

FINOMICS

THE CONVENER OF ADVANCING PERSONAL FINANCIAL KNOWLEDGE

OUR VISION

To create a central, coordinating entity that **elevates personal financial education**—convening mission-aligned people and organizations committed to empowering citizens with the knowledge, skills, and values to manage money, build wealth, and contribute meaningfully to society.

We bring clarity, collaboration, and cohesion to the broader financial literacy movement by mapping focus areas (Financial Psychology, Earning & Income, Financial Systems, Credit & Debt Mgmt, Risk Mgmt, Budgeting & Investing) and identifying lead organizations to advance each domain.

WHY THIS MATTERS

- Personal financial education today is fragmented—we aim to weave together the threads of practical financial knowledge essential for thriving beyond the classroom.
 - From saving strategies to understanding economic systems, we need a **systems-level view** and a collaborative model to truly transform how we equip people to make confident personal financial decisions.
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WHAT WE DELIVER

A Unified Framework for Personal Financial Education

- **Mapping the Ecosystem:** Identify the full spectrum of financial education—from basic budgeting to long-term investing.
 - **Convening Collaborators:** Appoint organizations and leaders to “own” each aspect of this work.
 - **Streamlining for Impact:** Align goals, reduce overlap, and amplify reach.
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THE RESULT

- A more **financially empowered, resilient, and informed society**
- **Reduced competition** between organizations with shared missions
- **Eliminated duplication** of efforts and wasted resources
- **Clearer pathways for donors** to invest with confidence and clarity
- Less **organizational fatigue** and more collective momentum

**A 30,000-FOOT VIEW OF
EDUCATION FOR
FINANCIAL WELL-BEING**

FLAC

FINANCIAL LITERACY ADVANCEMENT COUNCIL

PURPOSE

LAC exists to unite, coordinate, and amplify efforts to improve financial literacy for all ages.

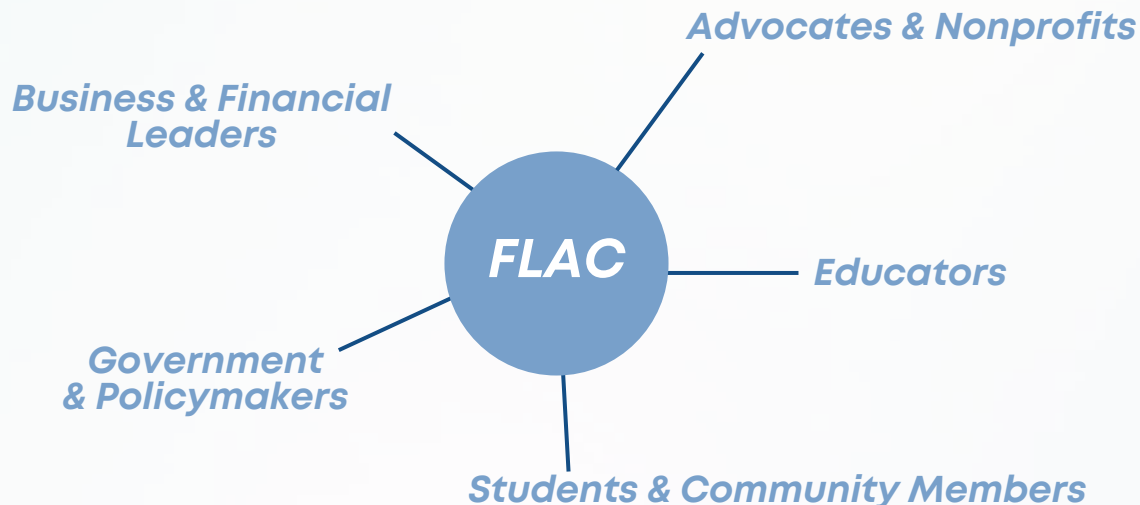
It serves as:

- **The Great Communicator** – Sharing best practices, news, and resources.
 - **The Convener** – Bringing together educators, advocates, policymakers, and funders.
 - **The Coordinator** – Preventing duplication of efforts, fostering collaboration, and aligning strategies.
 - **The Fundraiser** – Securing resources to support initiatives and expand reach.
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WHO'S INVOLVED?

