College and Career Resources



Welcome

Logistics

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College Readiness Resources from the St. Louis Fed



Scott Wolla, Ph.D.

Senior Economic Education Specialist Federal Reserve Bank of St. Louis scott.a.wolla@stls.frb.org

The views expressed in the presentation are mine and not the views of the Federal Reserve System.



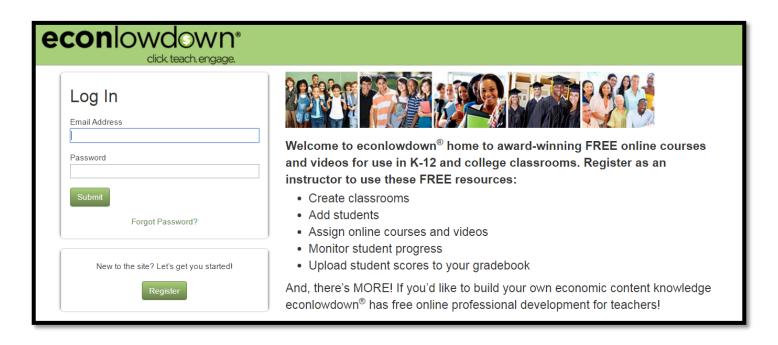
Follow Martina as she:

- picks a major;
- chooses a college; and
- considers ways to pay for her education.

Saving for College Video

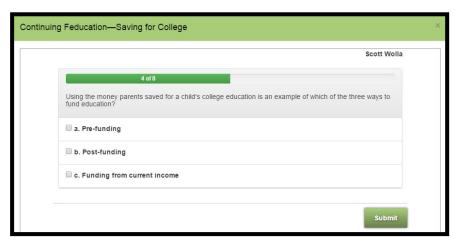




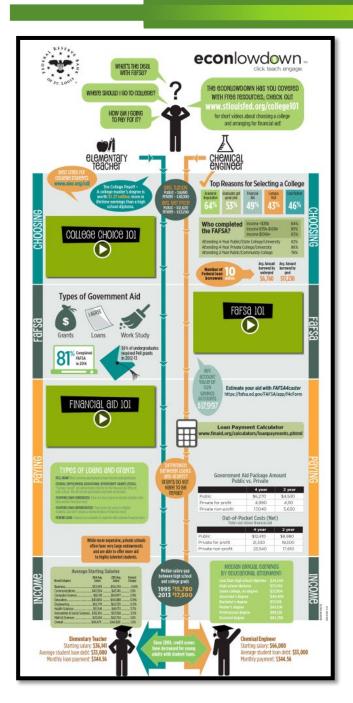




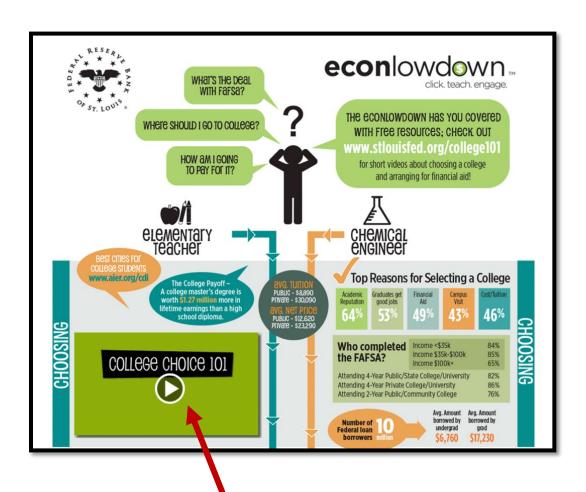
Saving for College video



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 Chair¹

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 2013³ (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

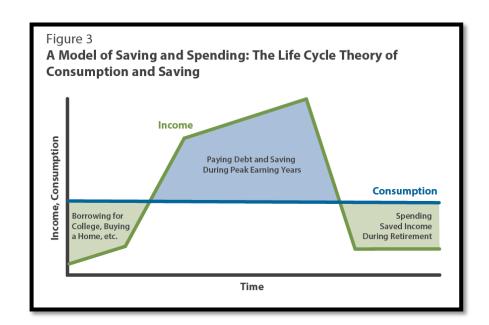


NOTE: The Gini coefficient (also known as the Gini ratio or indea) is a common measure of income inequality within a nation. It gauges income inequality on a scale from 0 to 1: The higher the number, the higher the level of inequality. The lowest U.S. value was 0.386 in 1968, and the highest value was 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/?g=7yKu.

