



Minnesota Council on
**ECONOMIC
EDUCATION**
— Bringing Economics to Life —

MINNESOTA COUNCIL ON ECONOMIC EDUCATION Long-Range Strategic Plan 2015–2019

Our Mission

To equip Minnesotans with the economic and personal financial understanding needed to succeed in today's complex economy.

Our Approach

We fulfill our mission by teaching teachers, engaging students, and reaching communities.

Teaching Teachers

We believe in the transformational power of talented and dedicated teachers in shaping the lives of young people. Through top-quality professional development workshops, courses, conferences, and teaching recognition programs, MCEE equips teachers with content and resources in economics and personal finance that they can bring directly to their classrooms.

Engaging Students

We believe that students with strong economic and personal finance knowledge are empowered to become informed and engaged citizens, as well as productive and contributing members of society. To energize their passion in learning economics and personal finance, MCEE directly engages Minnesota K-12 students in a variety of high-impact learning activities, including student competitions and college-readiness workshops.

Reaching Communities

Partnering with community organizations and University of Minnesota Extension, MCEE equips local community partners to deliver personal finance education to their low-income and underserved constituents, helping foster strong households and communities.

Our Reach

Since 1961, MCEE has trained over 30,000 teachers, affecting the lives of over 2 million young people. Since 2006, MCEE has also worked with nearly 100 community organizations, providing personal finance education to over 2,000 low-income Minnesotans. During 2014–15 alone, MCEE has reached 588 teachers, providing them with 5,893 hours of professional development in economics and personal finance and affecting the learning of more than 40,000 K–12 students. Additionally, MCEE reached 4,200 students directly through its student programming in 2014–15.

Our Goals for 2015–2019

Expanding Reach and Impact, Expanding Brand Awareness, and Expanding Capacity.

- 1 Goal 1 - Expanding Reach and Impact**
We seek to increase our reach to and impact on K-12 teachers and to continue to cultivate an active community of educators in economics and personal finance. We seek to increase student participation in MCEE programs, improve learning outcomes, and strive for participation that reflects the diversity of our state.
- 2 Goal 2 - Expanding Brand Awareness**
Through compelling performance metrics and communications, we seek to increase public awareness of the importance of economic and personal finance education and the impact of MCEE in this endeavor. We will promote the MCEE brand so that it is recognized as the leading organization for professional development in economics and personal finance by Minnesota K-12 and funding communities.
- 3 Goal 3 - Expanding Capacity**
We seek to increase our organizational and financial capacity to facilitate smart growth in expanding reach/impact and brand awareness.





ACTION PLANS FOR GOAL #1 – EXPANDING REACH AND IMPACT

Action 1A – Utilizing Master Teachers

Recruit top K-12 teachers into MCEE’s corps of master teachers to expand our K-12 outreach capacity and provide more impactful peer-to-peer learning for teachers. Train and deploy master teachers to co-teach with PhD instructors, lead workshops, help create content for courses, and foster online learning communities for teachers throughout Minnesota.

Action 1B – Leveraging Online Technology

Substantially increase MCEE’s online courses and services, covering core content in economics and personal finance and how to teach it for K-12 teachers throughout Minnesota and other states. Provide participants with graduate-credit options as appropriate.

Action 1C – Working with School Districts

Develop stronger partnerships with schools, school districts, and school administrators across Minnesota to bring engaging and relevant economic and personal finance education to Minnesota K-12 teachers and their classrooms.

Action 1D – Preparing Future Teachers

Expand collaborations with teacher licensure programs at Minnesota colleges and universities to provide economic and personal finance education training to student teachers before they enter the teaching profession.

ACTION PLANS FOR GOAL #2 – EXPANDING BRAND AWARENESS

Action 2A – Strengthening Communications with Funding Communities

Strengthen MCEE’s performance metrics and identify ways and vehicles to more powerfully communicate program outcomes and impact to current and prospective funders and donors.

Action 2B – Strengthening Communications with the K-12 Community

Actively share our work and impact with Minnesota K-12 teachers and school administrators about what MCEE does and can do for them and their students. Promote and document how MCEE’s K-12 education programs support student attainment of state academic standards in economics and personal finance.



ACTION PLANS FOR GOAL #3 – EXPANDING CAPACITY

Action 3A – Initiating Capacity Building

Initiate a capacity-building campaign to increase our financial resources to address the goals of expanding reach and expanding brand awareness.

Action 3B – Pursuing State Support

Pursue state support for MCEE’s work with K-12 teachers.

Action 3C – Building Inner Strength

Maintain and grow a strong and diverse Board of Directors who actively participate in the governance of MCEE and the promotion of its mission. Maintain relationship with key partners, including the Federal Reserve Bank of Minneapolis, the Minnesota Department of Education, and the Department of Applied Economics, University of Minnesota.

Action 3D – Upholding Integrity

Seek to continuously comply with the Charities Review Council guidelines to run an effective, efficient, transparent, ethical, and financially responsible organization. Maintain MCEE’s academic integrity in a non-partisan manner.

Action 3E – Fostering Volunteer Opportunities

Leverage partnerships with advocates and supporters of economic and personal finance education. Introduce more corporate volunteer opportunities with MCEE programs. Explore new approaches to engage funders and friends at MCEE’s annual events.