CENTER FOR THE PHILOSOPHY OF FREEDOM
TAKE CHARGE TODAY

National Standards for Personal Financial Education 12th grade benchmarks aligned with the Take Charge Today Advanced Level Lesson Plans. This chart contains only Advanced level lesson plans.

National Standards for Personal Financial Education

Standard	Advanced Level Course Intro.	Money in your Life	Financial Decisions	Setting Financial Goals	Assessment: A Collage of My Life	Introduction of Depository Institutions	The Basics of Taxes	Statement of Financial Position	Income and Expense Statement	Spending Plans	Paying Your Income Taxes	Assessment: My Money Management Guide	Invest in Yourself	Career Exploration	Preparing for Higher Education	Planning for Higher Education	Paying for Higher Education	Get a Job	Lifelong Employment	Getting Paid	Assessment: Career Path Interview	Choose to Save	Time Value of Money Math	Savings Tools	The Fundamentals of Investing	Let's Talk Stocks	Rule of 72	Researching Stocks Simulation Assessment	Assessment: It's My Life	Receiving from Family, Friends, and Non-Profits	Receiving from Government Programs	Assessment: Perez Family Case Study	Credit Reports and Scores	The Basics of Credit	Understanding a Credit Card	Protecting Yourself from Fraud: Identity Theft	Types of Insurance	Smart Consumer Spending	Major Expenditures: Housing, Transportation & Food	Purchasing an Automobile Assessment	Finding an Apartment Assessment	Assessment: Life of…	Giving to Others	Estate Planning	Live Well, Do Good Things Assessment	Types of Business Ownership	Principles of Businss & Personal Ethics	Defining Roles of Social Entrepreneurs & Social Responsibility	Understanding Consumers, Decisions & Markets	Recognizing Leaders and Managers
Earning Income																																																		
1. Compensation for a job or career can be in the form of wages, salaries, commissions, tips, or bonuses, and may also include contributions to employee benefits, such as health insurance, retirement savings plans, and education reimbursement programs.	★												★	★				★	★	★	★								★			★										★								
2. In addition to wages and paid benefits, employees may also value intangible (noncash) benefits, such as good working conditions, flexible work hours, telecommuting privileges, and career advancement potential.					★								★	★	★	★		★	★	★	★																											★		
3. People vary in their opportunity and willingness to incur the present costs of additional training and education in exchange for future benefits, such as earning potential.					★									★	★	★	★		★		★								★																					
4. Employers generally pay higher wages or salaries to more educated, skilled, and productive workers than to less educated, skilled, and productive workers.					★									★	★	★	★		★		★																					★								
5. Changes in economic conditions, technology, or the labor market can cause changes in income, career opportunities, or employment status.														★	★	★	★		★		★								★			★										★								
6. Federal, state, and local taxes fund government-provided goods, services, and transfer payments to individuals. The major types of taxes are income taxes, payroll taxes, property taxes, and sales taxes.	★						★				★																			★	★	★																		
7. The type and amount of taxes people pay depend on their sources of income, amount of income, and amount and type of spending.							★				★														★						★	★											★	★		★				
8. Interest, dividends, and capital appreciation (gains) are examples of unearned income derived from financial investments. Capital gains are subject to different tax rates than earned income.							★				★											★	★	★	★	★																	★	★						
9. Tax deductions and credits reduce income tax liability.	★						★				★														★	★																								
10. Retirement income typically comes from some combination of continued employment earnings, Social Security, employersponsored retirement plans, and personal investments.							★														★				★	★																	★	★	★					
11. Owning a small business can be a person's primary career or can supplement income from other sources.													★	★							★																									★				
Spending																																																		
1. A budget helps people achieve their financial goals by allocating income to necessary and desired spending, saving, and philanthropy.	★	★		★						★																						★										★	★	★	★			★		
2. Consumer decisions are influenced by the price of products or services, the price of alternatives, the consumer's budget and preferences, and potential impact on the environment, society, and economy.	★									★																												★	★			★							★	
3. When purchasing a good that is expected to be used for a long time, consumers consider the product's durability, maintenance costs, and various product features.	★									★																													★	★		★								
4. Consumers may be influenced by how prices of goods and services are advertised, and whether prices are fixed or negotiable.																																										★								
5. Consumers incur costs and realize benefits when searching for information related to the purchase of goods and services.	★																																									★								
6. Housing decisions depend on individual preferences, circumstances, and costs, and can impact personal satisfaction and financial well-being.										★																																★								
7. People donate money, items, or time to charitable and nonprofit organizations because they value the services provided by the organization and/or gain satisfaction from giving.	★	★								★																																	★							
8. Federal and state laws, regulations, and consumer protection agencies (e.g., Federal Trade Commission, Consumer Affairs office, and Consumer Financial Protection Bureau) can help individuals avoid unsafe products, unfair practices, and marketplace fraud.																																				★		★											★	
9. Having an organized system for keeping track of spending, saving, and investing makes it easier to make financial decisions.			★				★	★	★	★							★												★			★										★	★							

