

CENTER FOR ECONOMIC EDUCATION & ENTREPRENEURSHIP

ANNUAL REPORT
2024 – 2025



UNIVERSITY OF DELAWARE
**LERNER BUSINESS
& ECONOMICS**

Staff



LAURA AHLSTROM
Researcher



CARLOS ASARTA
James B. O'Neill Director
Bank of America Professor



JUDY AUSTIN
Bank At School
Coordinator



SCOTT BACON
Assistant Director
Delaware Stock Market
Game Coordinator



LAURA BAKER
Business Administrator



JAMES BUTKIEWICZ
MAEEE Professor



GAIL COLBERT
Personal Finance
Coordinator



ANDREW HILL
MAEEE Professor



AMY WYNN
KRZYZANOWSKI
Instructional Designer



JENNIFER MAGAW
Administrative Specialist
Teach Children to
Save Day Coordinator



BONNIE MESZAROS
Elementary School
Program Coordinator



JAMES O'NEILL
Professor Emeritus
Delaware Council on
Economic Education

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Overview

The University of Delaware's Center for Economic Education and Entrepreneurship (CEEE) at the Alfred Lerner College of Business and Economics is pleased to report another year of success in advancing K-12 economic, personal finance, and entrepreneurship education. Through a variety of programs, professional development opportunities, and student events, the CEEE equips both pre-service and in-service teachers with the tools and knowledge needed to inspire confident, informed decision-making among their students.

This year, the CEEE delivered 107 programs, professional development sessions, and graduate courses, reaching 2,164 educators in both public and private schools. The Center also hosted 17 student-centered events and competitions. In total, 220,516 students were positively impacted. Our dedicated team of experienced educators and content experts are committed to helping teachers elevate their teaching practices, enhancing students' understanding of economic concepts and personal finance.

As the CEEE enters its second half-century, we remain focused on helping educators teach economics as a vital framework for all decision-making. With continued support from our partners, we will keep empowering students to make connections with local, national, and global events that affect their personal financial futures, helping to lay the foundation for stronger, more resilient communities and economies.



K-12 Programs and Trainings for Delaware Students and Teachers

BANK AT SCHOOL

This year, 39 schools launched or revived Bank At School programs, giving 1,950 students the opportunity to open and make deposits to no-fee, non-custodial savings accounts at their schools. Representatives from nine local community banks and credit unions visited K-12 classrooms weekly to provide these banking services, helping to instill the value of saving. Bank At School has been a staple in Delaware since 1992.

ECONOMICS COURSES FOR TEACHERS

To support teachers in their efforts to teach economics, the CEEE offers three tuition-free, asynchronous online courses each semester, tailored to elementary, middle, and high school educators. These courses, aligned with Delaware's economics standards, help teachers strengthen their content knowledge and teaching skills. This past year, 10 teachers participated, directly benefiting 886 students.

ECONOMIC EDUCATION CONFERENCES AND TEACHER AWARD PRESENTATION

The CEEE hosted two conferences this past year to support K-12 educators in enhancing their economics instruction.

In the fall, Econ-O-Ween provided a half-day of professional development for teachers, offering an opportunity to refresh classroom strategies. The event featured guest speakers and

CEEE staff presenting practical lessons about fraud awareness, improv for discussions, and corporate credit ratings to making economic and personal finance education engaging and effective.

The annual CEEE's Personal Finance and Economic Education Conference returned this summer with elementary and secondary tracks that

allowed teachers to select content most relevant to them. With a keynote address from Austin Green, an AP Economics Teacher at Milton High School and Principles of Macroeconomics Instructor at Georgia State University, this full-day conference offered a deeper



dive into economic education, equipping educators with a wealth of strategies and tools to prepare for the upcoming school year. During the event, Ms. Staci Garber, a teacher at Kirk Middle School, was honored with the Bonnie T. Meszaros Economic Educator of the Year Award for her outstanding contributions to advancing economic education in Delaware.

"We are so excited to see where this financial exposure from the Bank at School program takes our daughter. It has increased the conversation we have as a family about finances."

Carlene Clark, mother of a student from Lancashire Elementary School.

ECONOMICS FOR KIDS AND ECONOMICS MODEL LESSONS

The Economics for Kids program introduces kindergarten through first grade students to foundational concepts in economics and personal finance. Using children's books as a springboard, lessons are designed to be fun, engaging, and aligned with state standards, helping students begin their economic education early.

Building on this foundation, CEEE partnered with the Social Studies Coalition of Delaware to develop and deliver Economics Model Lessons, a suite of high-quality resources for grades 1, 2, 3, 5, and 7. These dynamic, age-appropriate lessons are aligned with Delaware's economics standards and designed to support effective instruction. In total, the CEEE conducted 18 professional development sessions for 164 teachers, equipping them with complete resource kits that included interactive lessons and books to make economic concepts both enjoyable and accessible for 6,092 students across the state.

