

FOR IMMEDIATE RELEASE

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State Employees' Credit Union®



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Students@Work Visits Top 40,000 at SECU Career Learning Events

Raleigh, N.C. – More than 50 students and several teachers from Daniels Middle School were welcomed to State Employees' Credit Union's (SECU's) Raleigh-Salisbury Street office to take part in a Students@Work initiative hosted by SECU, in conjunction with the North Carolina Business Committee for Education (NCBCE) and the North Carolina Department of Public Instruction (NCDPI). The view from the 12th floor of the downtown building created the ideal backdrop for the student workshop where SECU representatives spoke about future career and job opportunities – all part of the initiative's efforts aimed at raising the State's graduation rate by giving middle school students a chance to connect what they are learning in the classroom with occupations that exist in the workplace. The half-day event also included a brief discussion from Governor McCrory's Assistant Chief of Staff John Baldwin, followed by a "Real World" personal finance simulation exercise. A group tour of SECU's branch and operations areas concluded the event, which was also attended by numerous representatives from NCBCE, NCDPI and Wake County Public School System.



Daniels Middle School students during SECU's financial simulation exercise.



John Baldwin, Governor McCrory's Assistant Chief of Staff, addressing students.

Addressing the young crowd, Mr. Baldwin welcomed students to downtown Raleigh, home of the State's Government complex. "I'm excited to look out and see all of the forthcoming jobs that your generation will have the opportunity to be part of," said the Assistant Chief of Staff. "Students@Work was developed for sixth to eighth grade students to help reinforce the importance of education, staying in school and preparing for careers of interest that will help you grow and secure a solid financial future." Baldwin continued, adding on behalf of Governor McCrory, "Work hard, listen to your teachers and challenge yourself to further your education, which will lead you on the path to a bright future."

First teaming with NCBCE and NCDPI for Students@Work Week in 2011, SECU has provided workplace experiences and activities at its branches and in public schools in all subsequent years since the program's inception. Over the years, Credit Union employees statewide have reached 38,000 students through Students@Work events. While the 2015 tally is not yet complete, early figures indicate that nearly 3,500 students participated in SECU sponsored Students@Work presentations March 2nd through March 6th.

SECU's Senior Vice President of Member Education and Outreach Jimmy Goodrum remarked, "Students@Work is a great project designed to help students as they begin to develop interests which

will influence their career, educational and financial paths. It's important for them to recognize and learn skills they will need for their career choices. The students seemed to enjoy their 'Real World' experience and we look forward to hosting more local career and youth financial education presentations during the year."

About SECU

A not-for-profit financial cooperative owned by its members, SECU has been providing employees of the State of North Carolina and their families with consumer financial services for 77 years. The Credit Union also offers a diversified line of financial advisory services including retirement and education planning, tax preparation, insurance, trusts, estate planning and investments through its partners and affiliated entities. SECU serves nearly 2 million members through 254 branch offices, over 1,100 ATMs, 24/7 Contact Centers and a website, www.ncsecu.org.