Jonathan Wroble, of Get A Financial Life NYC Curriculum, Selected to New York Financial Educators Council Advisory Board

NEW YORK, NY, UNITED STATES, August 14, 2026 /EINPresswire.com/ -- The New York Financial Educators Council (NYFEC) announced today that they have tapped Jonathan Wroble, co-developer of the Get A Financial Life NYC (GFL NYC) high school financial wellness curriculum, to serve on its esteemed Advisory Board.

Jonathan Wroble New York Advisory Board Member

Wroble's educational achievements include a Bachelor's in Communication from the University of Pennsylvania and an Ms.C. in Human Behavior from USC. His experiential background covers financial and digital literacy, research, marketing, communication, senior administration, and C-level support. In 2025 he founded the GFL NYC curriculum with his co-creator, Beth Kobliner, and in partnership with the program's sponsor, the Heckscher Foundation for Children. GFL NYC is the first ever personal finance curriculum designed specifically for NYC public high school students. Jonathan now serves as the program's Chief of Operations and supervises its expansion.

> "Jonathan's work shows how financial education can be tailored to local student experiences while still producing measurable learning gains."
>
> *Vince Shorb, CEO, National Financial Educators Council*

Get A Financial Life NYC was developed with the specific needs of New York City students in mind, taking into account the unique shared experiences of young people coming of age in the city. The curriculum was pilot tested with 30 public schools in its first year – 2025- 2026 – and reached more than 1,500 students. The pilot results were quite promising, with participating students achieving an average over 50% improvement between baseline and post-test assessments. Both New York state and the NYC Department of Education subsequently adopted GFL NYC as a recommended personal finance education resource; and the program is expanding into 50 schools in the 2026-2027 academic year.

In addition to managing the GFL NYC operations, Wroble also is an accomplished writer, maintaining a weekly Substack blog on current financial and digital literacy topics.

Jonathan Wroble joins the NYFEC Advisory Board with a goal to bring up-to-the-moment, tailored financial education to more populations in need across New York and around the country. His belief is that the GFL NYC curriculum offers a model for how financial wellness programs can be customized to meet the diverse needs of a broad range of communities.

When asked about his selection to the Advisory Board, Jonathan commented, “I am honored to represent New York with the NYFEC, and look forward to continuing the growth of finance skills among young people. I’m excited to learn from other advocates, collaborate together, and share stories of how to tailor personal finance education to specific communities.” The NYFEC anticipates a long-term and mutually beneficial relationship with Jonathan Wroble as they move the financial wellness mission forward.

Jonathan Wroble’s work with Get A Financial Life NYC demonstrates the power of designing financial education around the real experiences of the students being served,” said Vince Shorb, CEO of the National Financial Educators Council. “His operational leadership, curriculum development experience, and commitment to measurable outcomes make him a valuable addition to the NYFEC Advisory Board.

The New York Financial Educators Council is part of the National Financial Educators Council (NFEC), an internationally recognized, IACET-accredited organization and Certified B Corporation. NFEC provides comprehensive training, curriculum, and implementation frameworks that empower educators and community leaders to deliver effective, measurable financial education programs.

Claudia Martins
National Financial Educators Council
+1 702-620-3059
email us here
Visit us on social media:
LinkedIn
Instagram
Facebook
YouTube
X

This press release can be viewed online at: https://www.einpresswire.com/article/928619721