



Financial Institutions as a Leverage Point for Family Economic Security

2019 Kids Count Conference



Speaker Introductions



Chriselle Martinez

Retention Specialist – Membership Development

Nusenda Credit Union
Since 2018



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Nusenda Credit Union
Since 2019

- Current Financial Landscape
- Curriculum Development
- Summer School Program(s)
- Career Exploration Program
- Powering Success
- Q & A

Theory of Change

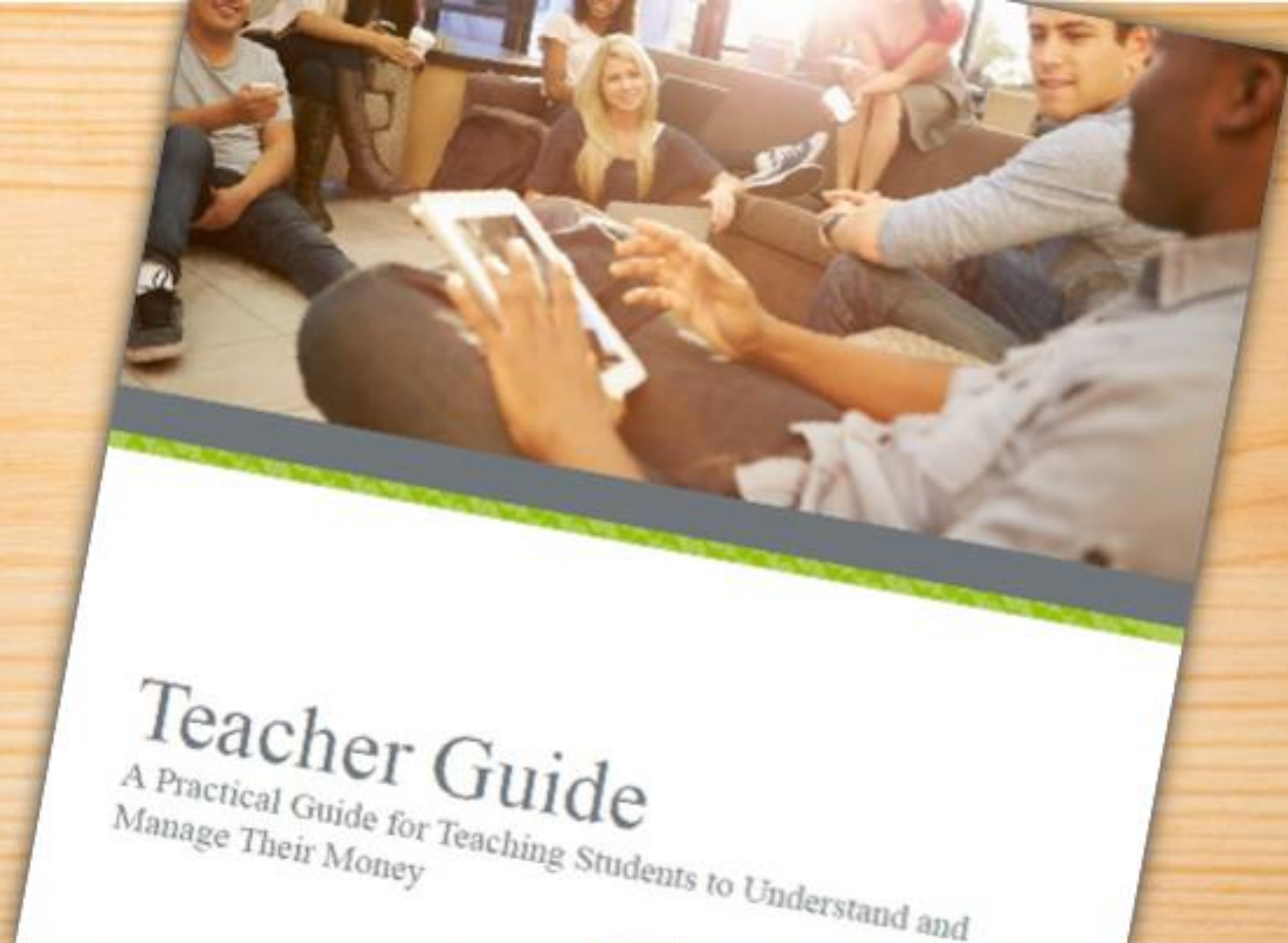
Financial institutions can play a key role in family economic success by supporting educational and family programs on multiple levels.



New Mexico ranks 49th for the
number of **unbanked**
households.

Fewer than half of
households headed by people of
color set aside **emergency**
savings during the past year.

New Mexico ranks 42nd
for **income inequality**.



Curriculum Development

Financial capability courses for New Mexico teachers



**Financial
Literacy**

KNOWLEDGE

**Financial
Capability**

BEHAVIOR CHANGE

Curriculum Components

- Teacher Manual
- Student Manual
- Power Point Presentations
- Life Stages Project

Highlights and Takeaways

- Important to start financial education early in life
- Make financial education a public education requirement
- Common-Core aligned with math articulation
- Content is relevant to today's youth
- Digital / online resources for digital curriculum adoption
- Santa Fe schools has adapted curriculum as a math course
- Looking to expand to offer curriculum across the state

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Financial literacy is a key predictor of positive financial behaviors:

- Increased saving
- Good credit card use
- Less compulsive buying



Summer School Program(s)

Summer school scholarships + financial capability

Summer School Program and Scholarships



Highlights and Takeaways

- Summer school personal finance course uses award-winning curriculum by the Annie E. Casey Foundation
- Students earn elective credits and learn how making smart money choices can impact their future
- A total of \$28,500 in Scholarships has been gifted to 290 APS HS students since program inception

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Career Exploration Program

Course credit + career exploration + paid internships



- Dual credit + paid internship
- Banking industry with variety of career paths
- Transportation to/from 13 high schools
- Content + subject matter expert

Highlights and Takeaways

- APS transports students from district high schools to the CEC
- Students gain valuable financial knowledge and work experience
- Incentive for students to remain in the state post graduation
- 169 students have enrolled in the program, 90 hired as interns
- 23 interns have become permanent employees
- Currently looking at how to track employee outcomes
- Opportunity to create a new college internship program

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Powering Success

Success that pays off for everyone





- Loans from \$250 to \$2,500
- Builds student credit & prevents high-interest predatory lending
- Partial loan forgiveness for completing the program and meeting academic goals

Highlights and Takeaways

- Design interventions that meet real-world student needs
- Now available to CNM and UNM students
- UNM: 36 short-term loans, CNM: 8 short-term loan
- Wrap-around services improve financial capabilities
- PRI from WK Kellogg Foundation
- Ideas for Action Award, Catapult! Award

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The time for **evidence-based** policy solutions and practices is now



Q & A