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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

-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 skillsand their importance-imagine the following job interview scenario:

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

Job applicant: Yes.

Prospective employer: That's quite impressive.

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

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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.

Candidate with	Percent of employers who would not hire the candidate
Poor personal hygiene	90.8
Inappropriate attire	74.8
Facial piercings other than ears	74.3
Inappropriate footwear	70.8
Visible tattoos	60.6
Unnatural hair color	39.2
SOURCE: Center for Professional Excellence	re (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.

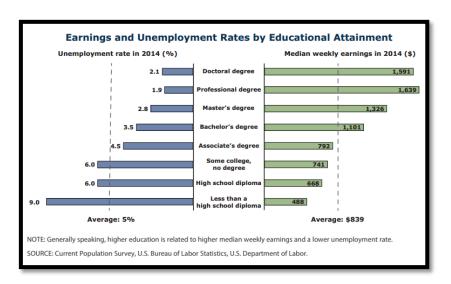
So, as noted above, an educated workforce benefits society by producing more goods and services with the same level of resources. Productivity gains fuel economic growth, which increases the standard of living in an economy—for both the highly educated workers and the population more broadly. In a sense,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

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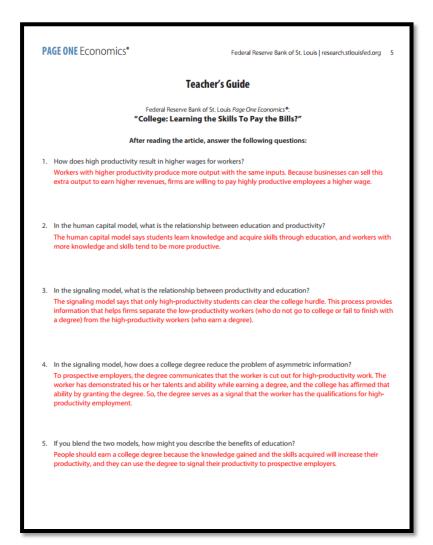
It's often said that a college degree is the key to future success. Choosing to attend college is a major decision for young people. But why is a degree so important? This issue examines two economic models used to study how education, productivity, and income are related.



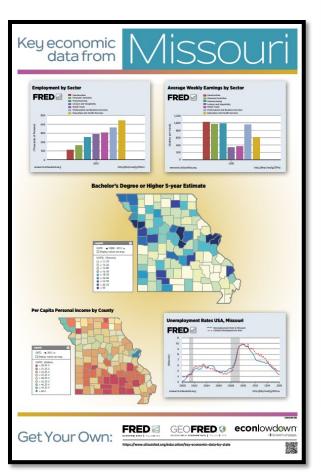
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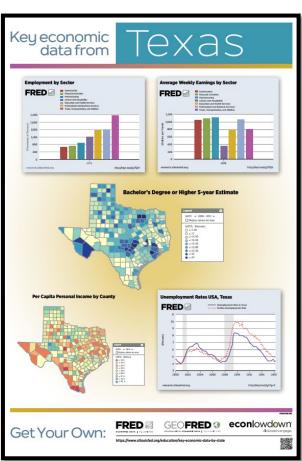
Page One Economics Newsletter Classroom Edition – Study Guide w/ Answer Key