KEYS TO FINANCIAL SUCCESS CURRICULUM AND TRAINING

Celebrating its 23rd year, the Keys to Financial Success curriculum, developed by the CEEE in partnership with the Federal Reserve Bank of Philadelphia and the Delaware Council on Economic Education, was delivered to 4,125 students across 34 Delaware high schools during the 2024-2025 school year. Through a hybrid summer professional development program, teachers were introduced to the curriculum via interactive and video modules on the Canvas platform. This flexible training model, available throughout the year, equips educators with resources to teach essential topics such as budgeting, saving, investing, credit, and post-secondary education finance. All Keys lessons are directly aligned with the Delaware high school financial literacy standards. Research published in the In-



ternational Review of Economics Education (Asarta, Hill, and Meszaros) shows that Keys improves personal finance knowledge by over 60%.

In addition to the curriculum, students were encouraged to participate in two key events: the Keys personal finance essay competition, hosted with the Delaware Bankers Association (DBA), and the Delaware Personal Finance Challenge (PFC). Two students from Saint Mark's High school and Archmere Academy won \$5,000 scholarships for their outstanding essays advocating for financial education. The 16th annual PFC, held in April during

Financial Literacy Month, saw 693 students from both high school and middle school compete in on-line preliminary rounds. In the final in-person high school competition, Newark Charter High School claimed the top prize, followed by Appoquinimink High School.

MEANINGFUL ECONOMICS AND ENTREPRENEURSHIP COMPETITION (ME*)

The annual ME* competition, held in the spring, engages teachers and students in hands-on learning about

economics, entrepreneurship, and personal finance. In 2025, over 472 students from 19 schools participated in four regional contests in New Castle and Sussex counties. Teams of third, fourth, and fifth graders tested their knowledge, perfected their production processes, and tackled problem-solving challenges, pitching business solutions to judges, many from Delaware's banking community. Students received t-shirts designed by their peers, and nearly 250 prize ribbons were awarded across three competitive events, celebrating first-through-fourth-place winners.



“What impressed me most was seeing students demonstrate critical thinking and problem-solving while making financial decisions that mirror real-world scenarios. The challenge bridges classroom concepts with practical application, transforming abstract ideas like interest rates into tangible insights about credit card debt and loan decisions. This approach makes financial education engaging, practical, and truly empowering for students.”

Lanette Taylor-Smith, Bank of America volunteer

MINI-SOCIETY

Since 1977, Mini-Society has introduced Delaware elementary students (grades 3–5) to economics and entrepreneurship through hands-on classroom experiences. During this program, students create a classroom economy where they take on roles like producers, consumers, and currency creators. Last year, the CEEE hosted two professional development sessions for educators, reaching an additional 425 students. The program culminates in a Market Day, where students apply their learning in a dynamic, real-world setting.

PERSONAL FINANCE ACADEMY (PFA)

The PFA program supports economic advancement in Delaware's low- and moderate-income communities by teaching money management skills to students and offering year-long professional development for educators. In partnership with district social studies supervisors, coaches, and teachers in majority-minority schools, PFA delivers targeted instruction and ongoing support for educators. This year, the CEEE continued its One School, One Book initiative through PFA, distributing more than 445 books to students at Shortlidge and Serviam Girls Academy Elementary Schools. The selected titles—Granny's Vintage Camera and Bee Fearless, Dream Like a Kid—help reinforce the importance of financial literacy, perseverance, and budgeting, while emphasizing that with creativity and determination, even the smallest setbacks can be overcome.



SIEGFRIED YOUTH LEADERSHIP PROGRAM™

In partnership with The Siegfried Group, Horn Entrepreneurship, and Junior Achievement, the SYLP offers Delaware secondary students a platform to explore leadership and personal development. This year's events, held in person and attended by a record number of 797 students and teachers, provided students with motivational talks and guidance on setting life goals. Speakers Markevis Gideon and Henna Pryor shared insights on entrepreneurship, personal growth, building meaningful relationships, and overcoming limiting beliefs.