National Standards for Personal Financial Education

National Standards for Personal Financial Education

Saving																																																		
1. Financial institutions offer several types of savings accounts, including regular savings, money market accounts, and certificates of deposit (CDs), that differ in minimum deposits, rates, and deposit insurance coverage.						★						★										★	★	★					★																					
2. Deposit account interest rates and fees vary between financial institutions and depend on market conditions and competition.						★						★																																						
3. Unless offered by insured financial institutions, mobile payment accounts and cryptocurrency accounts are not federally insured and usually do not pay interest to depositors.						★																																												
4. Inflation can erode the value of savings if the interest rate earned on a savings account is less than the inflation rate.																									★				★															★						
5. Government agencies such as the Federal Reserve, the FDIC, and the NCUA, along with their counterparts in state government, supervise and regulate financial institutions to improve financial solvency, legal compliance, and consumer protection.						★																																												
6. Tax policies that allow people to save pretax earnings or to reduce or defer taxes on interest earned provide incentives for people to save.																									★																		★	★						
7. Employer defined contribution retirement plans and health savings accounts can provide incentives for employees to save.																			★			★			★												★													
8. People can reduce the potential for future financial strife with a partner or spouse by sharing personal financial information, goals, and values prior to combining finances.		★	★	★						★																																★								
8. There are many strategies that can help people manage psychological, emotional, and external obstacles to saving, including automated savings plans, employer matches, and avoiding personal triggers.	★	★	★	★						★												★	★	★	★																									
Investing																																																		
1. A person's investment risk tolerance depends on factors such as personality, financial resources, investment experiences, and life circumstances.																						★			★	★		★	★															★						
2. Investors earn investment returns from price changes and annual cash flows (such as interest, dividends or rent). The nominal annual rate of return is the annual total dollar benefit as a percentage of the beginning price.								★	★	★															★	★		★																						
3. Investors expect to earn higher rates of return when they invest in riskier assets.																									★				★																					
4. Because inflation reduces purchasing power over time, the real return on a financial asset is lower than its nominal return.																									★																			★						
5. The prices of financial assets change in response to market conditions, interest rates, company performance, new information, and investor demand.																									★	★	★	★	★																					
6. When making diversification and asset allocation decisions, investors consider their risk tolerance, goals, and investing time horizon.	★																								★	★		★	★															★	★					
7. Expenses of buying, selling, and holding financial assets decrease the rate of return from an investment.																									★	★																								
8. Tax rules affect the rate of return on different investments, and can vary by holding period, type of income, and type of account.											★														★	★																								
9. Common behavioral biases can result in investors making decisions that adversely affect their investment outcomes.																									★	★			★																					
10. Financial technology can counterbalance negative behavioral factors when making investment decisions.																									★	★																								
11. Many investors buy and sell financial assets through discount brokerage firms that provide inexpensive investment services and advice using financial technology.																									★	★		★	★																					
12. Federal regulation of financial markets is designed to ensure that investors have access to accurate information about potential investments and are protected from fraud.																									★											★														
13. Investors often compare the performance of their investments against a benchmark, such as a diversified stock or bond index.																									★	★		★	★																					
14. Criteria for selecting financial professionals for investment advice include licensing, certifications, education, experience, and cost.																									★	★			★														★	★						

