

2007 Innovations Awards Program APPLICATION

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ID # (assigned by CSG): 07-S-52OKINVESTED

Please provide the following information, adding space as necessary:

State: Oklahoma

Assign Program Category (applicant): Education (Use list at end of application)

1. Program Name - Invest Ed™ (Formerly known as WISE)
2. Administering Agency – Oklahoma Department of Securities
3. Contact Person (Name and Title) – Irving Faught, Administrator
4. Address – Oklahoma Department of Securities
First National Center, Suite 860
120 North Robinson
Oklahoma City, OK 73102
5. Telephone Number – (405) 280-7706
6. FAX Number – (405) 280-7742
7. E-mail Address – ifaught@securities.ok.gov
8. Web site Address – <http://www.securities.ok.gov>
9. Please provide a two-sentence description of the program.

Invest Ed™ is a multi-component investor education program that provides unbiased, free investment and anti-fraud information to Oklahomans of all ages. The program is produced as the result of collaboration between the Oklahoma Department of Securities and the University of Oklahoma Outreach, College of Continuing Education and was developed in response to an Invest Ed™ sponsored survey which indicated a crisis in the area of investor literacy in Oklahoma.

10. How long has this program been operational (month and year)? Note: the program must be between 9 months and 5 years old on April 2, 2007, to be considered.

The first agreement between the Oklahoma Department of Securities and the University of Oklahoma Outreach was signed on December 12, 2003 with subsequent renewals signed on October 11, 2005 and December 22, 2006.

11. Why was the program created? What problem[s] or issue[s] was it designed to address?

The program was developed in response to a crisis in the area of investor literacy in Oklahoma. The results of the initial statewide poll, combined with recurring cases of investment fraud, demonstrate that Oklahomans are in dire need of knowledge that will arm them with the confidence to invest wisely, provide information on different types of investments and which are right for them, direct them to the best and most accurate avenues available for researching investment options and the appropriate professional person with whom to establish investment accounts, help them identify and avoid fraud, and inform them of available resources if something goes wrong. The Invest Ed™ program is specifically designed to meet these evident needs. This program, which has grown to over a million dollars in scope, features a diverse array of services designed to provide investment education for children through senior citizens in all areas of the state of Oklahoma.

12. Describe the specific activities and operations of the program in chronological order.

During the first contract period, December 2003 – September 2005, the following projects were developed and delivered:

The program began with a statewide **Oklahoma Investment Poll** to help determine the average level of investor education in Oklahoma. In an effort to obtain quantifiable information, OU conducted a statistically valid statewide poll of Oklahomans, ages 25+, to determine their knowledge of investment concepts and practices. The Poll consisted of a Random Digit Dial telephone survey of 502 Oklahomans conducted by the University of Oklahoma Public Opinion Learning Laboratory. The data, answers to a 36-item interview schedule, was collected Feb. 2nd – April 1st, 2004. The results have a sampling error of $\pm 4.4\%$ at the 95 percent confidence level. Goals of the poll included learning how Oklahomans save and invest, what they know about investing, whether different demographic groups invested differently and whether they knew what to do if they suspected fraud. The results indicated a crisis in the area of investor education in the state.

The two, one-week **Invest Ed™** (formerly known as WISE) **Teacher Institutes** trained Oklahoma middle and high school teachers to present investment curriculum developed in accordance with Oklahoma Priority Academic Student Skills (PASS) standards at no charge to the teachers or their districts. The subsequent teaching in Oklahoma schools has reached thousands of students—and thereby influenced their families—each semester.

The free, one-day, **Senior and Pre-retirement Investment Workshops**, held in Tulsa, Oklahoma City, Lawton and Enid, familiarized senior adults –often preyed upon by scam artists – with common investment fraud schemes, resources available to help them, and sound investment practices. Promotional brochure is in Attachment A.

The Intergenerational Investment Camp provided an entertaining opportunity for children ages 11-15 with their parents/grandparents to learn basic investment principles in the informal, scenic setting of Roman Nose State Park in Oklahoma using hands-on, interactive teaching. Investment Camp participants learned about a variety of topics including personal finance, college planning, managing money, and portfolios. All sessions were presented in an interesting, fun, and basic format so participants could gain the most knowledge. Promotional brochure is in Attachment B.

