

# FINANCIAL LITERACY WORK GROUP MEETING NOTES

September 24, 2008

Highline Community College Board Room, Des Moines, WA

## ***Present:***

Amy O'Donnell, WSCPA Financial Literacy  
David Sieminski, Express Credit Union  
Kristen Mowat, WA Bankers Association  
Cheryl Reed, AARP  
CJ Robinson, United Way  
Lyn Peters, DFI;  
Jeremy Lushene, DFI;  
Rep. Sharon Tomiko-Santos, State Legislator  
Cathy Brorson, Kitsap CU & CU Youth Development Council  
Dee Taylor, WA State Housing Finance Commission  
Ann Flannigan, Washington State Employees Credit Union  
Allan Morrow, Sr. Citizens Lobby  
Linda Jekel, DFI & FLPPP  
Paul Knox, CTED  
Linda Taylor, Urban League  
Ty Cordova, WA State Commission on Hispanic Affairs  
Mary Gould, Attorney General's Office  
Fehi Tuivai, CCNW  
Paula Mahoney, WaMu  
Scott Kinney, WaMu  
Stacy Augustine, WA Credit Union League

## ***Guests:***

Israel Mendoza, State Board for Community and Technical Colleges  
Kathy Cooper, State Board for Community and Technical Colleges

***Absent:*** Greer Bacon, APM; John Nofsinger, WSU; Erica Benson-Hallock, United Way; Pam Whalley, WSU; Lance Wrzesinski, WSBEA; Donna Dziak, Solid Ground; Michelle Hardesty, DRS; Kim Scott, WSCPA Member Services; Dani Small, Tacoma Goodwill; Brian Berghoff, DRS; Orlando Cano, State Legislature; Charles Helms, CCNW; Caleb Perkins, OSPI; Stacy Augustine, WCUL & FLPPP; John Tye, Tacoma Goodwill; Helen Myrick, United Way

## **Call to order: Lyn Peters, Director of Communications, DFI**

Lyn Peters welcomed everyone and made brief financial literacy announcements.

Lyn reported on the Core 24 hearings about purpose of the high school graduation when Jump\$tart, FLPPP, and FLWG asked for consideration to add financial literacy. For more information, see <http://www.sbe.wa.gov/mhsd.htm> .

Dana Twight did a huge report on financial literacy in Washington state as part of her doctoral thesis. See "Getting Our Money's Worth: Exploring State Strategies for Investing in Financial Literacy Education, June 2007, updated May 2008.

Cheryl Reed, AARP, got a financial literacy question on the Washington gubernatorial candidates' Q&A and the candidates' answers were added to the AARP newsletter to 950,000 AARP members.

We have the Presidential Financial Literacy Challenge from November 3-26, 2008. The Challenge is a voluntary, 35-question test that students can take on-line to earn recognition of their financial knowledge. Students scoring in the top 25th percentile of the nation's scores will earn a certificate of recognition from the U.S. Department of the Treasury. Students scoring exceptionally high will win a 2008 National Financial Literacy Challenge Award medal. Teachers must register their students to compete. Let teachers know. Washington state has one of the highest participation rates. For more info, see <http://flc.treas.gov/teacher>.

Lyn Peters, DFI, reported that OBee Credit Union, Rutledge Farms, DFI, and others are sponsoring the Financial Literacy Corn Maze in Tumwater, Washington from September 5 to November 2, 2008. The Maze contained twelve stops in the maze to answer financial education questions. Each stop had questions for 3 different age-appropriate questions. Attendance at the Corn Maze is expected to be 20-50 thousand.

DFI are working with the CPAs for a teacher training in Pasco, Washington on October 29, 2008. If you are interested in participating at this or other teacher training on financial education, please let Lyn Peters know.

### ***Guest Speakers***

Lyn Peters introduced Kathy Cooper, Policy Associate of Office of Adult Basic Education, and Israel Mendoza, Director of Adult Basic Education, both from the Washington State Board for Community and Technical Colleges. They are going to talk about the importance of financial education to college students.

