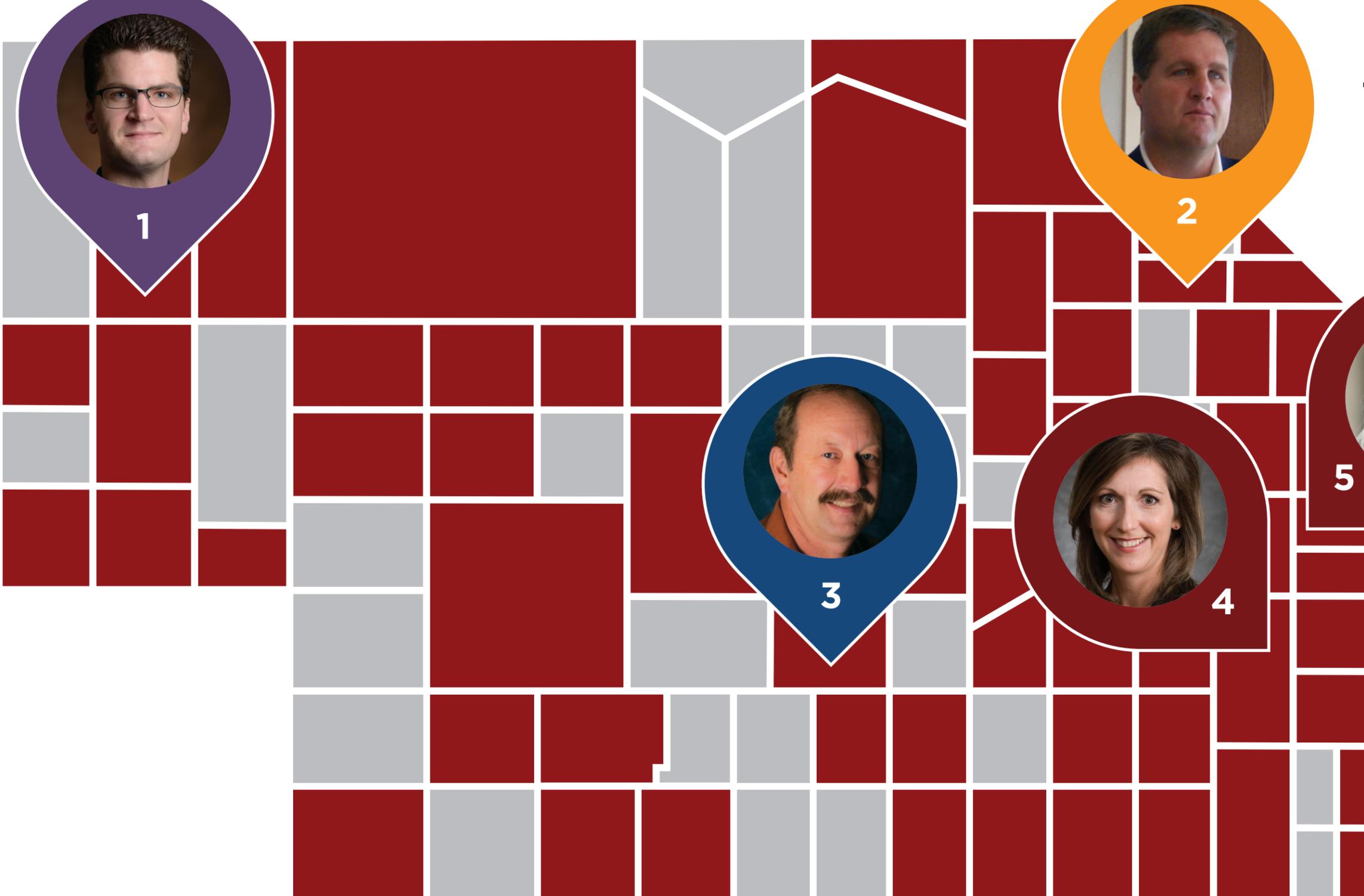


Largest school districts  
**FREE AND REDUCED LUNCH PARTICIPATION**



**LIVE TV AND RADIO INTERVIEWS**





The Council delivers programming from five centers headed by these leaders.