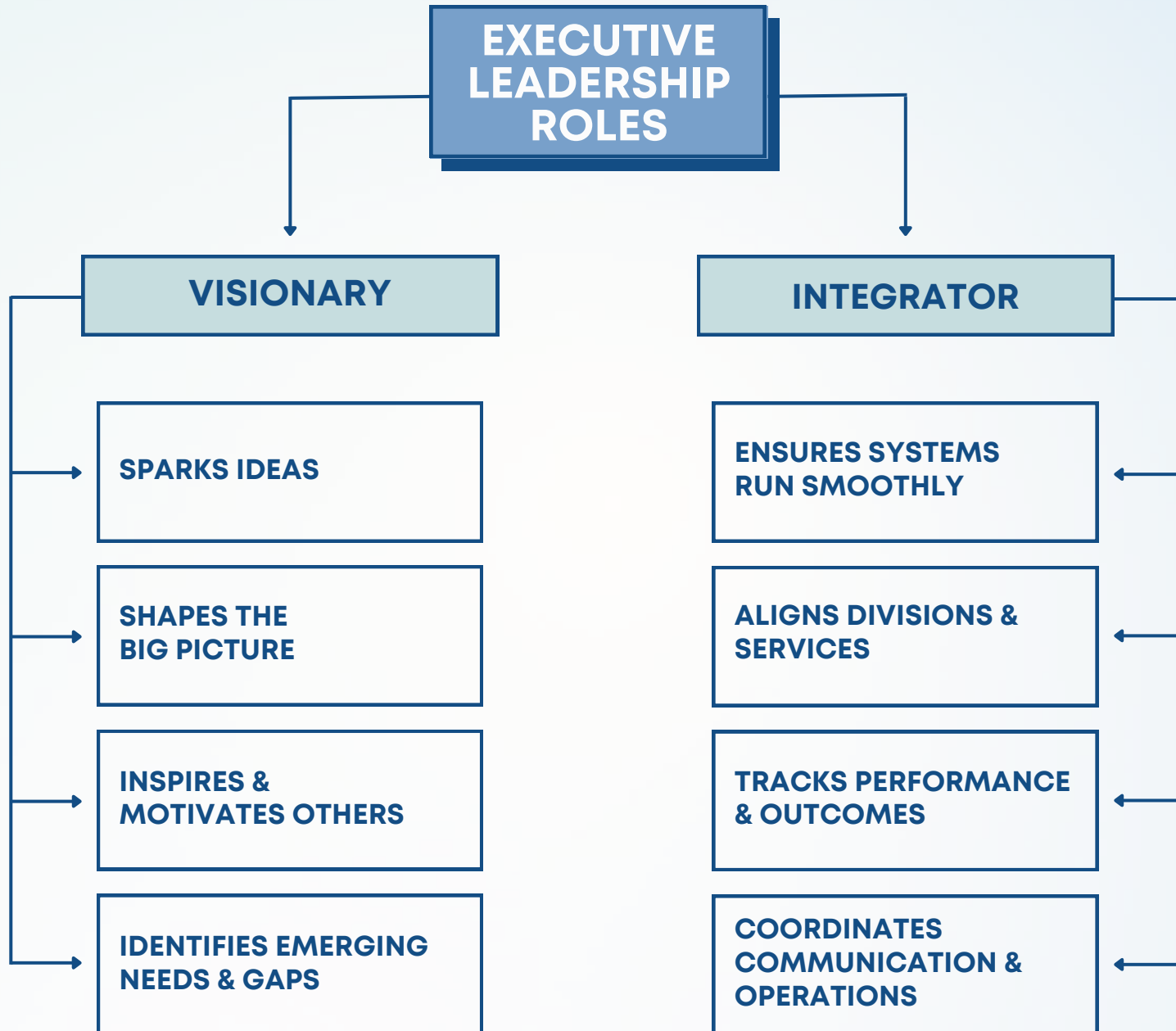
- **Educators** – Teachers, professors, and trainers bringing financial education into classrooms.
 - **Advocates & Nonprofits** – Champions of economic empowerment and financial inclusion.
 - **Business & Financial Leaders** – Banks, credit unions, advisors, and entrepreneurs.
 - **Government & Policymakers** – Legislators and agencies supporting systemic change.
 - **Students & Community Members** – Those most impacted, providing feedback and lived experience.
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WHAT FLAC LOOKS LIKE:



**ONE HUB. MANY VOICES.
A SHARED MISSION FOR
FINANCIAL LITERACY.**

FINOMICS



SUBJECTS TO BE TAUGHT

PERSONAL FINANCIAL COMPETENCE



- Credit, banking, & budgeting
- Investing & debt management
- Taxes & financial planning
- Financial ethics & sustainability

- **Curriculum Curator**

- Sources, organizes, & refines personal financial literacy content to ensure quality, clarity, & real-world relevance.