Israel Mendoza stated that financial literacy is the key to students attending community college. 50% of adults in this country have either attended a community college or graduated with an associate of arts degree. Another 25% of adults in this country have a family member who attended a community college. Right here in Washington State in the 34 community colleges, at any given time, we have 450 thousand students attending. The programs at the community and technical colleges have the potential of helping many Washington residents.

He explained the three mission areas: 1) academic transfer to another college; 2) professional and technical programs; and 3) adult basic education (such as English as a second language, basic reading and writing) with special focus to help low-income individuals.

For the adult basic education, we reach about 60 thousand individuals but that is only about 6-8% of the individuals who need adult basic education based on census information. For example, the population between census counts who do not speak English as doubled. The need for adult basic education is enormous. We work with a lot of different groups to help them get the education necessary for a decent career and to improve their lives. So we really believe the work of your group is doing is important to a huge group of Washingtonians and we want to partner with you.

Israel then showed a 8 minute video titled “ America’s Perfect Storm.” This video summarizes research done by the Education Testing Service. To see the video, go to [www.ets.org](http://www.ets.org) and search for “America’s” or go to <http://www.ets.org/portal/site/ets/menuitem.1488512ecfd5b8849a77b13bc3921509/?vgnextoid=e9f3d944c8b70110VgnVCM10000022f95190RCRD&vgnnextchannel=f993d944c8b70110VgnVCM10000022f95190RCRD> .

Kathy Cooper then talked about the work of community and technical colleges to help Washington residents. Low-income and moderate income students need not only education with reading, writing, math, and other skills necessary to get a good job and improve income but also help to navigate our complex culture and systems. As an example, she provided a flyer from Clover Park Community College titled “Money Matters Workshop Series.” Grants help fund these workshops. Students learn about the workshops through student services and advising. (see copy of flyer for the purpose of each workshop.)

We recommend three prong approach to provide financial literacy through community and technical colleges at cost neutral or minimum cost:

1. Cost neutral – Have the admission staff and student advisory find out what colleges are doing and pass on to students. We have 34 community colleges and each has different program tailored toward their community. We should share successful practices across colleges.
2. National Association of Directors of Adult Basic Education – should collect information about FL a) find out what programs are being used with partners, such as banks, credit unions, and foundations; and b) ask how best to tailor to their communities (example, Walla Walla program is different than King County).
3. FL as program initiative – focus on adult population and integrate FL into other course/knowledge/skills desired by student; 12 family literacy programs; single mothers, many don’t have a high school graduation; e-learning opportunities tailored for careers (example: such as math modules on math skills for truck driver or how to paint room).

## **Reports**

The reports discussed below are available at [www.dfi.wa.gov/work-group/notes.htm](http://www.dfi.wa.gov/work-group/notes.htm) .

Cathy Brorson presented State Education Subcommittee draft recommendations (see September 24, 2008 draft recommendations).

Kristin Mowat and Stacy Augustine gave Private Subcommittee draft recommendations (see September 24, 2008 draft recommendations).

Paul Knox and Dani Small gave Non-Profit Subcommittee recommendations (See September 5, 2008 draft recommendations).

Linda Jekel gave State Subcommittee draft recommendations (See September 24, 2008 draft recommendations).

### **Other Information**

To add financial literacy to the 211 system, the cost is estimated at \$150,000 per year. This would pay for maintaining the database and training the 211 staff about the financial education resource.

Paul Knox discussed CTED's work with the Financial Fraud Task Force and Bank on Cowlitz program.

Representative Santos reported that FLPPP will recommend mandating financial education into K-12 grades with funding and use Jump\$tart FL standards. Until FL is mandated, school districts should be encouraged to voluntarily provide FL.

Lyn Peters reminded the group that the subcommittees must finalize their recommendations. She will send the full list of draft recommendations to all work group members. Then a volunteer from each of the four subcommittees will meet with Lyn and determine the final recommendations.

### **Adjourned**

The meeting was adjourned for the full membership meeting.