Aimed at the 35 – 54 year old demographic, **The Investment Radio Minutes** are a series of sixty-second, public service spots that deliver unbiased investment and fraud protection education to commercial and public radio audiences. Topics range from investment basics to in-depth fraud scams and how to avoid becoming a victim. The Minutes aired in three metropolitan markets in 2005. Examples of the Minutes are on the CD in Attachment C. The information was summarized and published weekly in local newspapers statewide through **The Investor Weekly**. An example of the Weekly is on the CD in Attachment C and in Attachment D.

An **Investment Radio Game** designed to educate listeners while sparking interest with a fun competition between morning-show hosts also aired. The Investment Game was an innovative, unique concept combining investor education with the excitement of commercial morning radio. The on-air game was complemented by a computer-based stock market simulation, allowing listeners to safely learn basic investing while competing against their favorite morning show hosts. Game segments educated Oklahomans about the investing process, provided valuable anti-fraud information and guided listeners to additional investor education resources. The Investment Games aired in Tulsa and Lawton during 2005 reaching 16,900 people. Shorts from the Game are featured on the CD labeled Attachment C.

The **television documentary**, “Anatomy of Fraud – Catching a Con in Pottawatomie County,” reached as many as 80% of the households in Oklahoma through the airing on OETA in April of 2005. This powerful documentary exposed the intricate workings of a classic Ponzi scheme by profiling one of Oklahoma’s most recent multimillion-dollar securities fraud cases. Native Oklahoman and actor, Rex Lynn, from “CSI: Miami” narrates. A trailer of the documentary is on the CD in Attachment C.

During the second contract period, October 2005 – December 2006, the following projects were continued or developed and delivered:

The Anti-Fraud Education Media Blitz was designed to raise securities fraud awareness and introduce Invest Ed™ and its Web site, www.investedok.org, as Oklahoma’s securities fraud prevention resource. This was accomplished through newspaper, magazine and movie theatre ads (Attachment C), specially designed press kits, (Attachment E) as well as presentations delivered at the Oklahoma Press Association Awards Luncheon and the North American Securities Administrator’s Association conference. Invest Ed™ programs were exhibited at conferences for the Public Radio Program Directors and Oklahoma Association of Broadcasters. The Investment Minutes

also functioned as a successful marketing tool, airing in all 77 Oklahoma counties and driving 11,537 listeners to the Invest Ed™ Web site. At the request of Invest Ed™ and the Oklahoma Securities Commission, Oklahoma Governor Brad Henry issued a state proclamation (Attachment F) naming May 2006 Securities Fraud Awareness month. Newspaper display ads featuring general project information, investment and fraud education facts, and highlighting the individual Invest Ed™ projects were purchased from papers statewide and scheduled to run weekly for 31 weeks. Movie Theater pre-show advertising, targeted to men and women aged 18-54, was purchased to run on all 16 screens of the Harkins Bricktown Theater, Quail Springs 24, Tinseltown 20 and Regal Crossroads 16 in Oklahoma City from March 19 thru July 14, 2006 for 14 weeks, shared between holiday and summer weeks. (Examples on CD, Attachment C) The total number of people reached with these ads was 545,010. A professionally developed general information brochure was used to promote all components of the entire project. (Attachment G).

The Town Hall Meetings were held in Ardmore, Bartlesville, Edmond, Guymon, Lawton, McAlester, Norman, Oklahoma City, Tulsa and Woodward in an effort to increase fraud awareness throughout the state. Each free seminar was held at the local library and was led by two facilitators from the University of Oklahoma who taught participants the pitfalls of investment fraud. Various multi-media tools such as Power Point, the Oklahoma Securities Commission's Web site, and segments from the Invest Ed™ documentary were utilized. Clear definitions of fraud, examples of current cases, and a question and answer period were included. Examples of the materials are included in Attachment E.