**1** CHADRON STATE COLLEGE  
 Director, *Chris McCarthy*

- Hosted inaugural High School Business Competition at Chadron

**2** WAYNE STATE COLLEGE  
 Director, *Dr. Chuck Parker*

- Hosted the Wayne State Business Competition with over 200 students
- Participated in Nebraska Department of Education Business course revisioning project

**3** UNIVERSITY OF NEBRASKA KEARNEY  
 Director, *Ted Larsen*

- Hosted Economics of Health Care
- Hosted Fifth Grade Leadership Conference
- Hosted Finance Challenge Western Regional Finals
- Coordinator for dual credit personal finance courses

**4** UNIVERSITY OF NEBRASKA LINCOLN  
 Director, *Dr. Tammie Fischer*

- Hosted Economics for Student Leaders
- Hosted Teller Appreciation Day
- In School Savings Program assemblies
- Hosted Finance Challenge Lincoln Regional Finals
- Provided budgeting workshop for UNL COB 444 course
- Provided Teen Credit Workshop
- Hosted Econ Challenge State Finals

**5** UNIVERSITY OF NEBRASKA OMAHA  
 Director, *Dr. Jamie Wagner*

- Opening of Arlington Elementary Bank Savings Program
- Econ Boot Camp for OPS teachers
- Hosted Common Sense Economics Workshop
- Partnered with the Federal Reserve Bank of Kansas City-Omaha
- Hosted Academy of Finance Senior Day
- Hosted Finance Challenge Omaha Regional Finals
- Hosted Academy of Finance Senior Day
- Hosted Mad City Money Academy of Finance
- Hosted 7th Annual Teller Day

\* Counties in red were reached by NCEE programs this year.

# DON'T TAKE OUR WORD FOR IT

“As a teacher in the panhandle I appreciate that NCEE provides opportunities that include the entire state.”

“The Council has been the single most important entity in my teaching career to date.”



The Nebraska Council on Economic Education has helped me to educate my students in many different ways. Economics has never been a strong suit of mine; the professional development programs offered by NCEE allow teachers in Nebraska, including me, to better understand economic concepts. One of the professional development workshops I recently attended taught me how to incorporate economics into all the classes I teach. Another program, sponsored by NCEE, is the Nebraska Finance Challenge. My students have certainly enjoyed participating in this challenge, they even placed 5th in our region last year. As a teacher in the panhandle I appreciate that NCEE provides opportunities that include the entire state. My students are gaining knowledge in economics and personal finance that will help them be more prepared as they encounter real life situations.

**Melissa Lein**  
Hay Springs High School  
Business/Personal Finance



The Nebraska Council for Economic Education has supported me along my path from teacher to teacher leader. As a supervisor for Social Studies in a district that is home to over 200 Social Studies teachers I can trust in one organization more than I can trust in all the rest. The Nebraska Council for Economic Education has provided and will continue to provide our teachers with the best resources and professional development opportunities for the students in our district to be fully engaged while getting a full understanding about all things Economics.

**Barry Thomas**  
Omaha Public Schools  
Social Studies Curriculum Supervisor



The Nebraska Council on Economic Education has been instrumental in helping me become more confident and knowledgeable in teaching economics. Through the workshops and seminars, the on-site visits to lead my classrooms, the supplemental materials, and networking that is readily available through the Council, I have grown exponentially as a professional educator. The economic knowledge and application I have obtained could not have happened without the Council, I am 100% convinced of this. The Council has been the single most important entity in my teaching career to date.

**Trent Goldsmith**  
Waverly High School  
Economics/Business Education Facilitator



“I really liked your music and enjoyed listening to you talk about how to be able to stay financial stable.”

FRESHMEN Benson HS

## FINANCIAL LITERACY CONCERT – TOUR DATES

Nov 2	Gretna Middle School	Gretna
Nov 3	Pound Middle School	Lincoln
Nov 4	Waverly High School	Waverly
Nov 4	Benson High School	Omaha NE
Mar 27	Park Middle School,	Lincoln
Mar 28	Nebraska City High School,	Nebraska City
Mar 29	Central Performing Arts Center	Central City
	Cross County HS, High Plains HS,	Central City HS



“I thought that this band was awesome. They gave me the motivation to save my money not spending it. Thanks for coming to my school.”

EIGHTH GRADER Pound MS

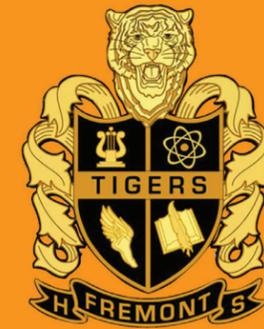
“I love your music! I really want you to come back to our school next year. You taught me so much, and I feel like managing my money seems so much easier now that I know more about how it works. Thank you so much!”

SIXTH GRADER Gretna MS

# ACADEMIC COMPETITIONS

## Finance Challenge State Champions – ARTHUR COUNTY HIGH SCHOOL

To win the state championship, Arthur edged out 703 teams consisting of 2812 students. This rural school went on to place third nationally, the first Nebraska team to break the top 10.