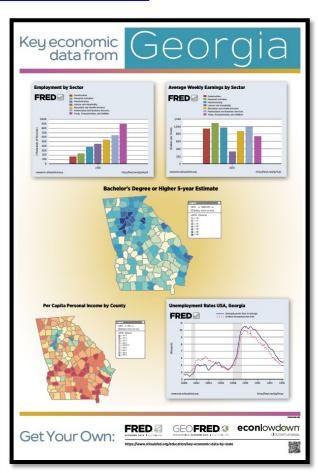
	Name	Period
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Federal Reserve Bank of St. Louis Page One Economics*: "College: Learning the Skills To Pay the Bills?"		
After reading the article, answer the f	ollowing questions:	
How does high productivity result i	n higher wages for workers?	
2. In the human capital model, what i	s the relationship between educa	tion and productivity?
In the signaling model, what is the	relationship between productivity	y and education?
4. In the signaling model, how does a	college degree reduce the proble	em of asymmetric information?
5. If you blend the two models, how r	night you describe the benefits of	f education?



Key Economic Data - Classroom Data Posters!











Questions?

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Find us at: www.stlouisfed.org/education



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Classroom ECONnections with the Fed: College and Career Resources March 8, 2017

Presented by: Nick Haltom, Federal Reserve Bank of Richmond

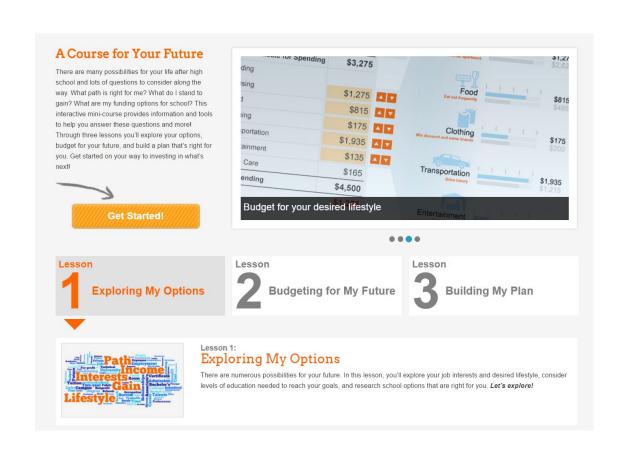






Presentation Outline

- 1. Course Goals
- 2. Visual Tour
- 3. Key Features



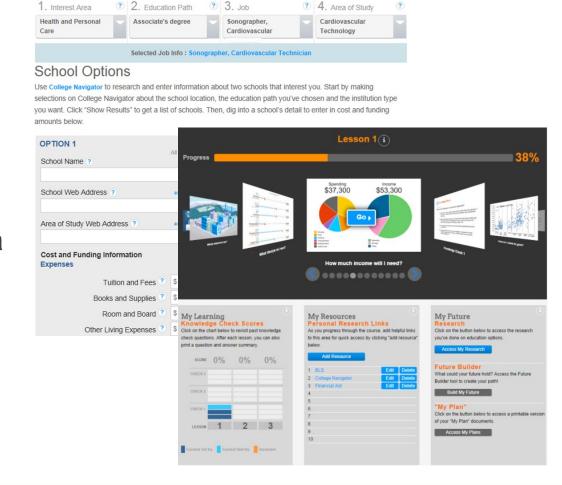


Course Goals

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

^{*}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





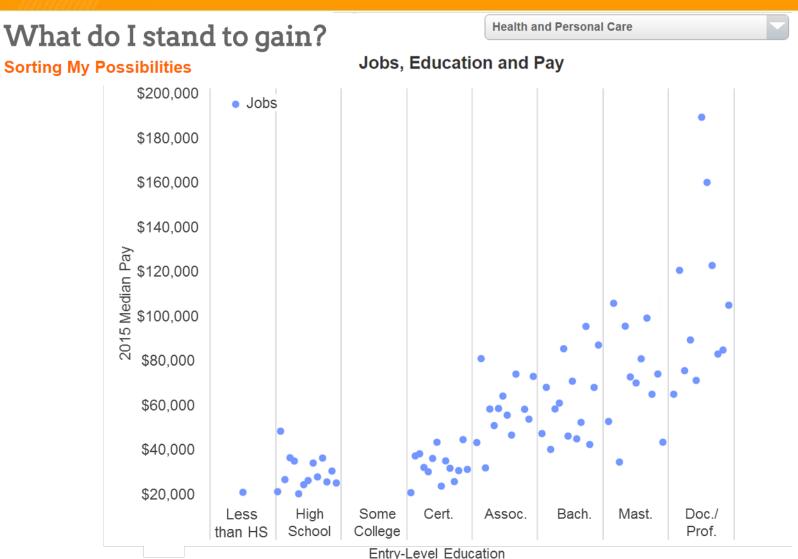
Lesson 3: Building My Plan

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 compare my different options?

