

SETTING THE FOUNDATION FOR FINANCIAL SUCCESS

Piloting financial literacy education for East Baton Rouge middle schoolers.



Challenge

One critical life skill for which instructional time is historically in short supply is financial literacy. In 2023, Louisiana was identified as the second least financially literate state, while ranking 18th in high school financial literacy attainment per research conducted by Wallethub.¹

Personal finance concepts are rarely taught to students before high school, and only 23% of the nation's high school students will complete a personal finance course before graduation.²

To combat this gap, Louisiana officials passed legislation in summer 2023 requiring all high school students to take a financial literacy course, becoming just the 22nd state with graduation requirements for financial education.

The forward-thinking educators at East Baton Rouge Public Schools recognized the value of exposing students to financial literacy concepts at an even younger age, well before their high school graduation. For Dr. Robinson, Chief Academic Officer for the district, Goalsetter's engaging financial literacy curriculum proved to be the perfect match to support the district's goal of setting a strong foundation of financial literacy concepts for its middle school students.

SCHOOL DISTRICT PROFILE

East Baton Rouge Parish Public Schools is a diverse, urban school district and the second largest district in Louisiana.

40k

STUDENTS IN THE DISTRICT

89%

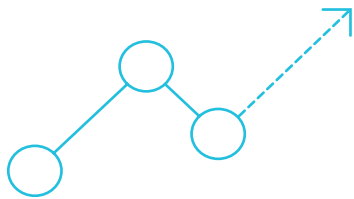
OF LOUISIANA PARENTS WANT FINANCIAL LITERACY TAUGHT IN SCHOOL

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LOUISIANA ADULT FINANCIAL KNOWLEDGE SCORE

Solution

During a three-week summer pilot, incoming 7th and 8th grade students met virtually every day for an hour with East Baton Rouge educator, Ms. Ashlynn Cage.



30 OBJECTIVES COVERED IN 15 HOURS OF FINANCIAL EDUCATION

The Goalsetter team worked collaboratively with Ms. Cage to customize the pilot for the summer timeline and the specific group of students participating, and Ms. Cage appreciated the support for a seamless implementation of the pilot program.

Once the Goalsetter program was off and running in her classroom, Ms. Cage was impressed with the thoughtful discussions that arose from the lessons and the interactive pieces that kept students engaged. Students demonstrated genuine enthusiasm for the concepts being

taught and validated what East Baton Rouge educators believed to be true: middle school is the ideal age range to introduce financial literacy education to set students up for lifelong financial success.

“I think for our district, it was a good strategy to introduce financial education in middle school,” Justin Robicheaux, K-12 Math Supervisor for East Baton Rouge, said. “This just seems to be the perfect age range. They were ready for information like this, and that made them eager to learn. Even though they’re only 12 or 13 years old, the real-world content makes them want to pay attention more because they connect it directly to their future. And it’s something that impacts every possible student from every background.”



Outcomes

At the end of the pilot, students' post assessments on financial literacy topics—including earning income, saving, and investing—demonstrated an average of 82% mastery on all modules. Parents expressed their gratitude for the opportunity to have their children participate in the pilot, and many indicated that they wished they had exposure to financial literacy education when they were in middle school.

Given the success of the pilot, East Baton Rouge Public Schools looks forward to a continued partnership with Goalsetter as they seek to implement the curriculum across all middle school campuses in the district.

“We are already planning to ensure that all rising 8th graders will receive this course. But moving forward, we would also like to look back at some period of time and say that we were able to impact all 6th and 7th graders as well,” Robicheaux said. The Goalsetter curriculum offered a seamless transition into a middle school—it doesn't require so much time that it becomes a burden on any one subject area, and it seems that it could be tied in very easily with a student's current schedule at the middle school level.”

With Goalsetter's impact, East Baton Rouge's middle schoolers will have the financial knowledge that will empower them towards graduation and beyond.

¹ <https://wallethub.com/edu/most-and-least-financially-literate-states/3337>

² <https://www.ngpf.org/state-of-financial-education-report/>

³ <https://cnb.cx/3un8KTA>



STUDENT MASTERY



OVERALL MASTERY



OVERALL GROWTH

