



IFIE/JSDA Joint Seminars on Investor Education



Financial and Investor Literacy: Reaching Young People in Canada

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Where leaders learn financial services.



Two Areas of Focus

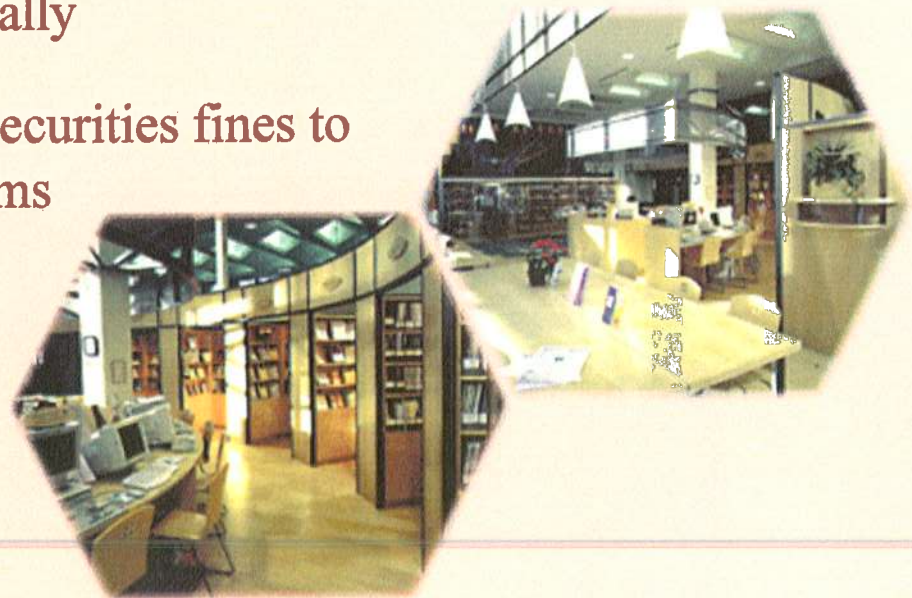
1. Update on targeted initiatives for schools and kids in Canada
2. CSI's unique use of professional education in schools





Canada is a Leader in Investor Education for Children

- In the 1980's created the Stock Market Game now used in schools across North America
- In 1996 The Investor Learning Centre created first comprehensive school program used nationally
- One of the first to allocate securities fines to creating exceptional programs





Today. . .Key Players are Provincial Commissions



- Numerous fully faceted established programs with considerable take up
- Programs include classroom materials, train the trainer, web support etc.
- One commission has 18 partnerships with Ontario School Boards and three faculties of education to teach teachers



Curriculum Redefinition is the “Big Win”

- Ultimate lever in educating investors → **required study of investing basics**
- Many challenges in penetrating curriculum
 - Educator/political suspicion
 - Crowded curriculum
 - Fragmentation—different regions/School Boards
- Task begun in 1996 now bearing fruit

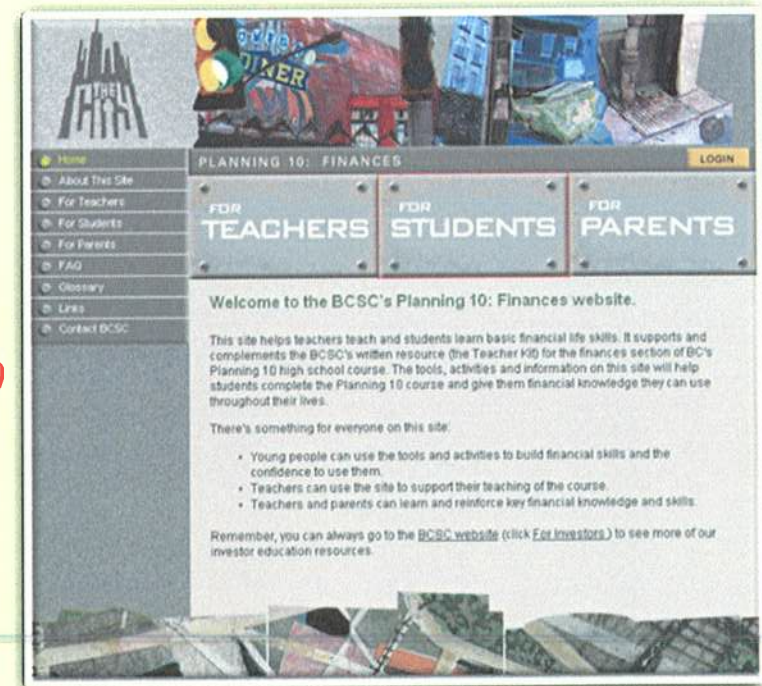


British Columbia Success Provides Model



- “Planning 10” mandatory Grade 10 course and required financial plan as a gateway to graduation
- British Columbia Securities Commission provides
 - Lesson plans
 - DVD
 - Posters
 - Teacher training