CCE offered two more one-week **Invest Ed™ Teacher Institutes** free of charge to teachers of juniors/seniors in high schools from all parts of the state devoted to equipping them to teach investment concepts and practices and to implement the Students Tracking and Researching the Stock Market (STARS) program into their classrooms. The 2006 report on the Teacher Institutes is Attachment H.

The Students Tracking and Researching the Stock Market (STARS) project is an online project for Oklahoma high school students designed to teach investing as a long-range tool, instead of a get-rich-quick scheme. Teachers who attended one of the teacher institutes or one of several one-day intensive training workshops were eligible to implement STARS in their classrooms. Participating students researched and assessed risk, created and managed online portfolios, tracked investments, and constructed a competitive detailed report. Six regional and one statewide winner were chosen each semester, and a \$1000 college scholarship was awarded to the statewide winner. Attachment I shows a general brochure describing the project to teachers at education conferences statewide.

Another **Intergenerational Stock Camp** was held in Norman, OK on the campus of the University of Oklahoma College of Continuing Education to continue to teach young people (approximately 11-15 years old) and their parents, guardians or grandparents about the principles of investing.

The **Youth Education Project** benefited youths associated with the National Resource Center for Youth Services located in Tulsa, OK. The National Resource Center for Youth Services provides programs focusing on the successful transition of young people aged 16-21 from state-tribal custody to self-sufficiency and successful adult living. This project provided an age appropriate curriculum drawn from the Financial Literacy 2010 Workbook, Investment and Fraud Curriculum used for the Invest Ed™ Investment Minute series and other approved resources by the Administrator of the Oklahoma Securities Commission. Also developed was a colorful magazine-like workbook, printed on writable paper, containing 8-12 lessons including exercises and quizzes on banking basics, credit card use and fraud, identity theft and protection, and investment/fraud, an accompanying Flash CD workbook adaptation with full audio track designed for interactive use on the computer or as a stand alone audio book when used in a CD player. This multi-media handbook was designed to meet each student in the medium or media mix where they best learn. Copies of the workbook and CD are in Attachment J.

As the result of the development of the documentary, Investment Radio Minutes and scripts, a special licensing agreement was developed for use in the distribution and sales of Invest Ed™ Investor Education Products (IEP) nationwide. To date, products have been licensed for use in Michigan, Arkansas and Georgia. In addition, Invest Ed™ education products were promoted at the 2006 NASAA Investor Education Training Conference. Examples of the licensing agreement and pricing sheet are in Attachment K.

During the current contract period, January – September 2007, the following projects will be repeated or developed and delivered:

Two additional one-week **Invest Ed™ Teacher Institutes** will be offered free of charge for teachers of juniors/seniors in high schools from all parts of the state devoted to equipping them to teach investment concepts and practices and to incorporate the Students Tracking and Researching the Stock Market program into their classrooms. In addition, one two-day **Refresher Workshop** will be offered free of charge for teachers who participated a one day intensive workshop and in the Students Tracking and Researching the Stock Market program. The purpose of the workshop is to further enhance the fundamental knowledge of investment concepts for those teachers that have had the one-day seminar and to expand on the program currently incorporated in their classrooms.

Students Tracking and Researching the Stock Market (STARS) will continue to be offered to teachers who take the week long or one day intensive training. The project objectives include sharpening critical thinking, research, and math skills; raising awareness of investing and personal financial management; and preventing students from becoming victims of fraud. Students complete a risk assessment, write an investment goal, document research, maintain a tracking log, and write a detailed report at the project's conclusion.

The Multi-media Campaign will continue the critical efforts to educate Oklahomans about the threat of securities fraud in our state, the valuable investment education resources available through the Invest Ed™ programs and Web site, and the resources

provided by the Oklahoma Department of Securities for help in the event of suspected securities fraud. State-wide awareness education will be achieved through billboards, radio, television and newspaper. Securities Fraud Education will be delivered state-wide in coordinated bite-sized nuggets via the airing of twenty-six one-minute investor education public service announcements adapted for television and radio and through the newspaper via Investor Weeklies. This 26-week effort will reach Oklahomans in every major medium. Rex Linn will film/record the Investment Minute adaptations to television. Up to 130 new Investment Minute scripts will be developed to enhance the educational and retail value of the Classic series.