National Standards for Personal Financial Education

Managing Credit																																																		
1. Borrowers can compare the cost of credit using the Annual Percentage Rate (APR) and other terms in the loan or credit card contract.																																	★	★	★															
2. Loans that are secured by collateral have lower interest rates than unsecured loans because they are less risky to lenders.																																		★																
3. Monthly mortgage payments vary depending on the amount borrowed, the repayment period, and the interest rate, which can be fixed or adjustable.																																		★					★											
4. Post-secondary education is often financed by students and families/caregivers through a combination of scholarships, grants, student loans, work-study, and savings.																	★																																	
5. Federal student loans have lower rates and more favorable repayment terms than private student loans, and may be subsidized.																	★																																	
6. Down payments reduce the amount needed to borrow.																																		★					★	★										
7. Lenders assess creditworthiness of potential borrowers by consulting credit reports compiled by credit bureaus.	★																																★																	
8. A credit score is a numeric rating that assesses a person's credit risk based on information in their credit report.																																	★																	
9. Credit reports and credit scores may be requested and used by entities other than lenders.																																	★				★													
10. Borrowers who face negative consequences because they are unable to repay their debts may be able to seek debt management assistance.																																		★																
11. In extreme cases, bankruptcy may be an option for people who are unable to repay their debts.																																		★																
12. Consumer credit protection laws govern disclosure of credit terms, discrimination in borrowing, and debt collection practices.																																		★				★	★											
13. Alternative financial services, such as payday loans, checkcashing services, pawnshops, and instant tax refunds, provide easy access to credit, often at relatively high cost.																																		★																
Managing Risk																																																		
1. People vary with respect to their willingness to accept risk and in how much they are willing to pay for insurance that will allow them to minimze future financial loss.																																					★													
2. The decision to buy insurance depends on perceived risk exposure, the price of insurance coverage, and individual characteristics such as risk attitudes, age, occupation, lifestyle, and financial profile.																																					★													
3. Some types of insurance coverage are mandatory.	★																																				★		★											
4. Insurance premiums are lower for people who take actions to reduce the likelihood and/or financial cost of losses and for those who buy policies with larger deductibles or copayments.																																					★													
5. Health insurance provides coverage for medically necessary health care and may also cover some preventive care. It is sometimes offered as an employee benefit with the employer paying some or all of the premium cost.																																					★													
6. Disability insurance replaces income lost when a person is unable to earn their regular income due to injury or illness. In addition to privately purchased policies, some government programs provide disability protection.																																					★													
7. Auto, homeowner's and renter's insurance reimburse policyholders for financial losses to their covered property and the costs of legal liability for their damages to other people or property.																																					★													
8. Life insurance provides funds for beneficiaries in the event of an insured person's death. Policy proceeds are intended to replace the insured's lost wages and/or to fund their dependents' future financial needs.																																																		
9. Unemployment insurance, Medicaid, and Medicare are public insurance programs that protect individuals from economic hardship caused by certain risks.	★																														★					★	★													
10. Insurance fraud is a crime that encompasses illegal actions by the buyer (e.g., falsified claims) or seller (e.g., representing non-existent companies) of an insurance contract.																																				★														
11. Online transactions and failure to safeguard personal documents can make consumers vulnerable to privacy infringement, identity theft, and fraud.																																				★														
12. Extended warranties and service contracts are like an insurance policy.																																						★	★	★										