- **Certification & Professional Development**

- **Mentorship**

- Educators
- Students

- **Training Educators**

- Formal Educators
- Informal Educators

- **Educator Recruitment**

TEACHERS ARE ENCOURAGED TO MINIMIZE SHARING PERSONAL EXPERIENCES AND INSTEAD USE DIVERSE CASE STUDIES TO GUIDE STUDENTS TOWARD THEIR OWN DISCOVERIES.

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POTENTIAL COLLABORATORS

Curriculum Curation

Minnesota Council on Economic Education (MCEE)

Creates modular, standards-aligned financial literacy and economics curricula for high school and postsecondary use.

- Website: mcee.umn.edu

BestPrep

Provides classroom-ready curriculum and integrates real-world financial content from professionals.

- Website: bestprep.org

University of Minnesota Extension – Family Resource Management

Designs curriculum focused on real-life transitions like college, renting, and managing credit.

- Website: extension.umn.edu

Certification & Professional Development

MCEE

Offers certified educator training (e.g., "Teaching Personal Finance in High School") with CEUs.

- Website: mcee.umn.edu

BestPrep

Includes professional growth components in programs like the Technology Integration Workshop (TIW).

- Website: bestprep.org

Minnesota State Colleges and Universities (MinnState)

Supports faculty with professional development pathways to teach financial education in postsecondary settings.

- Website: minnstate.edu

Training Educators

University of Minnesota Extension

Hosts "Train-the-Trainer" programs for nonprofit educators, youth workers, and new financial instructors.

- Website: extension.umn.edu

Lutheran Social Service (LSS) of Minnesota

Offers in-depth financial coaching training for youth mentors, housing staff, and informal educators.

- Website: lssmn.org

Prepare + Prosper

Trains volunteer coaches and informal educators to deliver peer-based financial mentoring for young adults.

- Website: prepareandprosper.org

***Disclaimer:** It is the responsibility of the Finomics community to identify, engage, and support collaborators and curators in each focus area of this implementation.

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POTENTIAL COLLABORATORS

Mentoring Programs for Students

BestPrep – eMentors & Money Matters

Offers structured mentoring from finance professionals via digital and in-classroom delivery.

- Website: bestprep.org

Junior Achievement North

Connects students with adult mentors through experiential simulations and in-school visits.

- Website: janorth.org

Lutheran Social Service (LSS)

Delivers one-on-one and group mentoring for young adults through financial counseling and life skills programs.

- Website: lssmn.org

Mentoring Programs for Educators

MCEE

Embeds peer mentorship in teacher certification programs and ongoing training cohorts.

- Website: mcee.umn.edu

BestPrep

Facilitates teacher-to-teacher knowledge sharing and collaborative planning through educator forums.

- Website: bestprep.org

Minnesota Department of Education (MDE)

Runs statewide new-teacher mentoring programs that can include financial competence and CTE areas.

- Website: education.mn.gov

Recruitment of Financial Competence Educators

MCEE

Partners with school districts and higher ed institutions to grow the educator pipeline in financial literacy.

- Website: mcee.umn.edu

BestPrep

Recruits teachers, volunteers, and business professionals to join classroom efforts across the state.

- Website: bestprep.org

Minnesota State Colleges and Universities (MinnState)

Recruits and trains faculty for personal finance instruction as part of life skills and career pathways.

- Website: minnstate.edu

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CURRICULUM GUIDELINES

#1 FINANCIAL PSYCHOLOGY

- Recognize how unconscious beliefs influence financial choices.
- Choose financial info sources critically based on credibility and bias.
- Understand how information sources shape financial decisions.
- Examine how ads and promotions impact spending.
- Evaluate behavioral bias and emotional influences on financial decisions.
- Analyze social media's role in influencing financial behavior.
- Use a structured process to make financial decisions.
- Learn how to set financial goals.

#2 EARNING & INCOME

- Make informed decisions about post-high school plans.
- Evaluate multiple employment offers, including both tangible and intangible benefits based on personal goals and values.
- Understand and explain paystub components.
- Identify alternative types of income.

#3 FINANCIAL SYSTEMS

- Identify and describe various types of financial institutions.
- Compare and contrast financial products and services.
- Critically evaluate the offerings of alternative financial services
- Identify and explain types and purposes of taxes and their impact.
- Identify various financial professionals and their services.