Investor Education Product Distribution will continue the promotion and sales of Invest Ed™ Investor Education Products (IEP), including two new documentaries and the Investment Minute Television series. Direct mail will be used to send product information and samples to members of the financial, investment and education communities and to attendees of the 2007 NASAA convention. Copies of the IEP products approved by ODS Administrator will be packaged and placed in libraries statewide as part of this program.

13. Why is the program a new and creative approach or method?

Developed in response to a crisis in investor education, the projects in the Invest Ed™ program have been designed to reach Oklahomans through every medium available: print, internet, radio, television, billboards, even movie theaters. Some of the more creative approaches are:

- a. Multiple generations learning together at the Intergenerational Stock Camps.
- b. Use of concise investor education nuggets aired on commercial radio stations during the morning drive, thereby reaching a very diverse demographic.
- c. Use of on-air, friendly competition with radio DJs to teach investment principles in the Investment Radio Game.
- d. Movie theater pre-show ads to inform and drive Oklahomans to the Invest Ed™ Web site for further education.
- e. Partnership with AARP to market to their members the Town Hall Meetings at local libraries statewide.
- f. Use of online accounts in either Yahoo or MarketWatch for teachers and students participating in STARS. The accounts are free, and the sites provide opportunities for students to research companies, “purchase” stocks, and watch the progress of the market with regard to outside influences without incurring additional costs to schools.
- g. Use of t-shirts for STARS participants to spark further interest in the program. In the high school environment, what is on one’s t-shirt is often like a shout in a quiet hall. The shirts not only give the participating students the chance to talk about the project, but also direct others to the Invest Ed™ Web site for further education. And teachers tell us they are worn often by the participants, further indicating their effectiveness.
- h. Investor education is a new field for students in Oklahoma, and the curriculum for STARS has been developed to meet Oklahoma PASS standards, thus further

assisting teachers in meeting their mandates in a creative way. The PASS standards alignment document is included in Attachment L.

- i. Flash CD to accompany workbook for Youth project. This is the most effective means of reaching the demographic age group.
 - j. Use of a 30-second Invest Ed™ radio spot that aired once during each Sooner Football game pre and/or post show, once every Tuesday during Coach Bob Stoop's Call-in Radio Show and once every Thursday during every Sooner Assistant Coaches Call-in radio show.
14. What were the program's start-up costs? (Provide details about specific purchases for this program, staffing needs and other financial expenditures, as well as existing materials, technology and staff already in place.)

The Invest Ed™ program, the brainchild of the Administrator of the Oklahoma Department of Securities, is a positive example of collaboration between state government and an institution of higher education. The University has provided subject matter experts, developed curriculum, and delivered the programs to Oklahomans. All Invest Ed™ personnel are employees of the University of Oklahoma and utilize office space and equipment there. University Marketing and Printing Services departments are also available for Invest Ed™ needs.

The first contract was for \$804,395. The second contract was for \$1,163,003. The current contract is for \$1,260,494.

15. What are the program's annual operational costs?

Budget for Contract Period

December 2003 – September 2005

Oklahoma Investment Poll	\$ 11,300
Two Teacher Institutes	\$104,012
Intergenerational Stock Camp	\$ 78,300
Investment Radio Minutes	\$235,800
Pre-retirement and Senior Workshops	\$ 38,164
Television Documentary	\$ 75,297
Investment Radio Game with marketing	\$ 22,548
Development of additional 60 minute and 30 minute documentary	\$238,897
Copyright for documentary	<u>\$ 77</u>
Total first contract period	\$804,395

Budget for Contract Period

October 2005 – December 2006

Oklahoma Town Hall Meetings	\$ 37,785
Anti-Fraud Month Media Blitz	\$ 86,432
Media and Publicity of Invest Ed™	\$269,795
Invest Ed™ Teacher Institutes	\$101,198
Intergenerational Stock Camp	\$ 32,875