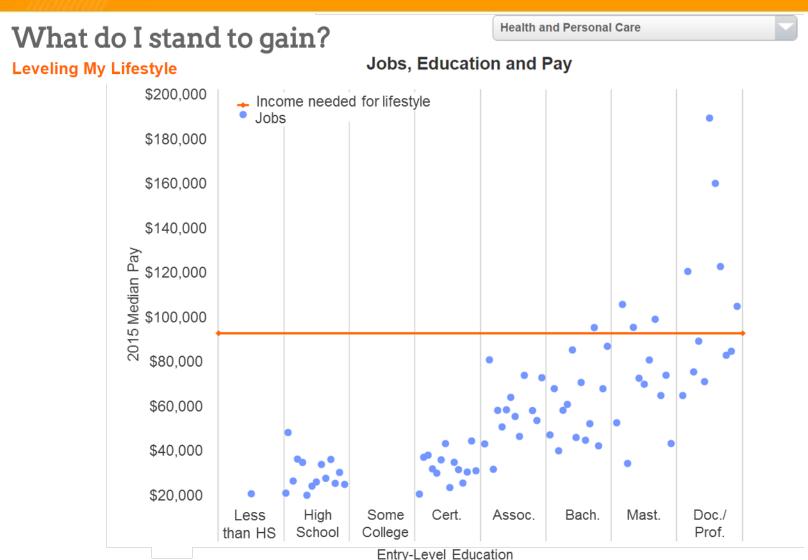


Interactions and Data Connections





Interactions and Data Connections





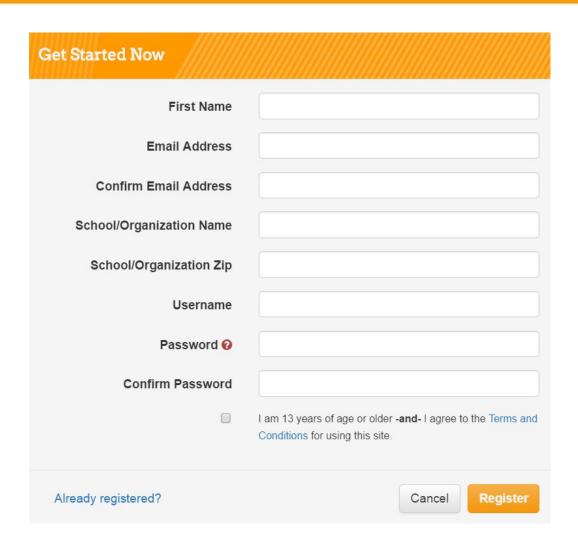
Interactions and Data Connections





Student Accounts

- Save progress
- Carry through data selections





Student Dashboard

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





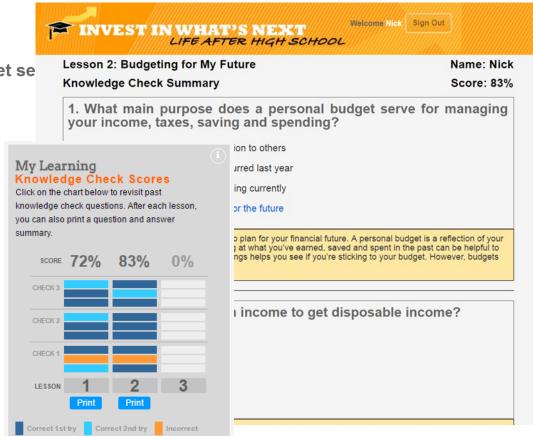




Question 1 of 3

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

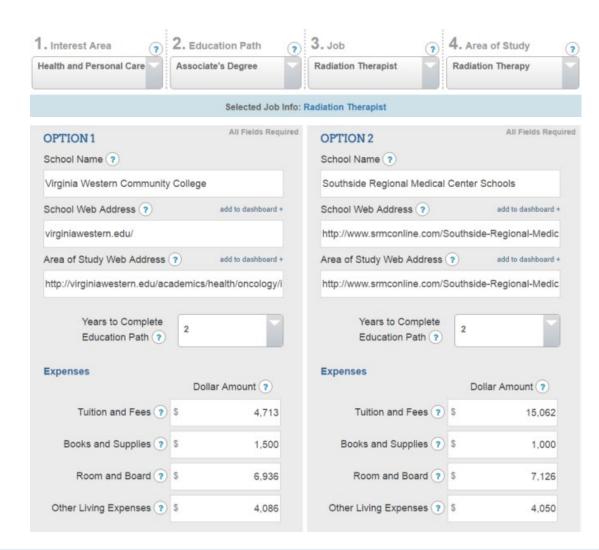
- A: To compare your situation to others
- B: To document what occurred last year
- C: To track what's happening currently
- D: To plan and set goals for the future





Personalized Research

- Go off-site
- Bring data back to course





Correlation with Standards

CEE Voluntary National Content Standards in Economics

- Standard 1: Scarcity
- Standard 2: Decision Making
- Standard 4: Incentives
- Standard 13: Income
- Standard 19: Unemployment and Inflation

CEE National Standards for Financial Literacy

- Standard 1: Earning Income
- Standard 2: Buying Goods and Services
- Standard 3: Saving
- Standard 4: Using Credit



Questions?

Contact us!