#4 CREDIT & DEBT MANAGEMENT

- Analyze pros and cons of different types of credit.
- Evaluate the various sources and types of consumer debt.
- Summarize how credit history affects finances, including loan eligibility and terms.
- Summarize the reasons for filing for personal bankruptcy and evaluate the implications for self and others.

#5 RISK MANAGEMENT

- Describe how insurance and other risk-management strategies protect against financial loss.
- Compare and contrast how insurance needs vary between different seasons of life.
- Understand and analyze methods to prevent or reduce identity theft and fraud.
- Analyze how local, state, and federal laws and regulations affect consumers.
- Evaluate decisions to accept, reduce, or transfer risk.

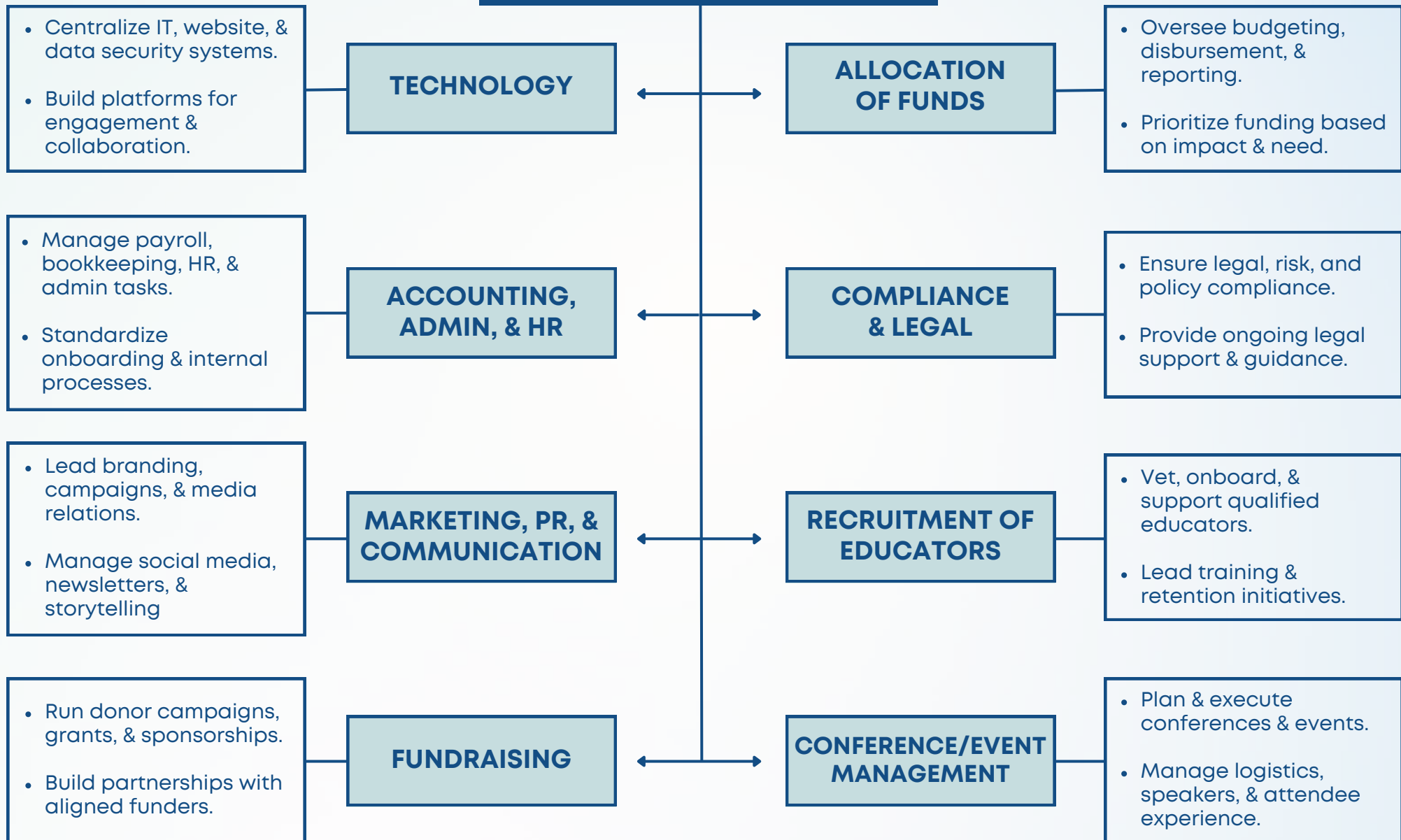
#6 BUDGETING & INVESTING

- Identify short and long term financial goals and develop a spending plan/or budget.
- Analyze how taxes, inflation, and other external factors can affect personal budget.
- Apply decision-making models to financial decisions.
- Identify practices that support financial security for individuals and families.
- Compare savings options and interest rates.
- Match investment types to different financial goals (e.g. liquidity, income, growth, risk).

