

NCCEE BY THE NUMBERS 2025

What does it take to help North Carolina students make wise, informed decisions that will affect the quality of their lives?



1,073 CONFIDENT TEACHERS

- **1,073 teachers attended more than 12,460 hours** of professional development in economics and personal finance, and will impact more than **107,881 students** in a single year
- **65% serve** in schools in LMI communities*
- **Nearly all (96%+)** say they are **better prepared to teach economics, personal finance and entrepreneurship**, and **will utilize the resources provided**.
- **94%** feel more comfortable managing their own finances as a result of professional development

19,692 STUDENTS COMPETE AND LEARN

- **18,706 students reinforced personal finance, math, and critical thinking skills** by participating in the Stock Market Game.
 - 68% attend schools in LMI communities*
 - **5th-7th grade students gained almost a full year** in math skills over peers who did not participate; 8th-10th grade students gained almost 1/2 year
 - Students who reported using math some or a lot **increased their financial knowledge scores by up to 11 points**
 - More than half report that their game experience will make them more careful with their money
- **986** students participated in Economics and Personal Finance Challenges

DIRECT SERVICE PROGRAMS

- **1,514 students and 759 parents** gained new skills through **Family Financial Fun Nights**, which teach students and parents the basics of money management and provide tools for how to talk about it together.
- **131 high school girls attended 32 Invest in Girls sessions**, which provide financial literacy education and aim to increase the number of young women entering the financial services industry.

MODELING THE WAY

- **93%** of NCCEE's 2024 expenditures supported programs; **7%** for management expenses
- **65%+ of students** impacted are from low-moderate income* households

AT NCCEE WE'RE DOING WHAT IT TAKES. HERE'S HOW:



PROFESSIONAL DEVELOPMENT FOR TEACHERS

In 1970, the North Carolina Council on Economic Education (NCCEE) was founded with one goal in mind — to enhance and advance economic and financial education for K-12 educators and students of North Carolina. Today, our non-profit organization provides financial literacy courses, workshops and programs, as well as economic education training to hundreds of North Carolina teachers each year impacting more than 130,000 students annually.

ACADEMIC COMPETITIONS

The Stock Market Game™ (SMG) gives students the chance to invest a hypothetical \$100,000 in a real-time portfolio while they compete against their peers across the state. They think they're playing a game. You know they're utilizing technology to improve math scores and learn economic, financial, and business concepts all while building 21st century skills that will last a lifetime. Students may follow up the SMG experience by entering InvestWrite™, a national essay competition which adds a language arts and critical thinking component to the SMG. The NC Capitol Challenge of the SMG, and the Capitol Hill Challenge has General Assembly members and members of Congress “championing” teams in their home districts to see first-hand the real-world learning that is occurring. Students connect with their representatives to see how government policies affect the economy and vice versa.

The Economics Challenge is a high school level competition, with beginning and advanced divisions, where students work in teams to compete. First, students answer questions about economics. Next, they work as a team to examine a case study and submit a solution to an economic problem which is then presented to panel of judges. The NC champions then compete at the national level.

The Personal Finance Challenge Middle school students compete online by answering test questions as a team. At the high school level, the students compete in two rounds, internet-based test questions come first. Next, the top teams from that round compete in person to create a financial plan for a fictitious family and present their plan to judges. The NC champions then compete at the national level.

ENGAGING VOLUNTEERS

221 volunteers from business and industry donated **more than 537 hours** of their time to lend their expertise in classrooms, professional development sessions for teachers, after school events with parents and students, and one-on-one sessions for teachers. From **Invest In Girls** improving students' understanding of economics, personal finance and workforce readiness, to engaging with teachers to improve their content knowledge, our volunteers stepped up to deliver programs and judge competitions.

* Refers to student populations in schools receiving Title 1 funding or that qualify as LMI (low to moderate income) populations according to census tract data and/or according to National Center for Education Statistics for % of students qualifying for free/reduced lunch