

# NEVADA



## 2011 Statistics

▶ 193 classroom presentations were held for 8,545 students



## Student Comments

### Boulder Dam CU's Your and Your Money Program

"I think that the most important thing was the budgeting part. I really didn't realize how expensive it was every month until I actually wrote it down. It made me want to save more of my money, because it is going to be expensive to move out."

"I learned that it is important to have a plan when I leave the financial dependence of my parents (goals, budget)."

"Thanks so much for offering the class. It was informative and enjoyable."

"The class was great!"

"The course was useful and very informative."

"It was a very good learning experience I will use!"



Boulder Dam Credit Union's You and Your Money exemplifies what Nevada's credit unions are doing throughout the state to provide members and the community at large with valued and important financial education resources.

The community charter credit union in Boulder City, founded in 1940, serves more than 23,000 members. For nearly 10 years, it has offered You and Your Money, an interactive classroom session developed to educate young people on the importance of financial responsibility.

It introduced this program in 2003 as way to help high school juniors and seniors expand their awareness of mainstream financial services while learning the basics of money management.

The three-hour session is divided into five sections: Setting Goals, Budgeting, Understanding Credit, Establishing a Checking Account, and Building for the Future. Through the use of interactive discussions, role-play, scenario development, and question-and-answer sessions, students are exposed to a variety of important concepts. They also learn about the credit union difference and how a member is different from a customer.

Boulder Dam came up with a way to get young people to spend a Saturday morning learning about money: financial incentives! Seniors get \$100 and juniors \$50 upon completing the program. In addition, juniors can attend as seniors to receive the additional \$100. This "pay-to-learn" concept has paid off. So far, about 90 percent of Boulder City High School students have participated in this program. In addition, Boulder Dam Credit Union has retained 82 percent of these memberships in good standing since the program's inception. And more than 35 percent have opened a loan account with the credit union; the highest percentage (18 percent) opening a VISA card.

One of the requirements of You and Your Money is students must share their information. That has led parents and grandparents of program participants to come into the credit union seeking financial counseling, product information, and education. The program has reinforced the key values of the credit union movement and has built added value for members.

You and Your Money is making a difference—demonstrated time and again through the students' future financial practices.

### LOOKING TO THE FUTURE...

The Richard Myles Johnson Foundation, the state foundation for credit unions in California and Nevada, is planning to introduce Reality Fair events in both states, starting in 2012. These events will teach young people financial basics through interactive sessions.

## Award-winning Efforts!

### Nevada Credit Union League Recognition

The League recognized Boulder Dam CU's Jaron Singleton and BLS Consulting's Brandi Stankovic for their outstanding efforts in teaching hundreds of Boulder City, NV teens the importance of money management.

**2011 Richard Myles Johnson Beacon Awards**—highest honor by state foundation for credit unions in California and Nevada

▶ Finalist—Boulder Dam CU