Re-airing Classic Radio Minutes (commercial radio stations)	\$259,915
Invest Ed™ Youth Project	\$ 89,201
Product Distribution	\$ 23,635
Administration	\$148,299
STARS	\$113,868
Total	\$1,163,003

Budget for Contract Period

January – September 2007

Invest Ed™ Summer Teachers Institutes (x2) and Refresher Course	\$ 146,225
Students Tracking and Researching the Stock Market (STARS)	\$ 151,702
Multi-media Campaign	\$ 854,004
Investor Education Product Distribution	\$ 60,225
Invest Ed™ Program Administration	<u>\$ 48,338</u>
TOTAL	\$1,260,494

16. How is the program funded?

Invest Ed™ is funded by the Oklahoma Department of Securities with penalty money recovered from fraud cases within the state of Oklahoma.

17. Did this program require the passage of legislation, executive order or regulations? If YES, please indicate the citation number.

Yes. O.S.A. Title 71, Section 1-612(F). Certain revenues are directed into the IE Education Revolving Fund to be used solely for investor education.

18. What equipment, technology and software are used to operate and administer this program?

All Invest Ed™ personnel have access to general office equipment at the university including a computer, printer, telephone, copy machine and fax machine. University computers are equipped with common office software. University Television and Satellite Services has a fully equipped recording studio for the radio and television segments.

19. To the best of your knowledge, did this program originate in your state? Yes
If YES, please indicate the innovator's name, present address, telephone number and e-mail address.

Irving Faught, Administrator
First National Center, Suite 860
120 North Robinson
Oklahoma City, OK 73102
ifaught@securities.ok.gov

20. Are you aware of similar programs in other states? No If YES, which ones and how does this program differ?

21. Has the program been fully implemented?

Yes. However, the program is continually improved and expanded each contract period.

22. Briefly evaluate (pro and con) the program's effectiveness in addressing the defined problem[s] or issue[s]. Provide tangible examples.

The initial airing of the Invest Ed™ documentary reached as many as 80% of the households in Oklahoma through the airing on OETA in April of 2005. In addition, copies of the documentary are provided to all teachers who attend either the week long Invest Ed™ Teacher Institute or the one day workshop and implement the STARS project in their classrooms. Through this, thousands of high school students are reached each semester. In addition to this, the student's families and school's administration are impacted by the competition and semester end awards ceremonies.

To date, the Investment Radio Minutes have been heard in all 77 counties of Oklahoma and have driven 11,537 listeners to the Invest Ed™ Web site. During the contract period ending December 2006 alone, 130, 60-second radio spots ran three times per day on commercial stations in Oklahoma City, Tulsa, Lawton, Beckham, Carter, Choctaw, Coal, Le Flore, McCurtain, McIntosh, Ottawa, Pittsburg, Stephens, Texas, Woods, and Woodward counties. The spots reached 599,171 adults aged 35 and older, and the average listener heard 65 different spots out of 130 opportunities. In addition, the Investment Game was aired in the Tulsa and Oklahoma City areas and reached 16,900 Oklahomans.

A 30-second Invest Ed™ radio spot aired once during each Sooner Football game pre and/or post show, once every Tuesday during the Bob Stoop's (head football coach for university) Call-in Radio Show and once every Thursday during every Sooner Assistant Coaches Call-in radio show. The spot was created to raise Securities Fraud Awareness and to drive Oklahomans to the Invest Ed™ Web site. Audience demographic was 18 and older and there were approximately 111,000 listeners per game.

During the second contract period, the Invest Ed™ print ads went out to a total of 11,258,025 readers through buys in newspapers statewide.

The Invest Ed™ movie ad showed at Harkins Bricktown 16, Quail Springs 24, Tinsel Town 20 and Regal Crossroads 16 in Oklahoma City from March 19 thru July 14, 2006. The total number of people reached was 545,010.