website: <http://www.bcsc.bc.ca/Planning 10>





CSI's Presence in Education System

- 21 university partnerships
- 39 community college partnerships
- Several international post secondary institutions partnerships
- Strong presence in high schools and finance clubs
- Two joint MBA programs

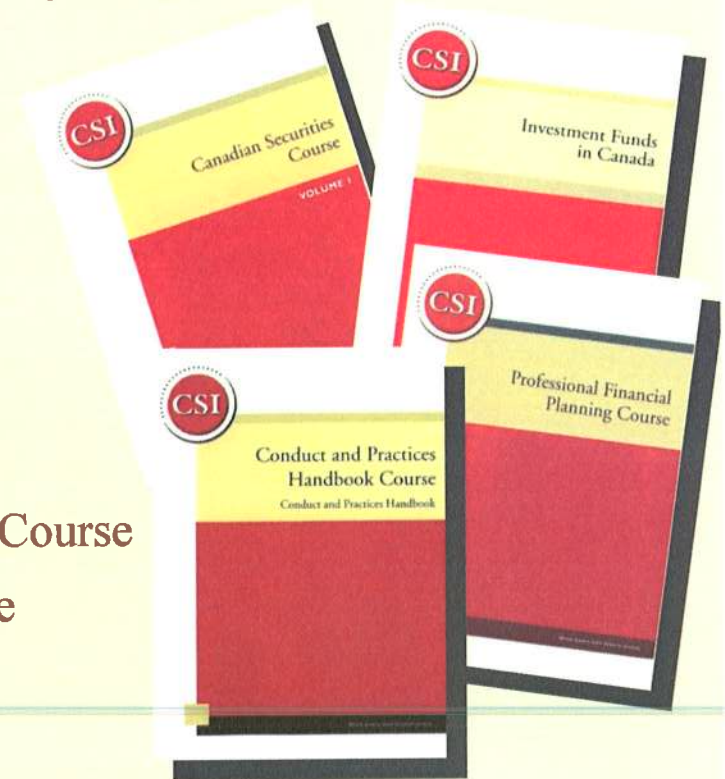


Partnership Goal: Incorporate introductory professional education into school's curriculum.



School Based Professional Education

- Programs open to anyone in Canada
- Entry level licensing programs attractive to young people
 - Potential job
 - Competitive advantage
 - School differentiation
- Focus on entry level licensing
 - Canadian Securities Course
 - Investment Funds in Canada Course
 - The Conduct and Practices Handbook Course
 - Professional Financial Planning Course





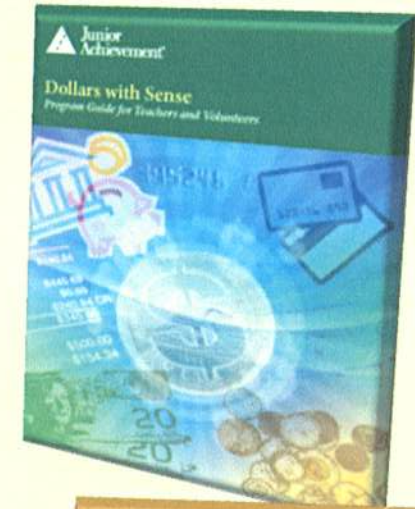
Benefits

- Carrot versus stick – kids WANT to do it
- Creates much more knowledgeable consumers
 - Impact surprisingly large (5,000 – 6,000 a year)
- Brings better prepared employees to the industry and allows employers to focus on more advanced training



Linking Professionals with Schools

- Junior Achievement Partnership for “Dollars with Sense” Program (Grade 7)
- 40 Fellows of CSI (FCSI) (top designation) holders in Toronto volunteer to oversee program
→ national rollout planned
- Taps into professionals who want to “give back” to the industry
- Training is “real world”, not academic





Junior Achievement Program Objectives

- Knowledge and awareness of financial planning techniques
- Financial literacy, numeracy and improved personal management
- Boost in self confidence and the ability to make wise investment choices