Nick Haltom

Economic Education Director

Federal Reserve Bank of Richmond

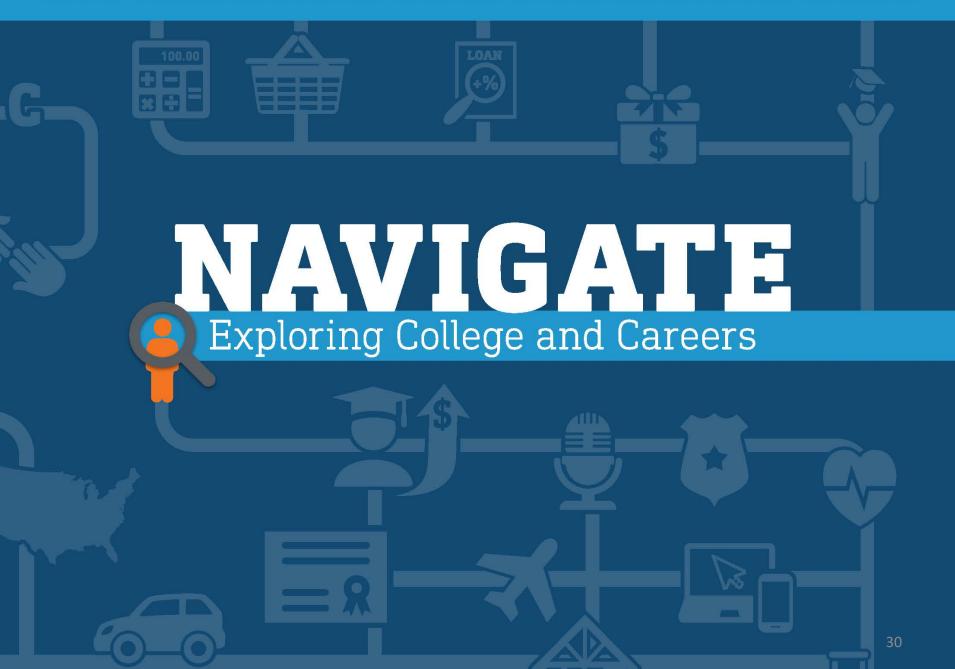
Nicholas.Haltom@rich.frb.org

804-697-8180

Or email the Invest in What's Next team at:

investinwhatsnext@rich.frb.org

A new classroom resource from the Federal Reserve Bank of Dallas



Program Features

- Designed for easy classroom implementation
- Instructor-led program
- Targeted for 7th to 9th 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?