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**EACH DIVISION WILL UTILIZE
THESE SHARED SERVICES**

SHARED SERVICES



SUGGESTED COLLABORATION PARTNERS

SHARED SERVICES

PG.1

RECRUITMENT OF EDUCATORS

Teach For America – Twin Cities

Mission-driven teacher recruitment for high-need schools with a civic focus.

<https://www.teachforamerica.org>

EdPost (St. Cloud State)

Minnesota's leading education job board for K–12 and postsecondary institutions.

<https://edpost.stcloudstate.edu>

Education Minnesota

Statewide teachers' union and professional network supporting training and recruitment.

<https://www.educationminnesota.org>

MN Association of Charter Schools

Statewide network of 200+ charter schools with flexible hiring pipelines.

<https://www.mncharterschools.org>

TNTP (The New Teacher Project)

National nonprofit specializing in alternative teacher pipelines and coaching.

<https://www.tntp.org>

TECHNOLOGY SUPPORT

Atomic Data

MN-based IT company offering secure managed services for nonprofits and education.

<https://www.atomicdata.com>

Sovran, Inc.

Provides IT services, cloud migration, and network support for education and nonprofits.

<https://www.sovran.com>

Marco Technologies

Regional leader in managed IT, VoIP, and infrastructure services.

<https://www.marconet.com>

TechSoup

Nonprofit tech marketplace offering discounted software, training, and support.

<https://www.techsoup.org>

RBA Consulting

Digital transformation experts specializing in Microsoft tools and education systems.

<https://www.rbaconsulting.com>

ACCOUNTING, ADMIN, & HR

CliftonLarsonAllen (CLA)

Full-service accounting and HR advisory for foundations and nonprofits.

<https://www.claconnect.com>

Nonprofit Solutions

Provides bookkeeping, HR support, and fiscal admin tailored to nonprofits.

<https://www.nonprofitsolutions.org>

Propel Nonprofits

Financial services and leadership coaching for nonprofit sustainability.

<https://www.propelnonprofits.org>

Redpath & Company

CPA firm with a strong nonprofit and government sector practice.

<https://www.redpathcpas.com>

Insperty

National provider of full-scale HR services, benefits, and compliance tools.

<https://www.insperty.com>

COMMUNICATIONS & PR

Bellmont Partners

Full-service PR and event firm serving mission-driven and civic clients.

<https://www.bellmontpartners.com>

Tunheim

Strategic communications agency with expertise in public affairs and coalition messaging.

<https://www.tunheim.com>

Padilla

National marketing and branding firm with experience in education and nonprofits.

<https://www.padillaco.com>

Nemer Fieger

Boutique agency known for local outreach, event promotion, and community engagement.

<https://www.nemerfiieger.com>

The Social Lights

Social media agency focused on digital storytelling and audience growth.

<https://www.thesociallights.com>

SUGGESTED COLLABORATION PARTNERS

SHARED SERVICES

PG.2

FUNDRAISING STRATEGY

AmplifyDMC

Minnesota-based firm leading strategy and execution for nonprofit fundraising campaigns.
<https://www.amplifydmc.com>

Allegiance Group + Pursuant

Digital-first fundraising and donor engagement firm with analytics capabilities.
<https://www.allegiancegroup.com>

Bauman Foundation

Advises philanthropic networks and helps align funders to mission-based work.
<https://www.linkedin.com/company/baumanfoundation>

Goff Public

MN-based PR and public affairs firm with grantmaking and policy influence experience.
<https://www.goffpublic.com>

Bentz Whaley Flessner (BWF)

Higher ed advancement and campaign planning consultancy with deep donor analytics.
<https://www.bwf.com>

FUND ALLOCATION STEWARDSHIP

Minnesota Council on Foundations

Cross-sector convener for philanthropy, focused on equitable grant making.
<https://www.mcf.org>

Saint Paul & Minnesota Foundation

Community foundation managing 2,000+ charitable funds and donor services.
<https://www.spmcf.org>

