

# WASHINGTON



*An active contributor to Washington's financial literacy efforts Josh Allison states, "Financial literacy doesn't just build awareness for the credit union brand, it builds trust as well."*

Like many dedicated credit unions across the nation, credit unions of Washington is taking an innovative approach to further the movement of financial literacy. The Financial Education Public Private Partnership (FEPPP) created a website ([www.feppp.org](http://www.feppp.org)) containing resources on financial education for teachers and other educational leaders. This allowed convenient and immediate information on the state and national standard curriculum on financial education.

Working closely with the Office of the Superintendent of Public Instruction (OSPI), Washington credit unions succeeded in incorporating several financial literacy questions on state competency assessments, which led to making financial literacy a part of the state social studies standards for seventh grade students in Washington. This effort later led to the adoption of content standards for personal finance statewide.

Several credit unions in Washington reported their financial education efforts on the National Youth Involvement Board (NYIB) site. Through November, the total number of youth reached in Washington since 2011 was 3,558 through 128 presentations. The statistical module is as follows:

- ▶ Kitsap CU – 2,422
- ▶ Randolph Brooks FCU – 10
- ▶ TwinStar CU – 991
- ▶ Horizon CU – 25
- ▶ BECU – 50
- ▶ GESA CU – 60

Along with the Washington Credit Union Foundation's financial support to programs such as BizKid\$, the National Endowment for Financial Education High School Financial Planning Program reported that there were more than 91 financial-related activities in high schools throughout the state.

Other efforts include yearly programming on such topics as reaching out to the youth market, a financial literacy forum and a financial education resource showcase. These trainings were available to a variety of audiences that have included credit union business development and outreach staff, youth, school educators, and trainers.



While operating as the Washington Credit Union League (WCUL), the Association succeeded in building a partnership between the Washington State Certified Teachers and Credit Union Professionals to get financial education in classrooms with the National Endowment for Financial Education (NEFE) curriculum.

The league was a multi-year winner of the Desjardins Youth Financial Education Award for its leadership and contributions to the financial literacy movement.