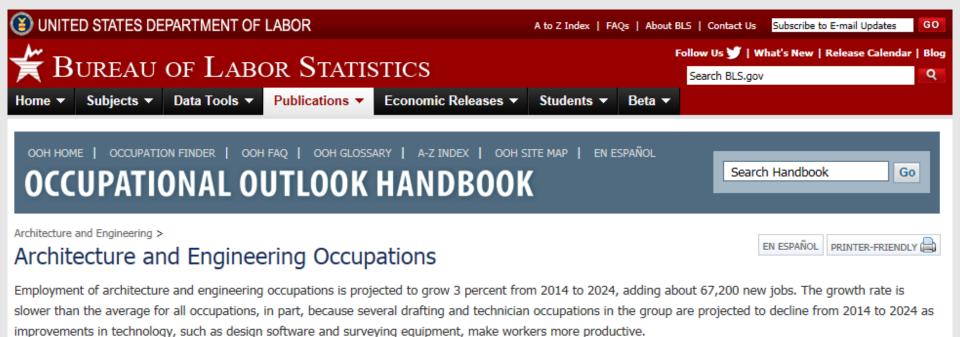
Unit 5 Paying for College

Unit 6 Future Paths





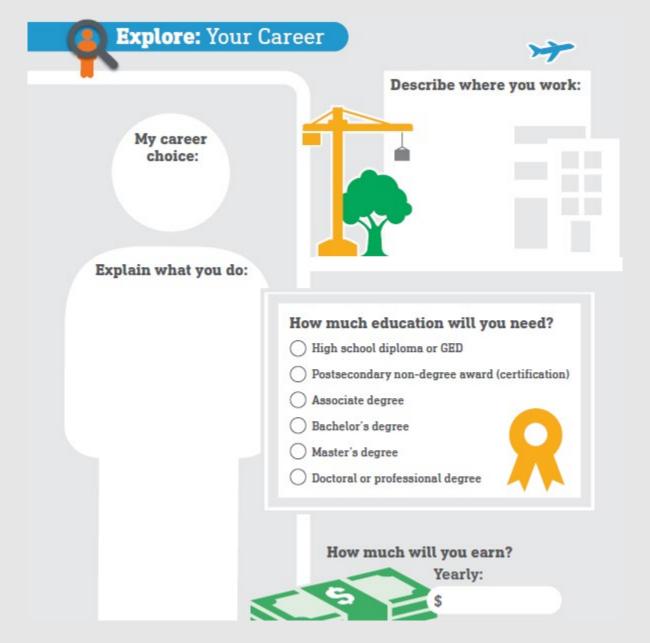
www.bls.gov/ooh



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

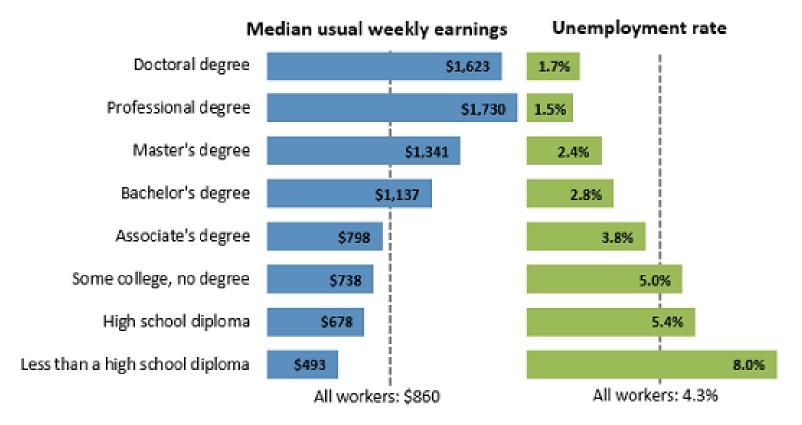


higher than the median annual wage for all occupations in the economy, which was \$36,200.



