

# WHO IS THE COLLEGE BOARD BENEFITING WITH ITS “AP BUSINESS WITH PERSONAL FINANCE” COURSE?



**THE COLLEGE BOARD IS A “NONPROFIT” HIDING BEHIND THE ILLUSION OF PROMOTING SCHOOL DISTRICT “CHOICE” FOR PERSONAL FINANCE EDUCATION COURSES.**

**WHO REALLY BENEFITS FINANCIALLY? THE COLLEGE BOARD.**

## A SEMESTER-LONG STANDALONE PERSONAL FINANCE COURSE

- Teaches essential skills like banking, budgeting, investing, taxes, credit management and career planning
- **FREE** curriculum from Next Gen Personal Finance (NGPF) used by ~80% of personal finance teachers
- 600K+ hours of **FREE professional development and training** provided by NGPF to 20K+ educators since 2014
- **NO** exams fees; **NO** textbook costs; **NO** professional development fees; **NO** licensing

## THE COLLEGE BOARD'S AP BUSINESS WITH PERSONAL FINANCE COURSE

- **Only 17 – 20% of AP exam content is personal finance**, while 80% is business
- What's paid to the College Board:
  - \$90 exam fee per student
  - \$125 textbook per student
  - \$730 in required teacher training
- **Rejected by 4 states (CA, WI, KY, FL)** as not meeting personal finance education requirements

## WHAT DO YOU NEED TO KNOW ABOUT THE COLLEGE BOARD?

Over the last 10 years according to public tax filings:

Made **\$840 million in profit** on \$10.1 billion in revenue, including a net profit margin of 18% in 2024

Doubled cash and investments to more than \$2 billion

In 2024, **paid its CEO \$2+ million** in compensation

**From 2020-2024, spent \$5+ million in lobbying** for legislation like bills seeking to permit its AP Business with Personal Finance course

**OUR ADVICE TO THE COLLEGE BOARD: FIX YOUR COURSE SO IT MEETS STATE REQUIREMENTS FOR PERSONAL FINANCE EDUCATION.**

**DON'T SPONSOR MISLEADING LEGISLATION TO UNDERMINE REQUIREMENTS THAT ARE ALREADY WORKING.**



Go to [PersonalFinance4CA.com](https://PersonalFinance4CA.com) to learn more.