The National Resource Center for Youth Services-DHS presented the Youth workbook and flash CD at three of their fall Independent Living conferences and in November at their conference for Foster Care providers. It will continue to be presented in other Independent Living Conferences scheduled for 2007.

The Invest Ed™ Teacher Institutes and STARS projects have jointly reached 306 Oklahoma teachers and 3,926 students. From fifteen STARS workshops so far, 87% of trained teachers committed to implementing the STARS project in their classrooms resulting in the proliferation of this information to thousands of students. Positive teacher feedback, the students' reports, evaluation summaries, and huge growth verify STARS program objectives are being met. The STARS program involved 1,026 students in spring 2006, a 262% increase over its initial fall 2005 semester. The current semester has 1,717 students participating to date (does not take into account registrations from trimester courses). The average evaluation for the STARS project has been 5 out of 5. Comments from evaluations: "This was excellent! I have learned so much and feel like this is something I can take and use right away!" and "Very informative and a great opportunity to have an interesting application of math and finance." Besides the participating teachers and students, the number of parents and family members exposed to the information through the students' experience and the subsequent awards ceremonies cannot be overestimated. For instance, a teacher shared the story of a grateful mom who explained how the STARS project had brought her son and his father together on a daily basis to review the project portfolio, talk about what he was learning and about his father's investment practices. Another teacher recounts the story of how one mom didn't realize they were doing the investment section until the parent/teacher conference. When she found out, she told her son he had to teach her, and as they left they were discussing his helping her work through the project, set up the online account and track it. Or there is the father who became suddenly very interested in the project when his high school daughter won a \$1000 college scholarship at the awards ceremony. The use of t-shirts for STARS participants to spark further interest in the program has proven to be very effective. In the high school environment, what is on one's t-shirt is often like a shout in a quiet hall. The shirts not only give participating students the chance to talk about the project, but also direct others to the Invest Ed™ Web site for further education. And teachers tell us they are worn often by the participants, further indicating their effectiveness. Finally, both the Teacher Institute and STARS curriculums direct participants to the Invest Ed™ Web site, www.investedok.org, for additional investor information.

23. How has the program grown and/or changed since its inception?

Other than the obvious increase in budgets from contract period to contract period, the projects themselves have grown and evolved to meet needs and to reach more and more Oklahomans. For instance, the STARS project grew 262% in one semester. The Invest Ed™ Teacher Institute was originally only scheduled for one week, but the demand from teachers caused the addition of a second week for both the first two contract periods and of an additional refresher course for the current period. On the multi-media and marketing projects, the expansion of vehicles for getting information out is evident – from public radio to begin with to commercial radio stations broadcasting in every Oklahoma county, to television, movie theaters, newspapers, magazines, billboards, and the distribution of Investor Education products nationwide through the licensing agreement.

24. What limitations or obstacles might other states expect to encounter if they attempt to adopt this program?

Very few! Invest Ed™ programming could be easily reproduced in other states as collaborations between Continuing Education units at state universities and the State Department of Securities. The distribution and use of Invest Ed™ Investor Education Products in other states is a good example of this.

Invest Ed™ Innovations Awards Nomination Attachments

Attachment A	Pre-Retirement and Senior Investment Workshop brochure
Attachment B	Intergenerational Investment Camp brochure
Attachment C	CD including samples of the following: Documentary, <i>Anatomy of a Fraud</i> Television Public Service Announcement Radio Public Service Announcement Classic Investment Minutes (Radio) – 3 Money 101 Investment Minutes (Radio) - 3 Investment Game (Radio) Movie Theater Ad Investment Weekly Print Ads – 3 Governor’s Proclamation
Attachment D	Investment Weekly example
Attachment E	Information from Press Kits and Town Hall Meetings
Attachment F	Governor’s Proclamation
Attachment G	Professional Invest Ed™ Brochure
Attachment H	Invest Ed™ Teacher Institute 2006 Report
Attachment I	Invest Ed™ STARS brochure
Attachment J	Youth Project Workbook and CD
Attachment K	Invest Ed™ Pricing Sheet and Licensing Agreement
Attachment L	Correlation of STARS project to Oklahoma PASS Standards