# ROCKONOMIX

## National Champion – FREMONT HIGH SCHOOL

In this first time Nebraska competition, Fremont surpassed 15 other entries to become the state champion. After a nationwide voting campaign Fremont secured the National Title.

## State Champions – BLUE HILL HIGH SCHOOL

After 15 weeks of intense trading, the team from Blue Hill High School edged out 478 teams to have the highest performing portfolio and claim their first State Title.



Beginning Economics Division winners

Advanced Economics Division winners

## A Clean Sweep – BELLEVUE EAST HIGH SCHOOL

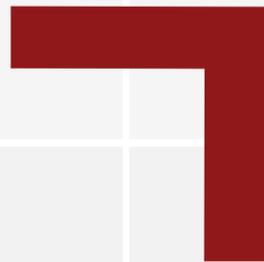
Bellevue East surpassed 369 teams consisting of 1575 students that participated both online and in person. The state champions when on to represent Nebraska in the national semi-finals.

## RUBBING ELBOWS AT THE CAPITAL

All finalists in the Finance challenge met with the state Treasurer – Don Stenberg.



# FINANCIALS



## REVENUE

\$173,990

## OPERATING EXPENSES

\$170,154

## NET ASSETS

\$749,194

We make decisions all day long. Some decisions are simple, everyday matters like what to have for breakfast. Others require thoughtful consideration, like how to plan for college or retirement. All decisions involve costs, and all have consequences in the future.

If we want to prepare students for tomorrow, we need to teach them how today. Economic education teaches students how to make informed decisions. By studying economics, students develop economic ways of thinking and problem solving that they can use in their lives as consumers, savers, investors, members of the workforce, responsible citizens and effective participants in a global economy.

The Nebraska Council on Economic Education (NCEE) has been training teachers and working with students since 1963. NCEE helps teachers teach economics and personal finance in creative and inspiring ways. Thanks to the support of businesses, foundations, and individuals, we typically provide our services and materials at no cost to the teacher or school.

I am proud to have partnered with NCEE for over 20 years and to have chaired NCEE's Executive Committee for the last six years. We have made great strides in increasing our reach both in Nebraska and nationally.

Thank you for taking the time to read our annual report. For more information please visit our website at [nebraskacouncil.unl.edu](http://nebraskacouncil.unl.edu)

Mark Winkler  
Chairman, Nebraska Council on Economic Education  
Asst. VP, Health & Medical Union Pacific Railroad

MARK



# EXECUTIVE COMMITTEE



**AshLea Allberry**  
COO, Nanonation



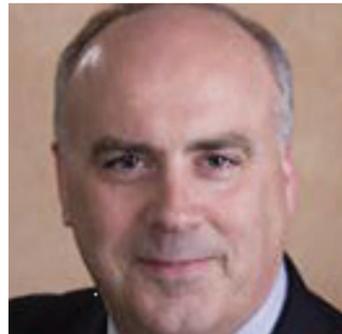
**Richard Baier**  
President & CEO, Nebraska Banker's Assn.



**Stuart Bartruff**  
Business Marketing Manager, Wells Fargo



**Matthew Blomstedt**  
Commissioner of Education



**Michael Burns**  
Senior Vice President, Ameritas Investment Corp.



**Tim Clare**  
Attorney at Law, Rembolt Ludtke LLP  
University of Nebraska Regent



**Brett Ebert**  
Business & Commercial and Trusts & Estates,  
Baylor Evnen



**Stephen C Ethen**  
Senior Vice President, Wealth Management  
Merrill Lynch



**Kathy Farrell**  
Dean, College of Business  
University of Nebraska-Lincoln



**Scott Fuess**  
Chair, Department of Economics  
University of Nebraska-Lincoln



**Gary Grote**  
Managing Principal, Bridgepoint Merchant  
Banking



**Nathan Kauffman**  
Assistant VP, Federal Reserve Bank of Kansas  
City Omaha Branch



**Louis Pol**  
Dean, College of Business Administration  
University of Nebraska Omaha



**Scott Seavey**  
Accounting Professor, University of Nebraska-  
Lincoln

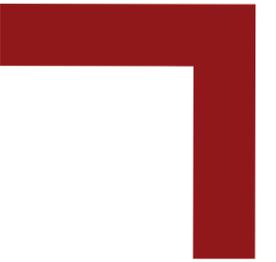


**William Walstad**  
Economics Professor, University of Nebraska-  
Lincoln



**Kurt Yost**  
President, Nebraska Independent Community  
Bankers

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# NEBRASKA COUNCIL ON ECONOMIC EDUCATION

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NCEE is a 501 c(3) non-profit entity housed at  
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