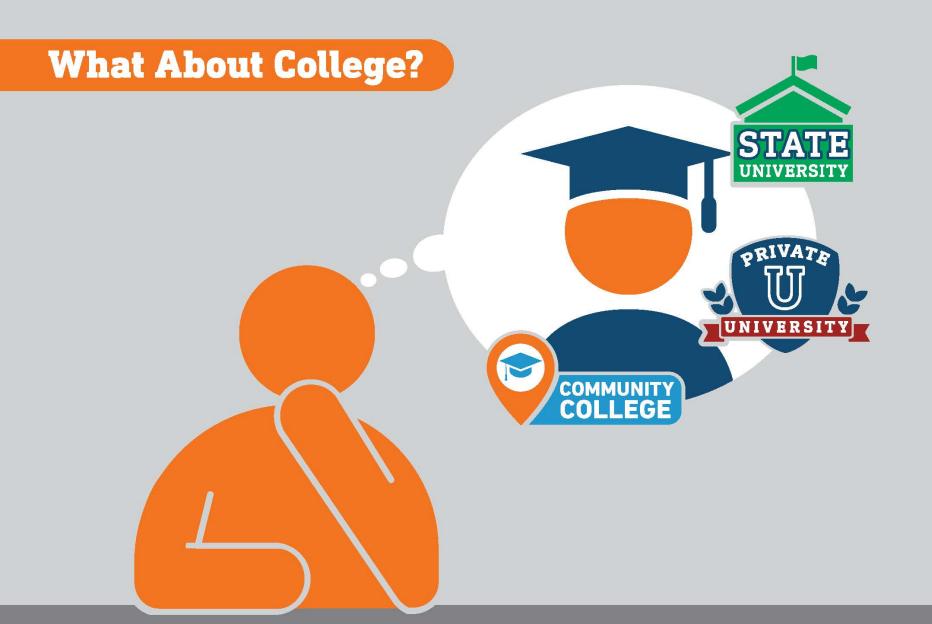


Earnings and unemployment rates by educational attainment, 2015

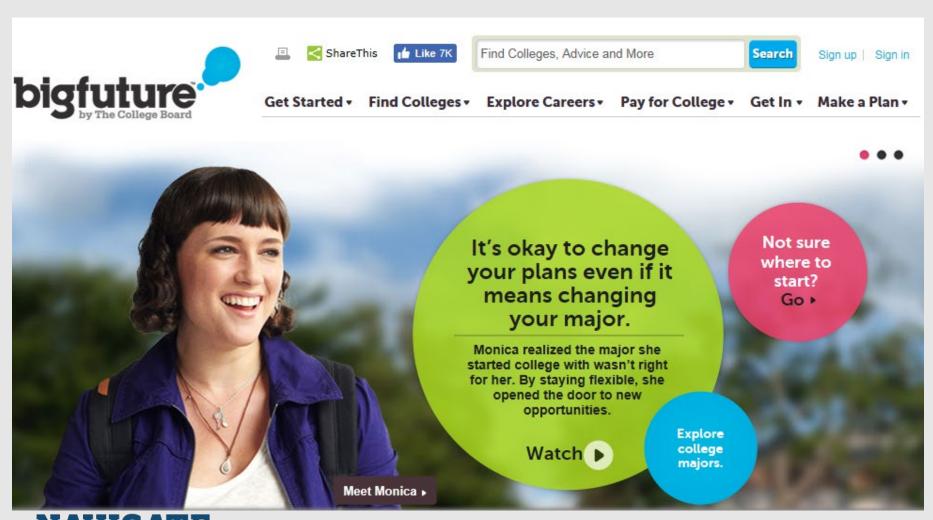


Note: Data are for persons age 25 and over. Earnings are for full-time wage and salary workers. Source: U.S. Bureau of Labor Statistics, Current Population Survey





bigfuture.collegeboard.org



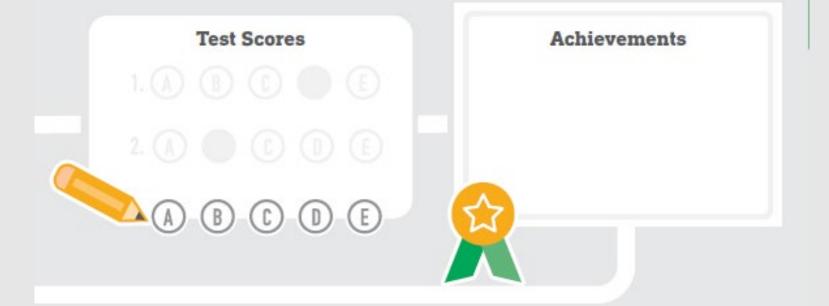


How Do I Get In?













How Much Does College Cost?



lege Cost? • Unit 4

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.

Expense	Current Amount	New Change Amount	Explanation	
Dining out	\$120			
Student tickets to athletic events	\$60			
Snacks for dorm room	\$100			
Clothes	\$100			
Fraternity/ sorority dues	\$125			