Propel Nonprofits

Provides fiscal sponsorship, regranting support, and compliance evaluation.
<https://www.propelnonprofits.org>

Minneapolis Foundation

Distributes civic-minded grants with a racial equity and youth investment lens.
<https://www.minneapolisfoundation.org>

Regional Initiative Foundations

11 regional partners advancing community vitality and economic equity.
<https://greatermn.net>

COMPLIANCE & LEGAL

Fredrikson & Byron

MN-based law firm specializing in nonprofit, education, and employment law.
<https://www.fredlaw.com>

Dorsey & Whitney

Top-tier legal services with specialties in higher education and governance.
<https://www.dorsey.com>

Ballard Spahr

National firm offering nonprofit compliance, lobbying law, and grant contract support.
<https://www.ballardspahr.com>

Lathrop GPM (Gray Plant Mooty)

Trusted legal counsel for nonprofits and multi-partner education initiatives.
<https://www.lathropgpm.com>

Wellspring Nonprofit Resource

Boutique legal service for fiscal sponsorship, board policies, and grant law.
<https://www.wellspringnonprofit.com>

CONFERENCE & EVENT MGMT

Heroic Productions

Produces mission-driven events with AV, stage design, and virtual options.
<https://www.heroic-productions.com>

Do Good Events

Specializes in nonprofit and community-focused event planning and promotion.
<https://www.dogoodevents.com>

MetroConnections

Full-service conference management including registration and digital tools.
<https://www.metroconnections.com>

Viva Creative

National firm for immersive storytelling and branded movement events.
<https://www.vivacreative.com>

The Event Group

Experienced with civic and educational gatherings across Minnesota.
<https://www.eventshows.com>

FINOMICS IN ACTION

THE FUTURE WE'RE BUILDING TOGETHER

WHAT SUCCESS LOOKS LIKE

When Finomics is fully realized, the landscape of personal financial education—and its impact—will be transformed. **This is what we envision:**

✓ EDUCATORS FEEL EQUIPPED AND ENERGIZED

- Teachers across the country will feel inspired to teach personal finance topics with confidence and clarity.
- They'll have access to vetted resources, curriculum frameworks, and case studies that make the subject engaging, inclusive, and practical.

Personal finance education will no longer be an afterthought—it will be a core part of how we prepare students for life.

✓ PRACTITIONERS HAVE CLEAR PATHWAYS TO CONTRIBUTE

- Financial advisors, economists, and community leaders will know exactly where and how to plug in. Whether it's speaking in classrooms, mentoring students, or developing resources, they'll have defined, accessible ways to volunteer their expertise.

Finomics bridges the gap between knowledge holders and knowledge seekers.

✓ STUDENTS MAKE CONFIDENT, VALUES-ALIGNED DECISIONS

- Students will graduate with real-life personal financial problem-solving skills.
- They'll be better equipped to weigh options, manage uncertainty, and pursue goals with intention and resilience.

Decision-making will be rooted in self-awareness, practical knowledge, and long-term thinking.

✓ SOCIETY ROWS IN THE SAME DIRECTION

- With a unified framework and shared language, organizations and individuals will be aligned in purpose.
- Instead of duplicating efforts, we'll build on each other's work—creating momentum, not confusion.

Clarity of mission. Collective action. Shared progress.

**FINOMICS IS MORE THAN
FINANCIAL LITERACY—**

**IT'S A MOVEMENT TO
REALIGN HOW WE PREPARE
PEOPLE FOR FINANCIAL LIFE.**

THE RESULTS

WHEN THE FINOMICS MISSION IS ACHIEVED...

EDUCATORS

- Feel **inspired and equipped** to teach financial literacy with confidence and creativity.
 - Have access to shared resources, lesson plans, and a supportive peer network.
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PRACTITIONERS & VOLUNTEERS

- Have a **clear entry point** to contribute their skills, time, and experience.
 - Can connect directly with schools, nonprofits, and community initiatives.
-

STUDENTS

- Develop **strong decision-making and problem-solving skills** that translate into lifelong financial stability.
 - Understand how money impacts personal freedom, career choices, and community well-being.
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SOCIETY AS A WHOLE

- Achieves **clarity of mission**—all stakeholders moving in the same direction.
- Reduces duplication of efforts, creating **stronger, faster, and more impactful change**.
- Builds a generation that is **financially empowered and community-minded**.

**A CONNECTED MOVEMENT,
INSPIRED TO ACT,
EMPOWERED TO LEAD.**