SYLP® ECONOMICS SUMMER CAMP

In June 2025, the CEEE and The Siegfried Group hosted the third annual SYLP Economics Summer Camp at the University of Delaware. The one-week residential camp introduced

STUDENT & COMMUNITY HIGHLIGHTS

FOUNDATIONS OF FINANCIAL LITERACY

7,500 Students reached

TEACH CHILDREN TO SAVE DAY

6,224 Students engaged

ECONOMICS MODEL LESSONS

6,092 Economic thinkers cultivated

PERSONAL FINANCE ACADEMY

5,533 Individuals connected

BANK AT SCHOOL

1,950 Children banked

SIEGFRIED YOUTH LEADERSHIP PROGRAM®

797 Future leaders inspired

ECONOMIC FORECAST

236 Professionals plugged in

CEEE CONFERENCES

84 Educators energized

MAEEE MASTER'S PROGRAM

22 Teachers prepared

IMPACTreport

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REACH

107 Trainings held

2,164 Teachers taught

220,516 Students reached

AWARDS

Jennifer Magaw

UD Distinguished Individual Staff Excellence Award

Carlos Asarta

Bank of America Chaired Professorship

National Association of Economic Educators James O'Neill Economic Education Multiplier Award

University of Delaware Athletics Most Valuable Professor

STUDENT CONTESTS

6,381 Students competed

- InvestWrite Essay Contest
- Meaningful Economics (ME*) Competition
- Personal Finance Challenge
- Personal Finance Essay Contest
- Teach Children to Save Day Poster Contest
- The Stock Market Game

PRAISE

96% Will recommend our professional development to others

96% Report that our professional development improved their content knowledge

PROGRAMS BY GRADE LEVEL

ELEMENTARY SCHOOL

- Economics Courses for Teachers
- Economics for Kids
- Economics Model Lessons
- Mini-Society
- Personal Finance Academy
- Professional learning for in-service teachers
- Ronni K. Cohen Bank At School
- Teach Children to Save Day

SECONDARY SCHOOL

- Economics Courses for Teachers
- Economics Model Lessons
- Keys to Financial Success
- Professional learning for in-service teachers
- Siegfried Youth Leadership Program® (SYLP)
- SYLP Economics Summer Camp

HIGHER EDUCATION

- Master of Arts in Economics and Entrepreneurship for Educators

THANK YOU FOR PARTNERING!

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| • Alfred Lerner College of Business & Economics | • Delaware Council on Economic Education | • Federal Reserve Bank of St. Louis | • Radio America | • Social Studies Coalition of Delaware |
| • Artisans' Bank | • Delaware Department of Education | • First Citizens Community Bank | • Robinhood | • Sussex County Government |
| • Bank of America | • Delaware Department of Justice Investor Protection Unit | • Fulton Bank | • The American Economist | • TD Bank |
| • Bank of Ocean City | • Delaware Financial Education Alliance | • Funding the Future | • The Rockefeller Trust Company (Delaware) | • UD Department of Economics |
| • Barclays Bank Delaware | • Delaware Office of the Governor | • Horn Entrepreneurship | • Sallie Mae Bank | • UD Department of Finance |
| • Berkadia | • Delaware State Treasurer's Office | • Institute for Public Administration's Center for Civic Education | • Charles Schwab Trust Co. | • YourMoney101.org |
| • Better Business Bureau | • Discover | • JPMorgan Chase | • Shore United Bank | • Wells Fargo |
| • BNY Wealth | • Donner Canadian Foundation | • Junior Achievement of Delaware | • The Siegfried Group | • Wilmington Trust |
| • Bryn Mawr Trust Co. of Delaware | • edU Federal Credit Union | • KEY National Trust Company of Delaware | • SIFMA | • WSFS Bank |
| • Capital One | • Farr, Miller & Washington | • Lyons Companies | | |
| • Comerica Bank & Trust | • Federal Reserve Bank of Philadelphia | • M&T Bank | | |
| • County Bank Delaware | | • McGraw Hill Education | | |
| • Delaware Bank Commissioner's Office | | • Puglisi & Associates | | |
| • Delaware Bankers Association | | | | |



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high school students to the economic way of thinking, featuring speakers and activities that emphasized critical decision-making and real-world applications. Students gained valuable insights into economics and learned how informed choices are key to navigating future challenges.

"I found the Stock Market Game workshop extremely beneficial. The instructor was knowledgeable and engaging, and the material presented was detailed yet not overwhelming. Mr. Bacon also provided us with a clear list of resources and ways to reach out for assistance if needed. The Stock Market Game is quite an instructional gem!"

Delaware teacher training participant survey comment

STOCK MARKET GAME

Now in its 43rd year, the Stock Market Game (SMG) engages students in grades 4-12 in an online simulation of global markets. Last year, 3,243 students participated, guided by 82 teachers. Students managed a hypothetical \$100,000 portfolio, building skills in research, math, and critical thinking. Before the game, teachers received training on the role of financial markets in business growth and how to navigate the SMG platform. Participants also had the chance to join InvestWrite, a national competition challenging students to write about stock market investment strategies.