Movies	\$45			
Cell phone	\$60			
Personal care (haircut, toiletries, etc.)	\$75			
Laundry	\$40			
	Total Expenses			

Was working with this budget difficult?

Some students work part-time while they

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 questions 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?

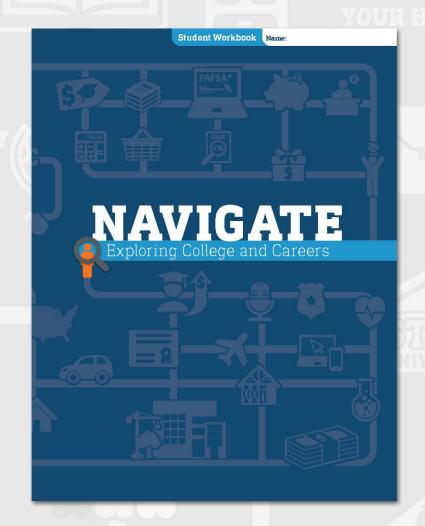
We look forward to sharing with our incoming students the details about the choices that contributed to your success.

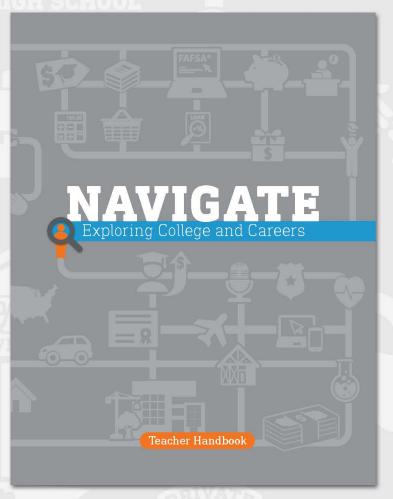
Sincerely,

The Student Council President



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









QUESTIONS?

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