



Internet Infrastructure Services Corporation

Value Engineering – We bring Results and Speed



We look forward to 2010 as the year that brings the beginning of the restoration of stability in the Financial Marketplace and the value of American homes. One key step in not repeating some of the mistakes that led up to the economic downturn is improving the state of **Financial Literacy**.

The President’s Advisory Council on Financial Literacy identifies financial illiteracy among the causes for the financial and credit crisis in their 2008 Annual Report. The Obama Administration has made it clear that Financial Literacy will be an essential underpinning of any sustainable financial recovery.

IIS Education Services is pursuing solutions to this problem and plans to develop prototypes for curriculum and curriculum delivery for early education. From our research the **largest gap in this regard is in the Pre-K domain where the curriculum we propose is largely non-existent**.

The Obama administration emphasizes that for the Pre-K age group this learning time is essential and it would be tragic not to use it to its fullest to create a Financial Literacy foundation intend to fully respond to the need for Pre-K Financial Literacy education to form a strong foundation at early and impressionable ages. This demographic represents 12 million students not to mention their teachers, parents, and caretakers. This is a problem that we believe needs to be addressed on a Federal, State and local level.

IIS will be working with educators, curriculum experts, the Federal Government to deliver a prototype and establish a level of excellence in Pre-K in Financial Literacy that will provide a better foundation for these students for Financial Literacy education in Elementary and Secondary schools and beyond.

IIS (founded in 2000) is a SBA small business located in New Jersey servicing the financial markets, education, the Electric Sector Critical Infrastructure Protection compliance requirements, and the Government Enterprise Architecture transformation requirements. Our team provides over 150 years of experience in process and operational management, technology innovation, and supply chain solutions. We achieve repeatable success in cultural change from concept to operations, acceptance of business/ technology solutions and exacting business profits.

As the Head of Education Services , Elizabeth Coogan has designed and delivered financial education programs for audiences ranging from preschoolers to retirees. Since 2003, she is an adjunct professor in the Economics and Finance Department at Nassau Community College in Garden City, NY. Her commitment to improving young consumers’ understanding of personal finance yielded an enrichment education franchise in which she created lessons in Money in Manners. She is a member of the Board of Directors of Commerce Plaza, Inc -- a unique experience for children that combines education and employment in an effort to help build a stronger future work force for the Long Island Business Community. Elizabeth provided consulting services to the NY State Financial Literacy Coalition and the NYS Banking Department’s Financial Empowerment Clearinghouse. Additionally, Elizabeth has been a guest speaker at various community groups and schools where she shares her

passion and enthusiasm for the need to know and understand basic personal financial skills such as budgeting, credit, insurance, and retirement planning.

Ben Bernanke, April 2008

Jumpstart and Fed Reserve joint news conference

The financial preparedness of our nation’s youth is essential to their well-being and of vital importance to our economic future. In light of problems that have arisen in the sub-prime mortgage market, we are reminded of how critically important it is for individuals to become financially literate at an early age so they are better prepared to make decisions and navigate an increasingly complex financial marketplace. I am personally convinced that improving education is vital to the future of our economy and all its citizens and I strongly believe that promoting financial literacy, in particular, must be a high priority. Parents are the main source of financial knowledge (from Results of the National Research symposium on Financial Literacy and Education) Children learn financial management behavior through observation and participation and through intentional instruction by socialization agents (parents, peers, school, media and culture)

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Step 1 – With Elizabeth’s leadership, we will identify the Key Topics that we believe should be part of this curriculum and engage her contacts in curriculum development, education and financial literacy to validate and/or improve upon our base conceptualization. These experts will work with us as well as student subjects through the actualization of the curriculum prototype that will then be automated on a Smart Board / IWB.

Step 2 – Once the requirements are completed and validated, IIS Education Services will leverage their delivery expertise best practices to plan, design and construct a prototype of the “plug and play” curriculum on a Smart Board/ Interactive White Board for Pre-schools as well as a web version for the general public.

Step 3 - When the prototype is successful our technical team will analyze, design and construct the remainder of the curriculum on the Smart Board / IWB.

Conclusion -we will build our deployment and update/release plans so that we can expand use in the marketplace, react to feedback (defects, new requirements), and technological enhancements to the Smart Board/IWB or potential new delivery tools.

April 3 2008 The Economist, Getting it Right on the money

In the 2007 survey of American credit card holders, over half of the respondents said they had learned “not too much” or “nothing at all” about finance at school.

Laura Levine, Exec Director of Jumpstart is quoted, “School principals will usually agree that financial literacy is worth teaching, but they are reluctant to give it time and resources.”

David Koritko, High School Technology Chairman Farifax County Public Schools “I’ve seen a significant increase in teacher productivity and student performance across all grade levels with the implementation of the SMART Board interactive whiteboard within the K–12 learning environment.”



Next Steps

Outreach to State and Local Governments

Outreach to Federal Government and Agencies

Outreach to Subject Matter Experts

Funding Requests and Submissions



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