

MEMO# 5774

April 12, 1994

SIFEE BOARD MEETING

April 12, 1994 TO: ICI EDUCATION FOUNDATION BOARD NO. 3-94 RE: SIFEE BOARD MEETING _____ A few items from the recent Board meeting of the Securities Industry Foundation for Economic Education (which I attended in Matt's place) may be of interest to you. 1. Doug Parillo, senior vice president at NASD, announced that NASD has earmarked \$3 million to launch an affiliated foundation devoted to economic education. (NASD President Joe Hardiman is a SIFEE Board member.) 2. The number of teachers now using the Stock Market Game is up 18 percent since last year to 17,500. 3. SIFEE is finalizing a licensing agreement that all Stock Market Game coordinators (most of whom are either universities or newspapers) would be required to sign. The agreement would give them exclusive rights to run the game in their geographic district, in return for which they must play by SIFEE rules. Among other rules, licensees would be required to offer the Game to all schools in their area, to provide teacher training in economic education to all teachers new to the Game, and to actively market the Game. 4. SIFEE Board members identified making the game electronic as their "highest priority." The paperwork currently involved in playing the game creates accuracy, processing, and timeliness problems that have grown along with the growth of teacher/student participation. SIFEE staff reported that the state of Alabama has become so frustrated with the paperwork, SMG coordinators there have already developed and initiated their own electronic version of the game (which differs from SIFEE's) among Alabama teachers. SIFEE is concerned other states will follow suit, further eroding their ownership and control of the game. SIFEE contracted with an outside consultant who has completed a study of what a nationwide electronic game would entail. The estimated cost is about \$2 million. The Board wants to approach a number of corporations outside the securities industry about funding this project, including Apple, Blockbuster Video, and others whose primary market is young adults. Dan Carper, SIFEE chairman and managing partner at Lord Abbett, has committed to making personal visits to potential sponsors. Please call me with any questions or comments. cc: Ron Lynch, ICI Dan Carper, SIFEE This memo was dated and mailed April 11, 1994