TEACH CHILDREN TO SAVE DAY

In April, the CEEE and the Delaware Financial Education Alliance brought financial education to over 6,224 third-and fourth-grade students during Teach Children to Save Day, a program which has run continually since 1998. With the help of 203 volunteers from local banks and businesses, 204 classrooms across Delaware received lessons on saving, using the children's book *The Great Investo and Penny in The Saving Genie* by Greg Koseluk of the Delaware Bankers Association.

AFTER-SCHOOL PROFESSIONAL LEARNING

The CEEE's after-school professional learning sessions help teachers bring timely economics, personal finance, and entrepreneurship topics into the classroom. This past year, teachers participated in virtual and in-person workshops on topics like *The State of the Economy* and *Foundations of Financial Literacy*. Teachers also joined the Econ Dinner and a Movie series, using films like *Unfrosted* to explore economics and financial topics, followed by discussions with CEEE staff and local experts.

MAEEE Degree Program

In May, 22 educators from 10 states and two countries graduated from the CEEE-led Master of Arts in Economics and Entrepreneurship for Educators (MAEEE) program. The group had returned to campus in July 2024 for their second summer of intensive coursework and collaboration. Their final projects are designed to expand economics and financial education, reaching thousands of students annually. To date, over 540 educators from 39 states and 15 countries have earned the MAEEE degree.



"The MAEEE connection brought me to Delaware. It has shaped my life and given me an incredible network of peers. It's meaningful to be part of something more important than myself—especially when it comes to helping students succeed as productive citizens and having others who can help when my path is unclear."

Staci Garber, Kirk Middle School Social Studies Teacher, MAEEE alum

Beyond K-12 Programming

UNIVERSITY OF DELAWARE COLLABORATION

The CEEE partnered with the University of Delaware's College of Education and Human Development to deliver guest lectures in social studies methods courses for pre-service teachers. These sessions focused on introducing future educators to the principles of economics.

ECONOMIC FORECAST

In 2025, the CEEE and Lyons Companies co-hosted the Economic Forecast, offering valuable insights into how the current economic climate is impacting local businesses. The event featured expert speakers, including Patrick Harker, President and CEO of the Federal Reserve Bank of Philadelphia; Michael Farr, Chief Market Strategist at Hightower Advisors and Founder/CEO of Farr, Miller & Washington; and Cristian de Ritis, Deputy Chief Economist, Moody's Analytics. A panel discussion, moderated by Nick Timiraos, Chief Economics Correspondent for the Wall Street Journal, explored key economic issues. Speakers discussed trends and implications related to inflation, monetary policy, economic growth, labor market resilience, consumer confidence, and market uncertainty. During the event, Patrick Harker received the 2025 James B. O'Neill Award. The O'Neill award recognized his outstanding efforts to ensure that young people gain the economic and financial knowledge they need to thrive in the future.



FURTHER WORK IN THE COMMUNITY

The CEEE, in partnership with the Delaware Council on Economic Education, continues to support Delaware.money, a web-based portal connecting Delaware residents with financial learning resources, tools, and local events.

PUBLICATIONS

Over the past year, CEEE associates have published model lessons, as well as research articles and pedagogical resources. These publications contribute to the ongoing development of effective teaching strategies in economics and financial education.

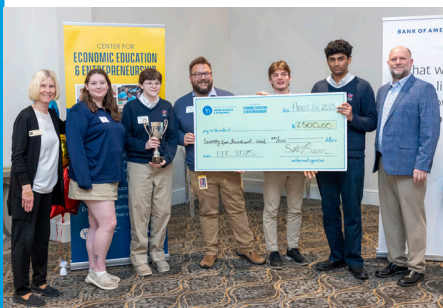
"A National Survey on Teaching Methods in Advanced Placement (AP) Economics Courses," (with S. Buckles, C. Harter, and D. Mendez-Carbajo), *The American Economist*.

"Why are Schools Reclassifying Their Economics Major?" (with D. Mahon), *Eastern Economic Journal*.

"Student Engagement and Interaction in the Economics Classroom: Essentials for the Novice Economic Educator," *Journal of Economic Education*.

"Teaching with FRED and Active-Learning Methods in Introductory Economics Courses," (with D. Mendez-Carbajo), *International Review of Economics Education*.

Eight revised, adapted and newly authored First Grade Economics Model Lessons designed to span a total of twenty 30-minute class periods, (with the Social Studies Coalition of Delaware).



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CEEE MISSION and VISION

To prepare K-12 educators in economics, personal finance, and entrepreneurship by providing dynamic, standards-based professional development and resources.

To see students graduate as informed and productive citizens, contributing to their own prosperity and to the well-being of the world.

FinTech Innovation Hub, 591 Collaboration Way, 4th Floor, Newark, DE 19713

302-831-2559

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